

**GELMAN, ROSENBERG
& FREEDMAN**

CERTIFIED PUBLIC ACCOUNTANTS



2015 EXCEL Award

A project of the Center for Nonprofit Advancement

*Recognizing Excellence in Chief Executive Leadership
for the Washington Area Nonprofit Community*

*“Management is doing things right;
leadership is doing the right things.”*

*-- Peter Drucker
Management Writer (1909 - 2005)*



**center for nonprofit
advancement**

STRENGTHENING NONPROFITS IN GREATER WASHINGTON
EDUCATION • NETWORKING • ADVOCACY • BUYING POWER

Introducing The Gelman, Rosenberg and Freedman EXCEL Award

The Gelman, Rosenberg and Freedman EXCEL Award recognize and spotlights outstanding leadership among Washington area nonprofit chief executives. The award recognizes leadership achievement in the areas of innovation, motivation, community building, ethical integrity and strategic leadership. Up to three people will be selected as 2015 EXCEL Awardees along with the opportunity for two people to be selected as honorable mention recipients.

This award is administered by the Center for Nonprofit Advancement.

Eligibility Guidelines

The EXCEL Award is for a salaried, full-time (minimum 35 hours per week) chief executive of a 501(c)(3) nonprofit organization based in the Washington metropolitan area. The geographic area is defined as the District of Columbia, Suburban Maryland (Montgomery and Prince George's Counties) and Virginia.

The competition is open to any executive director, CEO, president or other chief salaried employee of a Washington-area nonprofit organization with an annual budget of *under \$10 million*.

Nominated individuals must have served as the chief executive in their current organization for a minimum of three years as of May 31, 2015. All examples and explanations used in the application must have occurred during the applicant's tenure at the current organization.

Any individual meeting these requirements may be nominated. There is no fee to participate. Past EXCEL Award winners are ineligible for future EXCEL Award consideration.

The Award

Up to three people will be selected as the Gelman Rosenberg and Freedman 2015 EXCEL winner. Each person will be given access to a \$5,000 professional development account. The awardee's organization will receive a \$2,000 cash award to be used to support professional development programs for its staff.

Up to two people may be selected as honorable mention recipients. Each honorable mention recipient's organization will receive a \$1,000 award to support professional development programs for the candidate and/or its staff.

Any winner or honorable mention recipient whose organization is not a member of the Center for Nonprofit Advancement at the time of the Award presentation, will be granted Center membership. Membership dues will be deducted from the recipient's grant award. The recipient will have full access to resources, goods and services available to Center members for a 12-month period.

Professional Development Account Defined

The professional development account can be spent on future educational or professional development activities related to their roles and responsibilities of leading a nonprofit organization.

Covered expenses include:

- Classes (i.e., adult education, professional development, or higher education)
- Executive coaching
- Leadership training programs
- Conferences
- Books/magazines
- Professional memberships
- Services to benefit professional development as leaders of a nonprofit organization.

Sample expenses could include opportunities like enrollment in a certificate program at a local university, hiring an executive coach to gain a new skill or a strategic outlook to your career, membership in a professional association or participation in Leadership Washington or other similar program. Creative or innovative ideas that connect to the individual's professional development are welcomed.

The account will be available for a 24-month period. All expenditure requests will be reviewed and approved by The EXCEL Award committee chair and the Center for Nonprofit Advancement staff. The EXCEL Award committee chair and Center staff retain the right to review and accept or refuse any expenditure request. All decisions are final. Only pre-approved expenses will be covered. Award account money cannot be spent on an organization or individual that is affiliated with or is a family member of the winning executive director. Any expenses beyond the \$5,000 amount will be the responsibility of the awardee.

To receive the award money, please submit a copy of the invoice the money was spent on. Expenses will be covered by reimbursement. Payments will be made within 60 days of submitted paperwork. Any unused dollar amount in the account will be forfeited. If the EXCEL Awardee leaves their chief executive position (either by their own choosing or as a board decision) during the two-year expenditure period, the remaining amount in the account will be forfeited.

The money given to the awardees' organization for the purpose of staff development will follow the same criteria as above.

Nomination & Selection Process

It is the committee's responsibility to select candidates to advance in the selection process. The selection committee will be composed of nonprofit community stakeholders.

The selection process includes four stages:

- 1. Nomination:** All eligible EXCEL Award candidates must be nominated. Nominations can be made by board members, staff members, volunteers, clients or community members. Nominations can be made with or without the candidate's knowledge. Self-nominations will not be accepted.

A nominator is welcome to consult and collaborate with the nominee so that a strong well-developed nomination can be submitted. Only one nomination per individual will be considered. If more than one nomination for an individual is received, nominators will be contacted to determine which application is to be forwarded to the selection committee for consideration. **Nominations are due by 5:00 pm Friday July 17, 2015.**

E-Mailed Applications must be submitted in Microsoft Word by 5:00 p.m. on July 17, 2015.

A completed application can be e-mailed to: taylor@nonprofitadvancement.org.

