



# UNITED WAY WORLDWIDE STYLE GUIDE

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# INTRODUCTION

Welcome to the United Way Worldwide (UWW) Style Guide. This document is designed to ensure clarity, consistency, and impact across the diverse and dynamic range of our global messaging.

Recognizing the importance of adhering to the highest standards of professionalism and accessibility in our communications, this guide is founded on the principles of the Associated Press (AP) Stylebook. Whether you're drafting a press release, composing social media content, or developing marketing materials, this guide provides guidance on language use, punctuation, grammar, and formatting, tailored to reflect United Way's unique voice and mission.

In this guide, you'll find detailed sections on punctuation and grammar, clarity and accessibility, and highlights from the AP Stylebook, all adapted to fit United Way's unique brand identity. Additionally, we offer guidance on how to incorporate global network campaign themes into local United Way communications, ensuring that every message is impactful and aligned with our shared goals.

We encourage all United Way staff to familiarize themselves with this guide and use it as a reference in their day-to-day communications. Together, with a consistent and clear style, we can more effectively mobilize communities to action so all can thrive.

# TECHNICAL GUIDE

## Technical Overview: Punctuation, Spelling, and Grammar

**Punctuation:** Follow AP Stylebook's guidelines for commas, semicolons, quotation marks, etc., ensuring readability and clarity in communications. Specifically, use the Oxford comma/serial comma for clarity in lists. You can include a final comma in a simple series, if omitting it could make the meaning unclear. Always use serial commas when listing United Way impact areas [see below].

**Spelling:** Use American English spelling as per AP Stylebook, unless local variations are necessary for specific audiences.

**Grammar:** Apply AP grammar rules, focusing on active voice, verb tense consistency, and subject-verb agreement to ensure messages are engaging and direct.

## PUNCTUATION

### Commas

**Serial Commas:** Use the Oxford comma for clarity in lists of three or more items. This aligns with providing clear, unambiguous communication.

**EXAMPLE:** We work to advance Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency.

### Semicolons

**Complex Lists:** Use semicolons to separate items in a list that contains commas for clearer distinction.

**EXAMPLE:** United Way operates in New York, New York; Los Angeles, California; and Miami, Florida.

## Quotation Marks

**Direct Quotes:** Use quotation marks for direct quotations, following AP Style for punctuation placement. At the end of a sentence, punctuation precedes the closing quotation mark(s).

**EXAMPLE:** The CEO said, “Our mission is to mobilize communities to action so all can thrive.”

**Titles:** Use quotation marks for titles of books, articles, and reports, consistent with AP guidelines..

**EXAMPLE:** The report, “Global Impact of Local Action,” was released yesterday.

## Colons and Dashes

**Introducing Lists:** Use a colon to introduce a list, but only after a complete sentence. Capitalize the first word after the colon when it begins a complete sentence.

**EXAMPLE:** United Way focuses on four impact areas: Healthy Communities, Youth Opportunity, Financial Security, and Community Resiliency.

**Em Dashes:** Use em dashes (without spaces) to emphasize a break in thought or to set off parenthetical statements—sparingly for clarity.

**EXAMPLE:** United Way’s approach—connecting people and resources—drives impactful change.

## Apostrophes

**Possession:** Use apostrophes to indicate possession, following standard English usage rules. Never use an apostrophe to pluralize.

**EXAMPLE:** The community’s resilience is a testament to its strength.

**Contractions:** Use contractions where appropriate to create a more conversational tone, in line with United Way’s engaging personality.

**EXAMPLE:** We’re dedicated to making a difference in people’s lives.

## Parentheses

**Clarification:** Use parentheses to clarify acronyms (at first usage) or provide additional information without detracting from the main message.

**EXAMPLE:** The American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) is the voluntary federation of 60 national and international labor unions that represent more than 12.5 million working people.

## SPELLING

### Technical Terms

**Consistency:** Use consistent spelling for technical terms and industry-specific language, referencing a standard industry dictionary when in doubt.

**EXAMPLE:** “nonprofit” (not “non-profit” or “non profit”), “healthcare” (as one word).

### Proper Nouns

Capitalize proper nouns, including names of programs, initiatives, and specific entities, following AP style.

**EXAMPLE:** “Community Impact Fund”

## Localization

**Regional Variations:** Respect local spelling variations in communications targeted to specific regions outside the United States, provided they do not confuse the primary audience.

**EXAMPLE:** “Labour” in UK-targeted materials

## Capitalization

**Before Names:** Capitalize formal titles when they appear immediately before a person's name. Do not capitalize titles that are informal or used in a descriptive sense. Also, do not capitalize titles that follow a name.

