

# the Goodies

Turn your impact into  
a standout nomination.



AWARD GUIDE 2026



4

BeCause Award

5

Buzz Award

6

Community Hero Award

7

Moonshot Award

8

NewB Award

9

People Power Award

10

Bestie Award

11

BUFFY Award

12

Guidelines





Every day, you and your team challenge the status quo to drive real change. You push boundaries, test new ideas and build programs that deliver impact *when it matters most* – for your people, your communities and the world.

Here's your chance to pause, reflect on what you've built and recognize the difference it's making.

#### Eligibility period

We're recognizing client achievement from **Jan. 1 to Dec. 31, 2025**.

#### Nomination period

Submit your nominations from **January 26 – February 27, 2026**

## Award categories

There are six company awards you can apply for. Plus the Bestie and BUFFY – chosen by Benevity from all nominations as best-in-class.

Use the category descriptions to find your match, and look to the "What makes an award winner" examples for inspiration – not a checklist."

**6** company awards

Plus **BUFFY** and **Bestie** selected by Benevity





# BeCause Award

## For dedication to causes

This award is open to all clients and types of programs.





You are a true partner to nonprofits – working closely with them to understand what they really need to advance their social missions. Whether you are using your reach to give grassroots organizations a bigger voice, removing funding restrictions or using your strengths to help nonprofits improve efficiencies, you are deeply invested in bettering the nonprofit landscape.

## What makes a BeCause Award winner? You:

-  Make a real impact on societal or community issues by removing barriers for nonprofits – giving them the autonomy, flexibility and speed they need to do their best work.
-  Take a nonprofit-first approach to your program, using your resources and business knowledge to support partners in meaningful ways (e.g., skills-based volunteering or board service).
-  Offer nonprofits pro bono expertise or products to help them improve their operations and make a bigger impact.
-  Work with nonprofits to increase use of the Benevity Causes Portal to maximize their reach, autonomy and impact.

## Nomination questions

In 100 words or less

-  Describe the specific barriers – whether financial, operational, programmatic or capacity-related – that you have helped nonprofits overcome.
-  How do you actively listen to and collaborate with nonprofits to understand their needs, and how has this informed the design or evolution of your program?
-  What long-term or multi-year commitments have you made to foster deeper, sustained partnerships with your nonprofit partners?
-  How has a partnership-first approach enabled your partners to create greater impact or influenced the evolution of your own program design?

[Submit a BeCause nomination](#)





# Buzz Award

## For amplifying impact through storytelling

This award is open to all clients and types of programs.

In a world that expects companies to show real progress, you stand out by telling stories that make impact tangible. You go beyond metrics to share the human outcomes behind the work – using narrative, data and voice to bring purpose to life. By collaborating across your organization, you turn stories into momentum to build a network effect of good that deepens both social and business impact.

### What makes a Buzz Award winner? You:

-  Lead with a story, not just stats – crafting compelling narratives that highlight real people, real change and meaningful outcomes.
-  Use storytelling as a strategic tool, weaving impact stories into your company's purpose, goals and progress and sharing them openly inside and outside your organization.
-  Collaborate to amplify the narrative – partnering with marketing, communications and other teams to ensure impact stories are heard, felt and remembered.
-  Empower others to share the story, inspiring employees to participate in doing good and to proudly share the impact they help create.

### Nomination questions

In 100 words or less

-  Tell us about how your program has tied social impact and corporate purpose to brand awareness and/or loyalty.
-  How do you measure and share your impact (not just inputs) – both internally and externally – and what are some of your amazing results from the past year?
-  How do you work with marketing (or other departments) to ensure social impact is intrinsic to your company's brand?
-  How do you work with your people – ERGs, ambassadors or super-users – to create more buzz for your initiatives internally (or out in the world)?

[Submit a Buzz nomination](#)

# Community Hero Award

## For a best-in-class approach to grantmaking

This award is open to Grants Management clients.

