

WELCOME TO THE WEBINAR: *What Makes a Winning Excellence Awards Program?*



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Wednesday, September 14, 1:00 ET

12th Annual
Excellence Awards
IN CORPORATE PHILANTHROPY



Agenda for Today's Conversation

- Excellence Awards Background
- Benefits to applying
- Application categories
- Selection Process and Selection Committee
 - Suggested timeline
 - Tips for submitting a successful application
- Guidance on completing an application
 - Award criteria
 - Standards of excellence in corporate giving
- QUESTION AND ANSWER



Past Excellence Awards Winners

11th Annual Excellence Awards

- The Goldman Sachs Group, Inc.
- Bristol-Myers Squibb Company
- DonorsChoose.org
(nominated by Crate and Barrel)

10th Annual Excellence Awards

- Intel Corporation
- General Mills, Inc.
- The Boston Beer Company
- Partners In Health
(nominated by Eli Lilly and Company)

9th Annual Excellence Awards

- Western Union
- Liquidnet Holdings, Inc.
- Boys & Girls Clubs of America
(nominated by Charles Schwab Foundation)

8th Annual Excellence Awards

- PNC Financial Services
- Moody's Corporation
- Community Voice Mail
(nominated by Cisco Systems)

7th Annual Excellence Awards

- GlaxoSmithKline
- salesforce.com
- National Academy Foundation (nominated by Citigroup and Pearson)

6th Annual Excellence Awards

- Cisco Systems
- Grand Circle Corporation
- KaBOOM! (nominated by The Home Depot)

5th Annual Excellence Awards

- GE and Novartis
- Arch Chemicals
- Jumpstart (nominated by Pearson and Starbucks)

4th Annual Excellence Awards

- Pfizer
- Hasbro, Inc.
- The Children's Health Fund (nominated by GlaxoSmithKline)

3rd Annual Excellence Awards

- Target
- Whole Foods Market

2nd Annual Excellence Awards

- IBM
- Timberland

1st Annual Excellence Awards

- Merck

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11th Annual Excellence Awards Winners



DIRECTORS' AWARD: DonorsChoose.org, nominated by Crate and Barrel
DonorsChoose.org and Crate and Barrel Customer Engagement Program

PRESIDENT'S AWARD: Bristol-Myers Squibb Company
SECURE THE FUTURE® Technical Assistance and Skills Transfer Program (TAP)

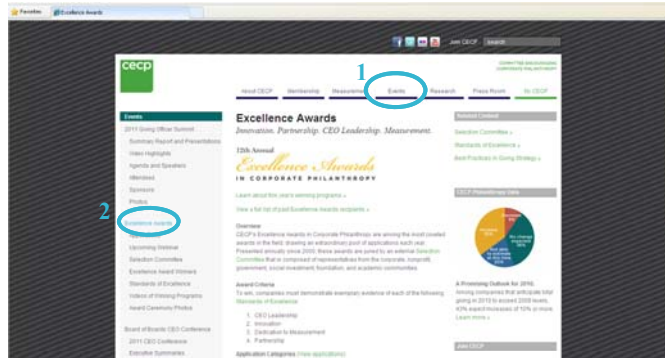
CHAIRMAN'S AWARD: The Goldman Sachs Group, Inc.
10,000 Women

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Helpful Resources

Find applications, videos, background and more online!



[CorporatePhilanthropy.org](http://www.CorporatePhilanthropy.org) → Events → Excellence Awards

<http://www.CorporatePhilanthropy.org/events/excellence-awards.html>

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12th Annual Excellence Awards Ceremony

Excellence Awards Ceremony
Tuesday, June 5, 2012
Time Warner Center
New York City

*The winning company's CEO
or chairperson and winning
nonprofit's Executive Director
must accept award in person.*



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Benefits to Winners

Recognition by your peers



\$25,000 cash donation to the winning nonprofit by CECP's directors



Winning companies often receive media attention for this recognition



Corporate Philanthropy Summit: "Citizen Philanthropy" Wins Big With DonorsChoose.org

BY FC EXPERT BLOGGERS ALICE KORNBLICHT | The Apr 3, 2011

This blog is written by a member of our expert blogging community and expresses that expert's views alone.