**CORRECT:** President Jane Doe

**INCORRECT:** The President, Jane Doe, spoke at the event.

**INCORRECT:** Jane Doe, the President, spoke at the event.

## Localization

**Specific Names:** Capitalize the specific names of United Way programs, initiatives, campaigns, and events to distinguish them from general terms.

**EXAMPLE:** MyFreeTaxes helps low- to moderate-income tax filers save money and claim the tax credits they deserve.

## Departments and Organizational Units

**Within UWW:** Capitalize the formal names of departments and organizational units when referring to specific entities.

**EXAMPLE:** The Marketing Communications Department launched a new outreach program.

## Days, Months, and Holidays

**Capitalization:** Capitalize days of the week, months, and holidays, but do not capitalize seasons unless part of a formal event name.

**CORRECT:** The summer event, Summer Solstice Celebration, will occur in June.

## Geographical and Place Names

**Specific Names:** Capitalize specific names of countries, cities, regions, and landmarks. Do not capitalize words like “city,” “county,” or “state” when used generically.

**EXAMPLE:** United Way is active in South America, including Brazil and Argentina.

**Formal Names:** Capitalize the formal names of special events, awards, and recognitions.

**EXAMPLE:** The Annual Community Impact Awards honor outstanding volunteers.

**Lowercase for General Use:** Use lowercase for non-specific references to positions, jobs, titles, and general areas of work or study.

**EXAMPLE:** The volunteers include teachers, doctors, and lawyers.

## GRAMMAR

### Verb Tense

**Consistency:** Maintain consistent verb tenses within sentences and paragraphs to ensure clarity and cohesiveness of the message.

**EXAMPLE:** “United Way mobilizes communities and drives change.”

### Active Voice

**Clarity and Engagement:** Favor the active voice to create more engaging and direct sentences, in line with both AP and UWW’s preference for clear, dynamic communication.

**EXAMPLE:** “United Way supports families” rather than “Families are supported by United Way.”



## Pronoun Use

**Clarity and Antecedent Agreement:** Ensure pronouns clearly refer to a specific noun and agree in number and gender, using inclusive, nonbinary language to avoid gender bias. Specifically, use “they/them” instead of “he/she.”

**EXAMPLE:** “When a donor gives to United Way, they are making a difference.”

Avoid attributing gender to an individual without understanding first how they identify. How a person presents does not necessarily reflect how they identify. In addition, avoid gender pronouns. When referring to unspecified persons, make your subject plural or otherwise reword to avoid gender whenever possible.

**SINGULAR (AVOID):** If a member has questions, ask him or her to call me.

**PREFERRED:** If members have questions, ask them to call me.

In limited cases, when rewording is impossible or awkward, it is acceptable to use they/them/their as a singular or gender-neutral pronoun (e.g., The person left their credit card at the membership desk.).

## Split Infinitives

**Flexibility for Clarity or Emphasis:** While traditionally avoided, split infinitives are acceptable if they enhance clarity or emphasis in a sentence.

**EXAMPLE:** “To effectively mobilize communities, United Way collaborates with partners.”

**Starting Sentences with Conjunctions:** It is acceptable to start sentences with conjunctions (And, But, For) for effect or in more conversational tones, following modern usage trends.

**EXAMPLE:** “But the real impact comes from our united efforts.”

# JARGON

While the AP Stylebook advises on clarity and precision, this guide emphasizes accessibility. A foundational element of our refreshed brand voice is plain language.

Combine these by avoiding industry-specific jargon unless absolutely necessary (and you know for sure those terms are widely understood by your audience). When technical terms are necessary, provide clear definitions to ensure inclusiveness.

Jargon refers to specialized terminology used within a specific industry, profession, or group that may not be understood by the general public. Recognize and limit the use of such language in external communications to ensure accessibility and comprehension for all audiences.

**EXAMPLE:** Instead of “capacity building,” use “developing skills and resources.”

When discussing complex or technical topics, break down information into easily understandable terms. Use plain language that conveys the essence without oversimplification, maintaining the integrity of the message.

**EXAMPLE:** Instead of “leveraging stakeholders for synergistic outcomes,” use “working with partners to achieve better results.”

## Acronyms and Abbreviations

**First Use Rule:** Spell out acronyms and abbreviations in their first use, followed by the acronym or abbreviation in parentheses. Thereafter, you can use the acronym or abbreviation alone, if necessary. (It's advisable to limit acronyms as much as possible.)

**EXAMPLE:** “United Way Worldwide (UWW) focuses on community support. UWW partners with local organizations to drive change.”

**Regional Adaptation:** Adapt technical terms to fit the cultural and linguistic context of the target audience, especially in global communications. Provide explanations or local equivalents if a direct translation might not resonate or be understood.

