



**United Way**  
Peterborough & District



**2025-26**

# Campaign Awards Guidebook



# BACKGROUND

Each year, following the end of our fundraising campaign, United Way Peterborough and District (UWP) holds a Campaign Celebration, to recognize and celebrate the important contributions that you make to your community.

This guidebook details the awards to be presented at our 2025-26 Campaign Celebration and how you can get involved and **WIN!**





# HOW CAN WE PARTICIPATE?

We want to celebrate your hard work! Make sure your team gets recognized by keeping us up to date on all your fundraising initiatives.

Tag us on social media, send us regular email updates with your recent triumphs and upcoming plans, or invite us to your event!

Read on to find the campaign initiatives you can strive for this 2025-26 campaign season. Remember, there is no limit to the number of fundraising events you can host!



# SPIRIT AWARDS

Our first category of awards are the Spirit awards. This category honours the efforts of individuals and workplaces who showcased their unique creativity in fundraising this campaign season. Awards you could win are: The Most Outrageous Event Award, The Rookie of the Year Award, The Chronically Online Award, The Spirit of the Community Award and The Phoenix Award.



## The Most Outrageous Event Award

Will be awarded to the workplace which successfully holds the event with the most outrageous, interesting, or otherwise special premise. We're having FOMO just thinking about it.



## The Rookie of the Year Award

Will be awarded to the workplace who successfully completes their first United Way Workplace Campaign this 2025-26 Campaign Year.



# SPIRIT AWARDS



## The Chronically Online Award

Will be awarded to the workplace that tags @UnitedWayPTBO the highest number of times across Facebook, Instagram and TikTok. Including stories and posts.



## The Spirit of the Community Award

Honors an individual, group, or organization that personifies exceptional community spirit, team spirit, and spirit of generosity through their significant overall partnership with UWP, deepening our community building partnerships.



## The Phoenix Award

Will be awarded to the workplace who demonstrates the biggest comeback this campaign year.

Any workplace who did not run a 2025-26 campaign is eligible - all you have to do is start!

# FUNDRAISING & LEADERSHIP AWARDS

Our second category of awards are the Fundraising and Leadership awards. This category honours the efforts of teams who put their passion into action and saw impactful results. Awards you could win are: The Culture of Giving Award, The Making it Rain Award, The Champions of Change ECC Award, or The Outstanding Partner Agency Award, and The Smooth Talker Award.



## The Culture of Giving

Will be awarded to the workplace with the largest average donation per individual.



## The Making it Rain Award

Will be awarded to the workplace with the largest increase in donations compared to the previous year.

# FUNDRAISING & LEADERSHIP AWARDS



## The Champions of Change ECC Award

Will be awarded to the workplace who raises the most money at a single campaign event during the 2025-26 campaign year.



## The Outstanding Partner Agency Award

Acknowledges Partner Agencies that have shown outstanding efforts in informing and engaging employees while increasing donations in their United Way Campaign.



## The Smooth Talker Award

Will be awarded to the workplace team that uses their gifts of persuasion to see the largest increase in participation from their peers through new payroll enrollments and new workplace donors.



# EVENT IDEAS

Make fundraising exciting by hosting a fun workplace event: in the office or out, during work or after, free and paid, the options are endless!



## Hold a cook off!

A bakesale works too!

FLEMING CHILI THROWDOWN.  
2014

## Host a contest

OVER THE TOP ARM  
WRESTLING. 2013





# EVENT IDEAS

## Climb a building!

(or maybe try Treetop Trekking)

RELLY ON THE ROOF.  
2011



## Try something new!

STAFF AXE THROWING.  
2016

# EVENT IDEAS

## Be Bold!

Try a new hair style, colour, or  
just cut it off!

CRA HEADSHAVE.  
2015



## Get Active!

Walkathon, marathon, ball  
hockey tournament, you name  
it!

AIRPORT RUN.  
2011



# YOU COULD EVEN...

## Watch a Movie!

Ditch the theatre, catch a film  
in the breakroom!



## Throw a Board Game Bonanza!

Pay to pass go! Monopoly,  
Scrabble, or Pictionary, it's all  
in good fun!







**United Way**  
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# Building Community



## Changing Lives

**\$2,297,121**

Invested locally  
last year

**266**

Services provided to  
help people in need

**306,042**

United Way funded  
service interactions



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