

## 2024 CFA Recognition Awards Entry Companion Guide

Each year, the Canadian Franchise Association (CFA) recognizes significant achievements and contributions to franchising by organizations and individuals through the **CFA Recognition Awards**. This guide is intended to help CFA members in crafting their submissions for the Recognition Awards. Entrants are encouraged to provide both qualitative and quantitative data on the impact of their achievements.

### **Hall of Fame Award** (available to Franchise Systems only):

Presented in recognition of outstanding performance by a franchise company over a significant period of time. Winners typically will have high brand recognition (on either a regional or national scope) and will be generally recognized for their solid business performance. They will exhibit leadership in the franchise community in many ways including helping to encourage excellence through sharing best practices, speaking engagements, being willing to mentor new franchisors, and raising the profile of the franchise business model.

- **SUBMISSION SUGGESTIONS:** This award looks at the legacy of the franchise system and its continued excellence over a significant period of time. Make sure to highlight how long the company has been actively involved in the franchise industry. Include specific examples of the lasting legacy which the company has built; demonstrate how the franchise brand is iconic in Canada and highlight key strategic decisions that have been made to help the company achieve its iconic status; outline initiatives that have been undertaken to support the growth of the system; explain how the franchise system is a leader in the Canadian franchise community and how it supports others in franchising; if possible, highlight how the franchise system helps to advance and promote the franchising and franchise best practices in Canada.

### **Outstanding Corporate Citizen Award** (available to Franchise Systems only):

Given to a franchise system that has demonstrated genuine and ongoing concern and support for a community or social service group(s). Award recipients are selected based on their philanthropic innovation, support, and impact to the community whether on a local, regional, national or global scale. Elements taken into consideration include involvement throughout the franchise system and integration into the corporate culture, profile given to the support recipient organization(s), sustainability, innovation in how funds are raised, demonstrated benefit to the community, and amount of funds raised.

- **SUBMISSION SUGGESTIONS:** This award looks at the impact a franchise system has made through its philanthropic activities. Preference is given to franchise systems whose franchisees were part of the philanthropic campaign. Highlight the philanthropic initiative(s), identifying the magnitude of the success of the program, how much money has been raised for example, and more importantly, what impact it has made on the beneficiaries of the philanthropy (e.g., How has your giving back helped, how many people has it helped, etc?). Provide quantitative data as well as qualitative data on your corporate giving. Indicate how your franchisees were engaged in the philanthropic initiative and/or the delivery of these programs, contributing to the overall success.

### **Diversity & Inclusion Champion Award** (available to Franchise Systems Professionals & Companies):

Recognizes a company or individual for extraordinary leadership and contribution towards improving and promoting diversity and inclusion within their workplace and the franchise community in Canada. Award recipients are selected based on demonstrated results and positive impact of an initiative or program that enhances diversity and has created a more inclusive environment in their workplace and/or community (whether local, regional, national, or international). Elements taken into consideration include demonstrated championship and advocacy for diversity and inclusion; identifying and eliminating discrimination and barriers to create welcome and inclusive workplaces and communities; uniqueness and/or innovation of programs and initiatives; and evidence of leadership as a role model for accelerating progress in diversity and inclusion in Canada.

- **SUBMISSION SUGGESTIONS:** Tell us about your diversity and inclusion programs and initiatives. Provide examples of how it has enhanced or improved diversity and inclusion in your workplace or community. Give both qualitative and quantitative

data on the key successes and/or impact of your programs. Highlight examples where your company has demonstrated leadership or served as a role model for accelerating diversity and inclusion in Canada.

***Lifetime Achievement Award*** (available to Franchise System and Franchise Supplier Professionals):

This award recognizes exceptional achievement and contribution to Canadian franchising and the community at large through demonstrated excellence throughout one's lifetime and career in franchising. This award typically honours an individual who may be a franchisor, franchisee, or a support services provider. Hallmarks of excellence include a significant level of profile and leadership recognition within the franchise community, speaking engagements, published articles, mentorship, and being an ambassador for franchising.

**SUBMISSION SUGGESTIONS:** This award is about an individual's lifelong impact on franchising in Canada. The focus is on the impact of the individual's contributions to the franchise industry as a whole, not just within their own organization. Provide specific examples of the nominee's activities to advance the cause of the franchise industry in Canada. Explain how have their contributions advanced and enhanced the franchise industry. Speak to the success that this activity has achieved. Outline the nominee's involvement within the Canadian Franchise Association (e.g., have they been involved in committees, as volunteer speakers, etc.). How has the nominee been able to establish themselves as a pillar within the franchise community?

***Volunteer Leadership Excellence Award*** (available to Franchise System and Franchise Supplier Professionals):

In the spirit of passion for franchising and the Association this award is given to an individual who, through their volunteer activities and work as an ambassador for franchising, helps the CFA grow, evolve, and deliver on its Purpose and Mission.

- **SUBMISSION SUGGESTIONS:** Outline how involved the nominee is within the Canadian Franchise Association (CFA) and how have they demonstrated leadership within the CFA community? Does the nominee participate and/or chaired any of any CFA's many committees? (e.g., Has the nominee been active on the CFA's Advocacy Committee, helping to successfully lobby legislation on behalf of the franchise community?) Tell us how the nominee has mentored or guided other CFA members. Provide qualitative and quantitative data that demonstrates why this individual should be recognized as a volunteer leader in the CFA community.

***Distinguished Franchise Support Service/Supplier*** (available to Franchise Supplier Professionals & Companies):

Recognizes a person or company for their efforts and contributions in supporting the franchise industry and the Canadian Franchise Association at large.

- **SUBMISSION SUGGESTIONS:** For this award we are interested in learning about how the nominee has supported the franchise industry and the CFA at large, focussing on the impact of their actions. How has the nominee helped the CFA community? How many franchise systems have they helped and how have they helped them? Please provide both qualitative and quantitative data. Describe how the nominee has engaged with the community through the CFA (e.g., speaking at an event, serving on committees, assisting with CFA membership campaigns) What has the nominee done to distinguish them as a leading Franchise Support Services/Supplier member within the CFA community? Please provide examples and include metrics where possible to quantify the success of their actions.

**Questions?**

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