



2016 Retailer Community Support Awards

Retailers are in the business of fulfilling the wants and needs of their customers. Many retailers go beyond what the customer wants to address the unique challenges their customers face. These retailers leverage their special role in their customers' lives to give back to their communities. The ICSC Foundation is proud to recognize these commendable efforts with the Retailer Community Support Awards.

The ICSC Foundation Retailer Community Support Awards recognize and spotlight the charitable initiatives of retailers, and provide grants to the community causes they support.

The winners will be distinguished by ICSC and the industry as leaders committed to philanthropy. To commemorate this honor, each recipient is recognized at an industry event and presented with a crystal award. To promote the recipient's investment in the community, the partnering cause or charity will receive a \$5,000 USD grant.

Who Should Enter

We welcome all entries by retailers, and nominations from their respective shopping centers.

Eligibility

Qualified applicants have identified a specific need and created a campaign to address that need. Superior applications are those with campaigns designed with good intentions and were planned, executed and facilitated with genuine commitment to the cause and community. Superior applications also empower their customers to continue to impact their community even after their campaign is complete.

The partnering charity must be an outside organization and cannot be the retailer's own foundation or philanthropic arm. The retailer's foundation can be an integral part of the campaign's success, but cannot be the sole beneficiary of the campaign.

Eligibility Dates

Campaigns implemented between January 1, 2015 and May 31, 2016.

How to Enter

YOUR ENTRY MUST BE SUBMITTED ONLINE according to a specific format, as outlined and in English. Register for a Username and Password. You only need to register once and you can use this Username and Password to log on in the future.

Step 1 RULES: Review competition rules and regulations by clicking on the Rules button.

Step 2 ENTRANT: Complete and review your entry form by clicking on the Entry button. If you applied for an award in the past, the information will pre-populate. Ensure information is correct.

Step 3 ENTRY: For each campaign create a unique entry by clicking on the Add Entry button. The first tab Entry requires you to name the campaign (this will appear on the award if you are selected as the winner) and fill out contact information. After you save this information, you will be able to toggle between the tabs without completing every required question. Required information includes:

1. What is the name and mission of the philanthropic organization or social cause that benefited from your campaign?
2. Tell us why you selected that organization? How does this organization address the needs of your community?
3. Describe your community support campaign and your results. Explain how it used customers, other stores and the shopping center to achieve the program's objective.
4. How did your campaign respond to the needs of your community?
5. How did your campaign empower your customers to stay involved in the community even after the campaign was over?

Award Categories

The three categories of awards are based on the number of stores that participated in the campaign:

Local Award for a campaign at a single retail location

Regional Award for a campaign where ten or fewer locations participated

National Award for a campaign where eleven or more locations participated

How to Submit

All entries must be submitted online. Each entry must include a fully completed entry form along with an accompanying letter from the collaborative/benefitting charity. Applications open in June 2016. For more information, please visit ICSCFoundation.org.

Entry Fees—FREE

There is no cost to apply.

Deadline

All entries must be submitted by September 9, 2016.

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Step 4 SUPPORTING ATTACHMENTS: Upload a letter from the charity or cause that benefited from your campaign by clicking on the Uploads tab. You have the option to upload up to 10 photos and a video.

Step 5 SUBMITTING: To submit your entry click the View Entries tab. Click on the red Incomplete link to complete any unfinished sections. Only after each section is complete will you be prompted to submit the entry. You will receive a confirmation e-mail once you have submitted your entry.

Rulings and Judging Decisions

The ICSC Foundation Community Support Award judges and ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final.

No entry will be returned. All entries become the property of ICSC Foundation. By entering, all participants consent to the use by the ICSC Foundation of all the information provided in the entries for marketing or promotion purposes without any attribution, identification, right of review or compensation. By applying, all entrants agree to release and hold the ICSC Foundation faultless from and against any claim or cause of action arising out of participation in the contest.

ICSC Foundation may, within its sole discretion, require each award winner to sign and return an affidavit of liability and publicity release, in which each winner consents to the use of their application data and photo/video by ICSC Foundation for advertising and promotional purposes, without any compensation, wherever lawful, as a precondition to award of a prize.

Award Presentation and Recognition

Award winners will be notified by phone and/or e-mail. The winners will be announced and presented awards at an New York National Deal Making. The ICSC Foundation will award each winner with a commemorative crystal trophy and will contribute \$5,000 USD to the philanthropic charity or community cause supported by the campaign.

Selection Criteria

Creativity and Innovation

The campaign demonstrated a creative project idea using innovative measures to select a charity and create a campaign that benefited its community.

Program Mission

The campaign agenda had strong altruistic merit, and was formulated to become a better corporate citizen through an act of advocacy and/or charity that benefited their target community. The campaign attempted to create positive change and/or offer support.

Community Impact and Effectiveness

The project's intent and goal was a direct reflection of the community's need. The campaign had clear objectives of increased community support and/or awareness in the target community. Application successfully demonstrates ability to use the project as a tool to benefit the community either through monies donated, social services offered (i.e. heightened awareness of an issue), or combinations thereof.

Facilitation and Implementation

Application demonstrates superior organization and planning as well as continued follow through to project completion. Application describes teamwork and collaborative measures in project facilitation. Applicant's use of shopping center related resources to enhance their ability to achieve results.

Resources and Contact Information

Do you need additional help or have questions? You may contact us at +1 646.728.3682 or e-mail foundation@icsc.org.



The ICSC Foundation is dedicated to career development through educational endeavors, and to engaging, promoting and recognizing those in the retail real estate industry who contribute to making their communities better. The Albert Sussman International Community Support Award program is designed to recognize exceptional contributions by shopping centers or shopping center companies within their communities. Established in 1988, the ICSC Foundation is the non-profit public charity of the International Council of Shopping Centers, Inc. (ICSC).