**EXAMPLE:** Use “community support programs” instead of a specific term like “outreach initiatives” if the latter does not translate well into the local context.

**Alternative Phrasing:** When industry-specific terms are unavoidable, introduce them with a brief, clear explanation or substitute them with a more universally understood phrase.

**EXAMPLE:** Instead of “philanthropic investment,” use “charitable donation.”

# INCLUSIVE LANGUAGE GUIDELINES

This section is intended to guide the use of inclusive language across all our communications, ensuring that we speak respectfully and inclusively to and about everyone, consistent with our values of diversity and inclusion.

Our commitment to inclusive language is not just about compliance with standards, but about embodying our core values of respect, dignity, and equality for all individuals. We aim to communicate in a way that reflects our understanding and respect for the diversity of experiences and identities among our audience.

Make every effort to avoid stereotypes, or generalizations and assumptions about groups of people. These can pertain to race, ethnicity, gender, and other dimensions of identity. With respect to race, remember to capitalize references to racial groups, and be consistent when referring racial and ethnic dimensions of identity, i.e., African American, Black, Hispanic, Latinx, Asian, Native Hawaiian, Pacific Islander.

**Use person-first language** to elevate the individual and emphasize that there is more to each person than their descriptors. Mention characteristics such as age, gender, sexual orientation, religion, race/ethnicity or ability only when relevant.

**EXAMPLE:** Instead of “homeless person” say “person who is experiencing homelessness.”

**Use language that empowers** individuals and communities by focusing on their positive attributes and strengths and avoids portraying them as passive and/or powerless.

**EXAMPLE:** Avoid describing people and communities as minorities, vulnerable, or at-risk because this implies a deficit or deficiency.

**Non-Discriminatory Language:** Use language that respects all individuals, regardless of race, gender, religion, disability, or other characteristics.

**Pronouns and Forms of Address:** Always use an individual's self-identified pronouns, preferred ethnic or racial identification, and titles. This shows respect for their identity and preferences. If you are unsure of someone's pronouns and cannot ask, use gender-neutral language.

**EXAMPLES:** Use "they" as a singular pronoun to refer to someone whose pronouns are unknown or who prefers "they/them."

When addressing letters or emails without specific recipient information, use "Dear Friend" instead of gender-specific salutations.

**Avoiding Gender-Biased Expressions:** Substitute gendered terms with gender-neutral alternatives to avoid perpetuating traditional stereotypes.

**EXAMPLES:** Replace "chairman" with "chairperson" or "chair."

Use "workforce" instead of "manpower."

**Accessibility in Communication:** Ensure that our communications are accessible to people with disabilities. This includes using clear, jargon-free language and providing alternative text for images.

**EXAMPLES:** Use captions for videos [in the appropriate language]

Provide transcripts for audio content.

Add alternative text for photos.

**Cultural Sensitivity:** Be mindful of cultural differences and the diversity of United Way and our global audience. Avoid assumptions and stereotypes about cultures and communities.

**EXAMPLES:** When discussing holidays, recognize that different cultures celebrate different holidays.

Be cautious when using metaphors or idioms that may not translate well across cultures.

Avoid racially coded terms like "urban" and "inner-city" that perpetuate racial stereotypes.

# STYLE

The style section of our integrated guide blends the United Way Brand Messaging Toolkit with the principles of the Associated Press (AP) Stylebook, ensuring our communications not only adhere to professional standards but also resonate with our brand's unique voice and tone.

## Brand Voice and Tone

**Voice and Tone:** Align with United Way's brand personality—engaging, energizing, and elevating—while adhering to AP's principles of clear, concise, and factual reporting. This involves using an active voice, focusing on people rather than processes, and highlighting the impact of United Way's work.

**Engaging, Energizing, and Elevating:** Our communications should embody these three core personality traits and guide how United Way communicates, ensuring that every message is not only informative but also inspiring and uplifting. They should invite participation, inspire action, and uplift communities.

**ENGAGING EXAMPLE:** “Discover how your participation can spark a change. Join us at our next community event and see the difference you can make.”

**ENERGIZING EXAMPLE:** “Let's turn ideas into action! Your support can propel our mission forward, creating lasting impact in communities worldwide.”

**ELEVATING EXAMPLE:** “Every contribution expands our collective strength. Together, we're not just solving problems; we're lifting entire communities.”

## Messaging Consistency

Reflect United Way's brand pillars (Connective, Responsive, Scalable) and brand promise ("mobilizes communities to action so all can thrive") in all communications. The AP Stylebook's emphasis on precision and clarity supports this by ensuring messages are straightforward and impactful.

Align all messaging with the notion of mobilizing communities to action so all can thrive, and ensure consistency across various platforms and mediums. Consistently thread United Way's mission and vision in all communications, reinforcing our core values and objectives.

