

# United Way Spirit Awards

Recognizing workplace generosity & leadership



**United Way**  
For a Better Winnipeg

Thousands of Winnipeggers and more than 1100 organizations help change lives by supporting United Way through their workplace campaigns each year.

Spirit Awards are a way to recognize these workplaces and individuals for their exceptional contributions and achievements.

## Recognition Legend

Award recipients and accomplishments are recognized as follows:



Recognition in  
local newspaper



Salute to Organizations  
publication



Campaign events,  
celebration gala recognition



Online  
recognition

# CORPORATE HONOUR ROLL

The highest levels of corporate giving and commitment are recognized by a graduated series of awards.

## Community Builders of Distinction Awards



### Dollar Range

\$200,000 +  
\$100,000 – \$199,999  
\$75,000 – \$99,999  
\$50,000 – \$74,999  
\$10,000 – \$49,999

### Award Level

Diamond  
Platinum  
Gold  
Silver  
Bronze

## Circle of Success Awards

### Dollar Range

\$5000 – \$9999  
\$3600 – \$4999  
\$2400 – \$3599  
\$1200 – \$2399  
\$ 500 – \$1199

### Award Level

Diamond  
Platinum  
Gold  
Silver  
Bronze



## Corporate Match



This award recognizes companies that demonstrate a commitment to building community by matching their employees' donations to United Way. Research shows matching grants have a very positive effect on both employee participation and giving levels.

## Corporate Excellence Award



Organizations that show a strong commitment to their community by increasing their corporate gift by at least 25% and \$1000 over the previous year are recognized with a Corporate Excellence Award.

## Corporate Pacesetters



Corporate Pacesetters are organizations that set an example for others by making their corporate donation by the end of September.

## Leadership Development

### Program Participation



A thank you to workplaces that loan or sponsor employees to be Sponsored Executives each fall to help with the annual campaign. Your participation in United Way's Leadership Development Program is an investment in strengthening our community.

# OUTSTANDING WORKPLACE CAMPAIGN AWARDS

Please note: to be eligible for the following awards, there must be at least five donors participating in your workplace campaign.

## Workplace Top 50



Each year, United Way salutes the Top 50 workplace campaigns for their incredible generosity and support for better lives for all Winnipeggers.

## Leading Organizations



We salute companies and organizations with three or more Leadership donors who make individual gifts of \$1200 and above.

## Workplace Pacesetters



Employers who set an example for others to follow by running employee campaigns by the end of September.

## Employee Excellence Award



The Employee Excellence Award recognizes participation and generosity by workplace employees as a whole. Meeting either of the following criteria earns this award:

- Increase donor participation by 5% and donations by \$1000 over previous year while reaching overall participation of at least 20%.
- Reach at least 70% employee participation and increase employee donations by 10% and at least \$1000 over previous year.

## Workplace Campaign Chair's Award



**The awards are presented in two categories – business and non-business.**

The Workplace Campaign Chair's Award is the **highest level of achievement a workplace can receive from United Way**. It recognizes strong campaign growth, leadership, and a commitment to United Way's vision for a better Winnipeg.

**To be eligible a workplace campaign has to achieve:**

- ✓ Minimum 10% increase in donations over the previous year
- ✓ At least 70% employee participation
- ✓ Average donation per employee of at least \$104
- ✓ At least 5% of employees are leadership donors (\$1200 or more per year)

### Business Category

Must fulfill at least six of the following 15 criteria in current campaign year to qualify:

- Achieve Workplace Pacesetter Award
- Host a United Way agency Speakers' Bureau presentation to show impact of donations
- Achieve Corporate Excellence Award
- Include at least one union member on workplace campaign committee
- CEO, ED, or other employee(s) take part in a United Way focus group, panel discussion or similar volunteer activity
- Employees participate in at least one Day of Caring/Collection Drive
- Employees participate in at least one Living on the Edge poverty simulation
- Employees take at least one tour of a United Way agency partner
- Campaign includes participation from employees in GenNext
- Organization participates in United Way's Leadership Development Program by loaning an employee or providing the financial support to hire a Sponsored Executive(s)
- Business matches employees' donations
- Business makes corporate gift of at least \$5000
- Achieve Corporate Pacesetter Award
- Achieve Employee Excellence Award
- Include social media component in campaign

### Non-Business Category

Non-business includes government, health, schools, and non-profit community agencies. Must fulfill at least six of the following 10 criteria in current campaign year to qualify:

