



## UWAC DICTIONARY

### **EL = Emerging Leader**

An Emerging Leader is a United Way of Amarillo & Canyon representative who shares their personal story and speaks on behalf of United Way of Amarillo & Canyon to inspire potential donors and help raise funds for our community.

### **ECC = Employee Campaign Coordinator**

An Employee Campaign Coordinator is a representative within their workplace who leads the United Way of Amarillo & Canyon campaign, encouraging coworkers to give, advocate, and volunteer to make a difference in our community.

### **ALICE(+) = Asset Limited, Income Constrained, Employed [+ (Plus) stands for below poverty]**

ALICE(+) represents individuals and families who are Asset Limited, Income Constrained, Employed — including those below the poverty line — who work hard but still struggle to afford basic needs like housing, child care, food, and healthcare in our community.

### **HEFSY/BN = Health, Education, Financial Stability, Youth, and Basic Needs**

HEFSY/BN stands for Health, Education, Financial Stability, Youth, and Basic Needs — the core focus areas that drive the mission of United Way of Amarillo & Canyon to improve lives and create lasting change in our community.

### **Rallies = A meeting/in-person event to share your message**

A rally is a high-energy, in-person event held at a workplace to educate, engage, and inspire employees to support United Way of Amarillo & Canyon through giving, volunteering, and advocating for our community.

**Community Impact Program** = These are programs that United Way of Amarillo & Canyon funds.

**Community Impact Organizations** = A term to describe a non-profit

**Accounts** = This term is used for the business you will be doing a Rally as a EL/ECC.

**UWAC** = United Way of Amarillo & Canyon

**WAB** = William, Amy, Billy - Emerging Leader Co-Chairs

**DSK** = Darla, Shanna, Kelly - Employee Campaign Coordinator Co-Chairs