**UNIFIED THEME EXAMPLE 1:** In a newsletter, "This month, see how your support has mobilized communities from the mountains to the coastline."

**UNIFIED THEME EXAMPLE 2:** On social media, "Every action you take with us plants a seed of change, growing into forests of opportunity and thriving communities."

## Audience Specific Messaging

Tailor messages to different audiences while maintaining consistency with the United Way brand and AP's readability standards. This includes adapting messages based on cultural and regional considerations, ensuring inclusivity and relevance. Customize messaging to resonate with specific audience segments, reflecting their values and how they can specifically contribute to or benefit from United Way's work.

**CORPORATE PARTNERS EXAMPLE:** "Partner with us to advance your corporate social responsibility goals. See the tangible impact your company can make."

**INDIVIDUAL DONORS EXAMPLE:** "Your donation empowers individuals and families. Here's the story of how charitable support changed a life."

## Cultural Sensitivity

Consistent with both guides, ensure language is inclusive, avoiding stereotypes or assumptions about race, gender, age, and other dimensions of identity. This aligns with United Way's focus on community and inclusivity and AP's guidelines on respectful and unbiased language.

Ensure language, imagery, and examples reflect the diverse communities United Way serves. Avoid stereotypes and use inclusive language that respects all individuals.

**CULTURAL SENSITIVITY EXAMPLE:** “We honor the diverse cultures and backgrounds that make our community vibrant. Here’s how our programs are designed with everyone in mind.”

**INCLUSIVITY EXAMPLE:** “Our initiatives are for everyone—regardless of age, background, or ability. Learn how we’re making inclusivity the cornerstone of our work.”

## Clarity and Accessibility

**Clear Communication:** Follow AP's guidance for clear, concise language, avoiding unnecessary complexity. Use straightforward language that can be easily understood by a broad audience.

**CLARITY EXAMPLE:** Instead of “Our initiatives leverage stakeholder relationships,” say “We work closely with community members and partners.”

**ACCESSIBILITY EXAMPLE:** Replace “We facilitate capacity building for beneficiaries” with “We help people gain the skills they need to succeed.”

## Emotional Connection

Use storytelling to humanize United Way's impact, sharing real stories of individuals or communities that have been transformed through our efforts. Stories should be rooted in individual or community experiences that highlight transformation and hope, and using vibrant, descriptive language.

**STORYTELLING EXAMPLE 1:** “Meet Maria, who turned her life around with the help of our financial literacy program. Her journey from debt to stability is one of many stories of hope.”

**STORYTELLING EXAMPLE 2:** “After the hurricane, our united efforts helped rebuild the community center, turning despair into hope.”



## Calls to Action

**Motivation to Engage:** End communications with a clear, compelling call to action that motivates the audience to support United Way's mission. Be specific about how they can make a difference. Show the audience how they can be part of meaningful community solutions.

**CALL TO ACTION EXAMPLE 1:** "Click here to donate today—your support can provide immediate relief to families facing hardship."

**CALL TO ACTION EXAMPLE 2:** "Sign up to volunteer and experience the joy of making a difference in someone's life. Your time is the most valuable gift."

## Preferred UWW Forms

Use:	Not:	Rationale
<b>Angela F. Williams</b>	Angela Williams, A. F. Williams	When referring to the President and CEO use the prescribed format.
<b>United Way</b>	The United Way UW	When referring to an individual United Way or the global community action network.
<b>network (n.)</b> <b>United Way network (n.)</b> <b>global United Way network (n.)</b>	The United Way Network. The Network. Global United Way Network.	Network is not a proper name, so should not be capitalized.
<b>united (adj.)</b>	United (adj.)	Adjectives are not capitalized.
<b>United Way Worldwide</b>	UWW	Avoid this acronym, especially to avoid confusion with external audiences. If needed for brevity, write out the full term, followed by the acronym in parentheses, and use the acronym thereafter.
<b>Local United Way</b>	LUW	Avoid this acronym with external audiences. Instead, use United Way.
<b>Full local United Way name e.g. United Way of Collier and the Keys</b>	Acronym e.g. UWCK	Spell out local United Way name in first use and, thereafter, refer to it as United Way .

## APPENDIX

# KEY TERMS & ACRONYMS

This appendix serves as a reference guide to frequently used acronyms and phrases at United Way Worldwide.

While these terms are commonplace in our internal communications and may facilitate shorthand communication among staff, it is crucial to remember that they should not be used in external communications or messaging. This guide aims to ensure that all team members are familiar with these terms while understanding the context in which their usage is appropriate.

