

The Chairman's Award Series is the highest recognition United Way of the Greater Triangle bestows upon select companies across Durham, Johnston, Orange and Wake counties for extraordinary success in supporting the community through an annual workplace campaign. As the 2010 United Way of the Greater Triangle Campaign Chairperson, I invite you to participate in this special recognition program. It's important to recognize companies and individuals who work to help the United Way of the Greater Triangle meet the growing health and human service needs across the region. We appreciate the work you put forth in your workplace campaign. Your efforts throughout your workplace and the region means United Way of the Greater Triangle is able to focus resources to do what matters most – create real, lasting change in the four basic building blocks for quality of life: education, income, health and safety.



Thanks to you,

*Victoria Franchitta Haynes*

Dr. Victoria Haynes

## **The 2010 Chairman's Awards of Excellence—The Best of the Best!**

The Awards of Excellence are given to companies that sustain comprehensive support of United Way of the Greater Triangle and represent the highest standards of excellence. There are three Awards of Excellence, one for each of the following areas:

- **Employee Campaign Performance**
- **Corporate Involvement and Support**
- **Employee Education and Volunteerism**

In addition, the company that best demonstrates excellence in all three of the above areas will be the recipient of the award for:

- **Best Overall Performance**

### **Eligibility**

Any company that meets the specific criteria on the Nomination Form is eligible to enter in 2010.

### **How will the recipients be nominated?**

By company self-nominations, or by recommendations from campaign volunteers and United Way of the Greater Triangle staff.

### **How will the recipients be chosen?**

Nominations for the Awards of Excellence are reviewed by a panel of community volunteers. This panel makes recommendations for the winners of the three awards to the Campaign Chairperson, Dr. Victoria Haynes. In addition, the panel makes a recommendation based on the submitted nominations for the highest award, Best Overall Performance. Dr. Haynes will make the final selection.

### **How will the award recipients be notified?**

Each award recipient's Chief Executive Officer or top local executive will receive a congratulatory call from Dr. Haynes.

## Award Ceremony and Recognition

United Way of the Greater Triangle will formally recognize winners during the organization's annual awards celebration in 2011. Recipients will also be recognized through United Way communications including publications, year-round marketing materials and news releases to the media.

**Deadline for Nominations:** December 7, 2010

## 2009 Chairman's Awards

Hundreds of companies and thousands of volunteers worked hard in support of the 2009 campaign and provided help for people in need in our community. United Way of the Greater Triangle's Chairman's Awards, our highest honor, were presented to the following organizations at the 2010 Annual Awards Celebration in recognition of their outstanding efforts and results.

### Chairman's Awards of Excellence

#### **Best Overall Performance**

The Redwoods Group

#### **Employee Campaign Performance**

RTI International

#### **Corporate Involvement and Support**

SunTrust Banks

#### **Employee Education and Volunteerism**

Blue Cross and Blue Shield of North Carolina



The Redwoods Group received the award for Best Overall Performance.

### **Application process:**

1. All submissions become the property of the United Way of the Greater Triangle and may be used for publication and/or training purposes.
2. The online application may be saved to your computer to complete. Once you have completed all necessary information, email the application as an attachment to your RM or to Carolyn Wiley at [cwiley@unitedwaytriangle.org](mailto:cwiley@unitedwaytriangle.org). A confirmation will be sent once the application is received. If you do not receive an email confirmation, then your application was not received.
3. All applications must be received no later than noon on **December 7, 2010**. Questions should be directed to Carolyn Wiley, United Way of the Greater Triangle at 919-463-5022 or [cwiley@unitedwaytriangle.org](mailto:cwiley@unitedwaytriangle.org). You may also return the completed form along with supporting materials for each item via the mail to:

**United Way of the Greater Triangle**  
**Chairman's Award Program**  
**P.O. Box 110387**  
**Research Triangle Park, NC 27709**

## Application for a Chairman's Award of Excellence

Applicants may submit nomination forms for one or all three awards. In order to win the award for Best Overall Performance an application must be submitted in *all three categories*. You may submit and include samples of emails, photos, etc, as appropriate. Use as many separate sheets of paper as necessary to support your application.

**Please be sure to look over all sections and fill out the appropriate sections.**

### Section 1

Indicate the award(s) for which you are applying (you can choose more than one). To win the best overall performance must apply in all three categories.

- a. Employee Campaign Performance
- b. Corporate Involvement and Support
- c. Employee Education and Volunteerism

### Section 2

**Complete the following information about your company and the campaign data:**

Company/Organization Name:			
Address:	City:	State:	Zip:
Phone:		CEO or top local executive	
Employee Campaign Leader(s):		Campaign Committee Members:	
Person filling out nomination form:			E-mail

Campaign Performance	2009	2010	Percent Change
Number of employees solicited			%
Number of donors			%
Percent Participation*	%	%	%
Employee Per Capita Gift **	\$	\$	%
Total Employee Giving	\$	\$	%
Corporate Gift	\$	\$	%
Number of Leadership Givers			%
Employee Giving to United Way <sup>+</sup>	\$	\$	%
Per Capita Giving to United Way <sup>^</sup>	\$	\$	%

\* Percent Participation: Number of Donors divided by the Number of Employees Solicited.