No additional letters supporting the nomination will be accepted or forwarded to the selection committee.

Selection Committee Decision: For candidates selected to move forward in the selection process, both the nominator and the candidate will be contacted. For candidates *not* selected to move forward, only the nominator will be contacted.

- 2. Interview:** Nominees advancing to this stage will be given a 30-minute interview by members of the selection committee. **This interview will take place on Wednesday, August 26.** Questions will focus on leadership philosophy, skills and experiences as chief executive. When candidates are invited to attend the interview, they will be asked to submit their organization's current mission statement and annual report, budgets and audits from the past two years.

If the nominee is not available on the requested date and an alternative date must be arranged, full selection committee participation cannot be guaranteed at this interview.

3. **Site Visit:** A visit by members of the selection committee at each nominee's organization will be scheduled. The candidate and the nominator will be required to attend this meeting. Up to two others to speak on behalf of the candidate are also welcome. Site Visits will be scheduled with the finalist during the time from of September 7-18.
4. **Selection:** Up to three people will be awarded the Gelman, Rosenberg and Freedman 2015 EXCEL Award. Up to two (2) honorable mention recipients may also be selected. The decision of the selection committee is final.

Award Announcement and Awardee Responsibilities

The Gelman, Rosenberg & Freedman EXCEL Award will be announced at a Center for Nonprofit Advancement event and/or in a Center publication. Other announcement opportunities may also be offered. EXCEL Awardees will be expected to attend workshops, breakfasts and/or other meetings and make themselves available for EXCEL Award interviews/written articles at which their outstanding leadership ideas and practices will be shared with others in the community.

CHECKLIST

To nominate someone for the Gelman, Rosenberg & Freedman 2015 EXCEL Award, please complete:

- The Fact Sheet (Page 5-6, Question 1-15),
- Questions (Page 6, Question 16, A-D).

Upcoming Dates

Competition Opens – Nominations Requested	June 5, 2015
Nominations Due	July 17, 2015
Semi-Finalist Interviews	August 26, 2015
Selection Announcement	Center for Nonprofit Advancement Annual Meeting in October
Professional Development Account Expenditure Period	November 1, 2015 – November 1, 2017

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Nomination Form

Fact Sheet

1. Candidate's Name _____

2. Candidate's Title _____

3. Candidate's Organization _____

4. Organization's Mission _____

5. Candidate's Work Address _____

6. Candidate's Work Phone Number _____

7. Candidate's E-mail Address _____

8. Candidate's Organization's Website _____

9. How Did You Hear About This Award? _____

10. Nominator's Name _____

11. Nominator's Contact Phone Number _____

12. Nominator's E-mail Address _____

13. As the nominator, how would you describe your relationship with the candidate? *(check all that apply)*

Board Member Staff Member Volunteer Client Funder

Community Member Other: _____

14. _____ Check here to verify the candidate is a full-time (35 hours or more), salaried, chief executive of a 501(c)(3) nonprofit organization.

15. How many years has the candidate served as the organization's chief executive? *(Candidate must have served as organization's chief executive for at least three years as of May 31, 2015)* _____

16. Organization Budget Size (*eligible organization's budget must be under \$10 million*)

\$ _____

17. What awards or recognitions, if any, has your candidate received in the past five (5) years?

18. Questions

Please answer the following four questions. The responses to these questions will be considered in The EXCEL Award selection process. Please contain your submission to no more than 5,000 characters per question.

- A. Why do you think the nominated individual is deserving of The Gelman, Rosenberg & Freedman 2015 EXCEL Award? Address how the candidate has led the organization in the areas of innovation, motivation, community-building, inclusiveness/diversity, and/or ethical integrity. Please include specific examples.**
- B. How has the candidate's leadership inspired the organization's stakeholders – board, staff, clients, or community?**
- C. Share one specific “defining moment” that has occurred during the nominee's tenure that best expresses the nominee's leadership.**
- D. An important aspect of the EXCEL Award is to teach specific actions, activities, practices, or philosophies that other nonprofit leaders can emulate. Share one specific “teachable moment” that has been implemented during the nominee's tenure that best expresses the nominee's leadership.**

Application Submission Information

The application's fact sheet and question responses must be submitted by July 17, 2015 (see Nomination and Selection Process - page 3 for details).

Mailed applications must be postmarked by July 17, 2015. Send the completed application to: The 2015 EXCEL Award, Center for Nonprofit Advancement, 1666 K Street, NW, Suite 440, Washington, DC 20006.

E-Mailed Applications must be submitted in Microsoft Word by July 17, 2015 at 5:00 p.m. Send the completed application to: taylors@nonprofitadvancement.org.

Questions? Questions about any aspect of the Gelman, Rosenberg and Freedman 2015 EXCEL Award should be directed to: Taylor Strange, Director of Special Programs, Center for Nonprofit Advancement, 1666 K Street, NW, Suite 440, Washington, DC 20006; Telephone: 202.457.0540; E-mail: taylors@nonprofitadvancement.org.