



American Staffing Association

ASA Care Award 2012

The ASA Care Award recognizes outstanding corporate social responsibility initiatives among ASA member companies, associate members, and affiliated chapters. ASA defines corporate social responsibility as managing business processes to produce an overall positive effect on society.

Corporate social responsibility initiatives can encompass policies, programs, or specific projects within companies and with external partners.

Categories

Five winners will be selected:

- **One staffing firm with less than \$15 million in annual sales**
- **One staffing firm with \$15 million–\$100 million in annual sales**
- **One staffing firm with more than \$100 million in annual sales**
- **One associate member** (a company that provides products or services to the staffing industry)
- **One ASA-affiliated chapter**

Awards and Recognition

Winners will be honored during Staffing World® 2012, Oct. 9–12 in Las Vegas, and will be featured in ASA publications.

Eligibility

Any corporate social responsibility initiative that is currently active is eligible. The competition is open only to ASA members, associate members, and affiliated chapters.

Deadline

All entries must be received (with payment) by **Aug. 1, 2012**. The fee is \$75 for each staffing firm or associate member entry. There is no fee for entries from ASA-affiliated chapters.

Guidelines

Corporate social responsibility initiatives submitted for consideration should involve, but are not limited to, one or more of the following components:

- Employees (e.g., wages, benefits, training and professional development, diversity practices, health and safety procedures, and family-friendly policies)
- Clients (e.g., consumer and community engagement)
- Suppliers (e.g., labor practices, environmental impact, and diversity)
- Core business practices (e.g., products and services, legal compliance, and innovation)
- Finance (e.g., investments and savings)
- Environment (e.g., energy use, buildings, vehicles, construction practices, travel, and recycling)
- Governance (e.g., policies, standards, board diversity, stakeholder engagement, and reporting)
- Philanthropy (e.g., corporate community involvement, employee volunteer programs, contributions, or involvement with Preparing Tomorrow's Work Force, an ASA program that provides career alternatives to at-risk students by introducing them to the world of work)

Instructions

Entries should be submitted **only via e-mail**. Entrants should provide as much detail as possible within the maximum number of words allowed. Each entry must provide the following required information:

- 1) A description of the company or chapter (maximum 100 words) that contains a mission statement if one exists, number of employees, offices, average number of people employed (or for a chapter the number of members and branches), and a color logo, preferably in EPS or TIFF format, which may be used in ASA publications (files should be submitted via e-mail to trettie@americanstaffing.net)
- 2) An explanation of how corporate social responsibility relates to the company's or chapter's strategic plan or mission (maximum 150 words)
- 3) A description of the corporate social responsibility initiative (maximum 750 words), which will be graded using the point system below

POINTS

- | | |
|----|---|
| 20 | Introduction: summary of the submitted initiative, its purpose, connection to overall company or chapter goals, participants, and targets |
| 25 | Initiative details: objectives, activities, decision-making process, and timeframe |
| 10 | Scope of the initiative: dates that project service took place, including specific timeframe of current year, headquarters or branches, number of employees, and size |
| 10 | Financial resources involved: expenditures, amount of staff or chapter member time, incentives, and revenue effects |
| 10 | Principles: any company or chapter policies, or external standards related to the initiative |
| 15 | Results and benefits: data and anecdotes indicating the outcomes of the initiative |
| 10 | Communications: how achievements have been communicated, participants recognized, and any future plans |

100 Total points

Below are helpful details to review before preparing your submission:

- Entries with supporting documentation from auditors, media, partners, or other stakeholders are encouraged.
- Detailed entries that include specific dates within the current year, and quantify efforts and results with figures and metrics will receive greater consideration.
- Improvements upon previous Care Award entries are eligible as long as new activity in the present year is being presented.
- Individual franchisees may submit entry forms on behalf of their franchise if they run a separate initiative.
- Submit only one initiative per entry form.
- Supporting materials, such as reports, policies, external standards, media coverage, video clips, promotional materials, budgets, or letters of support specific to the initiative, must be submitted by e-mail only, up to a maximum of five items. Items sent by hard copy mail will not be shared with judges.

Judging

Third-party judges will evaluate the entries based on the components listed above. Judges may elect to not grant awards if no entry in an individual category merits recognition.

Questions?

Contact Tracy Rettie, assistant vice president for chapter relations and education, at 703-253-2028 or trettie@americanstaffing.net.



American Staffing Association

ASA Care Award 2012 Entry Form

Category

Check one.

- Staffing firm with less than \$15 million in annual sales
- Staffing firm with \$15 million–\$100 million in annual sales
- Staffing firm with more than \$100 million in annual sales
- Associate member
- ASA-affiliated chapter

Entry deadline: Aug. 1

Entry Information

Company or chapter name _____

ASA will list your company or chapter name exactly as shown here.

Corporate social responsibility initiative name _____

Contact _____

Address _____

City, state, ZIP Code+4 _____

Phone _____ Fax _____

E-mail _____

Amount due: The fee is \$75 for each staffing firm or associate member entry. There is no fee for entries from ASA-affiliated chapters. (Submit a separate entry form for each submission. There is no limit to the number of entries that can be submitted.)

Check enclosed (payable to *American Staffing Association* in U.S. dollars drawn on a U.S. bank)

Charge my

American Express MasterCard Visa

Card number _____ Exp. date _____

Name on card _____ Signature _____

Entry materials may be e-mailed to trettie@americanstaffing.net. Entrants will receive an e-mail confirming receipt of their entries. Entries received without payment will not be eligible for consideration.