

# AWARD OPPORTUNITIES



United Way  
of the Midlands

After all of your hard work has paid off, we want to thank you for it! United Way annually recognizes companies that go above and beyond to create opportunities for a better life in the Midlands. From giving levels to employee participation, there are several ways to receive a United Way Award.

## ▶ Early Campaigns

**Pacesetter Award** - Awarded to organizations that complete United Way campaigns by September 1, 2023. These companies "set the pace" for the upcoming campaign, ensuring that at least 40% of the campaign total is secured by the beginning of September. To qualify, organizations must commit to at least a 10% increase in participation or employee giving and at least one volunteer activity.

## ▶ New Campaigns

**Newcomer Award Certificate** - Awarded to organizations running a workplace giving campaign for the first time raising more than \$1,000.

**Best New Campaign** – Awarded to one organization running a workplace giving campaign for the first time with a total overall gift of at least \$5,000.

## ▶ Per Capita Giving & Participation

**Platinum, Gold, Silver or Bronze Awards** - Awarded to organizations based on employee per capita giving at four levels:

*Bronze: \$50-\$99 per capita*

*Silver: \$100-\$149 per capita*

*Gold: \$150-\$399 per capita*

*Platinum: \$400 or more per capita*

**Trailblazer Award** - Awarded to organizations whose workplace giving or participation increased by 10% (at least \$500) compared to the previous year.

**Corporate Award** - Awarded to organizations with the highest corporate per capita gift in three categories:

*500+ employees*

*100-499 employees*

*20-99 employees*

**Best in Class** - Award is based on four criteria—percent participation, employee per capita gift, increase in total giving and unrestricted giving. This award is given to one organization in each of the following categories.

*Private Sector | Fewer than 100 employees*

*Private Sector | 100 or more employees*

*Public Sector | Fewer than 100 employees*

*Public Sector | 100 or more employees*

## ▶ Overall Campaigns

**Community Champion Awards** - Awarded to two organizations that raise more than \$200,000 in the following categories:

**Most Dollars Raised** - The highest total giving including employee, corporate, special events and other contributions.

**Best Overall Campaign** - Exemplary performance overall based on percent participation, employee per capita, increase in total giving and percentage of unrestricted giving.

## ▶ Other Recognitions

**Special Event Award** - Awarded to the organization raising the most money in special events.

**Division Chairman Award** - Selected by United Way Division Chairs for having made the most impact on their division's outcome. Division chairs are individuals who volunteer with United Way's Campaign Committee, each representing an industry or sector.

**CD of the Year** - Awarded by the Campaign Director Co-Chairs and the UWM staff representative, this award is given to the CD who uses all resources and best practices available to conduct a successful campaign.

## ▶ Self-nomination Awards

**Spirit of the Midlands Award for Corporate Leadership**  
This award is presented to a corporate partner that embodies an overall spirit of giving through contributions of time, leadership and resources in support of United Way's work in education, financial stability and health in the Midlands. Contenders in this category are self-nominated, and the form should be completed by a representative of the company or organization. The award is presented at the annual Major Firms Breakfast each spring.