Your neighbors, partners and employees see you as a hero – someone who uses the power of grantmaking to transform communities for the better. You've moved beyond transactional giving to a progressive, strategic approach that addresses real needs thoughtfully, responsibly and at scale. By aligning grant decisions with your company's purpose, you are not just funding projects; you are building long-term value and creating a ripple effect of positive change. You engage your people in the process, invest with a foundation of trust and clearly communicate the story of your impact in ways that resonate with everyone you serve.

## What makes a Community Hero Award winner? You:



Align your grant strategy with your company's purpose, business goals and ESG vision – taking an intentional approach to solving critical community needs.



Leverage your unique expertise and resources to help nonprofit partners accelerate their impact.



Embed trust and accountability into your granting process, ensuring every partnership is built on integrity.



Measure and communicate impact based on real outcomes for people and communities, constantly evolving your strategy to do more good.

## Nomination questions

In 100 words or less



What community outcomes did your granting program drive in 2025, and what measurable impact has it created for the communities you serve?



How have learnings from data, feedback or community partners shaped your granting program, and what changed as a result?



How do you capture and communicate the deeper outcomes of your grantmaking—not just the numbers, but the change it creates?



How does your grantmaking strategy align with your company's purpose, business priorities or ESG goals, and why is this focus meaningful?

[Submit a Community Hero nomination](#)

# Moonshot Award

## For boldness and creativity

This award is open to all clients and types of programs.

Just when we think we have seen it all, you inspire us with your innovative approach to social impact. You are a bold thinker willing to take risks – creating programs, products or approaches that truly reflect your company’s values. By challenging the status quo in a constructively disruptive way, you are driving measurable impact for your community and your business.

## What makes a Moonshot Award winner? You:



Challenge the status quo by thinking outside the box and removing barriers to creatively solve critical issues.



Redefine impact measurement - going beyond simple inputs to demonstrate tangible social and business outcomes.



Collaborate in unique ways with other companies, partners or organizations to drive collective action on societal issues.



Inspire the industry with innovative ideas that set a new standard for how companies approach doing good.

## Nomination questions

In 100 words or less



What makes your program innovative?



Tell us about a critical challenge (program, business or societal) that your program has solved in an innovative way.



Share an example of how you’ve used a unique tool, product feature, or employee skill—like AI, logistics, or design expertise—to tackle a big social issue. How did you measure the impact to show it worked better than a traditional approach?



How have you teamed up with another company or organization in a creative way to help tackle a social issue? What made the partnership unique and what was the outcome?

[Submit a Moonshot nomination](#)

# NewB Award

## For most transformative approach

This award is open to clients who launched with Benevity between Jan. 1 and Dec. 31, 2025.

You may be new to the Benevity client community, but you are already making waves. You understand the value of a progressive approach – and by implementing best practices, you are fast-tracking your goals. In just a short time, you’ve created impressive impact and set the stage for future success.

### What makes a NewB Award winner? You:



Demonstrate measurable impact early – showing you are already on track to meet or exceed your ambitious goals.



Adopt a progressive approach to your launch, signaling that purpose is central to your company strategy.



Drive momentum with creativity, using a launch strategy that sets your program up for long-term success from day one.



Leverage best practices to fast-track your results and build a scalable foundation for the future.

### Nomination questions

In 100 words or less



What business challenge or organizational need were you aiming to solve when you implemented Benevity? Share the challenge, your approach, and the results you’ve seen so far.



What new or progressive approaches did you adopt during your launch to support program success?



How did you meet (or exceed) your first-year goals?



How has your program’s impact evolved since launch, and what new approaches or best practices have helped drive that growth?

[Submit a NewB nomination](#)



# People Power Award

## For promoting purpose through people's passions

This award is open to all clients and program types, with two awards presented: one recognizing a small enterprise and one a large enterprise.

You create an employee-first culture by engaging everyone – regardless of age, location, income or ability. You empower your people to co-own your program, using tactics like Peer Matching, ambassadors, ERGs and Challenges to spark action. Whether they are supporting company partners or personal passions, your people love the program because it is designed for – and with – them. And you have the data to prove it.

