

Spirit of America® Awards Program Changes for 2007 (awarded in 2008)

To better honor our partners' year-round commitment to sustainable business practices, the 2007 Spirit of America® Awards have been revamped to feature a new **corporate social responsibility** component that recognizes united, company-wide philanthropic efforts and **measurable community impact**. The awards will continue to recognize strong corporate partnerships and United Way supporters, especially those aligned with priority initiatives.

Although not fully finalized, we wanted to share the new categories and questions. Many thanks to the Advisory Council Recognition Task Force for their recommendations!

NEW CATEGORIES & QUESTIONS:

SUSTAINABILITY/IMPACT

1. Describe your company's integration and collaboration with United Way's priority initiatives (211, early childhood development, financial stability) to demonstrate measurable community impact.
2. How are you working with United Way to make and sustain change? (Include innovative company-wide impact and collaboration with other businesses, etc.)
3. What progress are you making to change conditions for the positive? (Provide results.)

CORPORATE

1. Describe your company's written overall philanthropic goals and mission.
2. Describe your company's commitment to your philanthropic goals as demonstrated by your overall corporate contributions to United Way (and other community causes) company-wide, 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: Campaign structure, financial match, contributions raised, mission-related giving and resources under management will also count toward this category.*

WORKPLACE

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 company-wide campaign and year-round? (Examples: communication, education, awareness, working with local United Ways, agency speakers, tours, community partners, activities, etc.) Please demonstrate integration company-wide including global offices if applicable.
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, diversity and planned giving).

**NOTE: Amount of United Way mission-related giving will also count toward this category.*

VOLUNTEERISM

1. Explain how your company culture supports and encourages volunteerism company-wide (formal policy, volunteer opportunities, incentives, how hours are tracked, senior leadership involvement, inclusiveness/diversity, etc.)
2. Describe company-wide community activities and volunteer projects your company, employees and retirees participate in and how these are integrated with your overall philanthropic goals/corporate social responsibility. (Examples: United Way Day of Caring, United Way Loaned Executive program, United Way Advisory Council membership, United Way and other board memberships, United Way mission-related activities (211, early childhood, financial stability/EITC), civic and school activities, mentoring, coaching, blood drives, thought leadership, environmental clean-up, community service projects, etc.)

These category names are tentative, and financial information will still be part of the application.