Key Term / Acronym	Description
<b>211 (not 2-1-1)</b>	211 is a vital service leveraged by millions of Americans and Canadians each year to find and access social services and resources like housing, food, transportation, and emergency support. Visit <a href="http://www.211.org">www.211.org</a> for more information and to find your local 211.
<b>ACH</b> <b>Automated Clearing House</b>	The code used by an organization when transmitting electronic payments. For LUWs, the recommended format is “UW” plus the LUW’s state’s two letter abbreviation, plus the city where the LUW is located. For example, the United Way of Culpeper’s ACH code, under this recommended format, is “UWVACULPEPER” (Culpeper is in Virginia).
<b>AdT</b> <b>Tocqueville Society OR Alexis de Tocqueville Society</b>	Alexis de Tocqueville Society—now called Tocqueville Society. A national major gifts society, sponsored by UWW, with chapters in LUWs across the country. Members of the Alexis de Tocqueville Society® give annual gifts of at least \$10,000.
<b>Advocacy</b>	Efforts to influence public policy through various forms of persuasive communication to federal, state, or local government.
<b>AFL-CIO</b>	A voluntary federation of labor unions (not a union itself)

<b>American Federation of Labor and Congress of Industrial Organizations</b>	Composed of 55 unions representing more than 12 million members in the U.S. and Canada.
<b>AFL-CIO State Federation</b>	The National AFL-CIO has 55 affiliated unions. Each state has its own AFL-CIO State Federation or an Area Labor Federation. The union affiliates vary from state to state.
<b>ALF AFL-CIO Area Labor Federation</b>	Merged Central Labor Councils in a region of the country to combine resources to build political power for workers.
<b>Agency/Partner Agency (sometimes called “funded agency”)</b>	An organization funded by United Way that provides health and human services to clients.
<b>Allocation</b>	Funds granted to an agency or program, typically for a 12-month period.
<b>ALP Advanced Leadership Program</b>	
<b>AP Accounts Payable</b>	Monies owed for goods or services received, but not yet paid for.
<b>AR Accounts Receivable</b>	Monies due for goods or services sold, but not yet collected.
<b>Born Learning (bornlearning.org)</b>	United Way Born Learning is a set of tools that equip parents, caregivers and communities to create early learning opportunities for young children. Designed to support parents in their critical role as a child’s first teacher, Born Learning is a long-standing resource used across the United Way network.
<b>BPI</b>	Business Performance Index.
<b>BPM</b>	Business Performance Matrix.
<b>Workplace Campaign</b>	An intensive fundraising endeavor (traditionally within a place of employment) over a short period of time to meet a specific financial goal. This period, most commonly between early September and mid-December, is when many LUWs conduct the majority of their fundraising efforts in the community.
<b>BRP Business Relationship Process</b>	Identification, development, and management of key stakeholder relationships.
<b>CCPA California Consumer Privacy Act</b>	A law that protects the privacy rights of consumers within the state; similar to (GDPR).

<b>CEO</b> <b>Chief Executive Officer</b>	Chief Executive Officer. (See also: CPO)
<b>CFC</b> <b>Combined Federal Campaign</b>	The annual workplace campaign run in federal workplaces.
<b>CHRO</b> <b>Chief Human Resources Officer</b>	
<b>CI</b> <b>Community Impact</b>	United Way's impact work, which improves lives by mobilizing people and organizations to create lasting change. sustained, measurable changes in community conditions.
<b>CIO</b> <b>Chief Information Officer</b>	Chief Information Officer.
<b>CIPS</b> <b>Community Impact Practices Survey</b>	A discontinued study, now replaced by the Global Impact Survey.
<b>Code of Ethics</b>	A written system of standards for ethical conduct, a workplace guide to support day-to-day decision-making.
<b>Collective Bargaining Agreement</b>	The negotiation of employment matters between employers and employees through the use of a union designated by an uncoerced majority of employees within a bargaining unit.
<b>Common Good Forecaster™</b>	An online tool developed by United Way and the American Human Development Project that shows what might happen to social and economic conditions if educational outcomes were better. No longer in use.
<b>Community Engagement</b>	Encouraging community members to get involved with activities that enhance community life and contribute toward developing and achieving a shared vision for the future.
<b>Consultative Selling</b>	This program is designed to hone your skills at understanding what motivates partners/donors, learn how to "sell" the community agenda in a way that responds to those motivations, and gain insight on how to maintain and grow relationships.
<b>Corporate Gift</b>	An annual contribution made in the name of the firm or organization.
<b>CP&amp;D</b> <b>Comprehensive Processing &amp; Distribution</b>	A service provided by FrontStream (FS) to capture and reconcile individual pledges and payments, coming from Salesforce Philanthropy Cloud (SPC) and make corresponding aggregated payments to related qualified charitable entities (NPOs) in the U.S. and Canada.

