



ICSC Foundation

U.S. Community Support Award

2012

The ICSC Foundation Community Support Award program was created to encourage and recognize outstanding community support and corporate social responsibility campaigns by shopping centers or shopping center development or management companies.

U.S. Community Support Awards will be selected from four separate regions, Eastern, Western, Central and Southern. The four award winning programs will be considered for the overall U.S. Community Support Award. The winner of the U.S. Community Support Award, along with the winners of other international community support awards, will automatically be entered into a global competition for the prestigious Albert Sussman International Community Support Award.



Established in 1988, the ICSC Foundation is the leading and most prestigious foundation for the retail real estate industry and is the non-profit public charity of the International Council of Shopping Centers, Inc. (ICSC). Our mission is to promote and reward community support efforts and provide undergraduates, graduates and retail real estate practitioners educational scholarships.

Who Should Enter

The ICSC Foundation U.S. Community Support Award program is a recognition program for shopping centers and shopping center companies. We welcome all entries by a recognized shopping center, shopping center owner, developer or management company.

Dual Submissions with ICSC's Global Awards-Cause Related Marketing

If you have an entry in ICSC's "Cause Related Marketing" you may be eligible to enter that program into our contest. There is no charge to submit an entry.

How to Submit

All entries must be submitted online at <http://tinyurl.com/6ppn9lv> where participants will register and submit their entries. Each entry must include a fully completed entry form along with an accompanying letter from the collaborative/benefitting charity. Photos are optional. Supporting materials should be uploaded in the appropriate section where indicated.

Deadline

All entries must be submitted for judging by **Friday, June 15, 2012.**

Entry Fees-FREE

The ICSC Foundation Community Support Award program is free to enter.

Eligibility Dates

The campaign must have been implemented between November 1, 2010 and May 31, 2012. Submissions will be evaluated in four U.S. regions with one winner in each region being selected at the judges' discretion.

U.S. Community Support Award

Regional Breakdown

Central	Southern
Illinois	Alabama
Indiana	Arkansas
Iowa	Florida
Kansas	Georgia
Michigan	Kentucky
Minnesota	Louisiana
Missouri	Mississippi
Nebraska	North Carolina
North Dakota	Oklahoma
Ohio	Puerto Rico
South Dakota	South Carolina
West Virginia	Tennessee
Wisconsin	Texas

Eastern	Western
Connecticut	Alaska
Delaware	Arizona
Maine	California
Maryland	Colorado
Massachusetts	Hawaii
New Hampshire	Idaho
New Jersey	Montana
New York	Nevada
Pennsylvania	New Mexico
Rhode Island	Oregon
Vermont	Utah
Virginia	Washington
Washington, D.C.	Wyoming

Resources and Contact Information

Do you need additional help or have questions? You may contact us at +1 646.728.3628 or e-mail foundation@icsc.org.

If you are having problems with the online entry system or for technical questions please e-mail OMNI Solutions Group at productsupport@omnig.com

Eligibility

Qualified applicants are those that identify a specific need and then create or participate in a campaign to respond to that need which benefits humanity and the community. Superior applications are those with programs or campaigns that are designed with good intention and are planned, executed and facilitated with genuine commitment to the cause and community regardless of the level of success. Applicants are welcome to apply in as many regions and with as many campaigns as they choose. *List of regions to the left.*

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 entries 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. All entrants agree to release and hold harmless the ICSC Foundation 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 prize 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.

U.S. Award Presentation and Recognition

Prize winners will be notified by phone and/or email. The winner will be announced and the award will be presented on September 6, 2012 at the NOI+ Conference in Orlando, Florida. The ICSC Foundation will award each winner with a commemorative crystal award and will contribute \$5,000 USD to the philanthropic charity or community cause supported by the campaign. The overall U.S. award winner receives an additional \$5,000 for their charity.

Selection Criteria

Creativity and Innovation

The campaign demonstrates a creative program idea using innovative measures to select a charity or cause and the campaign is created to reach the community and the program's goals. (20 max points)

Program Mission

The campaign agenda/social cause is of strong merit, formulated with good intention that serves to distinguish the shopping center or company as a better corporate citizen through an act of advocacy and/or charity that benefits its target community. The campaign attempts to create positive change and/or offer support. (20 max points)

Community Impact and Effectiveness

The program's intent and goal is a direct reflection of the community's need. The shopping center or company's role is clearly defined. The campaign has clear objectives for increased community support and awareness for the charity or cause. Application successfully demonstrates ability to use the program as a tool to benefit the community either through monies raised/donated, social services offered (i.e. heightened awareness of an issue), or combinations thereof. (30 max points)

Facilitation and Implementation

The application demonstrates superior organization and planning of program as well as continued follow through to program completion. The application describes teamwork and collaborative measures in program facilitation. The applicant's use of resources enhances their ability to achieve results. (30 max points)

