

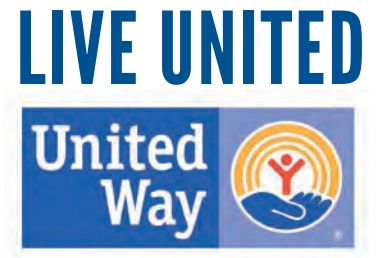


CIRCLE OF HONOR AWARD

2023-2024

United Way of Lancaster County
1910 Harrington Drive, Suite A
Lancaster, Pennsylvania 17601
717-394-0731
uwlanc.org





BE RECOGNIZED AS A WORKPLACE THAT TRULY CARES ABOUT IMPACTING LIVES IN OUR COMMUNITY.

UNITED WAY WANTS TO HONOR YOU.

We know that a strong community is built with support from both its residents and its corporate citizens. United Way has worked proudly with businesses and organizations in the Lancaster community for almost 100 years.

The United Way Circle of Honor was established in 2011 to applaud the businesses that truly support the mission of United Way. The criteria are designed to recognize outstanding companies and organizations of any size based on the quality of a company's workplace campaign, employee support of and participation in United Way activities, and other non-monetary contributions in addition to financial contributions. If honored, your company will stand among a select group of philanthropic supporters and champions of the mission to GIVE, ADVOCATE, VOLUNTEER, and LIVE UNITED. We hope you will choose to be part of this select group.

HELP US RECOGNIZE YOUR CONTRIBUTIONS.

Please review the Circle of Honor criteria and complete the application attached when your workplace campaign is finished. Your United Way representative can help you calculate your company's giving results.

Thank you for joining with us to create opportunities for a better life for all in Lancaster County.

Questions? Please contact your United Way resource development staff member at 717-394-0731

UNITED WAY OF LANCASTER COUNTY

2023-2024 CIRCLE OF HONOR AWARD APPLICATION

Organization Name _____

Coordinator Name _____

Coordinator Email _____ Phone _____

MUST ATTAIN 35 OF A POSSIBLE 70 POINTS TO QUALIFY:

BEST PRACTICES: (worth 2 points each)

- Had a CEO or key decision maker meet with UW representative
- Held a pre-campaign meeting/phone call with United Way representative to review previous year's campaign and opportunities for growth
- Set a campaign goal (\$ raised, % participation, other)
- Visible CEO endorsement (letter to all employees, comments at presentations)
- Conducted employee presentation(s) with United Way representation
- Conducted a senior leaders/leadership presentation
- Solicited retirees
- Solicited new hires when they joined the organization
- Provided internal incentives for participating employees
- Made a corporate contribution or provided a corporate match
- Share your current employee list with United Way

CAMPAIGN: (worth 1 point each)

- Formed or continued to have a United Way planning committee
- Solicited 100% of employees via email, in person or verbal contact
- Held campaign awareness event (i.e., campaign kickoff day)
- Held special event to generate additional dollars for the campaign (i.e., bake sale, virtual happy hour)
- Followed up with employees who did not respond with at least one of the following:
 - Email/letter
 - Phone call
 - Face-to-face reminder
- Thanked employees for their gifts and participation with an event or written acknowledgment
- Announced campaign results to CEO and coworkers
- Provided United Way with donors' names, addresses, and/or email addresses so UW could thank employees personally
- Submitted campaign results on United Way report form at the completion of your campaign

CAMPAIGN RESULTS: (worth 1 point each)

- Increased dollars raised over previous year's campaign
- Increased number of donors (or maintained 100% participation)
- Increased number of donors giving at the Leadership level (\$1,000 and above)
- At least 51% of employees donated to the campaign
- Average employee gift was at least \$208
- Met or exceeded campaign goal(s)

VOLUNTEERISM & YEAR-ROUND SUPPORT: (worth 1 point each)

The organization:

- encourages its employees to engage in volunteer service
- communicates regularly about United Way's volunteer opportunities
- is set up with Get Connected; employees are using the platform for their volunteering needs
- provides opportunities like paid time off for employees to volunteer

Employee participation in:

- Day of Caring
- Day of Action
- MLK Day of Service
- Other Get Connected volunteer opportunity

Describe: _____

Employee participation in one or more United Way activities/events:

- Trike Race
- Golf Tournament
- Coffee & Conversation
- Conversations about OUR Community
- Celebration event

Employee representation on:

- United Way's Board of Directors
- United Way's sub-committees
 - Community Impact
 - Equity
 - Finance
 - Marketing & Communications
 - Programs
 - Resource Development
 - Women United

VOLUNTEERISM & YEAR-ROUND SUPPORT: (worth 1 point each)

The Organization:

- Provided or sponsored a Loaned Representative (LR)
- Supported United Way of Lancaster County with a sponsorship
- Made an in-kind donation to United Way of Lancaster County
Please specify:
- Provided year-round communication to employees about United Way
Please specify:
- Promoted involvement with United Way to customers, suppliers, and/or other audiences
(via newsletters, link, logo, or involvement with United Way on website)
Please specify:
- Held United Way fundraiser or event outside of campaign timeframe
special event not during regular campaign such as donation station, school supply drive, dress-down day)
Please specify:

DIVERSITY, EQUITY, AND INCLUSION (worth 1 point each)

The Organization:

- provides services to everyone in the community without any discrimination
- has non-discriminatory policies/practices protecting marginalized groups beyond race and ethnicity, such as LGBTQ+ groups, individuals living with disabilities, and poverty-stricken communities
- has a public statement that commits to cultural competence and reflects compliance with federal and state statutes, as well as nondiscriminatory policies and affirmative action policies
- serves limited English-speaking clients/consumer and communities
- provides information about accessing and utilizing organization’s services in native language(s) to clients / customers in language other than English
- continuously examines any barriers to participation for new employees (such as language, meeting times, transportation, etc.) and makes accommodations for them to perform efficiently
- has a thorough understanding of the value of having a diverse organization and importance of inclusivity
- has a welcoming organizational culture, allows new members to feel included, and open to the ideas perspectives offered by diverse staff/employees
- has staff and board who represent the interests of the community and is responsive to the needs of the community
- has a diverse staff and board and truly reflects the ethnic and racial diversity of the communities our organization operates geographically and provides services
- attach your organization's nondiscrimination / DEI statement / policy

COMMUNITY ENGAGEMENT (worth 1 point)

Please give a brief description of your work in community outside of United Way. What groups have you worked with? What were the results of your community engagement initiative?

ONLINE GIVING QUESTIONS

Was your workplace campaign run electronically?

- Yes
- No

If you answered yes, did you use our online giving platform, "Give at Work"?

- Yes
- No

TOTAL _____ out of 35 points

- YES! We qualify for United Way of Lancaster County's Circle of Honor award!

**THANK YOU FOR YOUR TIME AND SUPPORT OF UNITED WAY AND FOR
YOUR COMMITMENT TO HELP LANCASTER COUNTY LIVE UNITED!**