



CRITERIA 1: CHARACTER

Trust Rises from the Top; Leadership Must Choose Trust

2021 TORCH AWARD APPLICATION

As CEO, President, Owner or Executive Director your leadership character sets the tone for your entire organization. As a leader, explain how you behave intentionally and communicate with your leadership team, employees, volunteers, customers/clients and stakeholders in a way that is consistent with your beliefs.

When addressing this criterion, please describe:

- How you strive to live and lead with high character and intentionally seek feedback in order to make personal improvements.
- How you empower your staff to carry out your organization's commitment to building and maintaining ethical business practices.
- Tools, activities or training that reinforce your staff's commitment to character ethics as part of the organization's normal business practices.

Type/paste your response here and/or upload documentation below

Textbox (Multiple Lines)



CRITERIA 2: CULTURE

Choosing a Culture of Trust

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Illustrate how your organization works toward a culture of trust through clarity of purpose, empowering employees/volunteers, and opportunities for growth.

When addressing this criterion, please describe:

- How you unite your team around your organization's vision and mission statement.
- How you empower employees/volunteers to help shape the expectations and culture of your organization.
- What practices your company uses that demonstrates leadership's commitment to individual employees.

Type/paste your response here and/or upload documentation below

Textbox (Multiple Lines)



CRITERIA 3: CUSTOMERS

Prioritizing Trust Results in Stronger Customer Relationships

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Give examples of internal practices your organization uses to build better customer/client relationships.

When addressing this criterion, please describe:

- How you empower your employees/volunteers to proactively address issues experienced by customers/clients.
- How you go above and beyond to maintain transparency with your customers/clients.
- An instance where your commitment to honesty was a positive differentiator in a challenging customer/client interaction.

Type/paste your response here and/or upload documentation below

A Textbox (Multiple Lines)

Upload supporting document(s)



CRITERIA 4: COMMUNITY

Being a Proactive and Authentic Partner in the Community

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Display organizational programs, contributions and activities that return value to and support your community.

When addressing this criterion(s), please describe:

- Programs or events that your organization has in place to actively engage with the community.
- How employees are encouraged to and recognized for spending time in community service activities that your organization and employees value.
- Contribution of funds or in-kind services to community programs consistent with the organization's values.

Type/paste your response here and/or upload documentation below

A Textbox (Multiple Lines)