



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

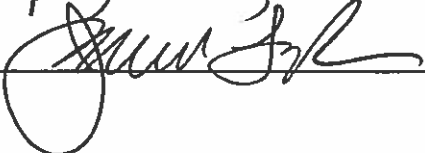
### PROGRAM INFORMATION

County: Hanover County  
Program Title: Hanover Spirit of Volunteerism Celebration & Awards  
Program Category: Human Services

### CONTACT INFORMATION

Name: Lisa Adkins  
Title: Administrator  
Department: Community Resources  
Telephone: 365-4302 Website: HanoverVolunteers.org  
Email: ldadkins@hanovercounty.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: James P. Taylor  
Title: Deputy County Administrator  
Signature: 



*Hanover's  
Spirit of Volunteerism  
Countywide Celebration  
& Awards Program.*

Virginia Association of Counties Achievement Award Application

## Executive Summary

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Hanover's tagline is "*People, Tradition and Spirit*". These values are synonymous with the elements and intent of Hanover's Spirit of Volunteerism Celebration and Awards program. Hanover's volunteer services program was created nearly 40 years ago and is housed in the Community Resources Department. Since the program's inception the county has not only actively engaged volunteers in meeting local needs through programs within local government, it has also been committed to partnering with the faith community, health care facilities and local nonprofits to strengthen human services through the promotion of community based volunteer recruitment and effective volunteer management practices. Countywide appreciation and celebration of this spirit of volunteerism has been a cornerstone of this community collaboration. For the past 10 years the format for this recognition celebration has evolved to become an evening event open to the public with live music, local entertainment, guest host and awards honoring eight categories of volunteerism. The event also includes an annual "reveal" of the collective impact of the dollar value contributed to the county through the total of volunteer service hours reported over the past year. These reports come from both community based and county operated volunteer programs. The Spirit of Volunteerism Celebration is designed to be an opportunity for the County Board of Supervisors and County Administration to publicly thank all of Hanover's volunteers and to highlight the often "unseen" citizen-led human service programs that are making a difference in the lives of Hanover residents on a daily basis. In recent years between 36-50 nominees are recognized annually during the awards segment. Expenses for the celebration have averaged \$4,000. Celebration attendance ranges from 350 to 400 people. Recent annual dollar values of volunteer service to the community range from \$8 - \$11.5 million. The Community Resources Department nominates all of Hanover's award recipients for further recognition at the state level through the Governor's Volunteerism and Community Service Awards, thus spotlighting Hanover's power of citizen engagement and supporting the Commonwealth's goal to acknowledge citizen volunteerism.

## Program Elements

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On one evening, in one place, the county's collective spirit of service and compassion is celebrated by representatives of local government, elected officials, faith partners, businesses, nonprofits, schools, and citizens of all ages. Elements of Hanover's Spirit of Volunteerism Celebration include:

1. A large "Thank You Ad" and event invitation from the County Board in the local newspaper during National Volunteer Week.
2. A public awards nomination process that has evolved to include eight (8) categories (each with a financial sponsor that directly contributes \$250 to the program served by the honoree).
3. Categories honoring all types of volunteer engagement (see Innovative Details section)
4. Music conducted by the high school string orchestra, the local nonprofit concert band and the high school jazz band.
5. Performances by the winners of a local nonprofit's talent event or Hanover's Miss Abilities pageant.
6. A celebrity guest host-usually a local TV personality.
7. A reception catered by the county's Trade School Culinary Arts students.
8. A souvenir program booklet including profiles of each nominee's volunteer service.
9. Creative reception centerpieces made and contributed by volunteer programs across the county to depict their work and used as door prizes.
10. A unique group of special guests selected each year to provide a fun "reveal" of the value of volunteer service hours contributed to the community.
11. PowerPoint of all nominees to provide further individualized recognition.

12. A certificate of recognition for each nominee signed by the Board of Supervisors and a marble paperweight with the county seal and engraved with "Spirit of Volunteerism Nominee" and the year.



13. A framed certificate for each group nominee in order to post at the volunteer service site.
14. A plaque for each Award recipient and a donation made in the honoree's name to the program for which they have served.
15. Nomination of all Hanover Award Recipients to the Governor's Volunteerism and Community Service Awards.

## Innovative Details

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Hanover's Community Resources Department coordinates Hanover's Annual Spirit of Volunteerism Celebration and Awards program. Onsite event support involves approximately thirty volunteers, who contribute 100+ hours equaling \$3,210 worth of service. The volunteer staff is comprised of various department staff members, the Hanover Youth Service Council members and their families. The planning process begins each January with the release of the nomination forms and guidelines. Any member of the community may nominate deserving volunteers serving Hanover within one of eight (8) categories:

**Spirit of One:** This award is designed to honor the services and commitment of an individual adult volunteer 19 years of age or older. Two honorees are named in this category, one of which honors service in a school setting.

**Spirit of Youth:** This award is presented to an exceptional youth volunteer who is 18 years of age or younger or still attending high school.

**Spirit of Youth –Team:** This award is presented to an exceptional group of youth/club whose members are 18 years or younger or still attending high school. **New in 2019.**

**Spirit of Dedication:** This award honors the volunteer service of an individual 60 years of age or older.

**Spirit of Family:** This award is designed to honor the volunteer activities of two or more family members working together for a common purpose.

