

AWARD

OPPORTUNITIES

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 2019. These companies “set the pace” for the upcoming campaign, ensuring that at least 40% of the campaign total is secured by our annual United Way Day. To qualify, organizations must commit to at least a 10% increase in participation or employee giving and at least one volunteer activity.

▶ NEW CAMPAIGNS

Premier Award - Awarded to organizations with a new workplace giving campaign raising more than \$1,000.

▶ PER CAPITA GIVING AND 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 three criteria—percent participation, employee per capita gift and increase in total 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 \$100,000 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.

ECD of the Year - Awarded by the Employee Campaign Director training team, this award is given to the ECD 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.