## What makes a People Power Award winner? You:



Have best-in-class participation and inspiring metrics on employee retention and satisfaction by using data and feedback to inform your strategy.



Empower your people to bring their personal passions to work and engage employee-led groups (ERGs, BRGs, etc.) to drive social impact initiatives.



Remove barriers to participation, finding creative ways to involve remote, distributed, frontline, global and retired workers.



Champion a culture of belonging with special programs dedicated to fostering diversity, equity and inclusion.

## Nomination questions

In 100 words or less



How do your employees help shape, lead, or evolve your program?



How do you remove barriers to make your program accessible to diverse, remote, frontline, global or differently-abled employees?



How do you use data or employee feedback to continuously improve your program strategy?



What measurable business or program impact have you seen as a result of empowering your people?

[Submit a People Power nomination](#)

# Bestie Award

## For best-in-class approach for overall impact

This award is closed to client nominations. Instead, the Benevity awards committee will select a winner from all award category submissions.

As a Bestie, you are going all-in on impact. You know that purpose is the future of business – so for you, social impact isn't just a feel-good initiative. It is a strategic imperative embedded into the fabric of your company. You are doing good on a global scale, proving that you aren't just making an effort. You are making a measurable difference for your communities, your employees and your business.

## You're a truly purpose-driven company who is:



Transforming your workplace culture, communities and customer connections through measurable impact.



Delivering on the "S" in ESG through scalable, sustainable programs.



Planning and delivering impact programs through a strategic, cross-functional approach that embeds purpose across the organization.



Empowering and engaging your people and customers in creative, inclusive ways.



Defining impact in new ways – sharing your impact story internally and out in the world



Achieving measurable results you're incredibly proud of (e.g., improvement in employee satisfaction and retention, customer acquisition and loyalty, site traffic, revenue).



Leveraging Benevity's technology and resources to the fullest to create positive change.

# BUFFY Award

## For individual leadership, innovation and impact

This award is closed to client nominations. Instead, the Benevity awards committee will select a winner from all award category submissions.

The BUFFY Award is a career achievement award, celebrating an extraordinary individual whose personal commitment to impact makes them a true role model. Their company couldn't have made the impact they have without this person daring to stand up and lead the way. But impact isn't just their job, it's part of who they are at their core. It seems they were born to blaze trails and solve issues in bold new ways.

## What makes a BUFFY Award winner? You (or your peer):



Have led or transformed the way your company has made an impact on a social, environmental or sector-wide issue.



Are a trailblazer, innovating and doing things differently, daring to stand up and lead the way.



Are committed to a personal cause and leaving the world a better place.



Amaze those around you, year after year, with your inspired leadership that lifts others up and drives big impact.

**Deadline for submissions is February 27, 2026 at, 11:59 p.m. MST.**



Nominations are open to (and can only be submitted by) Benevity clients.



There is no cost to submit a nomination.



Per application, you may apply for one company category. You can apply for multiple company categories, but must submit a new nomination form for each category.



You can win only one company award in 2026.



We welcome applications from past Goodie winners.



All nominations will be reviewed by an awards committee elected by Benevity.



Nominations will be evaluated based on the information you provide and how it aligns with the award criteria.

### **Assets and follow up**



All assets provided with your nomination form may be used for Benevity's external marketing purposes. Please ensure the proper photo rights and waivers have been obtained prior to submitting.



To make an educated decision on finalists and winners, the Benevity awards committee may contact you with questions or requests for more information, metrics and content.



Submitting an application for an award may result in follow-up by Benevity's Marketing team for inclusion in future case studies or marketing material. As media coverage during the awards ceremony is possible, information about your program may be published in news stories.



Join the ranks  
of award-winning  
companies who  
are changing  
the world.



Join us at Benevity Live! on June 4, 2026  
in Scottsdale for the Goodies Award Show!

The Goodie Awards ceremony is dedicated to celebrating those who spread Goodness through their social impact programs and light the way for others. It's a night that recognizes our finalists and winners for their hard work, validates their accomplishments and amplifies their stories. We can't wait to see you there!