

Application: 8585

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Page: Entry Information

Submitted By

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Chapter

CAI-IL

Chapter Size

Extra Large (1201+)

Category

Public Affairs

Program Name

Community Support & Awareness

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

The Community Support & Awareness program is a community service project where members donate toys for the U.S. Marines Toys for Tots Foundation and donate food for the Schaumburg Township Food Pantry. Donating companies and CAI receive visibility through social media and word of mouth for the good they have done.

The donations are collected leading up to the chapter's Excellence Awards & Winter Gala. Members have the option of dropping off toys to the chapter office or bringing them directly to the Gala. U.S. Marines are present to collect toys at the Gala and are brought to the stage to highlight the Toys for Tots Foundation. In 2022, we additionally honored veterans because the event was held on Veteran's Day. (Veteran Photo 1)

Food donations are collected in the chapter office before the Gala and are dropped off at the Schaumburg Township Food Pantry in mid-November.

This program fits into the Public Affairs category for several reasons:

1. It is a community service project in that the chapter and its members donate goods to help others in the community.
2. There is community outreach because many of the companies who participate in the program collect items in their offices with their employees and customers and then bring those donations to us. This effort reaches many more people than just our members.
3. There is public awareness because the two organizations (U.S. Marine Toys for Tots and Schaumburg Township Food Pantry) learn more about CAI and the resources we provide and have recommended CAI to people they meet. Additionally, through social media posts and hashtags, people outside of the CAI community learn about the association.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

CAI-IL Vision

CAI-IL is the premier organization inspiring community association excellence through best business practices, professionalism, effective leadership, and responsible citizenship by connecting homeowners, community managers, and business partners.

CAI-IL Mission

The mission of CAI-IL is to provide education, legislative advocacy, and professional service resources to achieve excellence in community associations.

The Community Support & Awareness program meets the chapter's vision and mission. It inspires community excellence by encouraging members to do good in the community. It demonstrates responsible citizenship by caring for others inside and outside the association. It also connects members, both through the inter-office camaraderie developed through the giving process, as well as the friendly competition developed between companies to see who can collect more toys and food.

When CAI-IL chooses a charity to support, we focus on charities that relate to families and community. Both Toys for Tots and Schaumburg Township Food Pantry fall into that category and support the overall CAI goal of Building Better Communities.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

This program is a true "feel good" for the chapter and its members.

We had a total of 21 companies participate in the food drive, 20% of whom don't participate regularly in other chapter events. There is a general level of excitement (and even some friendly competition) surrounding this program. Each year, companies compete to donate the largest number of food items. (Company List Attachment 2)

Members love it and express gratitude that we organize the donations. (Donation Photo 3) Participation has grown by 33 % in the food drive since its first year, engaging members more and more.

The Toys for Tots program has been a long-running tradition for CAI Illinois. Since the pandemic, we added the option for people to drop off or ship toys to the office which we then bring to the Gala to give to the U.S. Marines. This increased participation and chapter impact because companies who don't attend the Gala can still participate in the Community Support & Awareness program. (Toys for Tots Office Photo 4)

Additionally, through social media, we gain public awareness of chapter activities and the good we do for communities. (LinkedIn Stats Attachment 5)

Please provide quantifiable data supporting the rationale for success. (20pts)

The chapter had been contributing to Toys for Tots at the Excellence Awards & Winter Gala for many years. In 2020, when we switched the Gala to a virtual event, the committee wanted to continue the Toys for Tots tradition and offered to collect toys in the chapter office. At that time, the committee added the Food Drive component to the program to further help the community.

In 2020, we collected 599 toys and 574 food items.

In 2022, our food goal was 2,100 items. We ended up collecting 2,342 items for the Food Bank, nearly 4 times what we collected in 2020! (Thermometer Photo 6)

Because we collected toys in the office AND at the in-person Gala in 2022, we do not have a final count, however, the pile of toys at the event was larger than we've ever seen (Toys for Tots Gala Photo 7)

Additionally, company participation increased over last year. More companies donated items, and companies who don't normally attend chapter events, sent or dropped off toys and food items. (Photo 8)

The chapter received many thank you messages from chapter members for continuing the Toys for Tots program and adding the Food Drive component as it gives them a vehicle to do good in the community.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

This program will absolutely be a regular part of the chapter in the future. It is a wonderful way for us to give back in the community and it gives our members a way to do so as well.

They say there is no such thing as an unselfish good deed. This program proves that because while we are doing good and helping others, we also have the "feel good" that comes along with that, gain some exposure for CAI-IL and donor members, and help our members engage with each other and those outside the association.

This program is so successful that other chapter committees have begun charitable efforts as well. In 2022, our Conference & Expo committee supported the American Red Cross and in 2023 they are doing a supply drive for Shelter, Inc.

Through the Community Support & Awareness program, we've learned that our members appreciate a vehicle where they can focus their charitable efforts and gain some recognition in the process.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

fileUpload2

No File Uploaded

fileUpload3

Download File (https://caiawards.secure-platform.com/file/11204/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMTIwNCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9KglmP2Rp8QwmWvqk-kp8m0x9gG2IBYyCIYBQ?3Contech_FoodDrive_2021.jfif)

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Would you like to share a link?

Thank you for your submission! We encourage you to submit another program in a different category.