

AWARDS OF DISTINCTION NOMINATION QUESTIONS

April 2025 – March 2026 Campaign





Table of Contents

Before You Get Started	3
Individual Award Categories and Questions	4
Big Idea Award	4
Employee Campaign Chair of the Year Award	4
Outstanding Committee Member of the Year (or company volunteer) Award	4
Liz O'Neill Community Leader Award	5
Committee Award Categories and Questions	5
Big Idea Award	6
Campaign Committee of the Year Award	6
Education and Engagement Award	6
Expanding Our Reach Award	6
Funded Partner Campaign Award	7
Leading the Way Award	7
Award Categories Only Nominated by United Way Staff	7





Before You Get Started

Thank you for participating in the United Way Awards of Distinction nominations. These awards recognize the outstanding efforts of your team, organization, and volunteers in supporting our community through United Way. Here's everything you need to know to prepare a strong nomination:

Gather Key Information

- Review the questions for each award category below. Consider copying them into a Word document to develop your responses fully before entering them into the Microsoft Form. This helps ensure you can save your progress and refine your answers.
- Collect high-quality photos that capture the impact or activities of your nominee. Photos add a personal touch and help bring the nomination to life.

Provide Sufficient Detail

Aim for clear, specific examples and context to help our volunteer selection panel understand the nominee's impact. Briefly describe initiatives, challenges faced, and standout achievements in response to each question.

Highlight Relevant Qualities and Efforts

Think about how your nominee embodies commitment, innovation, creativity, and impact within the United Way mission. Use specific examples that align with these qualities for a compelling nomination.

Deadlines and Submissions

The nomination deadline is January 9, 2026, at 5 pm. Since the Microsoft Form doesn't allow for saving progress, we suggest finalizing your responses in advance using the questions below, before starting the submission.

Need Guidance?

For assistance or guidance on completing your nomination, please reach out to your United Way staff partner or contact our campaign support team at campaignsupport@myunitedway.ca We're here to help!





Individual Award Categories and Questions

Big Idea Award (Eligible for Individuals or Committees)

- What was the big, new, and innovative idea?
- Describe the specific challenge that the big idea addressed and how the idea stands out from traditional approaches.
- What tangible results or impact did the big idea deliver for United Way? (What was the big payoff?) Examples of a big payoff are funds raised or expanding our visibility in the community.
- Do you have anything else you'd like to add to your nomination?

Employee Campaign Chair of the Year Award

- How did the Employee Campaign Chair demonstrate outstanding leadership in running a workplace campaign? (Examples such as strong communication and leadership within the committee or alignment with United Way's suggested best practices.)
- What approaches did the Employee Campaign Chair introduce to educate and engage employees regarding the need in the community and the work that United Way does, to address these needs. (Examples such as impact speakers, product drives, days of caring, sharing statistics, and giving examples etc.)
- How did the Employee Campaign Chair demonstrate creativity and effectiveness in striving to meet or exceed fundraising goals for the campaign? (Examples could include implementing innovative fundraising strategies, hosting unique events, leveraging corporate matching programs, securing major gifts, or encouraging payroll giving.)
- Provide examples of challenges the Employee Campaign Chair experienced during the workplace fundraising campaign and the steps they took to overcome the challenges. (Examples of challenges to overcome include staff layoffs, leadership transitions, disruptions from major projects, limited preparation time due to their role being appointed a short time prior to the campaign kicking off, loss of a key donor contributing \$10,000+, low employee engagement, issues with corporate culture or employee perceptions, difficulty recruiting volunteers, negative perceptions of poverty, or misconceptions about United Way.)
- Do you have anything else you'd like to add to your nomination?

Outstanding Committee Member of the Year (or company volunteer) Award





- Describe how the committee member or volunteer's individual contributions have positively impacted the campaign's momentum. (Examples such as bringing new ideas, demonstrating leadership, actively participating, etc.)
- Describe the behaviors or attitudes that make the committee member or volunteer an 'outstanding' team member. (Examples include willingness to participate, dedication through their length of service on the committee, etc.)
- Do you have anything else you'd like to add to your nomination?

Liz O'Neill Community Leader Award

- How has the nominee made a significant impact in the community through their role at their organization? (Describe specific initiatives, programs, or projects that reflect a commitment to building strong, healthy, and inclusive communities.)
- In what ways does the nominee demonstrate leadership that extends beyond their organization and contributes to the social sector's overall strength and resilience? (Consider how they engage in cross-sector collaboration, advocate for social issues, or work to address community challenges that align with United Way's mission.)
- How has the nominee shown resilience and innovation in advancing their organization's mission? (Describe how they creatively overcome challenges, inspire their team, or build sustainable solutions that positively impact the community.)
- How would you describe the nominee's leadership style, and how has it contributed to their impact within the organization and broader community? (Consider how they lead others, make decisions, build relationships, or inspire collaboration.)
- Do you have anything else you'd like to add to your nomination?

