

2020 Goodie Awards

Award Categories, Criteria, Submission Questions & FAQs

The Benevity Corporate Goodness Awards (aka “the Goodies™”) recognize game-changers in the Benevity client community who are boldly leading a new era of corporate purpose. Join the ranks of some of the world’s most inspiring companies who are reimagining “business as usual” and becoming a mammoth force for good.



Award Categories & Descriptions

The Goodies have 8 award categories. Please take a moment to review the categories to give you an idea of where your company (or you!) might qualify for an award.

The Bestie Award

For best-in-class approach for overall impact

You've baked your corporate purpose into all that you do. You've created a best-in-class approach to driving impact for your people, your community and your business. Everything from attracting, retaining and engaging the best and brightest talent to engaging your customers and using your brand strength to power a positive social movement—you are a company that is creating big impact in the world through your corporate purpose.

What might make a Bestie Award winner?

- You're truly a purpose-driven company that is transforming your workplace culture, communities and customer connections through Goodness
- You're engaging people in creative, inclusive ways year-round by leveraging the tools and resource available to you to create positive change
- Your program participation rates are sky high, and you've created a framework for measuring your company's impact and sharing your impact story
- You have measurable results you're incredibly proud of (improvement in workplace culture, employee wellness, brand perception, client lifetime value, traffic, employee churn, revenue, etc.)

The Moonshot Award

For boldness & creativity

Just when we think we've seen it all, you come along to delight us (and the rest of the world!) with your innovative approach to corporate purpose. You're a bold risk taker willing to try new things, and you've created programs, products or approaches that truly reflect what your company stands for in a creative, disruptive and impactful way.

What might make a Moonshot Award winner?

- You think outside the box and challenge the status quo (e.g. interesting events, innovative campaigns, inclusive initiatives and opportunities, etc.)
- You've used our solutions and features to engage your people, customers or communities in unique ways to maximize your social impact
- You've inspired other companies or brands with creative ideas on how to approach doing good



The People Power Award

For promoting purpose through people's passions

You're creating an inclusive culture in a way that engages everyone—regardless of age, location, income, time or ability. And you engage your people every step of the way, from recruiting employee ambassadors to empowering everyone to support their favorite causes and create their own Giving or Volunteer Opportunities. Your people love your program, because it's designed with them in mind, and you have the data to prove it.

What might make a People Power Award winner?

- You have best-in-class participation rates and inspiring metrics on employee retention, satisfaction or pride
- Using surveys or data, you've incorporated employee feedback and behavior to inform your strategy
- You empower your people to bring their personal passions and purpose to work, and they drive many of your corporate purpose initiatives
- You've unified your global workforce with a seamless experience everywhere your company operates, and allow your people to support and create opportunities for their favorite causes anywhere in the world
- You work hard to remove barriers from your program and find creative ways to leverage the tools, resources and technology for your distributed, frontline and/or retired workers to participate in your programs
- You have special programs dedicated to fostering diversity and inclusion (e.g. parental leave, STEAM initiatives, etc.)

The BeCause Award

For dedication to causes

You're a true partner to causes in your community (or around the world!), supporting them in unique ways to help them achieve—and advance—their social missions. Whether you're using your reach and resources to give grassroots organizations a bigger voice, or using your knowledge and strengths to help causes improve efficiencies, you're deeply invested in bettering the cause landscape.

What might make a BeCause Award winner?

- You've removed barriers for causes through your granting or employee engagement initiatives to help them achieve their social mission
- You take a cause-focused approach to your partnerships and use your resources and business knowledge to support them in meaningful ways (e.g. skills-based volunteering)
- Your company and people offer pro bono work to causes to help them improve their operations and make a bigger impact
- You've worked with causes to increase the use of the Benevity Causes Portal to maximize their autonomy and impact

The NewB Award

For most transformative approach

You're the new kid on the Benevity block but you've got big things planned—and you're already on your way to achieving your corporate purpose goals! You're a NewB who understands the value of having a progressive approach, and by implementing a few Benevity best practices, you've already seen impressive impact since launching with us!

What might make a NewB Award winner?

- You must have launched with Benevity between January 1, 2018 – June 30, 2019
- You're already seeing a measurable impact and are on track to meeting or exceeding your goals
- You've transformed internally or externally and seen positive results (e.g. changed from a traditional fundraising approach to a grassroots approach or adopted an unrestricted granting program).
- You had a creative, impactful launch process leveraging features including payroll, gift cards, account seeding, skills-based volunteering, teams, matching and/or Friendraising!
- You've implemented best practices to engage your people (e.g. employee ambassadors, special matching or seeding, innovative communication plan, etc.)



