



VIRTUS

ANNUAL CORPORATE PHILANTHROPY EXCELLENCE AWARD 2008

DESCRIPTION OF CATEGORIES



The **VIRTUS Main Award for contribution at the national level** is awarded to a company which supports activities and projects of common interest in a systematic and thoughtful manner. It is a company employing more than 250 people that has an existing strategy for corporate giving. The company makes targeted donations in several areas of its interest. Its philanthropic approach can serve as a positive and inspiring model of strategic community investments and such an approach is embodied in the most important and most relevant projects that the company has supported during the year.



The **VIRTUS Award for company's contribution to the local community** is awarded to a large company employing more than 250 people, which excelled in helping the resolution of problems or addressing the needs in the community, town or region in which it operates. In addition, this company should be aware of the importance of small initiatives and the development of marginalized local communities, and it should try to revive and activate such communities. This award is to encourage and guide others to make and return investments precisely in the locations in which they are located and in which they primarily operate.



The **VIRTUS Award for small and medium size enterprises** is awarded to enterprises which demonstrate corporate social responsibility through investments in non-profit making projects and organizations. It concerns companies of up to 50 (small) and up to 250 (medium) employees, which have close links with their respective communities; they are aware of problems and needs in their communities; they are familiar with local organizations and they are always ready to act as 'good neighbours' and help as much as they can. This award should strengthen links between companies, local communities and organizations working together for a better tomorrow. For this category, branch offices of international companies and integral parts of bigger systems which main companies employ more than 250 people can not be nominated.



The **VIRTUS Award for support for the most innovative project** is awarded to a company that has chosen a less obvious or popular way of partnering with a less known organisation or a charitable action. The company has decided to focus its support on urgent problems and needs which are insufficiently visible, or those which, due to their complexity, have less chances of attracting donors. Alternatively, the company opts for an innovative approach to the resolution of long-standing problems. This is an award for help in the resolution of a complex issue in a corporate-social manner.

Special awards:

The **Long-term partnership Award between profit and non-profit making sector** places the emphasis on an extremely successful and a well thought out and long-term partnership between a company and a non-governmental organization. This partnership is aimed at resolving a serious social problem. The partnership primarily mirrors cross-sector cooperation, joint efforts and actions to resolve the problem, rather than financial support. Aspects taken into consideration during the awarding process are as follows: degree of involvement of the company in the process, results and efficacy of support, quality of communication between the sides in question, prospects of cooperation and innovation regarding approach to problem resolution. The award is expected to mobilize other companies to start thinking in a similar way.

The **Special award for media contribution** is awarded to a media house or a journalist/s working in a media house whose articles, supplements or performances exceptionally contributed to improving and developing philanthropic and charitable culture in Serbia during the year. Understanding the importance of media in society, this award further encourages journalists to address and actively promote this topic.