

Thanks to Spirit of America Volunteers

Thank you to Deb Fortune from **FedEx Corporation** and all the distinguished corporate and local United Way volunteers for their incredible hard work during Spirit of America judging March 21-23, 2007:

Cami Alexander – **Kimberly-Clark Corporation**
 Teresa Alexander – **Albertson's**
 Maria Anderson – **Mellon Financial Corporation**
 Jami Graves – **The Principal Financial Group**
 Anne Mazurowski – **3M**
 Tammy Morreale – **PricewaterhouseCoopers LLP**
 Maryann Morrison – **Caterpillar**
 Tolá Oyewole – **Best Buy Co., Inc.**

Hasting Stewart – **Shell Oil Company**
 Rob Vallentine – **The Dow Chemical Company**
 Carrie Wolter – **Wells Fargo**
 Tony Hopper – **United Way of Broward County**
 Susan Jacobson – **United Way of the Bay Area**
 Steve Swymeler – **Heart of America United Way**
 Alan Vandersloot – **United Way of York County**

This year's prestigious Spirit of America and Summit winners are still confidential – a formal announcement will be released May 17, 2007 in Pittsburgh at the recognition luncheon and Spirit of America and Summit Awards reception!

Here's what the Spirit of America® judges had to say:

1.) What was your best experience as a Spirit of America judge?

- "Meeting the judges from various companies and being exposed to how SOA works." – Tola
- "Meeting a group of great people with different backgrounds and job experiences, yet all had great integrity and a passion to ensure the judging was honest and fair. **Being able to learn about great campaigns and taking some wonderful best practices home with me.**" – Carrie
- "What an amazing opportunity. Just when I thought we were nearing the top of our game, I was proved wrong, and that's a good thing! Amazing people and relationships formed!" – Jami
- "Meeting people from other companies and other United Ways and sharing our views on the various applications. The different opinions provide great insights." – Maryann
- "**Networking with corporate representatives** of various national United Way programs. Seeing United Way of America firsthand." – Anne
- "The people. The process. Learning from all these companies." – Cami
- "Interaction with judges from other corporate public/corporate affairs departments." – Maria
- "Interacting with representatives from other companies. Sharing." – Teresa
- "**Learning about all the great things other companies are doing** and taking that back to PWC." – Tammy
- "The other judges. Learning what is possible. Experience with an award process outside of our own in San Francisco. I have a much better understanding of perspective of national company looking at hundreds of United Ways." – Susan
- "The interaction with my fellow judges. Putting a face to the names of the NCL team. The weather!" – Tony
- "The review and analysis and discussions as we scored the materials of the nominees. The United Way of America staff support was outstanding." – Alan

2.) Why do you think a company should consider being a judge (or applying) for Spirit of America?

- “Because it is a great way to be exposed to how companies are judged and how companies are running their campaigns.” – Tola
- “It’s great recognition should a company win!” – Carrie
- “You can get a good sense of what your company is doing right and potential areas of improvement – all from a group of fair, honest and unbiased judges.” – Carrie
- “It’s an honor to be involved. **Every company has things to learn and best practices to take away.**” – Jami
- “Being a judge gives you the opportunity to see the wide variety of companies and how they run their campaigns, volunteer programs, etc. How they are similar and how they are unique.” – Maryann
- “Learn best practices from outstanding companies.” – Anne
- “To see how they could improve their own companies’ programs – learn from the best. See what it takes to win.” – Cami
- “The wealth of information provided with an application may broaden one’s own corporate campaign.” – Maria
- “[Judging provides] exposure to the methodologies of the diverse companies. [Applying provides] recognition for the company.” – Teresa
- “Networking with other very strong companies. Learning about best practices.” – Tammy
- “To educate themselves about best practices.” – Susan
- “Being a judge allows you to ‘steal’ ideas for your own company and use them in your campaigns and overall philanthropy.” – Tony
- “If a company has developed a commitment to be community-minded and believes in the mission and vision of the United Way movement, they should strive to integrate the ‘best practices’ into their year-round corporate culture. As they make positive and visible strides to do this, they should consider applying for the Spirit of America process. (A key employee involved in this dynamic should be considered to serve as a judge.)” – Alan

3.) Has this experience changed your view of United Way, given you any insights, inspired you, etc.? If so, please explain.

- “This experience has **encouraged me to be more creative** with this year’s upcoming campaign.” – Tola
- “It’s definitely been inspiring – United Way treats the judging of these awards as something of significant importance. They understand the time and effort that went into not only the campaign but the application itself. **And the applications have been inspiring to read!** The level of commitment placed on the campaign is amazing!” – Carrie
- “It can only increase one’s favorability. It’s helpful to better understand the intricacies of United Way of America. It’s impactful to know what’s backing my local United Way.” – Jami
- “I have many years of experience as a United Way volunteer and as a corporate employee volunteering to serve on United Way organizations. **This experience re-emphasizes the value of that commitment – to me, my company, my local United Way and the agencies where I serve.**” – Maryann
- “I have always had a high view of United Way! This process has a lot of credibility/integrity – **very solid, fair judging approach.**” – Cami
- “Still impressed.” – Maria
- “It is inspirational.” – Teresa

- “Yes – I definitely have a better appreciation of the process of applying and how high the standard is.” – Tammy
- “It has not changed my view. I have always thought United Way is the best at what we do. It has reinforced that I (we) are doing the right thing.” – Tony
- “I have been inspired by the excellent submissions of this year’s nominees. Our local United Way would be thrilled to have some of our key supportive employers develop a ‘Spirit of America’ vision in their workplace. It would go a long way in meeting our mission.” – Alan

4.) Anything else you would like to share?

- “I really enjoyed myself and **would like to be a judge again** if Best Buy doesn’t apply next year.” – Tola
- “Very organized and fun three days! Thank you for having me!” – Carrie
- “Everyone has been so genuine and thoughtful – it’s been a **wonderful experience**. Thanks!” – Jami
- “United Way of America and NCL staff are awesome! Every detail/logistic prepared. You make it so easy for judges!” – Anne
- “Kudos to the catering staff. Complete hospitality. [Consider having a] CLC session on Spirit of America from a judges’ perspective.” – Maria
- “**I would enjoy being a judge again** if asked.” – Tammy
- “Excellent staff support. Very well organized.” – Susan
- “Great overall experience. First time at United Way of America and I am excited to get back and put some ideas to work.” – Tony