

CHANGE THE WORLD



WITH A GIVING HEART

## National Philanthropy Day®



### National Philanthropy Day

*Pictured above: 2021 GOS Outstanding Philanthropic Group – TransAlta Retirees*

## GENEROSITY OF SPIRIT NOMINATION FORMS, GUIDELINES & TIPS

Jason Lyver and Sarah Hughes are the 2022 National Philanthropy Day Co-Chairs. They are excited to host this year's NPD Luncheon on November 15, 2022 at the Fairmont Palliser hotel.

This document has been prepared to assist you with completing your nomination for the Generosity of Spirit Awards. It includes the questions required to complete the nomination, the Nominee Disclaimer form, and the checklist for a complete nomination. If you have any questions at all, please contact our Chapter Administrator. Lorie Abernethy, MA, CFRE and she will be happy to assist you.

**AFP Calgary & Area Chapter Contacts:**

[info@afpcalgary.com](mailto:info@afpcalgary.com) or 403.297.1033



## 2022 National Philanthropy Day® and Generosity of Spirit Awards™

National Philanthropy Day® (NPD) is recognized across North America on November 15<sup>th</sup>. NPD is the special day set aside to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropic community—have made in our lives, our communities and our world.

It reminds us of what we can achieve and what lies ahead in the future. As we celebrate NPD and our achievements, we celebrate the promise of a better tomorrow. Any non-profit organization in the geographic area served by AFP Calgary & Area chapter may submit a nomination, you *do not* need to be a member of AFP. This year, we will return to an in-person luncheon celebration at the Fairmont Palliser hotel.

NPD is a celebration of philanthropy—giving, volunteering and charitable engagement—that highlights the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages Canadians to give back to their communities

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## Call for Nominations

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## About the Awards

AFP Calgary and Area Chapter recognizes the many individuals, families, groups and businesses who demonstrate the spirit of philanthropy through outstanding contributions of time, talent, leadership and financial support. The Generosity of Spirit™ Awards provides the opportunity to acknowledge and celebrate these philanthropic leaders that make a difference in our community – whether the community is local, regional, national or international.

Generosity requires participating to make a difference; it is a tool to create a better world. Your nominee's generosity can be characterized as voluntary, powerful, multi-faceted, active and self-perpetuating.

For the past **25 years**, the Generosity of Spirit™ Awards have been a vital component to National Philanthropy Day®. This day provides an opportunity for non-profit organizations, professionals, volunteers, service organizations and others in the community to acknowledge and showcase their philanthropic partners. We are proud to accept nominations in the following categories\*:

- **Corporate Philanthropist**
- **Small Business Philanthropist**
- **Philanthropic Group**
- **Doc Seaman Individual Philanthropist**
- **Philanthropic Youth**
- **Philanthropic Family**
- **Lifetime Achievement Philanthropist**

*\*Please note, AFP Calgary & Area Chapter reserves the right not to award in any of the categories*



## How it Works

*Any non-profit organization in Calgary and surrounding area, may submit a nomination application in any or all of the GOS award categories for a donor(s) to their organization. Nomination applications are reviewed by a jury of fundraising professionals and industry partners to determine an Honouree in each of the GOS categories. Please note that AFP Calgary & Area Chapter reserves the right to not select a recipient in any category, should there be an inconclusive winner.*

*AFP Calgary & Area Chapter will inform the Nominating Organization(s) of the results of the jury selection by email. Members of the GOS Jury will be assigned as a liaison to each of the Honourees. The GOS liaison will work with the representative of the Nominating Organization to provide all the details of the Awards Luncheon and Presentation.*

*The Nominating Organization is responsible to prepare a one-minute video to introduce their Honouree. The video will be used at the Awards Luncheon and will be available on the Chapter's You Tube Channel and Website for recognition and future reference. The Nominating Organization is expected to attend National Philanthropy Day events that recognize and honour your nominee.*

*That's it in a nutshell. Now here are the details.*

IMPORTANT DATES	
Generosity of Spirit™ Honouree Meet and Greet .....	Tentative (date TBD)
Philanthropy Awareness Week.....	November 8 -15, 2022
Early Bird Tickets go on sale .....	September 15, 2022 (to Nominators & GOS Recipients)
National Philanthropy Day® Awards Luncheon .....	November 15, 2022

## Important Nomination Considerations

Generosity of Spirit™ Award Recipients are honoured as part of National Philanthropy Day. Therefore, there are two key events that nominees must attend:

1. **Generosity of Spirit™ Awards Meet & Greet**, to be held in November (date TBD)
2. **National Philanthropy Day® Generosity of Spirit™ Awards Luncheon** on November 15, 2022. This event will be held at the Fairmont Palliser **hotel, from 11:30 am to 1:30 pm.**