<b>CPD (Agreement)</b>	An agreement between UWW and FrontStream (FS). It defines processing and distribution services to be provided when Salesforce Philanthropy Cloud (SPC) is the campaign management tool.
<b>CPO</b> <b>Chief Professional Officer</b>	Often refers to local United Way CEOs and Executive Directors.
<b>CR</b> <b>Corporate Relations</b>	Corporate Relations, a team within UWW's Development Department that works with global corporations.
<b>Crisis Response</b>	Information and strategies to help United Way determine its unique and relevant role(s) in response to natural disasters or other community crises.
<b>CRM</b> <b>Customer Relationship Management</b>	Customer Relationship Management.
<b>CSR</b> <b>Corporate Social Responsibility</b>	Corporate Social Responsibility,
<b>Culture</b>	The character of UW comprises values, norms, operating principles, myths, and stories. Indicators of culture, which collectively reveal your organization's personality, include leadership style, communication patterns, decision-making styles, use of information, performance standards and expectations, norms and behaviors, symbols, etc.
<b>Database 1 (DB1)</b>	A periodic UWW Corporate and Employee Giving survey, which tracks giving levels of 700+ corporations in the U.S.
<b>Database 2 (DB2)</b>	The annual UWW Resource Development survey, required of all LUWs, which tracks the full scope of resource development efforts in the campaign and beyond.
<b>Day of Action</b>	On or around June 21, United Way's Day of Action is a volunteer mobilization opportunity across our global network.
<b>Diversity</b>	The quality of being unique at the individual or group level. This includes work style, parental status, sexual orientation, gender, gender identity, skin color, language, age, mental and physical abilities—and more. Even when people appear the same on the outside, they are different.
<b>DLP</b> <b>Department of Labor Participation</b>	Department of Labor Participation.
<b>Donor</b>	A person making a contribution, financial or in-kind, to a charitable organization.

<b>Donor Designation</b>	A feature of the campaign and fund distribution process through which donors are permitted to direct their contributions to specific tax-exempt human service organizations, programs or services that may or may not be funded through United Way's fund distribution process.
<b>Early Childhood Impact</b>	Making lasting and sustainable social change in a young child's (early-grade-age) reading and learning.
<b>ECC/ECM</b> <b>Employee Campaign Coordinator/Manager</b>	Employee Campaign Coordinator/Manager.
<b>EE</b> <b>Experts Exchange</b>	Experts Exchange.
<b>EEC</b> <b>Employee Engagement Committee</b>	A gathering of individuals from various organizational levels who meet on a regular basis with the set goal of enhancing employee engagement in their organization.
<b>EFSP</b> <b>Emergency Food &amp; Shelter Program</b>	UWW serves as the fiscal agent and secretariat for the Emergency Food and Shelter National Board Program. The EFSP is a public/private partnership with several nonprofit organizations and the Federal Emergency Management Agency (FEMA).
<b>EFT</b> <b>Electronic Funds Transfer</b>	Any transfer of funds (e.g., payments, collection) that are initiated by electronic means.
<b>EIH</b> <b>Education, Income &amp; Health</b>	Starting in 2008, these were United Way's primary impact focus areas. Income was replaced with Financial Stability/Mobility. But with our 2024 brand refresh, our focus areas are now: Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency.
<b>EITC</b> <b>Earned Income Tax Credit</b>	A refundable tax credit established in 1975 to offset Social Security and Medicare payroll taxes paid by low-income families. Since then, it has been expanded several times to further offset the effects of federal taxes on welfare recipients who are joining the workforce and others attempting to support families on low wages.
<b>ELDP</b> <b>Executive Leadership Development Program</b>	
<b>ELT</b> <b>Executive Leadership Team</b>	A leadership group at UWW that consists of the President & CEO and their direct reports.

