Because of your investments...

$600,000 worth of medical care was provided to the uninsured through United Way.

1,242 parents and children received child abuse prevention services through United Way.

59,066 meals were provided to individuals in need through United Way.

4,957 students at high risk for violence, substance abuse and bullying received prevention services through United Way.

THANK YOU!

Company: _____

2012- 2013 Community Celebration
Awards Criteria

*****All award applications are due to the United Way of Rutherford and Cannon Counties by 4:00 PM on Friday, January 4, 2013 in order to be considered. Please e-mail applications to Dana Barrett at Dana.Barrett@uwrutherford.org or fax them to (615) 849-5909.*****

Top Ten Campaigns
Awarded to those ten campaigns with the highest dollar totals from their campaign (includes employee giving, special events, and corporate gift).

Best Overall Campaign
Awarded to the campaign that received the highest number of total points on their **campaign and involvement evaluation**. Best Overall Campaign will not be eligible for Best Overall Campaign by Division.

Best Overall Campaign by Division
Awarded to the campaigns receiving the highest number of points on their **campaign and involvement evaluation** for each division (see following pages), including additional involvement/notes for possible consideration. The divisions are as follows:

- Public Employees (County and City Governments)
- Financial Services Companies
- insurance Services Companies
- Industry (Manufacturing, Technology, etc.)
- Utilities
- Education*
- Health Services
- Retail and Small Business
- Non-profit Agencies
- New Campaigns (have not conducted a campaign within the last three years)

*There will be additional awards for best elementary school, best middle school, best high school, and best overall school using this criteria.

Most Improved Campaign
Awarded to the campaign that has the highest average of items 1, 6, 7, and 8 on **campaign and involvement evaluation**.

Best Special Event
Factors for consideration: amount of money raised, opportunity for community participation, creativity, originality, organization, participation/attendance, etc.
Please see attached application.

Most Creative Campaign
Awarded to a campaign that utilized original and innovative ideas to complete their campaign.
Please see attached application.

Witherspoon Society Award
Named after Don and Hanna Witherspoon, The Witherspoon Society Award is bestowed upon an individual or couple who have exemplified United Way's high ideals of commitment to community through giving, advocating, and volunteering. The recipient of this award must be an Alexis de Tocqueville Society ($10,000+) donor. (Note: this award is not required to be bestowed on an annual basis).

Legacy Award
Awarded to a company/organization who has consistently exemplified the utmost commitment to United Way and the community. Characteristics of the ideal recipient include consistently conducting a well-rounded campaign, participating in United Way initiatives and events throughout the year, promoting volunteerism through United Way's service opportunities, committees, Board of Directors, etc., and consistently advocating United Way's mission and work in the community. (Note: this award is not required to be bestowed on an annual basis).

Power Award
Given to those companies with at least 100% participation AND at least $100 per capita giving.

Volunteer Award
The Volunteer Award will be presented to the individual(s) that truly exemplify the spirit of volunteering. This award will be chosen from those highlighted as the volunteer of the month in the United Way monthly e-newsletter. This award is voted upon by the United Way staff.

United Way of Rutherford and Cannon Counties
Campaign and Involvement Evaluation

Company/Organization Name: _____

ECM: _____

ECM Phone Number: _____

ECM E-mail Address: _____

(Questions 1-6 apply to employee giving ONLY – please do not factor in corporate gifts, special events, etc.)

1. Employee Campaign Results (5 Total Points Possible) _____ **points**

2012 Results: $_____

2011 Results: $_____

Percentage increase/decrease _____

5 Points: 80%+ Increase
4 Points: 60-79% Increase
3 Points: 40-59% Increase
2 Points: 21-39% Increase
1 Point: 1-20% Increase

2. Employee Gift Per Capita (5 Total Points Possible) _____ **points**

Employee gift per capita (employee dollars raised divided by total number of employees, including non-donors)

for this campaign year: $_____

5 Points: $250+
4 Points: $200-$249.99
3 Points: $150-$199.99
2 Points: $100-$149.99
1 Point: $50-$99.99

3. Participation (5 Total Points Possible) _____ **points**

A) Number of full-time employees: _____

B) Number of contributing employees: _____

B divided by A: _____

5 Points: 100%
4 Points: 80-99%
3 Points: 60-79%
2 Points: 40-59%
1 Point: 20-39%

4. Participation Increase (3 Total Points Possible) _____ points

Did your employee campaign have 100% participation or a 5% increase in participation this year?

