



Good Neighbor Award
for Outstanding
Community Service

Call for
Entries

Apartments build strong, healthy communities. They create thriving, pedestrian-friendly town centers and they transform struggling neighborhoods.

As front-line participants in community development, apartment executives – more than many other business professionals – understand the importance of being a good neighbor. Of giving back. They take pride in enhancing the quality of life where they operate.

The NMHC Good Neighbor Award for Outstanding Community Service honors the many community service and philanthropic activities of apartment firms. And it gives good ideas to other apartment firms that they can use in their own communities.

The Award

Each year, the winner of the NMHC Good Neighbor Award will receive a \$10,000 donation to the charity of their choice. The winner will also be honored at NMHC's Annual Meeting in January 2009.

Eligibility

The NMHC Good Neighbor Award recognizes the achievements of an apartment firm during the 2008 calendar year. It is open to all NMHC member companies.

Nomination Submission Procedures

Firms should submit a completed entry form and a narrative (no more than three pages) describing the firm's charitable giving activities and programs in 2008.

Firms are also encouraged to submit supporting materials as appropriate, including (but not limited to) press clippings, photographs and testimonials. Supporting materials should be limited to what can fit in a one-inch binder. Please do not submit VHS tapes, CDs or DVDs. **(Note:** entry materials cannot be returned.)

Send completed entry form, narrative and any supporting materials to: Michael Tucker, National Multi Housing Council • 1850 M Street, NW, Suite 540 • Washington, DC 20036

Deadline and Timeline

Entry forms must be received by the close of business on Wednesday, October 1, 2008. The winner will be notified in December and will be honored at NMHC's Annual Meeting in January 2009.

Judging Criteria

- Overall impact of the program
- The program's ability to be replicated by other apartment companies
- The level of involvement of the firm's employees
- The duration of involvement
- The degree of innovation

The winner will be selected by a select panel of real estate professionals, housing industry association executives and others.



Call for Entries

Tips for a Winning Narrative

Focus on One Project. Concentrate your entry on one specific community service project if possible, rather than providing a “laundry list” of your firm’s philanthropy over the years.

Educate and Inspire. Describe the problem your firm is helping to address. Provide compelling facts and figures. Try to inspire others to do something similar.

Provide Tangible Results. Tell us specifically how much money you raised or spent or how many volunteer hours were spent working on your project. Explain how the community service is directly or indirectly helping others. If applicable, tell how the project has grown over the years.

Tell a Story. If possible, use personal stories about the people and communities you’ve helped.

Help Motivate Others. Tell us what motivated you and your team to get involved in the program. Were you moved by a specific case (e.g., a sick child in your community)? Did one of your employees inspire you to start the program?

Include News Stories and Letters of Support. Sometimes news reports or letters of support from the people you have helped can tell your story best.

Less is More. Include only materials that are relevant to your community service program.

detach form here

Company Information:

Name of Company _____
Address _____
City _____ State _____ Zip _____
Web Site _____

Contact Information:

Name _____
Title _____
E-mail _____ Phone _____

Company Overview:

Number of units owned: _____ Number of units managed: _____
Annual dollar volume of revenues: _____ Total number of employees: _____

Community Service Overview:

Name of charitable program (if appropriate): _____
Length of time the program has been in effect: _____
Number of company staff who participated: _____
Number of people who benefited from your efforts in 2008: _____
Program budget: _____

Program Narrative:

In one to three typed pages, please provide a description of your 2008 community service program or activities. Be as complete as possible, giving sufficient details that another apartment firm wishing to do a similar program could use your description as an action outline.

The essay should concentrate on the need you are addressing, the activity’s goal, its impact (in terms of outcomes) and the significance of its success. The following questions should help you submit a complete description of your program:

1. When and why was the activity started?
2. What were the activity’s goals/objects, and how were they reached?
3. What were the measurable successes (outcomes) of the program and its benefit to the community?