**Spirit of Team:** This award recognizes a group or team of two or more adult volunteers working toward a common purpose.

**Spirit of Inspiration:** This award honors an individual who has volunteered 20 years or more for a specific organization.

**Commitment to Community** – this award honors a Hanover County business (for profit) that exemplifies strong community values and a sustained commitment to supporting the community.


Community collaboration includes engaging partners in sponsoring these award categories.

Award sponsors commit to a one-year sponsorship with opportunity to “renew”. All of the sponsors have continued for ten (10) years or more. Sponsors are not only local businesses, but also include a local continuum of care facility; a credit union; a church; a local electric

cooperative and the local chamber of commerce. The goal of the sponsorship is to honor the work of the volunteer by donating \$250 to the organization for which the award recipient served. The sponsorship is intentionally limited to \$250 so that the financial award does not become the sole purpose of nomination. Sponsors also act as part of the judging team.

The judging team consists of the County Public Information Officer, 4 to 5 youth (middle and high school students) from the Community Resources Department's Youth Service Council; a School Board representative; a past award honoree and a representative from the regional volunteer center (HandsOn Greater Richmond). During national volunteer week in April the County's Volunteer "Thank You" and public invitation to the celebration runs in the local paper. The event is also promoted on social media and in press releases.

**Enjoy an Informal Evening with...**  
Hanover Concert Band, Hanover High Strings & Jazz Ensemble, entertainment and light reception




*In Honor of National Volunteer Week*  
**WE THANK YOU FOR VOLUNTEERING!**  
*The Hanover County Board of Supervisors invites YOU to Hanover's*

**Spirit of Volunteerism Celebration & Awards**  
May 14, 2019  
(Doors open at 6:30 p.m. Program begins at 7 p.m.)

**Hanover High School**  
10307 Chamberlayne Road  
Mechanicsville, Virginia 23116

FREE Admission/RSVP to Hanover Community Resources  
HanoverVolunteers.org or (804) 365-4300

**Award Sponsors:** Ashland Wal-Mart, Copy Cat Printing, Inc., Covenant Woods, Grace Community Presbyterian Church, Virginia Credit Union, Rappahannock Electric Cooperative and Hanover Chamber of Commerce.



**Guest Host:**  
*Andrew Freiden*  
NBC Channel 12  
Meteorologist

PH2118-01

Andrew Freiden, pictured in this year's "Thank You" ad, has been our most popular "celebrity" guest host. Many attendees and award recipients were able to take photos with him during the reception at our photo booth.



The event is held at the newest of Hanover's high schools. Attendees entering the lobby are greeted with music from the high school orchestra. As attendees gather in the auditorium, members of the volunteer community concert band perform until the program starts. The board of supervisors provide the welcome address and conduct the award presentations. This year's entertainment included Hanover's very own Patrick Henry announcing plans for Hanover's 300th Birthday in 2020.



Past "reveals" have included pizza box deliveries to Board members; volunteer service dogs; and a tandem bicycle- in honor of the 2015 Tour de Richmond, which ran through the county. In recent years, the contributed service hours have valued between \$8 million and \$11.5 million. This year's reveal was conducted by the River City Stars, an inclusive cheerleading group which originated in Hanover County. The total of volunteer service contributions were valued at slightly over 8 million dollars, representing over 300,000 hours of service reported across our county.



After the program, a light reception is served in the commons area. The refreshments are catered by The Culinary Arts Students from Hanover's Trade School. The high school Jazz band performs during the reception each year.

Centerpieces created and donated by various volunteer programs across the county augment the reception décor. These centerpieces are designed to help demonstrate the work of the volunteer



program and collectively provide a visual depiction of Hanover's array of volunteer engagement. A volunteer made this centerpiece below representing the Friends of the Library.



## Program Success/Replication

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By leveraging the talents and resources within one's own community, the elements of this community celebration are easily replicated and cost effective, but it will never be "duplicated", because it is the community's own spirit that makes the event unique.

As a result of engaging various sectors of the community in elements the program, the event becomes a public /private partnership and a celebration that is by and for everyone.

Although the event is designed to convey honor and respect for the community's volunteer contributions, it is conducted in a light hearted, engaging atmosphere. That welcoming culture has been an equal part of the event's success. Volunteers return to enjoy the program and organizations consistently nominate and offer assistance. It has become more than an event for award presentations.

An indirect impact or outcome of the celebration is that it provides a platform of awareness for existing volunteer programs and services and thus helps to leverage future financial support and volunteer recruitment to enhance service goals.

Sample documents such as nomination guidelines, nomination forms, judges scoring tools, sponsorship details and program booklets are available to share for replication. Neighboring localities have recently inquired about details of the program, one of which is now in its second year of a similar program using our award format.

## Summary

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Hanover's Spirit of Volunteerism Celebration and Awards program is an innovative and unique program within local government. The program was initiated to capture and acknowledge the 8 to 11.5 million dollars worth of volunteer service contributed to the community. Each year it is evident that the community connections, public awareness, and sense of unity that the program leverages far exceeds the cost to local government in coordinating the program. The event has proven to be well worth the human capital and financial investments. It truly honors Hanover's *"People, Tradition, and Spirit"*.

