



Twenty-first Annual
United Way
Spirit of America[®] Awards

2007 Application

About the *Spirit of America* awards program

The United Way *Spirit of America*® awards program is United Way of America's highest national tribute for companywide philanthropic efforts and measurable community impact. The awards honor exceptional commitment by corporate leaders and their employees and retirees. This prestigious program, now in its twenty-first year, offers United Way National Corporate Leadership (NCL) companies an opportunity to win national recognition by competing in two separate award categories: the United Way Spirit of America award and the United Way Summit awards.

Eligibility

To compete for these awards, a company must be part of the United Way NCL program and run a companywide campaign involving all of its locations and subsidiaries. NCL companies generally have 10,000 or more employees and annual corporate and employee giving in excess of \$2.5 million, with at least 50% or \$1.25 million going to United Way.

Choose your award

Companies can compete for the United Way Spirit of America award **and/or** a Summit award. Only one Spirit of America award is given each year, and a maximum of three Summit awards are given in each of the four categories. The Spirit of America award recognizes the company with the most comprehensive commitment to strengthening communities in all four categories: Corporate Philanthropy, Community Investment, Community Impact, and Community Volunteerism. **Companies that submit applications in all four categories are automatically considered for the Spirit of America award.**

Choose your category(ies)

- **Corporate Philanthropy** – demonstrated, strategic corporate philanthropy through overall corporate contributions including financial giving, expertise and in-kind gifts.
- **Community Investment** – exceptional involvement from senior management and employees in voluntarily giving to local communities through the workplace campaign and leadership giving.
- **Community Impact** – strategic partnership with United Way to create measurable, sustainable progress to improve lives and strengthen communities.
- **Community Volunteerism** – outstanding companywide culture and demonstrated commitment to actively make communities a better place by mobilizing employees to volunteer in communities.

National recognition

Besides gaining national recognition through PR, events and other advertising, marketing and communications, the 2007 award winners will join a distinguished group of previous winners.

Spirit of America winners

Xcel Energy (2006)	Publix Super Markets, Inc. (1996)
The Principal Financial Group (2005)	Pfizer, Inc. (1995)
3M (2004)	Pitney Bowes, Inc. (1994)
Valero Energy Corporation (2003)	Deloitte & Touche, LLP (1993)
FedEx Corporation (2002)	Valero Energy Corporation (1992)
UPS (2001)	J.C. Penney Company, Inc. (1991)
Nationwide (2000)	The Boeing Company (1990)
Bank of America (1999)	BellSouth Corporation (1989)
Microsoft Corporation (1998)	IBM (1988)
Williams (1997)	UPS (1987)

After winning the Spirit of America award, a company is ineligible to participate in the next five competitions. (For example, a company winning for their 2007 campaign would be ineligible for the next five competitions, and could then apply for their 2013 campaign.)

Summit winners

Aetna Life and Casualty (1990)	The Procter & Gamble Company (1988)
American Express Company (1987)	Publix Supermarkets, Inc. (1994)
BankAmerica Corporation (1988, 1989, 1997)	Raytheon Company (1988)
The Boeing Company (1988, 1989)	Rohm and Haas Company (1987, 1988)
Cargill (2004)	SBC (2001)
Ceridian (2003)	Shell (2001)
Chase Manhattan (1997, 1998, 1999)	Target Stores (1991, 2006)
DaimlerChrysler (1998, 2005, 2006)	UPS (1999, 2000)
Dayton Hudson (1989, 1993, 1995)	United Technologies (1998)
Deloitte & Touche (1992)	USAA (1990, 1991, 1992, 1993, 1994)
Deluxe Corporation (2002, 2003)	Valero Energy Corporation (1990, 1991)
The Dow Chemical company (2002)	Wal-Mart Stores, Inc. (1988)
Duke Energy (2005)	Wells Fargo (2004)
Eaton Corporation (1989)	Williams (1996)
Eli Lilly and Company (2003)	Xcel Energy (2005)
Exxon Corporation (1994)	
FedEx (2000, 2001)	
Fluor Corporation (1998, 2002)	
General Electric Company (1991)	
General Mills (2002, 2003, 2005, 2006)	
Georgia Power (1992)	
Hershey Foods Corporation (1990, 1991)	
IBM Corporation (1987, 1991)	
ITW (<i>Illinois Tool Works</i>) (2002)	
JCPenney Company, Inc. (1988, 1989, 1990)	
Kellogg Company (1997, 2005, 2006)	
Kimberly-Clark Corporation (2005)	
Merck & Company, Inc. (1998)	
Microsoft Corporation (1997, 2004, 2005, 2006)	
Nationwide (1987, 1992, 1993, 1994, 2006)	
Pfizer, Inc. (1987, 1988, 1989, 1992, 1993, 2003)	
The Pillsbury Company (1994)	
The Principal Financial Group (2004)	