How do you turn \$750,000 into \$204,000 via citizen philanthropy in order to benefit students in need? Charis Best, the innovative Founder and CEO of DonorsChoose.org found a way. First, DonorsChoose.org qualified as the winner of

Professional videos highlight winning programs



Benefits to Applicants

Constructive Process

Many applicants have told CECP that the process of applying for the awards helped them to communicate the goals and progress of their program in a concise way.

Selection Committee Feedback

After the awards ceremony in June, all applicants to the Excellence Awards have the opportunity to speak with CECP for candid feedback about their company's philanthropic program and how the Selection Committee thought it could improve.

Best Practices

Share best practices with CECP's membership and the media (if explicitly chosen in the Permission section of the application).

Application Categories

CORPORATE AWARDS

Companies do not need to be a CECP member to apply.

- **Chairman's Award:** Revenues \geq US \$20 billion
- **President's Award:** Revenues $<$ US \$20 billion
 - Submitted by top-most legal entity (U.S. or global).
 - Nominated program must have existed for 18 months and be planned to continue for 18 months.

NONPROFIT AWARD

- **Directors' Award:**
 - 501(c)3 organizations with an annual operating budget equal to or exceeding \$500,000.
 - Only open to organizations headquartered in the U.S.
 - Nominated program must have existed for 24 months and be planned to continue for 18 months.
 - This award includes a \$25,000 cash donation.
 - The application is to be filled out jointly.



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Selection Committee and Jury Process


- Typically 13 members in the Selection Committee, with rotating terms.
- Includes representatives from the corporate, nonprofit, government, investment, consulting, media, and academic communities.
- Prior-year winners serve on the jury.
- **Champions of corporate philanthropy – deeply understand the complexity of running and managing these programs!**
- Names of Selection Committee members will be posted online.
- The esteemed jurors rate each application independently, then meet in person to discuss and select the leading applications.



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Suggested Applications Timeline

Corporate and Nonprofit Applicants

Initial Steps:	Brainstorming session Save June 5, 2012 in CEO/Exec Dir calendar <i>Optional: Tell CECP you're applying</i> (info@corporatephilanthropy.org)
Week of September 26th:	Sketch key points for each question Build internal consensus; informal colleague review
Week of October 17th:	Finalize language Initiate supervisor and/or internal review process 
Week of November 7th:	Target for sending final application to CECP
November 16, 11:59 EST:	Deadline for submission

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Approaching the Application

Read the entire application before choosing a program, looking at point values. When choosing a program:

- Specific details strengthen the story—where do you have the most evidence of each of the pillars of excellence?
- When in doubt, consider the duration of the program—new programs can be innovative, but sometimes lack a deep measurement or partnership story.

For companies... to nominate yourself or a nonprofit?

- For corporate applications, all criteria have equal point values. For the Director's Award, partnership is the most important criteria (but all criteria are evaluated).
- Does the success of your program involve many nonprofit partners, or one key relationship?
- Together are you truly "more than the sum of your parts"?
- Practicalities: Is your CEO available? How long has the program existed? How long has the partnership existed?

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General Tips

Keep the writing style fresh, vivid, and clear.

- ✓ If you have fun writing it, it will be more enjoyable to read.
- ✓ Rough out your answers with bullet points—staying flexible about moving ideas around as you work.

Many programs sound the same when described in high-level terms.

- × “We focus our giving where we can have an impact...”
 - *Where do you focus and what’s the rationale?*
- × “We partner with innovative organizations that address critical challenges in the communities in which we live and work..”
 - *What makes the partnership different from other corporate-nonprofit partnerships?*
- × “We work with grantees to create groundbreaking tools...”
 - *What tools and how are they groundbreaking?*
- × “Measurable impact and specific outcomes differentiate our program...”
 - *What were the results and how do those compare to results others have gotten?*

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General Tips

But be sure not to overlook the context and basics:

- ✓ Context ~ who, why?
- ✓ Action ~ what, where, when?
- ✓ Results ~ what did you achieve and how do you know?
- ✓ Your organization might face unusual hurdles or obstacles, or have access to important assets—explain those to the jury
 - “Launching this program in two countries simultaneously was complicated by...”
 - “For oil companies, it is always important to...”