## Nomination Guidelines

- Nominators may submit nomination Applications in more than one category for the same nominee or multiple nominees.
- Nominations **must** be submitted on the AFP Calgary & Area Chapter website fillable form found under “National Philanthropy Day | Generosity of Spirit Awards” at <https://afpcalgary.ca/>
- Joint nominations from individuals or organizations are encouraged (maximum of 2). Please include a contact person for each nominating organization
- Re-submission of previous nominees who have not been selected in a previous year is encouraged.
- Posthumous nominations will be accepted (in all categories) however only in the year following their passing; for this application individuals who passed away after January 1, 2020
- Nominations will be held-over for two years. Therefore, if your nominee is not selected this year, their nomination will be considered again in 2023 and 2024. You must agree to this in the application to ensure you are in agreement with this. Nominating organizations will be given the opportunity to update information, should their Nominee be considered in one of the future years; and if inappropriate at that time, may opt out of this if they choose.
- Your nomination application includes four (4) questions; nominations in the Lifetime Achievement category MUST answer an additional fifth (5) question
- ONE letter of support is required for each nomination application. This supporting letter MUST be from an external individual, organization or company. It cannot be from a board member of the nominating organization. Executive directors and staff are prohibited from supplying the Letter of support for their own organization.
- In order to best serve your nomination, the GOS Jury may move your nominee to a more appropriate category. If this is the case, you will be consulted prior to final selection of the award category.
- In the case of **Corporate/Small Business** categories, the Nominee’s support MUST be philanthropic in nature, rather than sponsorship or cause marketing.
- **Specific/singular special events CANNOT be nominated.** Events or a series of events can be PART of an overall philanthropic program, strategy or engagement but one event cannot be the sole focus of the Nominee’s involvement.
- **Family Foundations** cannot be nominated; the family may be nominated.
- The Nominee may have received the GOS Award previously, but it must be more than 5 years ago. Please check with the AFP Calgary & Area website for details at <https://afpcalgary.ca/generosity-of-spirit-awards-past-honourees/>, or contact the Chapter Administrator at [info@afpcalgary.com](mailto:info@afpcalgary.com)
- No materials other than those outlined will be accepted. Any additional material will be disregarded.
- **Late submissions will not be accepted.**



## Nomination Categories

### **1. CORPORATE PHILANTHROPIST:**

*Bestowed upon a corporation or corporate foundation with 100 or more full-time equivalent employees. Sponsorship support and cause marketing will not be considered for this award.*

### **2. SMALL BUSINESS PHILANTHROPIST**

*Bestowed upon a small business with fewer than 100 full-time equivalent employees. Sponsorship support and cause marketing will not be considered for this award.*

### **3. PHILANTHROPIC GROUP**

*Bestowed upon groups such as service clubs, associations, employee groups, or people who have joined together to help change their part of the world. The group must be fully voluntary and have made contributions of time, talent and/or treasure. Please focus on the philanthropic activities of the group. Singular/specific events themselves cannot be nominated. Events can be used as examples of the group's efforts.*

### **4. DOC SEAMAN INDIVIDUAL PHILANTHROPIST**

*Bestowed upon an individual whose time, talent and treasure have made a significant impact on philanthropy. Financial contributions may be made through his/her personal foundation. The nominee cannot be an employee of the nominating organization.*

### **5. PHILANTHROPIC YOUTH**

*Bestowed upon an individual under the age of 25 who has demonstrated exceptional skills in coordinating and motivating others to engage in one or more fundraising project(s) that has/have made a significant impact on the nominating organization.*

### **6. PHILANTHROPIC FAMILY**

*Bestowed upon a family that demonstrates the Spirit of Generosity™ through gifts of time, talent and treasure to the nominating organization and to others. The family may be known in the community for its support of philanthropy over several generations, or may be a young family that is teaching children the value of giving to others by being involved in the community. Family foundations are not eligible.*

### **7. LIFETIME ACHIEVEMENT PHILANTHROPIST**

*Bestowed upon an individual or couple who have demonstrated a long history of philanthropy, and has been a pioneer in advancing philanthropic support to the charitable sector.*

Deadline for submissions is 6 p.m., Friday, September 2<sup>nd</sup>, 2022



## APPLICATION CHECK LIST AND ENDORSEMENT

### A complete nomination package includes:

- Completed Contact information for nominee and nominating organization(s) – page one
- Completed Nomination Questions using the online form
- Nominee Disclaimer (to be completed and uploaded as a pdf) part of the online form
- ONE Letter of Support from an external organization (not the primary or secondary nominating organization; (to be uploaded as a pdf)

**The Generosity of Spirit Awards and the Awards Luncheon are a critical element in our celebration of philanthropy in our community. We ask that you make every effort to ensure the following, and ask you to initial these two statements:**

\_\_\_\_\_ I have informed the Nominee that, if selected, they will be **invited to attend (or send a representative of their choice) to an Honouree Meet & Greet** ( date TBD) and have agreed to do so.

\_\_\_\_\_ I have informed the Nominee that, if selected, they will be **required to attend the National Philanthropy Day® Celebration Event on November 16, 2021** and may be interviewed by the emcee and they have agreed to do so.