Getting started

First, evaluate your strengths in the four categories: Corporate Philanthropy, Community Investment, Community Impact and Community Volunteerism. If you decide to compete for the Spirit of America award, you *must* compete in all four categories. If you decide to compete for a Summit award, you may choose one or several categories. **If you submit applications in all four categories, you will automatically be considered for the Spirit of America award.**

Please note:

- 1) All entrants must complete the Basic Information Section and Financial Information Section.
- 2) **Entrants may submit up to three pages, single-spaced and 10-pt. minimum font size, to answer the questions in each category.** Insert the summary in the appropriate category binder and also send an electronic copy to Amanda.Ponzar@uwa.unitedway.org. Provide supporting documents under the appropriate binder tab and clearly label exhibits to assist judges during review.
- 3) All questions should be answered as they relate to **calendar year 2007 or your last fiscal year.**
- 4) If you want to use any materials from one category for another category of your award application, you must duplicate the applicable material and include it in each appropriate category binder.

How to enter the Spirit of America award competition

Entrants competing for the Spirit of America award earn points in two ways:

- A. Completing the **Financial Information Section** (Category V).
- B. Completing the questions and providing supporting documentation for:
 - i. Category I – Corporate Philanthropy
 - ii. Category II – Community Investment
 - iii. Category III – Community Impact
 - iv. Category IV – Community Volunteerism

A. Financial Information Section (Category V)

Entrants will earn from one to five points for each of the following five areas included in the Financial Information Section: corporate per capita, employee per capita, employee participation, percent contributed to United Way, and type of campaign. Below is a breakdown of how each will be scored.

Scoring for corporate per capita, employee per capita and employee participation based on trade group average and top NCL companies:

- 5 points – 76% or over the trade group average and/or top NCL companies
- 4 points – 51% - 75% over the trade group average and/or top NCL companies
- 3 points – 26% - 50% over the trade group average and/or top NCL companies
- 2 points – at trade group average to 25% over the trade group average and/or top NCL companies
- 1 point – below the trade group and/or top NCL companies' average

Scoring for type of campaign:

- 5 points – United Way branded campaign (with no designation option on pledge card) or designations to United Way partner agencies only
- 4 points – United Way branded with designations to health and human service organizations only
- 3 points – United Way branded with designations to any 501(c)3
- 2 points – Company branded employee giving campaign
- 1 point – Side-by-side campaign with multiple agencies or federations

Scoring for percent given to United Way (mission-related giving):

- 5 points – 90% or higher
- 4 points – 76-89%
- 3 points – 51-75%
- 2 points – 26-50%
- 1 point – 25% or lower

B. Categories I through IV

All entrants for the Spirit of America award must complete all four categories of the award application: Corporate Philanthropy, Community Investment, Community Impact and Community Volunteerism. Each category contains several questions and will be scored by:

Points	Response
5	Response far exceeds expectation
4	Response is above expectation
3	Response meets expectation
2	Response is below expectation
1	Well below expectation (or no response)

How to enter the Summit award competition

Spirit of America applicants will automatically be judged independently for each Summit award. Companies will be judged ONLY in the category(ies) for which they submitted a binder.

Entrants for a Summit award earn points in two ways:

- A. Completing the information required for the **Financial Information Section**.
- B. Completing the three-page summary and providing supporting documentation for each Summit category. Companies may enter more than one Summit category: Category I – Corporate Philanthropy; Category II – Community Investment; Category III – Community Impact; Category IV – Community Volunteerism.

Judges

Judges for the Spirit of America awards program include volunteers recruited from previous winners, NCL companies not applying, and individual local United Ways and their labor liaisons (excluding headquarter United Ways of any applying company). Judging is currently scheduled for March 19-21, 2008.

How to submit your awards application to United Way of America

- Request for an official Spirit of America application and application materials from United Way of America (Amanda.Ponzar@uwa.unitedway.org).
- Your entry package must fit into the standardized binder(s) provided for your convenience.
- Do not send T-shirts or oversized items. Convert any materials to 8.5" X 11" photographs or reduce to fit in the binders provided.
- Entrants for both the Spirit of America and the Summit awards must provide all information for the **Basic Information Section**.
- Before mailing your entry, review the checklist to be sure you have properly completed the required sections and are including all the required materials.

Please note:

1. Once submitted, your entry becomes the property of United Way of America, which reserves the right to display, distribute, and duplicate it. Be sure to complete and return the attached Release Authorization Form, which is included in the Basic Information Section.

