

COMMUNITY IMPACT AWARDS — 2013

The purpose of this award(s) is to recognize organizations\* that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:

I) Education: Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the measurable width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

II) Community: Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

*\*Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*

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COMMUNITY IMPACT AWARD APPLICATION - 2013

Indicate which Community Impact Award your company is applying for:

I. Education \_\_\_\_\_ II. Community \_\_\_\_\_

In less than 500 words, please describe the initiative(s) that the company has undertaken:

unable to type in box — see attachments

Describe the impact that this has had on the campus or community:

Please support your response with as much empirical, rather than anecdotal, data as much as possible.

unable to type in box — see attachments

Please scan and attach a letter(s) of recommendation from the campus or community impacted by your company's outreach.

## APPLICANT AGREEMENT:

- 1) Participants understand that, in addition to promoting ethical standards, the annual OK Ethics Compass Award®, during which time the Community Impact Awards will be presented, is also intended to raise revenue for the Consortium in order to maintain its current programs and to provide funding to the Foundation's initiatives in assisting student business ethics chapters throughout the state. Because of the combined use of the funds, one may not be able to claim the cost of admission to the event as a charitable contribution. Please consult with your tax advisor.
- 2) Award recipients and finalists are expected to purchase a table' for eight participants to attend the awards luncheon on May 15. Costs for tables may be found on the Registration Form located on the OK Ethics website.

NOTE: A 10% early bird discount will apply to reservations received before March 31.

- 3) Award applicant understands that submissions become the property of the Oklahoma Business Ethics Consortium and Foundation. Applicant agrees that, in the interest of sharing best ethical practices with other organizations, OK Ethics may make these submissions public and display the company logo and photographs in promotional materials.
- 4) Applicant also gives permission for OK Ethics to conduct independent background checks. Inaccurate or misleading statements and other related misconduct by nominees will result in termination of consideration, or possibly revocation of the award if discovered after the award has been presented.
- 5) Award recipients acknowledge that photos may be taken and shared in a variety of public venues (e.g. print publications, FaceBook, etc.) Applicant holds OK Ethics, its members and officers, harmless for the use of these photos.

### Special Notes:

OK Ethics reserves the right to request removal of this acknowledgement within a year's period and/or if misconduct is discovered that could tarnish the image of the award. Applicant agrees that it will not assert any claim or legal proceeding against OK Ethics or the officers if the award is revoked, regardless of the reason given.

### Deadline & Submission:

**The deadline for award applications is 4:00 p.m. on Thursday, March 28.** You may scan and email your application to [warrenoklaco.net](mailto:warrenoklaco.net) . **The file must not be larger than 3 MB.** No applications will be accepted after that time. Or, you may mail it to OK Ethics, P. 0. Box 3174, Oklahoma City, Oklahoma 73101-3174. (Note that applications sent to the post office box and delivered after that date will not be accepted, regardless of the postmarked date.) To arrange other delivery options, please contact Shannon Warren with OK Ethics at (405) 858-2233 at least a week prior to the deadline.

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Note that winners from certain membership ranks are not required to buy additional seats. For instance, the OK Ethics Pinnacle, Navigator and Star members demonstrate the highest level commitment to OK Ethics. These contributors are already entitled to tables at the annual Compass Awards banquet as part of their membership benefits. Compass Awards are also part of the benefits that Leading Members enjoy, while Horizon member receive a substantial discount to attend the event. See



**IN LESS THAN 500 WORDS,**

**please describe the initiative(s) that the company has undertaken:**

The broad initiative of Girl Scouts is encased in its mission: building girls of courage, confidence, and character, who make the world a better place. From the time a girl enters the organization, the Girl Scout Promise and Law become a cornerstone for developing strong principles and ethical leadership.

**The Girl Scout Promise**

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

**The Girl Scout Law**

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,  
and to  
respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.

The program portfolio provides progressive **leadership experience** and continually challenges girls to **discover** and **connect** with the world around them, and then make the crucial step to **take action**. These three keys to leadership all have specific outcomes which help define the quality and direction of each girl's experience:

**Girl Scout Leadership Experience**

**DISCOVER + CONNECT + TAKE ACTION = LEADERSHIP**

**DISCOVER (self):** Girls seek challenges in the world and develop a strong sense of self, positive values, practical life skills, and critical thinking.

**CONNECT (with others):** Girls develop healthy relationships, can resolve conflicts, and promote cooperation and team building. They feel connected to their communities, locally and globally, and advance diversity in a multicultural world.

**TAKE ACTION (service):** Girls can identify community needs and are resourceful problem solvers. They educate and inspire others to act. They feel empowered to make a difference in the world and advocate for themselves and others, locally and globally.

