



## Company of the Year Award Criteria for 2025 (FY26) Campaign

**Purpose of Award:** to recognize and acknowledge the efforts of organizations who are fully active in supporting the mission of United Way of Sumner County by embodying our message of GIVE, ADVOCATE, VOLUNTEER.

**Criteria:** Winner will be chosen based on a point system. Companies will be awarded points based on their involvement with United Way of Sumner County in the areas of GIVE, ADVOCATE, and VOLUNTEER. Company of the Year will be awarded to the company with the highest total point score. Winner must have at least one point in each category to qualify.

### Points:

#### For GIVE

- Campaign total including UWSC event donations/sponsorships
  - 1 point if raised \$5-10k
  - 2 points if raised \$11-50k
  - 3 points if raised \$51k-75k
  - 4 points if raised \$76k – 100k
  - 5 points if raised \$101k-150k
  - 6 points if raised over \$151k
- 50% or higher employee participation in workplace giving – 1 point
- Conduct an internal Campaign Special Event (*i.e. chili cook off, dress down day, etc.*) to raise funds toward campaign – 1 point

#### For ADVOCATE

- Have at least one representative serving on our Board of Directors – 1 point
- Have at least one representative serving on our Allocations Committee – 1 point
- Invite us to speak to employees regarding UWSC mission and community needs (*can include workplace giving presentation*) – 1 point
- Senior leadership involved in Workplace campaign (*can include speaking at workplace giving presentation, sending email to employees to encourage participation, etc.*) – 1 point
- Participate in collecting for Community Drives by serving as public donation drop-off OR conducting internal collection campaign – 1 point per drive (max of 3 points)

#### For VOLUNTEER

- Provide volunteers for a UWSC event (*i.e. Golf, Gala, Breakfast*) – 1 point per event
- Provide at least one volunteer to serve on Golf committee – 1 point
- Provide at least one volunteer to serve on Gala committee – 1 point
- Provide volunteers for one of our community drives to sort and/ or deliver items to agencies, etc. – 1 point per drive
- Provide office volunteers or an intern – 1 point
- Provide volunteers for Group Volunteer Project at one of our agencies – 1 point for each Group Volunteer Project scheduled