- Achieve Workplace Pacesetter Award
- Host a United Way agency Speakers' Bureau presentation to show impact of donations
- Achieve Employee Excellence Award
- Include at least one union member on workplace campaign committee
- CEO, ED, or other employee(s) take part in a United Way focus group, panel discussion or similar volunteer activity
- Employees participate in at least one Day of Caring/Collection Drive
- Employees participate in at least one Living on the Edge poverty simulation
- Employees take at least one tour of a United Way agency partner
- Campaign includes participation from employees in GenNext
- Organization participates in United Way's Leadership Development Program by loaning an employee or providing the financial support to hire a Sponsored Executive(s)
- Include social media component in campaign

*Total number of workplace employees must be confirmed with United Way representative*

## Workplace Campaign Awards

Businesses, organizations and employee groups that demonstrate outstanding involvement, contributions and leadership during United Way's annual campaign are recognized by a graduated series of awards.

### Ruby Award

95% of employees donate an average of \$182 each (\$3.50/week) to United Way.

### Diamond Award

85% of employees donate an average of \$156 each (\$3/week) to United Way.

### Platinum Award

75% of employees donate an average of \$130 each (\$2.50/week) to United Way.

### Gold Award

70% of employees donate an average of \$104 each (\$2/week) to United Way.

### Silver Award

65% of employees donate an average of \$78 each (\$1.50/week) to United Way.

### Bronze Award

60% of employees donate an average of \$52 each (\$1/week) to United Way.

## New Workplace Campaign Award

This award recognizes workplaces that hold their first United Way campaign. To qualify, workplaces must not have held a campaign in the previous five years. A minimum participation rate of 15% with a minimum of 5 United Way Winnipeg donors.

## United In Numbers

These awards recognize workplaces with 500 or more donors who unite in their care for our community by participating in United Way's annual campaign.

# INDIVIDUAL DONOR RECOGNITION

## Leaders of the Way

With annual contributions of \$1200 or more, employees who are Leadership donors are recognized on United Way's website for their exceptional commitment to a better Winnipeg.

## Partners

Employees who donate between \$365 and \$1199 to United Way are recognized through their workplace.

## Friends

Employees who donate between \$100 and \$364 directly to United Way are recognized through their workplace.

# VOLUNTEER AWARDS

Recipients are identified by Sponsored Executives. Campaigns must be completed by December 15 to be eligible. Workplaces are encouraged to share photos, stories and details of their campaign and achievements with their Sponsored Executives or United Way representative.

## Volunteer Excellence Award

The Volunteer Excellence Award recognizes campaigns with outstanding enthusiasm, dedication, and spirit.

For consideration for this award, campaign volunteers should share campaign stories and photos/video through their workplace social media and directly with their Sponsored Executive. Strive to demonstrate humour, compassion, creativity, and team spirit during the campaign!

Employee participation and donor rates are also factors in this award.

*Sponsored Executives will share campaign highlights, photos, and stories compiled by them and workplace volunteers with United Way's marketing team. Each week workplaces may be recognized as "Kindness Showcase" on United Way's social media and photos from all submissions may be used at campaign celebration events.*

## Employee Campaign Chair Award

The Employee Campaign Chair Award recognizes Employee Campaign Chairs (ECC) or Co-Chairs who have shown creativity, enthusiasm, energy and commitment to making their workplace campaign successful. To be eligible, ECCs must have attended a training conference and inspired growth in employee campaign participation.

## Canvasser Team/Canvasser Award

The Canvasser Award is presented to a team or individual who has attended training and showed commitment to a successful campaign by inspiring higher than average employee involvement and campaign performance. A growth in employee participation and donation increase will also be factors in this award.

## Labour Awards

Recognizes unions and locals that make gifts, run campaigns, or show commitment to a better Winnipeg through their involvement with United Way programs and agencies.

## Day of Caring & Collection Drives

Thanks those workplaces and organizations that demonstrate caring and commitment to our community by volunteering to help United Way agency partners complete much needed short-term projects such as painting, renovating, event planning and landscaping or holding collection drives.

## Living on the Edge

Recognition of workplaces that have taken part in a United Way Living on the Edge poverty simulation to get a sense of what life is like for the approximately 130,000 Winnipeggers classified as low income.



**United Way**  
For a Better Winnipeg

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