

United Way: The Big Thanks and the Pinnacle Award Winner

Each spring, United Way of the Greater Dayton Area hosts an event called *The Big Thanks* to celebrate and thank all those who provided support during the previous year. At this event, awards are presented in a variety of categories to recognize donors and volunteers who have gone “above and beyond” in their support of United Way.

The **Pinnacle Award** recognizes outstanding performance by a workplace campaign. Nominees are selected based on their results in comparison with the previous year based on the following criteria: percentage increase in total dollars raised, average gift, participation, and their level of engagement with United Way. A Pinnacle Award is presented to organizations in the small category (under 175 employees), medium category (under 500 employees) and large category (over 500 employees). There is an additional award presented for performance by a labor organization.

The Pinnacle Award for outstanding performance by a workplace campaign in 2020 (small category) was Starco, Inc.



Left to Right: Christine August, Terri Leputa Associate VP for Resource Development United Way of the Greater Dayton Area, Howard Krisher President of Starco, Inc., and Sarah Brogan



Leading a UNITED Community to Uplift Our Neighbors

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MORGAN ARWOOD AT 800-497-6722 or MARWOOD@MRCA.ORG