

## WATERTOWN AREA UNITED WAY CAMPAIGN AWARDS

The Watertown Area United Way appreciated the support of our approximately 200 campaign businesses who help us reach our annual campaign goal. The awards below are awarded to businesses small and large who go above and beyond to support United Way. Businesses must complete and submit campaign results by the last day of January to compete.

- **Largest Overall Contributor (Employee & Corporate Gifts Combined)**
  - The corporate gift will be combined with employee giving totals to decide this winner.
- **Largest Percent Increase in Employee Giving (Loaned Executive Division)**
  - This award is based of employee numbers from previous to current year submitted by employers. United Way then looks at percentage of employees participating in campaign with a financial gift. Loaned Executive businesses have LE volunteers come in to conduct rallies.
- **Largest Percent Increase in Employee Giving (Business Division)**
  - This award is based of employee numbers from previous to current year submitted by employers. United Way then looks at percentage of employees participating in campaign with a financial gift. Business Division businesses have volunteers drop off packets but host rallies internally with a UW volunteer leading.
- **Largest Percent Increase in Corporate Giving**
  - This award is calculated by looking at the previous year campaign gift divided by the current year campaign gift. The largest increase from LE and BD will receive the award.
- **Top Five Largest Corporate Gifts**
  - The five largest corporate gifts made by a LE or BD business will receive this award.
- **Friend of United Way**
  - Friends of United Way either donate their services in-kind or a portion of their services to help further the United Way mission. Dollars saved are directed to agency programs.

If your company qualifies for an award, you will receive it automatically from the United Way office. The printed certificates are ready to frame and hang in your lobby or reception area. A photo will be taken with the company at the moment of being awarded. Awards winner will be announced at the annual Wrap Up event followed by a social media announcement, listed on the United Way website in a news article and be listed in the next year's campaign brochure.

*If you have any questions or suggestion about the award system, then please contact Watertown Area United Way at (605) 886-5815 or [director@watertownunitedway.org](mailto:director@watertownunitedway.org)*