<b>Endowment</b>	A fund was established to provide income for the maintenance of a nonprofit organization. Endowments are generally established by donor/investor-restricted gifts and are limited in use to the purpose originally directed by the donor/investor. Annual endowment income directly supports the mission of United Way above what is able to be raised annually.
<b>EO or EXO Executive Office</b>	Executive Office Team within UWW. Consists of CEO, Chief of Staff, Governance, Executive Communications and executive assistants.
<b>EPG Endowment Planned Giving</b>	Endowment Planned Giving.
<b>European Union</b>	European Union.
<b>FASB Financial Accounting Standards Board</b>	An independent nonprofit organization that is responsible for establishing accounting and financial reporting standards for companies and nonprofit organizations in the U.S.
<b>FIC Financial Issues Committee</b>	Financial Issues Committee.
<b>FTTF Finance, Talent &amp; Technology Forum</b>	An annual conference around comprehensive professional development learning and networking opportunities, which will improve finance, human resources and IT knowledge, skills and abilities.
<b>FUM Funds Under Management</b>	Funds that are either entirely unrestricted or designated to United Way impact areas (also sometimes called RUM—resources under management).
<b>GAAP Generally Accepted Accounting Principles</b>	A common set of accounting principles, standards, and procedures issued by FASB.
<b>GCL Global Corporate Leadership</b>	Program for UWW global corporate partners who run workplace campaigns. Evolving in 2025 to a more strategic program, called Leading Corporate Partners.
<b>GDPR General Data Protection Regulation</b>	A regulation in European Union (EU) law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). It also addresses the transfer of personal data outside the EU and EEA areas.
<b>HCS Human Capital Study</b>	A study that examines how United Ways manage one of their greatest assets – their staff. This study provides United Ways with important data on salaries, staffing patterns, and benefits, as well as talent management, diversity and inclusion metrics.

<b>HQUW</b> <b>Headquarters United Way</b>	The LUW where a donor/partner company's headquarters is located. For example, General Motors' headquarters is in Detroit, so the LUW that provides coverage to that zip code (where the company's headquarters resides) is United Way for Southeastern Michigan—they are considered the HQUW for General Motors.
<b>IDAG</b> <b>International Donor Advised Giving</b>	<p>Since 1999, IDAG has made global giving easier and more effective for corporations, foundations and individuals.</p> <p>IDAG facilitates grants to organizations of donors choosing or can propose opportunities that meet donors' programmatic or geographic interests. In this way, UWW has provided grants to a variety of charitable organizations, such as schools, orphanages, hospitals, community development and research centers, and a network of United Ways around the world. Grants can be used for charitable purposes in a particular country, region or field of interest and support a specific charitable organization outside the United States.</p>
<b>Impact Strategy</b>	An approach to addressing the root causes of an issue and engaging the community in making lasting change.
<b>IN</b> <b>International Network</b>	International United Way network.
<b>Inclusion</b>	A strategy to leverage diversity. Diversity always exists in social systems. Inclusion, on the other hand, must be created. In order to leverage diversity, an environment must be created where people feel supported, listened to and able to do their personal best.
<b>Income &amp; Expense Study</b>	A periodic study of U.S. United Ways' operating costs. Formerly a mandatory Network survey, the data for this study is now pulled directly from each organization's IRS Form 990.
<b>In-kind Contribution</b>	A contribution of goods or services rather than cash or appreciated property.
<b>IRS Form 990</b>	Annual return required by the Internal Revenue Service for all organizations exempt from income tax as specified under section 501(c) of Internal Revenue code.
<b>ISF</b> <b>International Support Fund</b>	International Support Fund.
<b>IT</b> <b>Information Technology</b>	Information Technology.



<b>Labor Engagement</b>	This Team, part of UWW's GNAT group, serves as a resource and knowledge base for United Ways interested in building and strengthening relationships with unions.
<b>LC Leadership Council</b>	The United Way Worldwide Leadership Council is a group of senior volunteers and philanthropists from seven countries who serve as strategic partners of the United Way Worldwide board.
<b>LE Loaned Executive</b>	Professionals loaned by employers for a temporary assignment to a local United Way, typically as account managers during the annual fundraising campaign.
<b>Leadership Giving</b>	A separate campaign effort that approaches select individuals for special education and solicitation for higher level gifts typically ranging from \$1,000-to-\$9,999 (gifts of \$10,000+ are Tocqueville-level gifts).
<b>Loyal Contributor Program</b>	A formal program to identify dedicated individuals that have supported United Way for many years.
<b>Local United Way</b>	A member United Way that operates in and serves a defined local community.
<b>Major Gifts</b>	While the level may vary within the United Way Network, a major gift is generally thought of as an annual gift of \$10,000 or more.
<b>Major Market Major Market United Way</b>	The larger markets (identified by a company/partner) and local United Ways providing coverage to those zip codes are considered major market UWs.
<b>MDR Million Dollar Roundtable</b>	Elite club of individuals who contribute \$1 million or more to United Way outright, or over a 10-year period.
<b>Member Satisfaction Survey</b>	This is a periodic survey study of local United Way leaders and staff that assesses the performance of UWW products and services as well as support for UWW's leadership and mission.
<b>Metro Size</b>	A classification of United Ways that sorts them according to the campaign amounts they have raised. Metro sizes range from 1C (largest) to 11 (smallest).
<b>MGLC Mary Gates Learning Center</b>	Resource and learning center located on the first and second floors in the south end of the UWW building.

