

# 2019 UNITED We Thrive

## ADVOCATE Submission

### Award Description

The Advocate Award recognizes organizations that speak out on behalf of or educate others on issues that support and advance Thrive2027 Goals\*.

While this advocacy may be related to the organization's business, it should not be the organization's primary mission; for example, a child care center should not apply for its advocacy related to children. It could, however, apply for its work educating parents about financial literacy.

### Eligibility

An organization may not win the same award for two consecutive years.

### Application Requirements

- All nominee information must pertain to 2018 calendar year activities.
- Please submit at least one high-resolution photo of the organization in action related to advocacy. While photos will not be used for judging purposes, they might be used to recognize the organization at the recognition event or online. Please send photo in jpeg format.
- Please do not include hyperlinks, flyers, newsletters, etc. embedded into the nomination forms. Feel free to include separate materials as attachments.

### Release

Once submitted, all entries become the property of United Way of Greater Portland. They might be used in whole or in part in United Way's communications and promotions and might be shared with United Way Worldwide. The individual submitting the application (1) assumes responsibility for obtaining all necessary consent and releases for use of any information, including photographs; and (2) warrants he/she has authority to use these materials and that UWGP may use these materials as described; and (3) releases United Way from any liability associated with such use.

### Timeline and Process

- **Applications are due January 31, 2019. Submit applications at [awards@unitedwaygp.org](mailto:awards@unitedwaygp.org).**
- Staff Review: Staff reviews applications for eligibility and completeness and may contact applicants if questions arise.
- Committee Review & Selection: The committee, made up of volunteers from the community, will review and rate each submission using a scoring rubric. Committee members then come together to make final recommendations and selections. Judges' decisions are final.
- Notification: Awards will be announced at the UNITED We Thrive event on April 23, 2019 at the Holiday Inn By The Bay.
- To be considered for the Spirit of Greater Portland award, please submit an entry for your organization in all three categories (Give, Advocate, and Volunteer).

### \*Thrive2027 Goals

- (1) Give kids a strong start
- (2) Empower neighbors to thrive - not just survive
- (3) Help people live longer, better (with a focus on mental health and substance use disorder prevention and treatment)

For more information, review the Thrive2027 framework at <https://bit.ly/2pK44aO> or the detailed framework and strategies at <https://bit.ly/2CFreb0>.



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**Organization information** Awards will be divided into categories based on organization size. Please mark the box that applies to the number of employees in Greater Portland:  Up to 99  100-249  250+

<b>Organization Name:</b>
<b>Contact Name:</b>
<b>Title:</b>
<b>Address:</b>
<b>City, State, Zip:</b>
<b>Phone:</b>
<b>Email:</b>

## Public relations/media representative's contact information

<b>Name:</b>
<b>Title:</b>
<b>Phone:</b>
<b>Email:</b>

**Please provide answers to the following questions as a separate attachment.**

1. Provide a detailed summary, with specific examples, of how the organization's advocacy work has impacted one or more of the Thrive2027 Goals during the 2018 calendar year. Examples might include:
  - Educate the general public about an important community issue, such as access to healthcare, hunger, or homelessness, by using print media, social media, or other communications.
  - Commission or write reports or articles to articulate a community challenge and share the research with policy-makers, change-makers, and the public.
  - Establish a workplace mental health policy or a time off policy for caregivers to get more involved in child's school.
  - Create change through collaboration with other community members to improve the community.
  - Advocate for a policy change at the local, state, or federal level.
2. Describe how your organization clearly communicated and promoted this issue within the community.
3. Offer your additional comments here – anything you wish to share that was not covered above.