\*\* Per Capita Gift: Total Employee Giving divided by the Number of Employees.

<sup>+</sup> Giving to United Way = donations to United Way of the Greater Triangle and not designated to a specific agency.

<sup>^</sup> Per Capita Giving to United Way = Employee Giving to United Way \$ ÷ # of employees solicited.

### Section 3

#### Provide Supporting Information/Materials

To familiarize the judges with your company, an organizational overview (no more than 1-page) is required, describing the reasons the campaign was exceptional.

Describe the mission, vision and philanthropic culture of your organization. Provide bullets-points outlining your campaign successes especially as it relates to the corporate side of the company and how it embraces/enhances employee giving. *(This information may be used during the Awards Ceremony for winning companies)*

### Section 4

Please check the boxes of the criteria met for the award to which you are applying. The criteria that can achieve the highest scores are marked with <sup>♦</sup>. If you have met the criteria, please describe the involvement the company had in that area and how it made a difference in your campaign. You may add additional pages to complete your description.

#### Employee Campaign Performance Award

Met?	Award Criteria and Description of Company Campaign
<input type="checkbox"/>	Increased Employee Per Capita Giving to United Way from 2009 <sup>♦</sup> Describe how you did this:
<input type="checkbox"/>	Increased Employee Giving to United Way as a % of the total employee campaign from 2009 <sup>♦</sup> Describe how you did this:

<input type="checkbox"/>	<p>Effective Leadership Giving Program ♦ Describe what encourages employees to give at the leadership level, including incentives:</p>
<input type="checkbox"/>	<p>Active and Involved CEO or Top Local Executive ♦ Describe how your giving culture fosters company-wide participation:</p>
	<p>Appointed a “high performance” Campaign Leader and formed a campaign committee responsible for developing and implementing a successful campaign (Note: size of committee is determined by size of company) Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Participated in United Way’s Campaign Leader training program (or attended a webinar) Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Implemented a “thank you” program to recognize individuals who contributed to the success of the campaign. Describe what you did and how it raised awareness of the campaign:</p>
<input type="checkbox"/>	<p>Hosted agency/volunteer speakers. Speakers provide a great opportunity for employees to learn more about the needs within the community and how their gifts will be used. Describe how these speakers took place within the campaign and were received by employees:</p>
<input type="checkbox"/>	<p>Offered employees the opportunity to tour United Way agencies Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Reported campaign results by November 1</p>

**Corporate Involvement and Support**

Met?	Award Criteria and Description of Company Campaign
<input type="checkbox"/>	<p>Provided a corporate gift directly to United Way (Optional for nonprofit &amp; govt. orgs) ♦                      Describe how corporate management is involved with the United Way campaign with their inclusion of corporate resources to enhance the campaign:</p>
<input type="checkbox"/>	<p>Provided financial sponsorship or in-kind donations to United Way events or programs. ♦                      This would include the emerging leaders program, MLK Day of service, affinity groups (WLC, YLS, AALI), awards ceremonies and advertising/printing projects:</p>
<input type="checkbox"/>	<p>Effective Leadership Giving Program. ♦                      Describe what encourages employees to give at the leadership level, including incentives:</p>
<input type="checkbox"/>	<p>Active and involved CEO or top local executive ♦                      Describe how your giving culture fosters company-wide participation:</p>
<input type="checkbox"/>	<p>Provided volunteer support to United Way by participating on internal United Way committees, panels, and programs. This could include United Way allocations panels, United Way Board of Directors/Trustees, serving as United Way volunteer solicitors or ambassadors, United Way campaign Cabinet, United Way affinity Groups: YLS, WLC, AALI:</p>

**Employee Education & Volunteerism Award**

Met?	Award Criteria and Description of Company Campaign
<input type="checkbox"/>	<p>Focused messages on Giving to United Way (undesignated giving) ♦ Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Provided volunteer support to United Way by participating on internal United Way committees, panels, and programs. ♦ This could include United Way allocations panels, United Way Board of Directors/Trustees, serving as United Way volunteer solicitors or ambassadors, United Way campaign Cabinet, United Way affinity Groups: YLS, WLC, AALI Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Coordinated and participated in a United Way volunteer project ♦ Describe how this made a difference in the campaign:</p>
<input type="checkbox"/>	<p>Provided year round education about United Way for employees ♦ Describe how you educate employees about the need in our community throughout the year:</p>
<input type="checkbox"/>	<p>Hosted agency/volunteer speakers. Speakers provide a great opportunity for employees to learn more about the needs within the community and how their gifts will be used. Describe how these speakers took place within the campaign and were received by employees:</p>
<input type="checkbox"/>	<p>Offered employees the opportunity to tour United Way agencies Describe how this made a difference in the campaign:</p>

<input type="checkbox"/>	<p>Shared United Way communications through various media, including email, video, voice mail, internal newsletter, etc.</p> <p>Describe how this made a difference in the campaign:</p>
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