Each of these elements bring girls age-appropriate opportunities to lead with integrity by serving their communities. Whether by themselves or in a troop, the values are not only built into their experiences, but are designed to flow through them to make a positive impact on their world.

Take, for instance, a Gold Award project which brings not only awareness but social change into a school with an anti-texting while driving campaign with signed commitments by peers. Another Girl Scout seeks to bring legislation regarding the same issue in Oklahoma. Recycling projects that not only save the environment but can bring money back into rural organizations have been launched. Places for ongoing education are created within community groups such as churches, special needs services, schools, museums, garden centers, etc.

Ethics are instilled at a young age and displayed throughout a woman's life. The Girl Scout Research Institute conducted a large-scale mixed-methods research study in conjunction with an independent research firm. They found across the board (regardless of age, generation, social class, race, and engagement in other extracurricular activities) that women who were Girl Scouts as girls display positive life outcomes to a greater degree than women who were not Girl Scouts.

### **DESCRIBE THE IMPACT**

#### **that this has had on the campus or community:**

Girl Scouts of Eastern Oklahoma and its Leadership Experience impacts every member and community in which it is located. It does this in a variety of ways. Some measurable ways to see the impact include:

- Nearly 11,000 girls across 30 eastern Oklahoma counties are learning to live ethically and inspiring others to do the same. From 605 troops to special outreach projects and beyond, these values are going beyond personal growth and flowing into their communities with service projects that are meeting the needs of those around them.
- Over 3,000 volunteers invest an estimated average of 203 hours per year. These adults give selflessly of their time and talents to instill the principles of ethical leadership into the young women they serve.
- "Journey" awards reflect a successful completion of age appropriate leadership curriculum where girls actively discover, connect, and take action to make a difference in their world. In the past two years, for example, we have awarded the following:
  - 912 Daisy Journey Awards (grades K-1)
  - 956 Brownie Journey Awards (Grades 2-3)
  - 708 Junior Journey Awards (Grades 4-5)
  - 280 Cadette Journey Awards (Grades 6-8)
  - 98 Senior Journey Awards (Grades 9-10)
  - 32 Ambassador Journey Awards (Grades 11-12)

At the Council level, we see the highest awards in Girl Scouting being pursued by girls in grades 4-12. Each of these awards reflects a girl's commitment to herself, to her community, to her world, and to the future. It requires an exemplary effort to make a difference in a sustainable way (a requirement of the awards so the impact continues years after the girls launch the initiatives) often over a multi-year span. In addition to core values, the process instills and requires thorough preparation, dedication to leadership, and excellence to complete the project successfully.

Bronze, Silver and Gold Awards are the top honors earned in Girl Scouting. In the past two years, we have awarded the following:

- 170 Bronze Awards (Grades 4-5)

- 60 Silver Awards (Grades 6-8)
- 41 Gold Awards (Grades 9-12)

The broad, sweeping effect of Girl Scouting creates an ever-deepening experience that reflects leadership and integrity throughout a girl's life and the communities she touches as an adult. Some compelling research recently completed by the Girl Scout Research Institute is revealing and shows the benefits cross all demographics.

- Women who were Girl Scouts as girls display positive life outcomes to a greater degree than women who were not Girl Scouts. These are identified as:
  - Stronger Sense of Self\*
  - Higher Education\*
  - Higher Income\*
  - Increased Civic Engagement\*
  - Increased Community Service\*
- Girl Scout alumnae with at least three years of Girl Scout experience report higher levels of success in meeting their life goals and credit Girl Scouts with preparing them to face life's challenges with resourcefulness, ingenuity, and discipline. Many alumnae name teamwork among the most valuable skills gained through Girl Scouting.
  - Successful in life in general (91% vs. 82%)
  - Success in education (91% vs. 82%)
  - Success in leadership (79% vs. 66%)
  - Success in career (76% vs. 62%)
  - Success in financial circumstances (70% vs. 65%)
- All alumnae, even those with two years of experience or less, are more active in community service and volunteer work. Girl Scouts alumnae are more likely than non-alumnae:
  - To have volunteered or to be currently involved in volunteer work (41% vs. 34%)
  - To have donated money (86% vs. 78%), goods or services
  - To contribute to charities on a regular basis (47% vs. 39%)
  - Among mothers, to have volunteered at their child's youth organization (66% vs. 48%)

Girl Scouts has built its success on a deep commitment to timeless values, building girls of courage, confidence, and character, who make the world a better place. Since its inception, women have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouting. The organization has shaped the lives of a majority of female executives.

*'An array of supporting statics is available for each of the areas listed.*