<b>MMRS</b> <b>Multi-Market Reporting System</b>	The purpose of the MMRS is to assist local United Ways with multi-market, regional or national campaigns you are managing locally. For companies with locations in multiple cities, multi-market campaign processing/reporting is often required or requested to allow for greater overall efficiency of campaign management. The MMRS will assist headquarter United Ways in sharing pertinent campaign specific information in an efficient and effective manner.
<b>MNO</b> <b>Multinational Organization</b>	Multinational Organization.
<b>Mobilize</b>	To spur a group into action or to bring resources to bear.
<b>NELO</b> <b>New Executive Leadership Onboarding</b>	
<b>NGO</b> <b>Non-Governmental Organization</b>	Term used in place of nonprofit, especially globally.
<b>NPO</b>	Nonprofit organization.
<b>OA</b> <b>Organizational Advancement</b>	Organizational Advancement.
<b>OOP</b> <b>Out-of-Pocket Expense</b>	Out-of-pocket expense.
<b>Outcome Measurement</b>	The regular, systematic tracking of the extent to which program participants experience the benefits or changes intended. Outcome measurement helps United Ways and agencies create cross-functional alignment, increase effectiveness, develop strategies for community initiatives and demonstrate results that bring the United Way brand to life.
<b>Partner</b>	Organization (NGO, government or for-profit) working with United Way as a thought, funding or implementation partner
<b>People &amp; Culture</b>	Formerly the UWW Human Resources Team.
<b>PG</b> <b>Planned Giving</b>	A method of raising funds from substantial gifts in the form of bequests, life insurance and charitable annuities which are often, but not always, planned as donations upon the death of the donor/investor.
<b>PIPEDA</b> <b>Personal Information Protection and Electronic Documents Act</b>	The federal privacy law for private-sector organizations in Canada, governing the collection, use, and disclosure of personal information

<b>PTO</b> <b>Personal Time Off</b>	Personal Time Off.
<b>QBR</b>	Quarterly Business Review.
<b>Retention &amp; Loyalty Toolkit</b>	A tool designed for LUWs to increase participation both inside and outside the workplace campaign to recruit new supporters.
<b>RFI</b> <b>Request for Information</b>	Request for Information.
<b>RFP</b> <b>Request for Proposal</b>	Solicitation of proposals from agencies to provide a specific program or service.
<b>Right to Work</b>	Law that prohibits union security agreements between labor unions and companies. The law also allows employees to work in unionized workplaces without joining the union or paying regular union dues as a condition of employment.
<b>RM</b> <b>Relationship Management</b>	Customer strategy and processes, supported by technology, to build customer loyalty. RM enables an organization to identify customers, differentiate them in terms of their needs, behaviors and value, interact with them, and customize some aspect of products or services to meet their needs.
<b>ROI</b> <b>Return on Investment</b>	Return on Investment.
<b>TF</b> <b>Taskforce</b>	Taskforce.
<b>TLC</b> <b>Tocqueville Legacy Circle</b>	A recognition society to celebrate and thank those individuals who have made plans to endow a Tocqueville Level gift in perpetuity by committing \$200,000 or more to a LUW endowment.
<b>Union Bug or Union Label</b>	An emblem which advertises that the product is union-made.
<b>United Way Labor Liaison</b>	A LUW employee who works with the local labor partnership (with the Central Labor Council or another union affiliate) on goals of mutual interest.
<b>UW</b> <b>United Way</b>	Please note that “The” should not be used before the name. This should not be used in writing. “United Way” is the Brand.

<b>UWO</b> <b>United Way Online</b>	United Way Network intranet; a primary communication tool for key information accessible by all LUWs as well as board members and some corporate partners.
<b>UWW</b> <b>United Way Worldwide</b>	Please note that “The” should not be used before the name. “United Way Worldwide” is the organizational name (changed from United Way of America in 2009).
<b>VITA</b> <b>United Way Volunteer Income Tax Assistance</b>	A program of volunteers that provides free income tax preparation assistance to low-income, elderly, disabled and limited English-speaking people. United Way’s MyFreeTaxes is now part of the VITA program.
<b>Women United</b>	A leadership giving program/initiative that offers women the opportunity to engage in philanthropy, network with professionals, and create change in communities. There are some 55K+ members of Women United.
<b>WPC</b> <b>Workplace Campaign</b>	Workplace Campaign, the annual period in which corporate employees can donate to local United Ways through payroll deduction
<b>UWWIG</b> <b>United Way Worldwide Information Gateway</b>	The portal used to collect data from UWW international partners.
<b>YLS</b> <b>Young Leaders Society or Young Leaders in Service</b>	A leadership giving program/initiative at LUWs that offers young people (typically those under 40) the opportunity to engage in philanthropy, network with professionals and create change in communities.

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