2. If an award application is improperly completed or submitted, it may be disqualified and ineligible for an award.

Official entry deadline: Wednesday, March 12, 2008, 5:00 p.m. EST

Mail your entry to:

United Way *Spirit of America* – Award Administrator
National Corporate Leadership
United Way of America
701 North Fairfax Street
Alexandria, VA 22314-2045

If you have any questions or need more information, contact:
Amanda Ponzar at amanda.ponzar@uwa.unitedway.org or (800) 892-2757, ext. 253

Entry Checklist

Ensure your application is complete:

- Basic Information Section
- Financial Information Section
- Release Authorization Form
- Summary – up to three pages – for each category
- Supporting documentation for each category
- Copy of corporate and foundation annual report
- Optional:* DVD or video (maximum length: 10 minutes) labeled with company name and “Twenty-first Annual Spirit of America”
- Entry submitted in the binders provided, with no alterations to the binders, cover or spine
- Entry mailed in time to arrive at United Way of America by 5:00 p.m. EST on Wednesday, March 12, 2008

Spirit of America award entrants must complete all four categories:

- Corporate Philanthropy
- Community Investment
- Community Impact
- Community Volunteerism

Summit award entrants complete one or more categories:

- Corporate Philanthropy
- Community Investment
- Community Impact
- Community Volunteerism

Basic Information Section

All entrants must complete

- Your company’s CEO contact information:

Full Name	
Title	
Address	
City	State/Zip
Phone	Fax
Email	

- A company information page (including a listing of parent and primary subsidiaries).
- A copy of your company’s annual report and foundation or corporate contributions program report.
- A biography of your CEO and high-resolution photograph (color headshot).
- A high-resolution logo. *Please include high-res logo and CEO photo on a CD with your application or email to Amanda.Ponzar@uwa.unitedway.org.*

For recognition purposes, please indicate how your company’s name should appear in print (e.g. press releases) and on your award:

- Your companywide coordinator’s contact information:

Full Name	
Title	
Phone	Fax
Email	

- Your public relations/media representative’s contact information:

Full Name	
Title	
Phone	Fax
Email	

- Your union representative’s contact information (if applicable):

Full Name	
Title	
Phone	Fax
Email	

- Who should be contacted at your company if there are questions about your entry?

Full Name	
Title	
Phone	Fax
Email	

Financial Information Section

All entrants must complete

Company Name: _____

Campaign Data	2005	2006	% Change 2005 - 2006	2007	% Change 2006 - 2007
Number full-time-equivalent employees ⁺ at headquarters:			%		%
Number of full-time-equivalent employees in branch locations:			%		%
Total number of full-time employees:			%		%
Number of givers at headquarters:			%		%
Number of givers in branch locations:			%		%
Total number of givers:			%		%
Number of leadership givers ⁺⁺ at headquarters:			%		%
Number of leadership givers in branch locations:			%		%
Total number of leadership givers:			%		%
Number of retiree givers:			%		%
Corporate giving at headquarters:	\$	\$	%	\$	%
Corporate giving in branch locations:	\$	\$	%	\$	%
Total corporate giving:	\$	\$	%	\$	%
Employee giving [◇] at headquarters:	\$	\$	%	\$	%
Employee giving [◇] in branch locations:	\$	\$	%	\$	%
Total employee giving:	\$	\$	%	\$	%
Total corporate & employee giving, all locations:	\$	\$	%	\$	%
Employee amount given to United Way:	\$	\$	%	\$	%
Employee amount given to United Way as % of employee campaign:	%	%	%	%	%
Amount raised through special events:	\$	\$	%	\$	%
Corporate per capita at headquarters:	\$	\$	%	\$	%
Corporate per capita in field locations:	\$	\$	%	\$	%
Employee per capita at headquarters:	\$	\$	%	\$	%
Employee per capita in field locations:	\$	\$	%	\$	%
Corporate per capita in all locations:	\$	\$	%	\$	%
Employee per capita all locations:	\$	\$	%	\$	%
Employee participation at headquarters:	%	%	%	%	%
Employee participation in field locations:	%	%	%	%	%
Employee participation all locations:	%	%	%	%	%
Number of domestic locations:					
Number of domestic locations that run an employee campaign:					

⁺Convert part-time employees to full-time equivalents (40-hour work week). ⁺⁺Individuals who contribute \$1,000 or more

[◇]Do not include special event money

Release Authorization
All entrants must complete

In entering the United Way *Spirit of America* awards program, Company agrees that Company's entry may be used in whole or in part in United Way of America's publications and promotions and may be shared with local United Way organizations.

Company takes full responsibility for obtaining and maintaining all necessary consents and releases for use of any of the materials submitted, including written documents, photographs, or artwork used or portrayed in the materials entered. Company warrants that it has full authority to use such materials in this program and that United Way of America may use these materials as described, and releases United Way of America from any liability associated from such use.

