



Sonoma, Mendocino,  
Lake, Humboldt &  
Del Norte Counties

# United Way Glossary

**Donation:** a financial gift made to United Way in the form of cash, check, or credit card charge or through payroll deductions made by an individual or organization; also referred to as a gift

**Pledge:** a donation made by a United Way donor or by an employee through a Workplace Campaign; the total amount of a pledge is often paid out through automatic monthly giving or scheduled payroll deductions

**Perpetual Pledge:** an annual pledge, whether one-time or monthly, that automatically processes the following year for the same amount and on the same date(s) as initially scheduled.

**e-Pledge:** the easy and FREE online giving platform most United Way Workplace Campaign employees use to make monthly payroll deductions

**Workplace Giving:** United Way's primary method of fundraising by which local businesses host Workplace Campaigns

**Workplace Campaign:** a defined period, typically two weeks, when a business or organization provides employees the opportunity to sign up for monthly payroll deductions designated to any nonprofits they wish, including United Way

**Designate:** when a United Way donor or an employee participating in a United Way Workplace Campaign directs a donation to a United Way initiative or United Way giving group or a specific nonprofit other than United Way

**Giving Group:** for example, Pride United or Women United; groups of donors aligned around a similar issue or community that periodically awards grants to correlating nonprofits or initiatives

**Grant:** funds gathered through United Way fundraising and awarded to individuals, groups, initiatives, or nonprofits per a grant application; United Way also applies for and is awarded grants to fund one-time or ongoing initiatives.

**Initiative:** a local, regional state or nation-wide program intended to address the most pressing issues in our community utilizing gifts from donors like you