The Buzz Award

For catalyzing purpose through communications & storytelling

When it comes to corporate purpose, you've got a story to tell! Using data, impact stories and various communications tactics, you've mastered storytelling both inside and outside your company, while using your voice to create a network effect of good. Ultimately, you're bringing your corporate purpose to life and using storytelling to catalyze a bigger impact and a better world for us all.

What might make a Buzz Award winner?

- You're very in tune with the impact you're creating and you share your stories with all of your stakeholders (internal, external), leveraging all of your communication channels
- You strive to be a role model for others by publicly sharing your program best practices and impact to help inspire others to leverage their existing brand reach and resources to create more positive change
- You dig deep into your reporting to pull out important insights that you readily share with other companies
- You communicate in a way that's increased awareness of your social impact with your people, customers and communities—and how they can help
- Internally, you're working with other departments to de-silo your programs and communicate corporate purpose as a benefit to your entire company

Community Hero Award

For a best-in-class approach to community investment

When it comes to making an impact through community investments, your company is taking an investor mindset that empowers causes to focus on their social missions. Your progressive approaches go beyond the traditional measures of impact, and you've been highly strategic about communicating the outcomes of your investments as a way to enhance both your employer and corporate brand. You may not wear a cape, but you're seen as a hero who's helping communities transform for the better.

What might make a Community Hero Award winner?

- You've taken a strategic (yet creative) approach to community investment
- You've included your people by using insights from

their feedback to help inform your strategy, inviting them to nominate causes or even be involved in the decision-making process

- You have a deep understanding of how to leverage your existing technology, tools and resources to help make strategic decisions
- You've mastered the art of communicating the impact your community investment program has both internally and externally
- You strive to build relationships with cause partners (e.g. by creating volunteer/skills-based initiatives, tying your community investment program to the overall company strategy, offering unrestricted funds on grants, decreased bureaucracy on approval processes)

The BUFFY Award

For individual leadership, innovation & impact

We're on the lookout for a CSR star with the Benevity Unicorn Factor (BUF-FY)! Do you know someone (it can be you!) who demonstrates a progressive approach, leadership, creativity and innovation—all in the name of corporate purpose?

What might make a BUFFY Award winner?

- This person is willing to suggest new (and creative!) approaches to corporate purpose and is willing to share best practices with the Benevity community
- They're a master of using Benevity solutions creatively and effectively within their organization
- They think outside the box and find unique ways to maximize their reach and impact, despite their limited time and resources
- Year-over-year, they continue to amaze those around them with an inspired approach that drives big impact

Note: this is awarded to an individual not a company.



Deadline for submissions is 5 p.m. MDT September 30, 2019

Please note that it's not possible to save your submission and come back at another time, so please complete your nomination in one sitting. You will be asked to provide videos, photos, screenshots of your program by uploading them to an FTP site of your choice and providing the link.

- Nominations are open to (and can only be submitted by) Benevity clients.
- There is no cost to submit a nomination.
- One nomination per company.
- If you have won a Goodie™ in the past, you can still apply.
- All nominations will be judged by an Awards Committee, elected by Benevity.
- You're not required to fill out the whole nomination form; just focus on answering the questions where your program shines!
- Winners will be evaluated based on the information provided and how it matches up to the award criteria. Please feel free to include additional information.
- All assets provided with your nomination form may be used for external marketing purposes. Please ensure the proper photo rights and waivers have been obtained prior to submitting.
- The Benevity Awards Committee may reach out with further questions or require further information, metrics and content in order to make an educated decision on the award winners.
- Submitting an application for an award may result in follow-up by Benevity's Marketing team for inclusion in a success story or examples to be used in future case studies/presentations.
- **Achievement period:** we will recognize client achievements from January 2018 – June 30, 2019.

Thank you in advance for taking the time to submit. We can't wait to learn more about how you are tenaciously bringing positive change to the world. Winners will be announced at Goodness Matters 2020 in Palm Springs at the awards ceremony.

Nomination Questions

Below are the questions you'll see in the nomination form. Please review and gather all necessarily assets as you must complete your application in one sitting.

****You're not required to fill out the whole nomination form; just focus on answering the questions where your program shines!***

Job and company information

- Your name
- Company name
- The full names and titles of all the individuals you would like to receive the award
- The name of the department/group within which you work
- Up to 100-word description of your company
- A longer 250+ word description of your company

Your program overview

- The name of your corporate purpose program – what you call it
- Year your program started with Benevity
- Year your program started (prior to Benevity, if applicable)
- Please provide us with the following information:
 - What are your corporate purpose goals? Why is it important to your company and how do they tie into organizational values and business outcomes?
 - Do you have a Goodness program motto? (e.g. "Power to our people" or "Giving where we live")

Tell us more!

Is there a question below that doesn't resonate with your program? No problem—leave it blank!

