

ICARE Awards: Company-Wide Appreciation & Recognition Program

Goal: To cultivate a culture of co-worker appreciation and recognition that aligns with our newly redesigned values, motivating employees to embody these values and driving organizational success.

Our Values in Action

- **Do the right thing** *Integrity*
- **Work together** *Collaboration*
- **Own your actions** *Accountability*
- **Value everyone** *Respect*
- **Focus on the customer** *Entrepreneurial*

How it works:

- **Step 1 – “See Something, Say Something”**
 - Notice a co-worker demonstrating an ICARE value? Recognize them with an ICARE Award card that highlights their accomplishment and give them an ICARE pin!
- **Step 2 – Scan the ICARE Award QR Code for a chance to win prizes!**
 - By scanning the QR code and logging your nominee’s information, they are eligible to win prizes that will be distributed monthly!

Tips to Support ICARE Awards Program:

- Goodwill Columbus Leaders should actively **educate** their co-workers on the ICARE values and **recognize** co-workers who display ICARE values in their work.
- Goodwill Columbus Leaders should also encourage their co-workers to recognize and celebrate each other!