



The Rotary Club of Shanghai

Presents

'Rotary Leadership Awards' For Building Communities

Supported by:



About the Rotary Leadership Awards

The Rotary Club of Shanghai, supported by The American Chamber of Commerce in Shanghai, the European Union Chamber of Commerce in China, the Canadian Chamber of Commerce in Shanghai and the China-Italy Chamber of Commerce is pleased to announce the first “**Rotary Leadership Awards**”. The awards are to honor and showcase outstanding individuals and programs that are making notable socially responsible achievements both in the city of Shanghai and throughout China. These achievements are in the areas of philanthropy, community outreach, volunteer programs, employee initiatives, environmental educational efforts and sustainable community development. The awards recognize that these individuals and programs encourage and provide models for others to stimulate and develop their own socially responsible ideas. The awards are open to both individuals who are resident of the People’s Republic of China, and to corporate and nonprofit organization programs or projects that are active in mainland China.

The 2011 Rotary Leadership Awards winners will be announced at the ‘Building Better Communities’ gala dinner hosted by the Rotary Club of Shanghai to be on Friday, 15th April 2011.

Rotary Leadership Award Categories

Awards will be presented in 2 categories:

Program Awards

The purpose of these awards is to recognize and honor outstanding corporate and nonprofit organizations in mainland China whose programs or projects exemplify extraordinary managerial and innovative excellence, have high commitment to socially responsible activities, and represent notable models that encourage other individuals and organizations to be active in the community.

Individual Awards

These awards will be presented to individuals who are residents in mainland China to recognize their involvement in responsible social and corporate activities, and acknowledge their efforts in creating and developing benefits in the greater community, and to individuals who have initiated fine community works, projects and programs which, over time, have had a positive impact in the local community.

Rotary Leadership Awards Evaluation Framework

To guide the selected judging panel in evaluating applicants, nominees and select awardees, The Rotary Club of Shanghai supported by The American Chamber of Commerce in Shanghai prepared the awards application information. The guidelines were specifically designed to help the candidates in the application process. The Judging Panel will use the indicators / factors listed below as guides when considering applicants. Applicants are NOT required to address all indicators or factors. Applicants are also encouraged to prepare submissions based on their particular areas of expertise OR overall performance capabilities.

Program Award Evaluation Framework

The evaluation will be based on the corporate CSR programs or nonprofit organizations' programs planned and carried out after January 2009 and/or still on-going in China Mainland.

The applicant should demonstrate how his/her program benefits the community and encourages other to be active in social responsible initiatives. Submissions should take into consideration the guideline criteria below:

Program Design:

- Describe the program/project size, cost, duration, target groups and number of people involved in the execution
- Indicate the source of funding
- Describe how your program is accessible for volunteers in terms of volunteering opportunities & learning about your programs
- Express the transparency of the program's activities and finances
- Detail how is your program sustainable

Implementation:

- Report the number of volunteers and employees involved in the program at all levels including in leadership and in management
- Detail the percentage of funds spent on end-users
- Describe the monitoring process and documentation for beneficiaries
- Explain the process used to build awareness of the program in the community
- Characterize the response from the community

Innovation:

- Describe what's unique about your program
- Share how you have been able to acquire resources for your program in innovative ways
- Explain how you were able to find innovative ways to build awareness

Individual Award Evaluation Framework

The evaluation will be based on individuals leading their own initiatives or championing an initiative that benefit the greater community. The individual award will be based on activities carried out after January 2009 or still on-going in mainland China.

The applicant should demonstrate how his/her corporate social responsible practices benefited the local community, how he/she carried out these initiatives. The awards application should also consider the evaluation guidelines below.

Leadership:

- Provides guidance that successfully and continuously engages the company/community/colleagues to be a model

responsible citizen

- Successfully advocates socially responsible policies and strategies that guide the company/community/colleagues
- Supports individual employee career development and encourages employee welfare

Management:

- Initiates and/or executes programs or social responsible activities with measurable results
- Manages programs/activities that can be sustained over time
- Educates employees/community/colleagues on socially responsible activities and communicates its significance for the society

Initiative:

- Encourages the company/community/colleagues to examine the social, economic and environmental effects of its business activities
- Stimulates the advancement of mutual understanding, goodwill and peace
- Dedicates time and resources to benefit the local community through every possible effective channel

Innovation:

- Demonstrated success in establishing cooperation with other organizations for social responsible aims
- Has identified and encourages new ways to support volunteerism
- Stimulates others to be socially active with new suggestions, ideas, influences or opinions

Award Application and Nomination Process

Nominations and applications can be submitted by e-mail. Please visit www.rotaryshanghai.org, download the application/nomination form and send it completed to Rotary.Leadership.Awards@rotaryshanghai.org. **Submission Deadline: 11 February 2011.** The application material must be provided in the English language. If you have any questions, please feel free to contact us at +86 13761674665 or email Rotary.Leadership.Awards@rotaryshanghai.org. Candidates can be self-nominated or nominated by others.

Application eligibility

- Individuals have to be residents in mainland China, and program candidates are required to be located and active in mainland China.
- Only registered and approved nonprofit organizations in mainland China can apply.
- Individuals can work in the private or public sector.
- Programs or projects from both the corporate and nonprofit sectors can apply.
- Individual and programs social/corporate activities have to be non-political and non-religious.
- All types of programs and individuals will be considered. Rotary strongly encourages organization involved in peace

and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development initiatives to submit applications.

Selection Process

All evaluations and final decisions regarding recipients of the awards will be made solely by the judging panel selected by The Rotary Club of Shanghai. The judging panel consists of experienced CSR practices representatives of different nationalities and from different industries. The judging panel will review all applications and select the recipient of each award. Finalists will be notified no later than March 25, 2011 and may be asked to provide supplemental materials. Award winners will be announced at the 'Building Better Communities' gala dinner hosted by the Rotary Club of Shanghai to be held on Friday, 15th April 2011.

Awards for Category Winners

Program Awards Nonprofit

Three winners will be awarded RMB 10,000, RMB 5,000, and RMB 3,000 respectively

Program Awards for Corporate

Each of the three winners will be honored with a plaque

Top winner will be awarded an honorary Paul Harris Fellow

Individual Awards

Each of the five individual winners will receive RMB 2,500 and Rotary crystal

The funds will be distributed to the nonprofits and individuals specifically for use in their projects in increments throughout the year.

About Rotary Club Shanghai

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Expatriate Rotarians have been meeting regularly in Shanghai since 1997 to support worthy projects in our community, to encourage strong business ethics, and to promote the Object of Rotary. The Shanghai club currently has more than 50 members and is growing annually. Members come from a broad spectrum of industries and professions, and currently represent more than 15 nationalities. The Shanghai club has a complex history as it was originally chartered in 1919 as the first club in China. Recently it was readmitted to the Rotary world as club #60725, chartered 8th February 2006. More information can be found at www.rotaryshanghai.org.