If you feel the questions overlap, contact CECP.

- ✓ We can’t provide feedback on your answers, but can help you decide where to put an answer if it is unclear.

Have a peer review your work for clarity, jargon and typos.

The word limits are meant to be generous.

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Preparing a Winning Awards Application

Guidance on the Applications

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Corporate Award: Background Info

Check the first "Financial and Giving Data" box to have CECP use your CGS data on Page 3 of the Excellence Awards application.

FINANCIAL AND GIVING DATA:

Choose One:

- Please use the data our company has provided to CECP for the annual Corporate Giving Standard (CGS) survey to complete the table below on our behalf (CECP will contact you for any missing data).
- CECP does not have CGS data for my company and/or I'd like to provide new data below.
 - Data for FY 2008, FY 2009, and FY 2010 are required of all applicants.
 - Enter "Not Available" in any field for which data is not available; Privately-held companies may enter "Not Shared" for revenue or profit data that is not publicly disclosed; Enter "N/A" in any field which is not applicable to your company (i.e. your company does not have a non-cash giving program); Enter "\$0" to indicate that the field applies to your organization, but that you did not make a contribution in that area during that fiscal year.
 - Provide full dollar values (e.g., enter "\$1,100,000" instead of "\$1.1 million").
 - For non-cash giving, record the Fair Market Value (FMV) of contributions.

	Total Revenues	Pre-Tax Profit	# of Employees	Cash Giving	Non-Cash Giving (FMV, includes Pro Bono Service)	Total Giving (Cash + Non-Cash)	# of On-Company-Time Volunteer Hours	# of Off-Company-Time Volunteer Hours
FY '10	\$	\$	#	\$	\$	\$	#	#
FY '09	\$	\$	#	\$	\$	\$	#	#
FY '08	\$	\$	#	\$	\$	\$	#	#



Corporate Award: Strategy & Program Description

Overview of the company's overall corporate philanthropy strategy.

Strong Overall Strategy Example:

- ✓ "Our philanthropic mission is to help reduce health disparities by strengthening community-based health care worker capacity, integrating medical care and community-based supportive services and mobilizing communities in fighting disease."

Strong Program Description Example:

- ✓ "Our partnership combines employment opportunities at the nonprofit's seven social enterprises in three cities with fee-free college savings accounts and the expertise of our nationwide workforce."

Less Successful Examples:

- × "Our goal is to help create thriving communities where we do business."
- × "We have rolled out a more strategic approach that entails giving fewer, larger grants in order to make a larger impact."

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Award Criteria: Four Pillars of Excellence

CEO Leadership: *CEO is actively and effectively involved in the success of the company's community investment programs*

Innovation: *Nominated program stretches beyond traditional approaches and solutions in the pursuit of exceptional results for communities and the company*

Dedication to Measurement: *Company and its partners demonstrate a strong commitment to accountability, benchmarking, and continuous improvement throughout the nominated program's lifecycle*

Partnership: *Collaboration with partners based on mutual interests and complementary assets that allow the nominated program to exceed the results that the applying company could achieve otherwise, whether alone or with other partners*

Note that the language for each pillar differs slightly for the Directors' Award.

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Award Criteria – CEO Leadership

CEO is actively and effectively involved in the success of the company's community investment programs.

Corporate:

How does the company's CEO exhibit leadership in the company's community investment program(s)?

Nonprofit:

How do the corporation's CEO and the nonprofit's executive leader play a role (or roles) in the success of this program?

To Consider:

- What is their role in strategy and supporting success?
- What recent actions have they taken internally and/or externally and what effect have those actions had?
- For the corporate awards, the emphasis is on the role of the company's CEO, but applicants may include examples of actions taken by other members of the senior executive team to champion the nominated program.