Yes _____(3 Points)

No _____ (0 Points)

5. Average Gift (5 Total Points Possible) _____ points

Average gift this campaign year (employee dollars raised divided by total number of donors): _____

5 Points: $500+
4 Points: $400-$499
3 Points: $300-$399
2 Points: $200-$299
1 Point: $100-$199

6. Leadership Donors (5 Total Points Possible) _____ points

Number of leadership donors ($500+) this campaign year: _____

Number of leadership donors ($500+) last campaign year _____

Percentage increase/decrease: _____

5 Points: 50%+ Increase
4 Points: 40-49% Increase
3 Points: 30-39% Increase
2 Points: 20-29% Increase
1 Point: 10-19% Increase

7. Corporate Gift (5 Total Points Possible) _____ points

2012 Corporate Gift _____

2011 Corporate Gift _____

Percentage increase/decrease: _____

5 Points: 75%+ Increase
4 Points: 50-74% Increase
3 Points: 25-49% Increase
2 Points: Gift remained same as last year.
1 Point: First-time corporate gift.

8. Special Events (5 Total Points Possible) _____ points

Did your campaign consist of any special events (such as chili cook off, bake sale, etc.)?

Yes _____

No _____

Percentage increase/decrease of funds raised from previous year: _____

5 Points: 50%+ Increase
4 Points: 35-49% Increase
3 Points: 20-34% Increase
2 Points: 5-19% Increase
1 Point: For hosting a special event.

9. Community Impact Tours (5 Total Points Possible) _____

Did your company participate in Community Impact Tours (Agency Tours) in 2012?

Yes _____ (5 Points)

No _____ (0 Points)

10. Volunteer Participation (9 Total Points Possible) _____ points

Did your company participate in United Way's **Days of Action** (held on March 31- April 2, 2012)?

Did your company participate (volunteered or provided materials) in United Way's **Stuff the Bus**?

Did your company participate in another United Way volunteer opportunity? Please describe volunteer opportunity:

_____ _____

Yes _____ (3 Points per Volunteer Event since March 1, 2012 up to 9 points)

No _____ (0 Points)

11. Training (3 Total Points Possible) _____ points

Did a representative from your company/organization attend UWRCC's 2012 ECM & LE Training (held July 26, 2012)?

Yes _____ (3 Points)

No _____ (0 Points)

Attendee's name: _____

12. Event Sponsorship (6 Total Points Possible) _____ points

Has your company/organization served as a United Way event sponsor (Annual Event Sponsor at $5000 or any level of Red White & Blues Sponsor) since March 1, 2012?

Yes _____ (3 Points per sponsorship since March 1, 2012 up to 6 points)

No _____ (0 Points)

List United Way events sponsored since March 1, 2012: _____

13. Loaned Executives (3 Total Points Possible) _____ points

Has your company/organization sponsored a Loaned Executive for this campaign year?

Yes _____ (2 Points per full-time Loaned Executive, 1 point per part-time Loaned Executive up to 3 points)

No _____ (0 Points)

14. Allocations Panel Volunteer (2 Total Points Possible) _____ points

Has your company/organization provided an Allocation Panel volunteer for this campaign year?

Yes _____ (2 Points)

No _____ (0 Points)

15. Women's Initiative Council (2 Total Points Possible) _____ points

Does your company/organization have a Women's Initiative Council member(s) this campaign year?

Yes _____ (2 Points)

No _____ (0 Points)

GRAND TOTAL _____ points

Additional involvement/notes for possible consideration: _____

_____

_____

_____

_____

_____

_____

_____

Please include electronic photos if possible.

United Way of Rutherford and Cannon Counties
Most Creative Campaign
Self-Nomination Form

Awarded to a campaign that utilized original and innovative ideas to complete their campaign.

Company/Organization Name: _____

ECM: _____

ECM Phone Number: _____

ECM E-mail Address: _____

Did your organization utilize an internal United Way video?
If yes, please enclose a copy.

Did you create specific materials or promotional items for your organization?
If yes, please enclose copies.

Please describe how you incorporated creativity into your company campaign to promote the mission of United Way of Rutherford and Cannon Counties, providing specific examples when possible. The United Way of Rutherford and Cannon Counties mission is to improve lives by advancing opportunities for education, health and financial stability for all.

_____

_____

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_____

_____

Please include electronic photos if possible.

United Way of Rutherford and Cannon Counties
Best Special Event
Self-Nomination Form

Factors for consideration: amount of money raised, opportunity for community participation, creativity, originality, organization, participation/attendance, etc.

Company/Organization Name: _____

ECM: _____

ECM Phone Number: _____

ECM E-mail Address: _____

Title of Special Event _____

Description of Event _____

_____

_____

_____

Target audience for publicity _____

Please attach copies of Publicity/Promotion materials used, press releases, advertisements, etc.

Amount of money raised _____.

Participation (number of attendees)_____.

Please describe why you think your special event should be selected for this award. _____

_____

_____

_____

_____

_____

Please include electronic photos if possible.