



Definitions and Acronyms

Acronym	Full Name/Term	Description/Definition
UWPH	United Way Perth-Huron	
	UWPH Campaign	UWPH is responsible for funding many local organizations and programs and its own work annually. The campaign refers to the fundraising period to raise those funds for the next year.
	Campaign Year	April 1 st to March 31 st (Goal announcement and kick off in September)
	Fiscal Year	April 1 st to March 31 st
	Andar	The database that UWPH uses to track donor data.
	Campaign Cabinet	Each region's chairs or co-chairs, along with resource development staff and the Executive Director, meet three times a year. In September (to kick off the campaign), late November (to update each other of regional progress) and at the end of the campaign (to celebrate successes).
	Campaign Chair/Co-Chairs	A leader(s) within the community in which they work and volunteer. Acts as the face of the campaign
	Projection	The amount we expect to raise. At the beginning of the campaign, the projection is an estimation. The projection changes to actuals throughout the campaign. It helps the RD staff gauge if they can reach the campaign goal.
	Pledge	A donor's promise to contribute to the campaign.

A&F	Audit & Finance Committee	The committee responsible for assisting the Board to ensure that UWPH is in good fiscal health and compliant with Board policy and relevant legislation by supporting the Executive Director and Treasurer with expertise and guidance.
AGM	Annual General Meeting	Annual meeting in which we report back to the community the work of the UWPH and present our audited financials.
CI	Community Impact	Community impact is creating lasting social change. It means opportunities for a better life for individuals and families so that our community is measurably better off because of the work of United Way Perth-Huron.
CCC	Centrally Coordinated Campaigns	National organization/workplace accounts managed by one United Way on behalf of other UWs. Most, if not all, banks are centrally coordinated.
CIAC	Community Impact & Allocations Committee	A committee of volunteers that review funding applications (see definitions of funding) from local organizations to determine the best use of the funds raised during campaign. Each regional committee has a representative on this committee to ensure regional representation.
CY	Current Year	Referencing the current campaign year
PY	Previous Year	Referencing the previous campaign year
	Workplace campaign	When a company chooses UWPH to engage their employees by inviting them to give to the UWPH campaign. A workplace campaign usually takes place in the fall, and might include small events and presentations to engage employees

ECC	Employee Campaign Coordinator	A workplace volunteer who spearheads the UW campaign at their workplace. The ECC represents the United Way, responds to questions, and is the liaison between UWPH and the workplace employees.
myPH	My Perth Huron	An online community trends platform operated by SRPC.
SRPC	Social Research and Planning Council	The SRPC is operated by UWPH and includes community volunteers dedicated to increasing well-being through the collection, analysis and distribution of information and reports related to local social justice issues. Their research and advocacy helps UWPH understand root causes of local issues and mobilize the community to create effective solutions.
SP	Supported Partner	An organization receiving funding and/or other supports from UWPH, such as bookkeeping, UC tenants, etc.
CNOY	Coldest Night of the Year	A family friendly peer-to-peer walk to raise funds for people experiencing hurt, hunger and homelessness.
UWCC	United Way Centraide Canada	UWCC provides guidance and support to the United Way Movement as a whole. UWCC works with and for local UWs, providing strategic direction and creating connections for sharing information and resources.
UWW	United Way Worldwide	UWW is the international body supporting local United Ways across the world.
	Impact Funding	Every three years, organizations across Perth-Huron are invited to apply for funding from UWPH. Organizations are not limited to applying for only one program or service. CIAC reviews applications and makes recommendations based on many factors. Funding is provided over a 3-year period to help with the stability of the

		program or service. Receiving this funding ensures the organization can focus on their clients, instead of having to fundraise and search for operating revenue themselves.
	New Initiative Grants	Normally, each year, organizations can apply for funds to research, test or try a new initiative. The funding is for one year and it is not unusual for a successful new initiative to apply for impact funding in the next period.
	Youth in Action Grants (YIA)	Normally, each year, youth are invited to apply for funding to.....each youth group must be supported by an adult mentor.
	Media Mention	When UWPH has a story in a newspaper (digital version included), on radio, or is mentioned within another story. It is also referred to as an impression.