



## Award Title: [Employee Impact Awards](#)

### **Description:**

The **Employee Impact Awards** celebrate workplaces for their outstanding achievements in employee giving for the 2025 United Way campaign. One winner in each of the three business size categories, small, medium and large, will be recognized for demonstrating the highest overall impact across growth in employee giving, employee participation, and year-round engagement.

### **Criteria for Selection:**

- **Growth in Employee Giving:** Highest percentage increase in total employee donations compared to last year's campaign.
- **Employee Participation:** Greatest percentage increase in the number of employees participating in the campaign compared to last year
- **Year-Round Engagement:** Most comprehensive use of fundraising best practices, based on the number and variety of activities implemented (e.g., rallies, employee presentations, lunch & learns, leadership giving, company-coordinated special events, and volunteerism) over the past year.

### **Business Size Categories:**

- **Small:** 1–49 employees.
- **Medium:** 50 - 249 employees.
- **Large:** 250 + employees

### **Award Presentation:**

One winner per workplace size will be highlighted on social media and receive recognition following the 2025 United Way Campaign.