

United Way of Greater Toledo

2018 Campaign Awards

United Way of Greater Toledo unites the caring power of people to improve lives. We want to honor those organizations and individuals who bring exceptional passion and commitment to their workforce campaign. The following awards are available to companies and their campaign managers who excel in campaign success!

CAMPAIGN PARTICIPATION AWARDS

All companies whose employee campaign giving achieves between 50% and 100% participation will be recognized at the following award levels:

- Excellence – 100% participation
- Distinction – 90-99% participation
- Achievement – 75-89% participation
- Honorable – 60-74% participation
- Appreciation – 50-59% participation

CAMPAIGN PERFORMANCE AWARDS

Best in Show is awarded to companies that have run an outstanding campaign utilizing 5 of the 8 following best practices and meet or exceed prior campaign year's card value:

- Company leadership meets with United Way representative prior to campaign
- Attends Campaign Manager Conference or watches and reports back on CM virtual modules
- Has a campaign committee
- Engages leadership donors (roundtable, leadership campaign kickoff, etc.)
- Includes a United Way presentation and/or hosts a formal campaign kickoff
- Promotes affinity groups
- Hosts a donor thank you event
- Participates in Days of Caring or a volunteer opportunity

Extra Mile Award/Change Maker Award is awarded to a company who utilized **all** of the 8 best practices, and went above and beyond in their UW involvement.

LIVE UNITED recognizes a company with more than 50 employees that has the highest gift per capita of their campaign benefitting United Way. This is a campaign where the United Way message and mission truly resonates with their employees.

SMALL COMPANIES LIVE UNITED recognizes a company with less than 50 employees that has the highest gift per capita of their campaign benefitting United Way. This is a campaign where the United Way message and mission truly resonates with their employees.

Small But Mighty recognizes the company with less than 50 employees who had the largest percentage increase in their campaign.

Game Changer Award recognizes the company with more than 50 employees who had the largest percentage increase in their campaign.



Top Industry Innovation is awarded to a company that uses new and creative ideas to encourage support for United Way giving.

Top Leadership Giving Increase is awarded to a company that helps strengthen both leadership giving and participation by minimally 10% and conducts an exclusive leadership campaign.

Top Labor/Management Campaign Partnership is awarded to a company whose United Way advocacy is demonstrated by labor and management working together.

Campaign Manager Hall of Fame recognizes an outstanding leader who brings inspiration and energy to their campaign and implements 4 of the 7 best campaign practices.

CEO Involvement Hall of Fame recognizes companies where the CEO serves as a model for corporate and employee philanthropy and is a visible United Way advocate. Company must implement 4 of the 7 best campaign.

Campaign Manager Years of Service Recognition recognizes campaign managers for their invaluable contributions to United Way for 5, 10, 15, 20, and 25+ years

ENGAGEMENT AWARDS

Top Year-Round Engagement is awarded to the company who implements the largest amount of year-round engagement activities. These companies are champions for improving lives in our community, instilling a year-round workplace engagement plan with United Way in respect to communication, education, involvement, and volunteerism.

Year-Round Engagement Activities Include:

1. Promoting affinity groups
2. Day of Caring
3. UW Funded Partner Site Visit
4. Individual volunteers
5. On-site volunteer opportunities
6. Has at least one employee in leadership position serving on a United Way committee (i.e. CST, CIC, Affinity Group Committee, etc).

Top Volunteer Engagement is awarded to companies that encourage employees to give back via volunteerism through United Way, with a specific focus on advancing education, income, and health in our community. Winners determined by percentage of volunteers involved with United Way.

COMMUNITY PARTNER AWARDS

Top Partnership is awarded to community partners that demonstrate best practices in community engagement, collaborating with others, and creating impact through partnerships.

Top Results is awarded to community partners that demonstrate results in a key LIVE UNITED 2020 GOAL and/or using tools for measuring results.

Top Responsiveness is awarded to community partners that demonstrate the ability to respond to a specific community challenge.