Company Name _____

Release Authorized by:

Name (printed) _____

Title _____

Signature _____ Date _____

Note: In order for the entry to be judged, this form must be signed.

Category I – Corporate Philanthropy

Please prepare a single-spaced, three-page-maximum (10-pt. minimum font size) response for the category, answering all questions as they relate to calendar year 2007 or your last fiscal year.

Insert the response in the binder titled “**Corporate Philanthropy**” and also provide electronically to Amanda Ponzar at Amanda.Ponzar@uwa.unitedway.org. Provide supporting documents under the appropriate binder tab and clearly label exhibits to assist judges during review.

Note: If you want to use any of the materials from one category for another category of your award application, you must duplicate the applicable material and include in each section.

1. Describe your company’s written philanthropic goals and mission.
2. How is it demonstrated by your overall corporate contributions to United Way (and other community causes) companywide, including financial giving, expertise/thought leadership, in-kind donations and cause marketing?
3. How does giving to and through United Way help you achieve your overall philanthropic goals?

NOTE: financial match and overall corporate giving from Financial Information Section will also count toward this category. (See pages 4-5.)

Scoring for financial match:

- 5 points – \$1 for \$1 (or more) that stays with United Way
- 4 points – \$1 for \$1 (or more) that follows designation
- 3 points – A match less than \$1
- 2 points – Set amount by location
- 1 point – Other

- End of Category I Questions -

Category II – Community Investment

Please prepare a single-spaced, three-page-maximum (10-pt. minimum font size) response for the category, answering all questions as they relate to calendar year 2007 or your last fiscal year.

Insert the response in the binder titled **“Community Investment”** and also provide electronically to Amanda Ponzar at Amanda.Ponzar@uwa.unitedway.org. Provide supporting documents under the appropriate tab and clearly label exhibits to assist judges during review.

Note: If you want to use any of the materials from one category for another category of your award application, then you must duplicate the applicable material and also include it in that binder section.

1. Describe your CEO/Senior Leadership’s involvement in the employee campaign and year-round.
2. How does your company engage employees and retirees in your companywide campaign and year-round? (Examples: communication plan and materials, education, events, working with local United Ways, etc.) Please demonstrate results and integration companywide.
3. How are employees thanked and recognized for campaign participation and year-round United Way work?
4. Describe your formal year-round leadership giving and Tocqueville programs (committees, education, executive involvement, major gifts, overall giving results, recognition, inclusiveness with young leaders, women’s leadership, and planned giving, etc.).

NOTE: Amount of United Way mission-related giving and type of campaign will also count toward this category. (See pages 4-5.)

- End of Category II Questions -

Category III – Community Impact

Please prepare a single-spaced, three-page-maximum (10-pt. minimum font size) response for the category, answering all questions as they relate to calendar year 2007 or your last fiscal year.

Insert the response in the binder titled “**Community Impact**” and also provide electronically to Amanda Ponzar at Amanda.Ponzar@uwa.unitedway.org. Provide supporting documents under the appropriate tab and clearly label exhibits to assist judges during review.

Note: If you want to use any of the materials from one category for another category of your award application, then you must duplicate the applicable material and also include it in that appropriate binder and section.

1. Describe your company’s integration and collaboration with United Way’s priority initiatives (helping children and youth achieve their potential; promoting financial stability that leads to independence; improving people’s health, 2-1-1, etc.).
2. How are you working with United Way to make and sustain change and create lasting, measurable community impact? (Include innovative companywide impact and collaboration with other businesses, etc.)
3. What progress are you making to change conditions for the positive? (Provide results.)

- End of Category III Questions -

Category IV – Community Volunteerism

Please prepare a single-spaced, three-page-maximum (10-pt. minimum font size) response for the category, answering all questions as they relate to calendar year 2007 or your last fiscal year.

Insert the response in the binder titled “**Community Volunteerism**” and also provide electronically to Amanda Ponzar at Amanda.Ponzar@uwa.unitedway.org. Provide supporting documents under the appropriate tab and clearly label exhibits to assist judges during review.

Note: If you want to use any of the materials from one category for another category of your award application, then you must duplicate the applicable material and also include it in that appropriate binder and section.

1. Explain how your company culture supports and encourages volunteerism companywide. Include your formal volunteer policy, how volunteer opportunities are promoted, incentives used, hours tracked, senior leadership involvement, etc.
2. Describe companywide community activities and volunteer projects your company, employees and retirees participate in, results of these activities, and how they are integrated with your overall philanthropic goals. *(Examples: United Way Day of Caring, United Way Loaned Executive program, United Way Advisory Council membership, United Way and other board memberships, etc.)*

- End of Category IV Questions -

- End of Application –