



## Philanthropic Leadership Award

### Description:

The Philanthropic Leadership Award recognizes a retailer-initiated program that demonstrates a creative response, active collaboration and successful fulfillment of community needs. The entry must show that the retailer has committed corporate support to social services, health related initiatives, youth programs, relief for environmental disasters, education of the underprivileged, ethical sourcing, employee volunteering or some other community challenge or issue. The entry must explain how both internal and external stakeholders are involved to contribute to the cause. The impact of the initiative should be substantiated by both the program benefactors and any partner agencies. The results of this philanthropic initiative must include enhanced community awareness of the retailer by the community and improved brand image. The initiative can be new or an inherent/update to an existing initiative.

### Content Requirements:

#### **Introduction (100 Words)**

*Please include the following in your response:*

- Name of retailer
- Name of the philanthropic initiative
- Name of any partnerships included in this project (if applicable)
- Summary of the philanthropic initiative

#### **Needs and Objectives (300-500 Words) - 20%**

*Please include the following in your response:*

- The needs of the initiative
- The stakeholders involved
- The objectives or purpose of the initiative

#### **Program Details & Results (600-1000 Words) – 70%**

*Please include the following in your response:*

- Describe how the initiative was innovative and provided a proactive solution to societal and/or environmental issues. How was the initiative successful in impacting the chosen societal and/or environmental issues?
- Demonstrate how the initiative resulted in enhanced community awareness of the company and improved brand image.
- Explain the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders.
- Outline the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets were maintained and timelines achieved.
- Describe how the initiative was to be evaluated and if the plan met the assessed needs, all components were delivered and if the overall objectives were achieved.



- Any other elements that you would like to highlight about the initiative

**Supporting Evidence: 10 %**

Please provide supporting visuals with the submission

**Formatting Requirements for the Case Study:**

1. Title Page  
(Must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
  - Introduction
  - Needs and Objectives
  - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with Description