

## United Way of Gaston County IMPACT Awards Program

### **Community Impact Award**

Recognizes a company or an organization that has established a strong United Way culture through such means as a corporate matching program, corporate sponsorship, workplace campaign and special events, encouragement of employees to volunteer and providing Loaned Executives. Three companies/organizations will receive this prestigious award in the following categories: 1 – 50 employees, 51 – 500 employees and more than 501 employees. Judged by an independent panel of volunteers.

### **Best Kick-off/Appreciation Event**

Recognizes the company or organization with the BEST kick-off or Thank-You event, displaying creativity and excellence during their employee workplace campaign. Judged by an independent panel of volunteers.

### **Most Innovative Campaign**

Recognizes the company or organization holding the most innovative campaign, displaying creativity and excellence during their employee workplace campaign. Judged by an independent panel of volunteers.

### **Employee Campaign Coordinator of the Year**

Recognizes a campaign coordinator or committee that brings enthusiasm and creative approaches to the workplace campaign. UWGC Staff submits name and is judged by an independent panel of volunteers.

### **First Step Award**

Recognizes companies or organizations that ran a campaign for the first time.

### **Cabinet Member of the Year**

Recognizes a Campaign Cabinet Member that brings enthusiasm and creativity to the recruitment of new companies, organizations and individuals. \*Voted on by peers\*

### **Loaned Executive of the Year**

Recognizes a Loaned Executive that brings enthusiasm and positive energy to their work throughout community-wide campaign. \*Voted on by peers\*

### **Partner Agency Commitment and Achievement Award**

Recognizes a UWGC Partner Agency for their support of the campaign and commitment to the mission. The following areas will be taken into consideration: Presentations on behalf of UWGC (Speaker's Bureau), engagement in UWGC activities and their investments to the campaign through agency workplace giving. Staff submits name and is judged by an independent panel of volunteers.



United Way of Gaston County

## Community Impact Award

### Guidelines

Recognizes a company or an organization that has established a strong United Way culture through such means as a corporate matching program, corporate sponsorship, workplace campaign and special events, encouragement of employees to volunteer and providing Loaned Executives. Three companies/organizations will receive this prestigious award. Please check category for which you wish to be considered:

- Organizations with 1 – 50 employees
- Organizations with 51 – 500 employees
- Organizations with more than 501 employees

### To Enter

Please complete this form and mail/fax it by **December 18, 2009**, with supporting materials to the address listed below. All applicants will be judged by an independent panel of volunteers.

United Way of Gaston County  
 200 East Franklin Boulevard  
 Gastonia, NC 28052  
 FAX (704) 864-9464

Company Name: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

2009 Campaign Results	2008 Campaign Results
1. Total employee pledges \$ _____	7. Total employee pledges \$ _____
2. Total corporate pledge \$ _____	8. Total corporate pledge \$ _____
3. Total special events \$ _____	9. Total special events \$ _____
4. Total Campaign: (ADD LINES 1,2,3) \$ _____	10. Total Campaign: (ADD LINES 7,8,9) \$ _____
5. Total # of employees _____	11. Total # of employees _____
6. Total # of givers _____	12. Total # of givers _____

**Campaign Change:** Up/Down \$ \_\_\_\_\_ (subtract line 10 from line 4)  
 (circle one)

Percentage of change Up/Down \_\_\_\_\_ % (divide line 4 by line 10)  
 (circle one)

**Per Capita Giving:** \$ \_\_\_\_\_  
 (Calculate per capita by dividing total employee gift in line 1 by total number of employees in line 5)

**Employee Participation:** 2009 \_\_\_\_\_ % (divide line 6 by line 5)  
 2008 \_\_\_\_\_ % (divide line 12 by line 11)

**Average Gift:** \$ \_\_\_\_\_ (divide line 1 by line 6)  
\$ \_\_\_\_\_ (divide line 7 by line 12)

**Campaign Organization:** Did you hold group meetings? \_\_\_\_\_  
If yes, what was the attendance? \_\_\_\_\_% (attendance is calculated by # attending divided by # of employees)

Did your company have a 2009 Campaign Goal? \$ \_\_\_\_\_ Participation \_\_\_\_\_%

Was CEO/Top Management involved? \_\_\_\_\_ If yes, how:  
 Letter of Support       Attended group meetings       Other (specify)  
\_\_\_\_\_

Did you use incentives? \_\_\_\_\_ If yes, please detail: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Communications:** Did you plan a special event? \_\_\_\_\_  
If yes, please describe: \_\_\_\_\_  
\_\_\_\_\_

What UWGC materials did you use (i.e. brochure/video, posters, agency speakers, etc.)  
\_\_\_\_\_

How did you communicate campaign activities to employees? \_\_\_\_\_

**Year-Round Communications:** Do you provide effective, year-round communications about UWGC? \_\_\_\_\_ If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

**Leadership Giving:** Do you solicit for leadership givers (\$500+)? \_\_\_\_\_ If yes, how do you recognize your leadership givers internally? \_\_\_\_\_  
\_\_\_\_\_

**New Hires Program:** Do you have a program in place? \_\_\_\_\_ If yes, describe: \_\_\_\_\_  
\_\_\_\_\_

**Retiree's Program:** Do you have a program in place? \_\_\_\_\_ If yes, describe: \_\_\_\_\_  
\_\_\_\_\_

Any other information you would like to share? (please use back if necessary) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



United Way of Gaston County

## **Best Kick-Off Appreciation Event**

### **Guidelines**

This award recognizes the company or organization holding the most innovative campaign, displaying creativity and excellence during their employee workplace campaign. Judged by an independent panel of volunteers.

### **To Enter**

Please complete this form and mail/fax it by **December 18, 2009**, with supporting materials to the address listed below. All applicants will be judged by an independent panel of volunteers.

United Way of Gaston County  
200 East Franklin Boulevard  
Gastonia, NC 28052  
FAX (704) 864-9464

Organization Name: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone Number : \_\_\_\_\_ Email: \_\_\_\_\_

What did your company/ organization do for your campaign event? \_\_\_\_\_

\_\_\_\_\_

What type of leadership support did the campaign receive? \_\_\_\_\_

\_\_\_\_\_

Why do you believe your company/organization should win this award? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



United Way of Gaston County

## Most Innovative Campaign

### **Guidelines**

This award recognizes the company or organization holding the most innovative campaign, displaying creativity and excellence during their employee workplace campaign. Judged by an independent panel of volunteers.

### **To Enter**

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United Way of Gaston County  
200 East Franklin Boulevard  
Gastonia, NC 28052  
FAX (704) 864-9464

Organization Name: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Did you create specific materials or promotional items? \_\_\_\_\_ If yes, please include samples to support this application.

Why do you believe your company/organization should win this award? \_\_\_\_\_

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