

UNITED WAY SPIRIT AWARDS 2021/2022

Thank you for running a United Way workplace campaign and for supporting your community!

Every year, we recognize our 200+ workplace campaigns through our Spirit Awards. Companies are ranked in these four areas:

- Greatest revenue achieved overall
- Greatest revenue increase (percentage) over last year
- Greatest participation overall (based on percentage of employees)
- Greatest participation increase (percentage) over last year

Award	Description	Criteria
Welcome to United Way	This award recognizes employees of an organization that achieved significant results in a first time campaign.	Greatest % participation plus highest \$ raised amongst first time campaigns. Companies are ranked. If the competition is close, qualitative secondary criteria of campaign best practices are evaluated.
Outstanding Employee Campaign Chair Spirit Award Over 100 employees Under 100 employees	These awards recognize an Employee Campaign Chair(s) who has demonstrated outstanding leadership resulting in significant growth in campaign results.	An organization must fall within the Top 10 company ranking to be considered for the award. Qualitative secondary criteria of campaign best practices are evaluated, with points being allotted to each best practice completed. Additional criteria of innovative approaches and creativity in campaign will be considered. The volunteer's actions have resulted in increases in both participation and dollars raised.
Outstanding Campaign Committee Spirit Award	This award recognizes a Committee (group of individuals) which has demonstrated outstanding leadership resulting in significant growth in campaign results.	An organization must fall within the Top 10 company ranking to be considered for the award. Qualitative secondary criteria of campaign best practices are evaluated, with points being allotted to each best practice completed. Additional criteria of innovative approaches and creativity in campaign will be considered. The group's actions have resulted in increases in both participation and dollars raised.



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Award	Description	Criteria
Leadership Giving Spirit Award	This award recognizes the workplace that has the highest increase in leader participation and giving (donors who give \$1,200+ a year).	Greatest increase in number of leader participants. Companies are ranked. If there is a tie, qualitative secondary criteria of campaign best practices are evaluated, specifically leadership donation strategies and tactics.
Outstanding Workplace Campaign Spirit Award	This award recognizes an organization that has achieved outstanding campaign results.	An organization must fall within the Top 10 company ranking to be considered for the award. Qualitative secondary criteria of campaign best practices are evaluated, with points being allotted to each best practice completed. Additional criteria of greatest increase in participants, innovative approaches and creativity in campaign will be considered.
Community Impact Spirit Award	The recipient of this award will be determined annually by United Way in recognition of the campaign that had the greatest impact on the community	Organization demonstrates a commitment to community through participation in added engagement and educational opportunities and high undesignated dollars.
Community Partner Spirit Award	This award recognizes a funded community partner which runs a UW campaign and demonstrates the spirit of collective action and the recognition for the network of services and support.	Sustained 100% or increased rate of participation and a high proportion of undesignated dollars. Partner also demonstrates a commitment to United Way as a funder and a collaborator.
Naden Band Spirit of Excellence	This award is presented to a group because their United Way campaign is an example for everybody to follow. This award is presented for significant long-term achievement in all categories and can only be received once by an organization. This award will only be given when deserved and may be held back in years where no obvious recipient is identified.	<p>Demonstrated best practices, commitment, cooperation, diplomacy, innovation, attitude, enthusiasm, and motivation of self and others.</p> <p>Demonstrated significant long-term achievement in all categories.</p> <p>Demonstrated commitment to the mission of United Way.</p>
Challenge Cups Awards <ul style="list-style-type: none"> • Post Secondary • Vancouver Island Regional Financial • Municipal 	Awarded to organizations falling within these separate divisions.	Each award has its own detailed set of criteria.
Labour Partnership Spirit Award	This award recognizes a union or local for significant engagement and involvement in an employee campaign	Active union involvement in committee campaign with official local endorsement of the campaign
Triple Crown Award	This award is presented to an organization that showed outstanding campaign results	<p>Demonstrated by meeting the criteria in 3 or more Spirit Award categories.</p> <p>Demonstrated commitment to the mission of the United Way</p>
Chair's Award of Distinction	United Way's most prestigious community campaign award recognizing individual philanthropic leadership.	Honours an individual for their extraordinary commitment to the community campaign through the workplace or individual giving. The award honoree has inspired others while demonstrating ongoing leadership and a true commitment to the community through support of United Way.