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Award Criteria – CEO Leadership

Strong Example:

- ✓ “On trips to India, Brazil and China, our CEO has visited the scholars of our program inside and outside of the classroom, stopping at several of their businesses to witness their life's work first-hand.”
- ✓ “When the new global strategy was finalized, our CEO chose to present details directly to the board—the first time the philanthropy program was included on a board agenda.

Less Successful Example:

- × “Our CEO encourages us to be ever vigilant for opportunities to make noticeable differences in the lives of individuals.”
- × “Our executive team approved our Foundation budget.”

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Award Criteria - Innovation

Nominated program stretches beyond traditional approaches and solutions in the pursuit of exceptional results for communities and the company.

Corporate and Nonprofit:

What makes this program innovative?

To Consider:

- What distinguishes the program from others designed to address the same or similar issues?
- How does each partner's expertise and/or non-cash resources contribute to the program's success?
- The risks, if any, that the company undertook with this program. Why did this risk-taking make sense? How did the partners minimize or manage the risks?
- What have the company and its partners done to make this program replicable or scalable?
- Plans for future innovation, with some indication of how likely those plans are to materialize?

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Award Criteria - Innovation

Strong Example:

- ✓ "We insisted that the host government of the country in which we run our program contribute half of the costs of the program in addition to the in-kind contribution they are making through teacher salaries and other inputs in order to ensure a sense of ownership and accountability."
- ✓ "Our program provides a traditionally underserved population with access to first-rate business training, thereby democratizing business education."

Less Successful Example:

- × "By making it a company policy, they ensure sustainability of their investments while inspiring their partners and employees."

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Award Criteria - Dedication to Measurement

Company and its partners demonstrate a strong commitment to accountability, benchmarking, and continuous improvement throughout the nominated program's lifecycle.

Corporate and Nonprofit:

What is the role of measurement in the fulfillment of the program's strategy?

To Consider:

- How did measurement inform the initial program design?
- What metrics are used to evaluate the program and why those metrics are appropriate?
- What are the business and societal quantitative goals set for this program, the time horizon for achieving them?
- How does measurement feed continuous program improvement?
- Qualitative feedback from stakeholders (if relevant to assessing the program's impact and results).

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Award Criteria - Dedication to Measurement

Strong Example:

- ✓ "Our cause marketing gift certificate campaign converted XXX new donors, with thousands of individuals returning to give \$XXX of their own money, ultimately supporting XXX recipients nationwide."
- ✓ "We track both the implementation results as well as changes in employees' knowledge, attitudes and practices."

Less Successful Example:

- × "96% of participants gave the program a high satisfaction rating."
- × "We regularly receive emails from students and faculty about the impact of our program."
- × "Our goal is to significantly raise the bar with place-based systems."

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Award Criteria - Partnership

Collaboration with partners based on mutual interests and complementary assets that allow the nominated program to exceed the results that the applying company could achieve otherwise, whether alone or with other partners

Corporate and Nonprofit:

How has partnership enabled this program to generate results beyond what each organization could otherwise achieve?

To Consider:

- What was the rationale for choosing each other as partners and what are each organization's role/accountabilities?
- How do each partner's strengths and weaknesses complement those of the other?
- How does the partnership actually function, including ongoing communication and process improvement?
- How and why has the partnership changed over time?
- Lessons each organization has learned from the other and how that learning has improved the program and/or each organization more broadly.

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Award Criteria - Partnership

Strong Example:

- ✓ "In weekly teleconferences between our staff and our partner's on-the-ground team, we review our progress on the following key indicators..."
- ✓ "We contribute X, Y, and Z while our partner contributes A, B, and C, which allows us to come together to..."

Less Successful Example:

- × "A partnership with our company provides the resources of a high-profile corporation and its staff."
- × "Our deep connection with our partner demonstrates that we are a good corporate citizen and a compassionate employer."

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Preparing a Winning Awards Application

Your Questions

Type your questions in the bottom toolbar



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Preparing a Winning Awards Application

Still have questions? Contact CECP:

Info@CorporatePhilanthropy.org

(212) 825-1000

Application deadline: November 16 at 11:59 PM EST

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