

AMERICAN CANCER SOCIETY RELAY FOR LIFE

Nationwide Awards and Recognition Program

Each year, Relay For Life volunteers across the world go above and beyond to help the American Cancer Society prevent cancer, save lives, and diminish suffering from the disease. In fact, their impressive efforts often remind me of a popular quote from Muhammad Ali—"don't count the days, make the days count!"

When it comes to fighting cancer, making the days count is critical. There are people facing cancer today who need our help, and there are future generations that we need to help protect. The Relay For Life Awards and Recognition program seeks to recognize the individuals, teams, leadership teams, and events who are doing the most to make an impact. Their dedication to the Relay For Life movement is impressive and something we should all celebrate.

I am excited to introduce our 2016 Relay For Life Awards and Recognition program to recognize the passion, commitment, and generosity of those who have achieved extraordinary accomplishments. One day at a time, they are helping to make the American Cancer Society's work possible, while creating a Relay For Life experience that touches the lives of people in communities everywhere.

Thank you for all you do!



Maria Clark
Senior Vice President, Volunteer Events



Winners in each category are announced to Division Relay lead staff via email in October. Awards are announced and presented to the winners at a time determined by each Division.

CONTACT INFORMATION

For more information about the Relay For Life Nationwide Awards and Recognition Program, please visit relayforlife.org/awards or contact your local Relay For Life staff partner.

Nationwide Award Categories

APPLICATION-BASED AWARDS*

Financial figures are derived from Lawson. All other award information is based on Siebel, EMT, and Convio unless otherwise noted. Deadline for application based awards is August 15, 2016. Divisions should submit their finalists by August 31. Visit relayforlife.org/awards for details.

All American Relay Award*

The All-American Award recognizes events that embody the spirit of the Relay For Life movement, show growth, and unite the community in the fight against cancer. Community, collegiate, and high school events are eligible.

Heart of Relay Award*

The Heart of Relay Award is presented to the top event demonstrating successful practices, innovations, programs, and activities that further the Society's mission and the Relay For Life movement; particularly those activities that can be replicated across the country. The Heart of Relay categories are: Mission Delivery, Survivor Engagement, Advocacy, Student Engagement in a Community Event, Student Event Mission Delivery, and Student Event Survivor Engagement. Awards are granted based on application and review process.

Nationwide Division Choice Award*

The Nationwide Division Choice Award is awarded to one event in each Division that had an outstanding or extraordinary year, has overcome unforeseen circumstances, continues to grow but doesn't qualify for an award, has longevity but hasn't won an award, or has special circumstances warranting recognition. Community, collegiate and high school events are eligible. Note: The winners of this award are at the selection and discretion of the Division.

Terry Zahn Excellence in Communications Award*

The Terry Zahn Award recognizes the top three events demonstrating excellence in Relay marketing, communications, and publicity.

Nationwide Online Engagement Award*

The Nationwide Online Engagement Award is awarded to the top event demonstrating best use and engagement in online communications tools, including: Event website, social media outlets (Facebook, Twitter, Instagram, etc.), media websites (YouTube, Vimeo, etc.) and e-communities (Relay Nation). Community and student events are eligible.

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Nationwide Award Categories (continued)

Colleges Against Cancer® Awards (determined through CAC chapter year-end reports)

Awarded to Colleges Against Cancer chapters and college Relay For Life events that show outstanding activities in the areas of advocacy, survivorship, cancer education, and Relay For Life events. Awards for Outstanding Chapter of the Year and Rookie Chapter are also included in this category (one winner per category).

Gordy Klatt Number One Net Income Event Award

Community: Awarded to the number one nationwide fundraising community in the country based on net income recorded in American Cancer Society records

Youth: Awarded to the number one collegiate or high school fundraising event in the country based on net income recorded in American Cancer Society records

Gordy Klatt Number One Per Capita Award

Community: Awarded to the number one per capita county in the country based on net income from American Cancer Society records and county population

Youth: Awarded to the number one per capita collegiate or high school event in the country based on net income from American Cancer Society records and enrollment population

Gordy Klatt Power of Hope Award

Community: Awarded to the top county nationwide with the highest per capita number of total registered survivors participating in all events in the country based on county population and survivors registered in American Cancer Society records

Collegiate: Awarded to the top collegiate event with the highest number of survivors registered in American Cancer Society records

Nationwide Division Per Capita Award

Community: Awarded to the top three Divisions with the highest per capita net income based on American Cancer Society records and total county population in the Division

Nationwide Power of Hope Award

Awarded to the top county in each population size range (e.g. 0 – 9,999) with the highest per capita number of total registered survivors participating in all events in the county, based on county population and survivors registered with American Cancer Society records. Overall number one is the Gordy Klatt Power of Hope Award winner.

Nationwide Number One Rookie Event

Community: Awarded to the first-year community event with the top net income recorded in American Cancer Society records

Youth: Awarded to the first-year collegiate or high school event with the top net income recorded in American Cancer Society records

Nationwide Per Capita Award

Community: Awarded to the top 10 per capita counties in one of 16 different population size range categories based on net income from American Cancer Society records and county population of all the Relay events in each county. The overall number one county is the Gordy Klatt Number One Per Capita Award winner.

Youth: Awarded to the top five per capita collegiate and high school events in each enrollment category (six for collegiate and two for high school) based on net income from American Cancer Society records and school enrollment. The overall number one event is the Gordy Klatt Number One Per Capita Award winner.

Nationwide Team of Excellence Award

Community: Awarded to all teams that raise \$50,000 and above

Youth: Awarded to all collegiate and high school teams that raise \$15,000 and above

Nationwide Top Individual Fundraising Award

Community: Awarded to the top 10 individuals who raise the most funds nationwide based on funds raised by participants from American Cancer Society records

Youth: Awarded to the top five collegiate or high school individuals who raise the most funds nationwide based on funds raised from participants revenue from American Cancer Society records

Nationwide Top Net Income Events

Community: Awarded to the top 10 nationwide fundraising events in the country based on net income from American Cancer Society records. The overall number one event is the Gordy Klatt Number One Net Income Event Award winner.

Youth: Awarded to the top 5 nationwide fundraising collegiate or high school events in the country, in two categories, based on net income from American Cancer Society records. The overall number one event is the Gordy Klatt Number One Net Income Event Award winner.

Nationwide Top Team Fundraising Award

Community: Awarded to the top 10 fundraising teams in the country. Awards are given to the top teams with 50 or fewer participants, and top teams with 51 and above

Youth: Awarded to the top 10 collegiate or high school fundraising teams in the country