

# Koko Challenge Awards Criteria

Koko Awards are based on both quantitative and qualitative achievements and are awarded by members of the Bay Area General Counsel (BAGC) Group. Any fundraising, volunteerism, or other activities conducted in partnership with United Way of the Bay Area that occurred after the previous year's Koko deadline count toward the current Challenge.

## ***Qualitative Awards***

These awards are decided by the BAGC Group members of the Koko Cabinet on the basis of each firm's Koko application and supplemental materials. The Koko Cabinet is placing a special emphasis on volunteerism this year and will take volunteer activities (through United Way) into account when deciding the winners of the Qualitative Awards listed below.

### **Rookie of the Year (one award overall)**

Given the unprecedented number of new firms this year, the Cabinet has created this award to recognize the firm who runs the best campaign in their first year participating. This award will not be a permanent addition to the Koko Awards.

### **Most Improved Campaign (one award overall)**

This award recognizes the firm who demonstrates the greatest amount of growth (including funds raised, campaign spirit, and overall engagement) compared to the previous year's campaign.

### **Campaign Spirit Award (one award overall)**

This award recognizes the firm who best embodies the spirit of the Koko Challenge, often through creative, inspiring special events that raise awareness and help employees and partners come together in a positive way around community.

### **Top Banana (one award overall)**

This award recognizes the campaign coordinator whose effort, dedication, and campaign planning was truly exemplary.

### **Silverback Award (one award overall)**

This award recognizes a single Managing Partner or Partner Chair who has demonstrated remarkable leadership within their firm's Koko campaign.

### **Stuffed Koko Awards (one gorilla award in each size category)**

The award winners are chosen by not only their total dollar results, but also their innovation, enthusiasm, and implementation of best practices. These are the highest awards a firm can receive.



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## ***Quantitative Awards***

These awards are decided strictly by numbers without input from the Koko Cabinet. The results of the Quantitative Awards inform the Cabinet's decisions on Qualitative Award winners.

### **Koko Community Award (one award in each size category)**

This award recognizes campaigns that raise a significant amount of dollars in support of United Way

### **Greatest Increase in Giving (one award in each size category)**

This award recognizes the firms with the greatest increase in overall giving from the previous year.

### **Highest Overall Participation (one award in each size category)**

This award recognizes the firms with the highest percentage of employees and partners making a donation to their United Way campaign.

### **Greatest Per Capita Gift (one award in each size category)**

This award recognizes the firms with the highest average gift for the entire employee population.

### **Strongest Giving Performance of Associates (one award in each size category)**

This award recognizes the firms with the greatest number of individual associates making a donation to their United Way campaign.

### **Highest Overall Participation – Volunteerism (one award overall)**

This award recognizes the firm with the highest percentage of employees and partners participating in UWBA volunteer projects throughout the year.

### **Greatest Number of Volunteer Hours (one award overall)**

This award recognizes the firm with the greatest number of hours volunteered through UWBA volunteer projects throughout the year.