- What broad business outcomes have you achieved because of your program?
- What is an initiative that you're most proud of, and why?
- Do you have a year-round program?
- Do you have an open choice program?
- What are your program participation rates?
- Do you use Benevity's solutions in a unique way? Tell us about it.
- How have you used your budget in creative ways to maximize your social impact?
- Tell us how you have used Benevity Reporting to make strategic decisions.
- How do you ensure your program resonates with all

of your people whether it's including those who are international, remote, frontline or even retired, or creating community investment initiatives with input from your people?

- Tell us about programs you have in place to foster diversity and inclusion or other special initiatives.
- How does your community investment program elevate the work of the causes your company and people support?
- How have you leveraged internal and external storytelling to drive awareness and catalyze others to do good?
- If you're a NewB to the Benevity client community (launched after January 1, 2018), tell us about all of the exciting things you were able to achieve in a short time since launching with us!
- Do you want to nominate someone (or yourself!) for a BUFFY award? Tell us about how you or someone you admire has made a huge impact through their work and become a role model for others in the Benevity client community.

Provide supporting data and assets—Any data, photos or videos can be saved to an FTP site of your choice (provide the link below). We will grab the assets and attach them to your application.

Uploading your assets during the submission process is optional. If you are considered for an award, we'll follow up to request your assets at that time.

Below are some suggestions of items to include in your submission.

- Data/metrics that show great impact, scalability, significant growth or anything that's made you proud
- Impact stories from your employees (in the form of emails, quotes, comments, news stories, photos, blogs and videos)
- Impact stories from your causes/communities
- Videos and photos of your team in different regional offices participating in Goodness initiatives (e.g. volunteers at an event, live action shots, scenes of your unplugged worker and/or retirees doing good)
- Screenshots of your program materials (e.g. Spark instance, communications like emails, posters, desk drops, press releases, blogs, social media, etc.)
- A high-resolution company logo in PNG or EPS format in full colour
- Brand guidelines or logo usage guidelines we need to be aware of
- Corporate purpose program logo (if available)
- Share any other information you feel is relevant

FAQS

Q: Who is eligible to enter?

A: All Benevity clients who are involved in their corporate volunteering, giving, matching or community investment programs are eligible to apply.

Q: When is the deadline to enter a submission?

A: Submission deadline is Monday, September 30 at 5 p.m. MDT.

Q: How do I submit my nomination?

A: Fill out your nomination form [here](#).

Q: Do I have the ability to save my nomination to submit later?

A: There is no ability to save your submission and submit later. Please have all assets required to fill out the submission handy. Check out a copy of the questions in advance above.

Q: Do I need to fill out every question on the nomination form?

A: No. While your company information and program overview are required, all questions under the **Tell us more** section are optional. So just focus on answering the questions where your program shines!

Q: Do you have to apply for a specific award category?

A: No, please fill out the survey to the best of your ability, with as much information as possible, and we'll identify which categories you're most eligible for.

Q: How long does my entry need to be?

A: There isn't a required length! Just make it long enough so that your program, goals and successes are accurately described.

Q: Why do I have to provide photos and videos with my nomination?

A: Sharing photos, videos and any other assets associated with your program will allow us to better understand your program as a whole and will provide us with rich content to use in the award video should you win. Need inspiration? Check out last year's [award winner videos](#). But, uploading your assets during the submission process is optional. If you are considered for an award, we'll follow up to request your assets at that time (if you did not submit them previously).

Q: When and where is the awards ceremony taking place?

A: The awards ceremony will take place during Goodness Matters in Palm Springs, February. 25-27, 2020.

Q: If I win an award, do I have to pay if I want to attend the Goodness Matters conference?

A: Yes, while the awards are a highlight of the conference, there are three action-packed days of inspiring mainstage presentations, keynotes and breakout sessions well worth attending.

Q: Will I be notified if my company or I win an award?

A: As we want the winners to be kept secret, with everyone finding out together at the awards ceremony, we won't be notifying people in advance. We may reach out to some nominees if we have follow-up questions or require more information, but we won't announce the winners until the ceremony.

Q: Do I have to be in attendance at the awards ceremony to win an award?

A: No, you don't need to be in attendance at the awards ceremony or Goodness Matters 2020 in order to receive an award; however, it is a great opportunity to be recognized in front of your peers. We recommend sending a rep from the company to receive the award.

Q: How are the nominations judged?

A: Benevity will elect an Awards Committee and nominations will be reviewed based on the information that has been submitted and how it matches to the award criteria. Follow-up meetings may be requested to help the team learn more about your program and initiatives.

Q: Who is part of the judging committee?

A: The committee is made up of Benevity representatives.

Q: Is there publicity involved?

A: Yes, we love to share our clients' successes, so we will plan to announce award winners the evening of the event on social media and will have a blog and some press surrounding the event.



The Goodies

Want more info? Head to the Goodies website.

www.benevity.com/thegoodies

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