

COMMUNIQUE

Trends, Best Practices, and Opinions on Community Involvement

And the Winner Is...

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Winning a prestigious CSR award is a great way to show the world that you are committed to making a difference. Although some noted awards in this field are on hold for now (the Council on Foundation's Critical Impact Award, for example), or no longer in existence (the Ron Brown Corporate Citizenship Award), there are plenty to explore. Now is a great time to think about which awards you want to apply for. There are awards for employee volunteerism, corporate philanthropy and citizenship, nonprofit partnerships, citizenship communications, and even awards for individual executives.

We've compiled the following list of awards in different areas of community involvement for you to consider. It's not too early to think about applying for next year.

Committee Encouraging Corporate Philanthropy Excellence Awards: The most prestigious award in the field, the CCEP Excellence Award is a juried award based on "exemplary evidence" of each of the Standards of Excellence: CEO leadership, innovation, dedication to measurement, and partnership. The Chairman's Award is for companies with revenue of \$20 billion or more. The President's Award is for companies with revenue of less than \$20 billion. Winners are recognized at the CCEP Corporate Philanthropy Summit in June of each year. Applications will be available for the 2012 awards in August 2011, with a deadline for submission in December. Visit corporatephilanthropy.org for more information.

The U.S. Chamber Business Civic Leadership Center's (BCLC) Corporate Citizenship Awards: BCLC presents four awards in corporate citizenship each year: U.S. Community Service Award, International Community Service Award, the Partnership Award, and the Corporate Stewardship Award. Companies can nominate themselves or others may nominate a company for one of these awards.

BCLC is looking for applicants that demonstrate ethical leadership and corporate stewardship and are making a positive difference in society. Nominations will begin this spring. Learn more at <http://bclc.uschamber.com>.

Points of Light Corporate Engagement

Award of Excellence: This Award is presented to companies for outstanding employee volunteer programs. Designed to honor a company's overall employee/retiree volunteer efforts, the Corporate Engagement Award of Excellence acknowledges businesses that have made workplace volunteering a central part of their business operations by putting structure, policies and procedures, and evaluation in place to allow employees to give back their time and talent to its communities. Submissions are due in March. Visit pointsoflight.org.

Robert W. Scrivner Award for Creative

Grantmaking: Administered by the Council on Foundations (COF), the Scrivner Award "honors a grantmaker who, with a combination of vision, principle and personal commitment, are making a critical difference in a creative way." Although suspended for 2011, the award will be given in 2012. Details will be posted on the COF website (cof.org) in September. Past corporate winners include John Damonti of the Bristol-Myers Squibb Foundation and Stanley Litow of IBM.

PR News' CSR Awards:

PR News' CSR Awards recognize corporations and their partners for highly successful and impactful CSR campaigns. These awards recognize both the communications surrounding a CSR initiative and the initiative itself, depending on the category. Categories include sustainability/CSR report, annual report, corporate-community partnership, and more. Entries are due November 11, 2011. Learn more at prnewsonline.com.

No doubt some of these applications are time-consuming—but well worth the effort and resources to complete. ❖

About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through expert advice; implementation of strategies, programs, policies, and procedures; research on cutting-edge CSR issues and trends; and training that equips practitioners with the knowledge and skills to grow and advance in the field of corporate social responsibility and community involvement. Find more information at: www.lbg-associates.com.

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