



# 2011-2012

United Way  
of the Midlands



## Awards Description

United Way and the Midlands community benefit from the generosity of corporations, other non-profit organizations and individuals throughout the year. In January, as the annual fundraising efforts are concluded, we recognize extraordinary results in a variety of categories.

**\*The Deadline to qualify for awards is Friday, December 2, 2011.**

### I. Awards Group One

1. **Premier Award:** New campaigns contributing over \$1,000.
2. **Merit Awards:** Campaigns with a 10% (and at least \$500) increase in giving who do not qualify in another category.
3. **Employee Giving Awards:** Presented to public & private sector organizations based on employee per capita giving at 3 levels:
  - **Bronze:** \$50-\$99 per capita
  - **Silver:** \$100-\$149 per capita
  - **Gold:** \$150 or more per capita

### II. Awards Group Two

1. **Special Event:** Awarded to the organization raising the most money in a special event(s).
2. **Corporate Award:** Awarded to the organizations with the highest corporate per capita gift. This award will be given in the following three size categories:
  - 500+ employees
  - 100-499 employees
  - 20-99 employees
3. **Division Chairman Awards:** Selected by Division Chairs for having made the most impact on their division's outcome. This award will be given to one organization in each of the campaign divisions (public and private sector organizations).
4. **Best in Class:** Awarded based on four criteria—percent participation, employee per capita, increase in total giving and giving to Community Impact. Categories are determined by size. This award will be given to one organization in each of the following categories:
  - Private Sector (less than 100 employees, 100-499 employees and 500+ employees)
  - Public Sector (less than 100 employees and 100 or more employees)

### III. Community Champion Awards:

- Two awards limited to organizations employing 300 or more and contributing over \$100,000.
- Highest total giving including employee, corporate, special events and other contributions.
- Exemplary performance overall; based on percent participation, employee per capita, increase in total giving, and percent of dollars designated to Community Impact.



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