LIVE UNITED™ United Way Middlesex United Way

CAMPAIGN AWARD DESCRIPTIONS

Distinguished Achievement Awards
Selected by Staff

- **Corporate Spirit Award** – Recognizes a company that has established a strong United Way culture through such means as a corporate matching program, corporate sponsorship, workplace campaign and special events, encouragement of employees to volunteer, and providing/sponsoring Loaned Executives.
- **CEO Leadership Award** – Recognizes a CEO, elected official or school superintendent that exemplifies philanthropic leadership through support of the United Way campaign at her or his respective company or organization.
- **Coordinator of the Year** – Recognizes a campaign coordinator or committee that brings enthusiasm and creative approaches to the workplace campaign.
- **Funding Partner Achievement Award** – Recognizes a Middlesex United Way funding partner that has achieved noteworthy results in employee giving and special events.
- **Special Achievement Awards** – Recognizes companies and organizations that have achieved distinguished results in employee giving, special events and/or corporate support.

LIVE UNITED Campaign Awards
Given by Qualification. Companies must have 10 or more employees or average gift must be ≥ $52.

- **Honor Roll** – Recognizes companies and organizations that have achieved five consecutive years of campaign growth.
- **Employee Participation Awards** – Recognizes companies or organizations that have achieved outstanding levels of employee participation in the following categories:
  - 75% or more participation
  - 50-74% participation
  - 10% or greater increase in employee participation
- **First Step Award** – Recognizes companies or organizations that ran a campaign for the first time.

Loaned Executive Awards

- **Loaned Executive Award** – Recognizes loaned executives.
- **Loaned Executive Sponsor** – Recognizes companies that provide or sponsor loaned executives.