**NOTE: Any information or materials in excess of what has been requested in the Nomination form WILL BE DISCARDED.**

### The following have been completed: (Please check all that apply)

- I have informed the Nominee that their award application will stand for two years with the understanding and commitment that the nominating organization will contact the nominee to confirm and refresh the second year's application.
- The Nominee is aware of the potential commitments being an Honouree carries and has signed the disclaimer below.
- I have confirmed that the Nominee is willing to allow their name to stand for this Award (Nominee's signature is attached) and will attend the required events.
- I have included the included a quote from the Nominee referencing the importance of philanthropy in the Nominee's life or community.
- I have informed the Nominee that the **Chapter Communications Director and members** of Public media may contact them for an interview if selected and if so, they have agreed to be interviewed at a convenient time and date.
- I am aware and have informed the Nominee that, if selected as an Honouree for specific categories, their nomination may be submitted, at the discretion of the AFP Calgary & Area Chapter Executive Committee, for the corresponding AFP International Awards.

## Tips for writing quality GOS nominations

The key to a well-written nomination is providing evaluators with specific information illustrating how the individual's or group's achievements have made a positive impact on your agency or organization. The number of examples is not as important as ensuring that the nominee's (or nominees') contributions match the specific award criteria, and that there are measurable results. The selection committee relies on your words and examples to "see" your nominee's attributes and contributions.

- It is the quality and impact of a nomination(s), not the quantity of gifts received for a nominee that is of the most importance.
- Be specific and concise about the significant impact the nominee has made as a result of their actions. Be specific - Virtually every nomination uses terms like, "above and beyond," and "dedicated." While we have no doubt these things are true, these phrases don't help us to know why your nominee stands out. Giving clear, concise examples that provide insight will be much more valuable.
- An exceptional nomination will describe the qualities the nominee exhibits specific to the nomination category; describe the scope and impact of your nominee's contributions
- Answer the "WHAT" & "HOW":
  - WHAT did the nominee(s) do?
  - HOW did the nominee(s) do it?
  - WHAT were the results and/or impacts?
- Show that you value the contributions of your nominee(s). Write from the heart, but provide as much specific information as you can
- If there are any acronyms that not everyone may know about, remember to explain them.
- Include a closing statement which reinforces the notable attributes of your award submission
- Make every sentence/bullet point count! Successful nominations have enough details to make the case for the nominee's achievement.
- **PROOFREAD!** Grammatical errors, typos, and misspelled words detract from the quality of the nomination. oops!

## Generosity of Spirit Past Honourees

Not sure if your nominee has received the award before? Check our list of past honourees at the link below:

Visit <https://afpcalgary.ca/generosity-of-spirit-awards-past-honourees/> to review past Generosity of Spirit™ Honourees

**Ready to write?** Great.... Here's the questions you'll be answering in the online form.



## NOMINATION QUESTIONS

(3000 characters, or approximately 500 words maximum for each response)

To be completed **ONLY** using the online form

**1. Evidence of direct gift support**

- Projects/purposes that the gifts(s) supported
- Impact of gifts on the community or individuals
- Evidence of leadership in gift contributions to charities

**2. Evidence of encouragement and motivation given to others to take leadership roles in philanthropy**

- Include leadership roles such as campaign chair, foundation volunteer, board president or other volunteer involvement that is fundraising related
- Evidence of involvement in recruiting and managing fundraising boards, special projects or fundraising volunteers
- Indicate nominee's willingness to play a public role or make presentations on behalf of organizations to raise charitable funds

**3. Tell us what makes this Nominee unique in their philanthropy that has lead you to want to nominate them for this award. Include things such as:**

- Evidence of this nominee's inspired gifts and other meaningful financial support to other charitable organizations over a period of time
- Emphasize overall commitment to charitable giving

**4. Evidence of impact as a result of their philanthropy. Please provide us with an impact story from your organization that demonstrates the contribution to achieving the mission of your organization.**

- A story from one of your clients, alumni, patients, or volunteers that demonstrate meaningful impact
- Examples of creative fundraising ideas and implementation that the nominee introduced or implemented that the organization may not have used in the past
- Innovative and entrepreneurial thinking that has developed a new revenue stream or created partnerships for the beneficiary charity that did not exist in the past

**5. For Lifetime Nominees only: Describe the history and impact of the Nominee's philanthropic activity in the community.**





## NOMINEE DISCLAIMER

**Please Have Your Nominee Complete the Following**  
**Upload this signed and completed document (all 3 pages)**  
**before submitting your nomination**

- I/we \_\_\_\_\_ have read the above requirements and agree to let my name/company/group/family stand for nomination in the **Generosity of Spirit™** category of \_\_\_\_\_.
- I agree to attend (or send a representative) **IN PERSON to each** of the following events: *(please initial the following statements)*
  - Honoree Meet & Greet** (Tentative - date TBD) to learn about the award, meet other honourees and next steps.
  - National Philanthropy Day® Celebration Event on November 15, 2022**, and may be interviewed by the emcee, Dave Kelly.

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**Nominee Full Name** (print)

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**Signature** of Nominee or  
Official Representative (if corporation)

***NOTE: Failure to have the nominee initial and sign this page  
will disqualify your nomination***