



SPIRITS OF GOLD AWARDS

2011 CATEGORIES

AWARD OF EXCELLENCE

< 500 EMPLOYEES/ > 500 EMPLOYEES

This award recognizes outstanding organizations and their employees that demonstrated a minimum three-year history of comprehensive employee campaigns which included exceptional commitment and leadership. Candidates that have more than 500 employees and have a three-year history of 60% or greater continuous participation, a current average gift of \$150 or greater for the current year, and an active Leadership Giving program are eligible for this award. Candidates with less than 500 employees that have a three-year history of 70% or greater continuous participation, a current average gift of \$150 or greater for the current year, and an active Leadership Giving program are eligible for this award.

BeCause AWARD

This award recognizes organizations that have integrated United Way's **BeCause** Initiative into their United Way Campaign. This workplace has at least one designated **BeCause** Ambassador who successfully utilized **BeCause** campaign tools (outlined in the **BeCause** Online Toolkit) to engage the **BeCause** demographic (20 – 40 years of age) in their 2011 workplace campaign.

CONNECTING TO YOUR COMMUNITY

This award recognizes organizations and their employees who have demonstrated outstanding support of United Way's Connections activities. Participation in United Way Day of Caring® projects year-round, inviting United Way speakers to events, attending Agency Tours and other engagement activities booked through the Connections Department all demonstrate strong engagement with the work of United Way in the community.

LABOUR IN THE COMMUNITY

This award will be given to a Labour (unions/associations) partner who has demonstrated outstanding support for United Way through collaboration, expertise or volunteerism.

LEADING THE WAY

< 500 EMPLOYEES/ > 500 EMPLOYEES

This award recognizes organizations and employees who have demonstrated outstanding support of the Leadership Giving program. Leaders are those individuals who give \$1,000 or more to the campaign on an annual basis. Candidates showed either a significant increase in both Leadership donors and dollars over the previous year, or maintained a higher level of performance than the previous year.

PEOPLE POWER

This award recognizes a United Way Campaign Volunteer who has exceeded expectations and created a greater awareness of United Way in the community. Candidates promoted and/or enabled activities which created a better understanding of United Way within their campaign committee, company and/or peer group.

SPIRIT OF PARTNERSHIP

This award recognizes public sector organizations for their extraordinary support of United Way of Calgary and Area whose dynamic campaign measurably encouraged employees to give, volunteer, and act.

WELCOME TO UNITED WAY

This award recognizes organizations that are supporting United Way for the first time. To be eligible, the organization must not have conducted an employee campaign during the past five consecutive years. Eligible candidates demonstrate a commitment to the community by empowering their employees to give, volunteer, and act.

Change starts here.