



United Way of York Region 2008 Spirit Awards

Award	Description	Criteria
Community Fund Spirit Award	Presented to the organization that raises the most money for the UWYR Community Fund through their campaign. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Largest contribution to the United Way of York Region Community Fund.
Quantum Leap Spirit Award	Presented to the organization with the largest percentage increase in employee campaign donations over the previous year. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Highest percentage increase in employee campaign (combination of employee donations and special events). <u>Considerations:</u> -Contributions do not include corporate donations, gifts-in-kind or sponsorship. -Year over year growth is a result of increased campaign activities and best practices.
Corporate Spirit Award	Presented to the organization that excels in its overall support of UWYR by progressively increasing its corporate gift, actively promoting Leadership giving and by providing sponsorship or gifts-in-kind. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Must have increase in corporate gift for 2nd year in a row. <u>Considerations:</u> -Organization has publicly championed United Way as their corporate charity of choice. -Have provided gifts-in-kind such as Day of Caring® supplies, office supplies to UWYR or UWYR agencies. -Have provided significant sponsorship towards United Way events, such as Celebration Dinner, Leadership/Annual General Meeting, Day of Caring® and/or Dragon Boat. -Have assigned a Leadership Chair and actively promoted Leadership giving. -Participation in UWYR events such as Day of Caring®, Dragon Boat and Building Industry Luncheon. -Have provided volunteers such as Cabinet Members, Account Executives, Citizen Review Panel, Fund Distribution Committee, Major Individual Giving Committee, and UWYR Board of Directors.
Employee Campaign Spirit Award	Presented to the employee campaign that shows progressive growth in participation and high average gift by organizing and running a successful textbook campaign that was both fun and educational. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Focus of campaign is giving to the Community Fund -Growth in participation. -Increased average gift (over previous year). -Textbook campaign practices, including: <ul style="list-style-type: none"> -Visible CEO support -Leadership campaign -Canvassing -Campaign kick-off with agency speaker -Personalized pledge forms -Recognition and thanks -Visible Labour support (for workplaces with unionized employees) -New Hire/Retiree campaigns



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Leadership Giving Spirit Award	Presented to the organization that raises the most money through a Leadership campaign. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Implementation of multiple Leadership campaign best practices (from considerations below). -Largest dollar contribution via donors giving at \$1,000+. <u>Considerations:</u> -Have a Leadership Chair and/or committee. -Hold Leadership presentations. -Promote Leadership giving to entire organization. -Use personalized Leadership packages. -Utilize Leadership canvassers. -Set an internal or public target for the number of Leadership donors. -Assist UWYR in connecting with lapsed Leadership donors. -Find unique ways to promote the importance of Leadership giving through awareness building, recognition and communication.
First-Time Campaign Spirit Award	Presented to the organization that achieves the highest participation rate among all organizations running a first-time campaign. Award presented in 3 categories: 1-99, 100-299, 300+ employees.	<u>Criteria:</u> -Focus of campaign is giving to the Community Fund -Textbook campaign practices, including: <ul style="list-style-type: none"> -Visible CEO support -Leadership campaign -Canvassing -Campaign kick-off with agency speaker -Personalized pledge forms -Recognition and thanks -Visible Labour support (for workplaces with unionized employees) -New Hire/Retiree campaigns



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<p>Member Agency Spirit Award</p>	<p>Presented to the UW funded agency that excels in its support of the campaign by promoting employee participation, textbook campaign practices, as well as providing outstanding support of the speakers' bureau and UWYR campaign events. Award presented in 2 categories: Small agencies and large agencies.</p>	<p><u>Criteria:</u></p> <ul style="list-style-type: none"> -Promote employee participation. -Focus of campaign is giving to the Community Fund -Textbook campaign practices, including: <ul style="list-style-type: none"> -Visible CEO support -Leadership campaign -Canvassing -Campaign kick-off with agency speaker -Personalized pledge forms -Recognition and thanks -Visible Labour support (for workplaces with unionized employees) -New Hire/Retiree campaigns -Inclusion of Board and volunteers in employee campaign fundraising. -Strong participation in speakers' bureau. -Support of UWYR events.
<p>Municipal Challenge Award</p>	<p>This Challenge Award is a friendly competition among the Region's Municipalities designed to increase workplace camaraderie and donations. The Award winner is determined by the highest percentage of employee participation. Award presented in 2 categories: Small and large municipalities.</p>	<p><u>Criteria:</u></p> <ul style="list-style-type: none"> -Highest percentage of employees making a pledge form donation.
<p>Student Campaign Spirit Awards</p>	<p>Presented to one elementary and one secondary school (public or private) whose students develop an innovative and successful Campaign, which includes increased levels of volunteer participation, teamwork and funds raised. Award presented in 2 categories: Elementary and secondary Schools.</p>	<p><u>Criteria:</u></p> <ul style="list-style-type: none"> -Innovative and successful Campaign with increased: <ul style="list-style-type: none"> -Levels of volunteer participation -Teamwork -Funds raised -Per capita giving <p><u>Considerations:</u></p> <ul style="list-style-type: none"> - Focus on raising awareness about UWYR.



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Day of Caring® Volunteer Spirit Award	Presented to the organization that goes beyond organizing an employee Campaign by assuming a direct role as a community builder. This special group of volunteers have come together to make a real difference in the community by providing time, energy, and talent in meeting the needs of UWYR's agencies.	<u>Considerations:</u> -Strong participation in Day of Caring®; through providing many volunteers, tackling many different projects, and/or bringing significant "added value" to their projects.
Day of Caring® Corporate Spirit Award	The Day of Caring® Corporate Spirit Award honours an organization that goes above and beyond the call of duty by providing corporate sponsorship and/or supplies to agencies for projects that would otherwise not be completed. This outstanding support enables agencies to continue to meet the needs of their clients.	<u>Considerations:</u> -Corporate support and/or gifts-in-kind to agencies for Day of Caring® projects.
Douglas E. Lear Memorial Award	Sponsored by Allstate Insurance Company of Canada in association with UWYR. Awarded annually to the UWYR volunteer who best exemplifies service to the community in the HUMAN SERVICES field.	<u>Criteria:</u> -"Hands on" volunteer, supporting UWYR committees, campaigns, member agencies and/or events. -Demonstrated leadership. -Demonstrated support for UWYR's Vision – "Uniting people and resources to improve our communities." <u>Additional Information:</u> -Allstate will provide a cash award of \$1,000 to the recipient's UWYR Member Agency of choice or to the UWYR Community Fund. The recipient will be selected by a panel of judges from UWYR and Allstate. The award is to be presented at UWYR's campaign Achievement Celebration Dinner.