
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 monetary 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

***Red Feather Award** is awarded to companies that run an outstanding campaign that meets or exceeds prior year's giving (including campaign & sponsorships).

The Red Feather has been a historic symbol of philanthropic giving to United Way dating back to the 1930's. Red Feathers were given to those who made a contribution to the United Way campaign.

***Best in Show** is awarded to companies that run an outstanding campaign utilizing 8 of the 14 following best practices:

- Attend Campaign Manager Summit
- Include a United Way presentation
- Hosts a formal campaign kickoff
- Retain at least 85% of prior year donors
- Gain visible C-Suite Support/Advocacy
- Set Company Goal
- Offer corporate match or gift
- Engage leadership level donors
- Thanking donors
- Participates in a United Way volunteer opportunity
- Meets or exceeds prior campaign year's employee giving
- Form United Way partnership committee
- Utilize e-pledge
- Organize year-round engagement opportunities

***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.

***Rise to the Challenge** is awarded to a successful workforce campaign that overcomes adversity and has a successful campaign despite setbacks.

***Top Use of Web/New Media/Technology** is awarded to a company that utilizes an innovative use of technology to engage, inform, and educate employees and community in United Way's work.

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

***Campaign Manager Hall of Fame** recognizes an outstanding leader who brings inspiration and energy to their campaign and implements 8 of 14 best campaign practices. A physical award is given to an inductee one-time only and awardees will be recognized as such in subsequent years thereafter.

***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 8 of 14 best campaign. A physical award is given to an inductee one-time only and awardees will be recognized as such in subsequent years thereafter.

***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.

***Top New Campaign** is awarded to a company running a new workforce campaign that introduces United Way's work through presentations, inspiring employees to LIVE UNITED.

ZENITH AWARDS (\$1,000,000+)

***PINNACLE AWARDS (\$500,000-\$999,999)**

***PILLAR AWARDS (\$100,000-\$499,999)**

ENGAGEMENT AWARDS

Top Year-Round Engagement is awarded to true 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.

Qualified companies participate in 2 out of 3 of the following activities: on-site/off-site engagement activities (hygiene drives, donation drives), United Way volunteer activity (i.e. meal kit builds, Kickoff to Caring) or one employee in leadership position for UW board or committee (Affinity Groups, Community Reviewer, Supply Chain, 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 are determined by having participation in multiple United Way organized group volunteer activities (either United Way events or company-specific off-site or on-site activities)

COMMUNITY PARTNER AWARDS

***look at high performing partners, most improved, partners who have made adjustments due to COVID/found dynamic ways to implement programs. Potential new category since this is last year of funding for this cycle.**

***ERF recipient specific award -responsiveness, nimbleness**

***Ottawa County specific award – Bob Snyder, Portage Resale Center**

***Outstanding United Way Advocate Award**

***Top Donor Experience** is awarded to the community partner who welcomed multiple volunteer engagement opportunities and/or site visits.

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

Top Collaborative Leadership is awarded to the community partners who demonstrate best practices in community engagement, creating impact through aligning partnerships, and utilizing data to drive decision making to develop a common agenda that creates equitable opportunities for our region's families to thrive.