Committee Award Categories and Questions





Big Idea Award (Eligible for Individuals or Committees)

- What was the big, new, and innovative idea?
- Describe the specific challenge that the big idea addressed and how the idea stands out from traditional approaches.
- What tangible results or impact did the big idea deliver for United Way? (What was the big payoff?) Examples of a big payoff are funds raised or expanding our visibility in the community.
- Do you have anything else you'd like to add to your nomination?

Campaign Committee of the Year Award

- How did the campaign committee demonstrate passion and enthusiasm throughout the campaign? (Consider how they went the extra mile, provided consistent communication, or sought support when needed.)
- What innovative or creative strategies did the committee introduce, and how did these efforts impact donor engagement and financial campaign goals? (Examples could include new participation options, problem-solving approaches, or creative events.)
- How did the committee overcome challenges or adversity, and what were the results? (Describe their ability to adapt to challenges such as limited resources or setbacks while maintaining engagement and achieving campaign goals.)
- Do you have anything else you'd like to add to your nomination?

Education and Engagement Award

- How did the campaign committee educate employees about community needs and the impact of United Way support? (Examples could include organizing impact speakers, days of caring, or sharing statistics and success stories.)
- How did the committee motivate and coordinate coworkers to actively participate in the campaign? (Consider efforts such as hosting engaging events, promoting volunteer opportunities, or recognizing employee contributions.)
- What were the campaign's standout results, and how did they exceed expectations? (Describe specific achievements, such as higher participation rates, increased donations, or innovative engagement efforts.)
- Do you have anything else you'd like to add to your nomination?

Expanding Our Reach Award





- How did the campaign engage one of these target demographics - emerging leaders (aged 40 and under), retirees, women, and/or gender-diverse groups in its activities? (Consider initiatives such as targeted outreach, inclusive events, mentorship programs, or volunteer opportunities designed for these groups.)
- What impact did these efforts have in increasing awareness and support for United Way initiatives? (Describe outcomes such as improved participation, new partnerships, or increased donations.)
- Do you have anything else you'd like to add to your nomination?

Funded Partner Campaign Award

- How did the campaign committee educate and engage staff about the broad impact of United Way's work in the community and the value of the partnership between United Way and your organization? (Describe how you communicated the importance of the partnership, shared success stories, and highlighted how donations support both the community and your organization.)
- What strategies did the committee use to inspire staff to give, and how did they overcome challenges like compassion fatigue or limited non-profit salaries? (Provide examples of creative events, storytelling, non-monetary incentives, inclusive participation options, or ways that emphasized the collective impact of smaller contributions.)
- Do you have anything else you'd like to add to your nomination?

Leading the Way Award

- How did the campaign demonstrate outstanding support for the Leaders of the Way program? (Describe efforts to promote leadership giving, encourage new donors, and sustain contributions within the \$1,200 - \$9,999 range.)
- What creative or innovative strategies did the campaign committee use to recognize and celebrate long-standing and consistent leadership donors? Examples could include personalized recognition, special events, public acknowledgments, or unique efforts that highlighted donor loyalty and impact.)
- Do you have anything else you'd like to add to your nomination?

Award Categories Only Nominated by United Way Staff





These awards celebrate unique contributions and milestones that align closely with United Way's strategic goals and longstanding relationships. Because they recognize exceptional achievements such as substantial financial impact, first-time organizational support, or a decade of volunteer dedication; United Way staff, who work closely with these individuals and organizations, nominate the candidates directly. This approach ensures that each nominee's sustained commitment and unique contributions are accurately reflected and honored.

- **Award of Excellence:** This award is presented to organizations in the Alberta Capital Region that raised more than \$1,000,000.
- **Welcome to United Way Award:** This award recognizes organizations that are supporting United Way for the first time. Eligible candidates demonstrate a commitment to the community by empowering individuals to get involved in the community and make a difference.
- **George Letki Outstanding Volunteer of the Year Award:** This award is presented to an individual who demonstrates unparalleled commitment to United Way's purpose to build a strong and vibrant community where no one is left behind, is a senior United Way volunteer, and has demonstrated exceptional commitment to United Way for 10 years or more.

