



United Way of Metropolitan Dallas  
**2009 Spirit of Caring Award**

Presented to the organization that best "lives" the spirit of United Way  
during campaign season and throughout the year.

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Official Entry of:

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## United Way of Metropolitan Dallas 2009 Spirit of Caring Award

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The **United Way of Metropolitan Dallas Spirit of Caring Award** - our most prestigious award - is presented to the company that demonstrates excellence in campaign support and exhibits outstanding community involvement by “Living United” throughout the year. The 2009 Award will be presented at the **Heroes of Hope event in late February 2010**. The selection process for this award includes review by an independent panel consisting of past award winners and volunteers. \*In order to give other organizations the opportunity to “shine,” previous Spirit of Caring Award winners will not be eligible to enter for three years after they win. The *Spirit of Caring* award winner will be selected and notified by February 1, 2010.

**Please submit your entry in a three-ring binder by 5:00 p.m. Wednesday, January 20, 2010**

Submit to: Tara Judd, Senior Director Events & Volunteer Engagement, United Way of Metropolitan Dallas  
1800 N. Lamar, Dallas, TX 75202 • Contact: tjudd@unitedwaydallas.org or Tel: 214-978-0049.

### **AWARD ENTRY: (3 Ring Binder Format Required)**

**Entry Form**

**Release Authorization Form**

**Organizational Summary**

Brief one-page summary about your organization (Including mission, goals, subsidiaries.)

**United Way Campaign – LIVE UNITED by Giving** (3 pages maximum for this section. Minimum 12 pt. font.)

**Complete the Campaign Financial Information Form**

**Corporate Community Investment**

- A. Describe how your organization’s United Way corporate gift ties into your philanthropic goals and mission.
- B. What other corporate support has been provided for United Way special initiatives (*Born Learning, Destination Graduation, Campaign Associates Program, etc.*)

**Employee Community Investment**

- A. Describe how your CEO/Senior Management is involved in campaign planning, education, solicitation and recognition.
- B. Define elements of your formal planning committee (*e.g., the job descriptions, timetable, training and orientation, regular meetings, goal setting, solicitation, results tracking.*)
- C. Describe how your company educates employees (*e.g., agency speakers and tours, United Way speakers, materials, year round communications.*)
- D. Describe your Tocqueville/Leadership giving program (*e.g., identification, cultivation, special events, solicitation, tracking, follow-up, recognition.*)
- E. Describe your organization’s formal thank you and recognition program.

**Photos of Campaign-Related Events**

**Samples of Customized Campaign Materials** (*posters, newsletters, email messages, etc.*)

**Year-Round Participation – Advocating and Volunteering all year**

(1 page maximum with minimum 12 pt. font.)

Describe your organization’s participation in other United Way activities such as: Community service/*Days of Caring* days; Campaign Associates program; United Way Boards or Committees. (*UWMD Board of Directors, Allocations Committee, Brand Council, Stewardship Committee, Leadership Societies, etc.*)

**Beyond United Way Campaign: Community Activities** (1 page maximum with minimum 12 pt. font.)

With what other community activities/volunteer efforts is your organization involved?  
(*e.g., other philanthropic contributions, in-kind giving, volunteering.*)



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Congratulations to our past winners of the United Way of Metropolitan Dallas  
*Spirit of Caring Award!*

*In order to give other organizations the opportunity to “shine,” previous Spirit of Caring Award winners will not be eligible to enter for three years after they win.*

2008	Celanese
2007	Kimberly-Clark Corporation
2006	TXU
2005	Exxon Mobil
2004	Citigroup
2003	JC Penney
2002	Centex Corporation
2001	VHA, Inc.
2000	Southwest Securities
1999	Bank of America
1998	Centex
1997	Kimberly Clark, Inc.
1997	Frito Lay, Inc.
1996	EDS
1996	The Staubach Company



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## Entry Form

*Please complete and include in 3 ring binder.*

Organization Name *(As you wish it be listed in printed materials)*

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Complete Mailing Address

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Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Employee Campaign Coordinator \_\_\_\_\_

Job Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_



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## **Release Authorization Form**

*Please complete and include in 3 ring binder.*

In entering the Spirit of Caring Awards program, I realize and agree that the organization's entry may be used in United Way of Metropolitan Dallas' publications and promotions and may be shared with other United Way organizations.

I take full responsibility for obtaining and maintaining necessary releases from any individuals used or portrayed in the materials entered. This release affirms that the company listed below has legal access to these portrayals and that the United Way of Metropolitan Dallas may use these materials without risk of liability, and that the materials become property of the United Way of Metropolitan Dallas.

Company Name \_\_\_\_\_

***Release Authorized by***

Name (printed) \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



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## Campaign Financial Information Form

*Please complete and include in 3 ring binder.*

Company Name \_\_\_\_\_

<b>Campaign Data</b>	<b>2008</b>	<b>2009</b>
<b>Number of Employees*</b> Total Number of FTE:	_____	_____
<b>Number of Givers/Participation</b> Total number of givers: Percent of employee participation:	_____ _____	_____ _____
<b>Number of Tocqueville/Leadership Givers**</b> Total number of Tocqueville givers: Total number of Leadership givers:	_____ _____	_____ _____
<b>Total Giving</b> Total corporate giving: Total employee giving: Other giving:	_____ _____ _____	_____ _____ _____
<b>Per Capita</b> Corporate per capita: Employee per capita:	_____ _____	_____ _____

\* Convert part-time employees to full-time equivalents. A full-time equivalent is a 40-hour work week. If appropriate, list behind this page factors affecting results in the years shown (significant increases due to acquisitions or mergers, loss of employees, local issues, etc.)

\*\* Tocqueville givers are individuals who contribute \$10,000+ annually and Leadership givers are Individuals who contribute \$1,000-\$9,999 annually.