



Category Finalists

The goal of the **WEDU Be More Awards™** is to recognize and applaud the outstanding and often unrecognized efforts of nonprofit organizations, and the individuals that support them, throughout west central Florida. Through their range of programs and services coupled with their dedicated staff, volunteers, and benefactors, nonprofits significantly contribute to our community's overall wellbeing.

There are five finalists in each category; listed alphabetically.

Winners will be announced at the ceremony taking place on Thursday, January 13, 2011.

Application Categories:

Be More...Informed

Marketing Campaign Award ~ Broadening horizons through creative and results-driven original marketing campaigns using multimedia platforms is the basis of this award. Through the use of broadcast, print, social media and/or community awareness campaigns, the organization demonstrated direct impact to established goals.

DACCO

More Health, Inc.

Morean Arts Center

The Spring of Tampa Bay, Inc.

ShelterBox

Be More...Entertaining

Special Events Award ~ Special events can achieve a multitude of goals, and the organization that demonstrates the most successful – based on measureable objectives – will take home this honor. This could be a related series of events, or one particularly original special event or fundraiser to recognize, salute, assist, celebrate people or businesses, brand the organization and/or build/strengthen relationships with supporters.

Big Brothers Big Sisters of Tampa Bay, Inc.

Child Abuse Council

The Cinderella Project

The Pier Aquarium

Wheels of Success

Be More...Brilliant

Innovation Award ~ Originality is the single most important ingredient in this category. The organization that develops an original idea and displays/delivers it in a uniquely creative way as a means to achieve organizational goals will be recognized.

Florida Institute for Communities Studies, Inc.

Gulf Coast Dental Outreach

More Health, Inc.

Operation Helping Hand

Wheels of Success

Be More...Enriched

Arts & Culture ~ Culturally-based organizations contribute to the spirit of adventure and exploration through education in the arts, and bring rich and engaging experiences to audiences who might not otherwise have opportunities to witness or be an active participant. This award will recognize outstanding achievement specifically for programs related to the arts, performance, historic or zoological exhibits.

Carrollwood Cultural Center

David A. Straz, Jr. Center for the Performing Arts

Lake Wales Arts Council

Powerstories Theatre, Inc.

The John and Mable Ringling Museum of Art

Be More...Knowledgeable

Educational Outreach ~ Nonprofit organizations strive every day to educate their audience about their mission/services or a particular endeavor. This award will be bestowed upon the one organization that, through a specific project, offers guidance, knowledge, emotional or physical support, and/or a mentorship program aimed at improving specific aspects of community life and introducing and/or conducting programs to enrich and empower the community.

Community Tampa Bay

Infants & Young Children of WCF, Inc.

Metropolitan Charities, Inc. (dba Metro Wellness & Community Centers)

The Boys & Girls Clubs of Sarasota County

The Pier Aquarium

Online Categories:

Be More...Humble

The People's Choice Award ~ This award was driven by an online poll with votes from the general public in the WEDU viewing area. The poll automatically included a listing of *all* organizations that *submitted an application*, regardless of category. This prestigious award exhibits the connection and relationship the organization has with the community and the people it serves. It allows area citizens to honor the nonprofit that they feel most exemplifies the spirit of the community.

BPOE – Elks

Child Abuse Council

Early Learning Coalition of Pasco & Hernando Counties, Inc.

Metropolitan Charities, Inc. (dba Metro Wellness & Community Centers)

Tampa Preparatory School

Be More...Relevant

Best Use of Video ~ A short video that will, or has, compelled someone to seek services; volunteer their time or support an organization financially.

Big Cat Rescue

Children First, Inc.

Lazydays Employee Foundation

MacDonald Training Center

The Spring of Tampa Bay, Inc.

Be More...Involved

The Mason Dixon Be More Involved - Award for Volunteerism ~ One person can make an extraordinary difference and these award finalists were culled from an online poll driven by votes from the general public in the WEDU viewing area. Mason Dixon, community philanthropist and Q105 radio personality, will ultimately choose and present the award to the most-deserving recipient - from the five finalists - that received the most online support.

Robert Ettleman

Evi Green

Shannon Greene

Jeraldine Williams Shaw

Jeanne Stephenson

Be More...Entrepreneurial

Rising Star Award ~ The nonprofit community is in need of leaders and this award will be presented to an individual, under the age of 30, who has distinguished themselves by using entrepreneurial skills to build a successful endeavor [in the nonprofit arena] that can be directly accredited to their inspiration, motivation and business acumen.

Zachary Bonner (Little Red Wagon Foundation)

Benjamin J. Carpenter (Bens Mends / Bens Mends Hearts)

Alice Darrow (Frou Frou Flip Flops)

T. Hampton Dohrman (Hampton Arts Management, Artists and Writers Group)

Steve Toth (Center for Autism and Related Disabilities at USF)

Media Research Categories:

Be More...Giving

The Ryan Nece Foundation Power of Giving Award ~ NFL Veteran, WEDU Board Member and Founder of the Ryan Nece Foundation, Ryan Nece delivered a compelling and inspiring keynote address at the 2010 Be More Awards ceremony on *be-ing more* and The Power of Giving. His message resonated throughout the community which led to the creation of this award. This honor will be bestowed upon the organization / individual/family who by the use of a simple altruistic gesture of time, talent or treasure, made a tremendous impact in someone's life. Judges determined five finalists based on newsgathering with media partner ABC Action News; Mr. Nece decided the ultimate winner of his namesake award.

BBQ Trio: Pete Cross; Randy Skinner; Ricky Shirah

Bryane Heaberlin

Betty Perry

Bill Palmer

John Redd, MD

Be More...Philanthropic

Individual or Corporate Award ~ Based on published recognition of significant financial support given to one or more nonprofit organizations by an individual/family or corporate citizen, this award honors the contribution(s) made within the judging period that most exemplify the spirit of *be more*. This philanthropic honoree's support should help local citizens expand their horizons; explore new ideas and new worlds.

Outback Steakhouse (Operation Homefront)

Hinks and Elaine Shimberg (St. Joseph's Hospitals Foundation)

David A. Straz, Jr. (David A. Straz, Jr. Center for the Performing Arts)

Donald Tapia (Saint Leo University)

Jay B. and Marsha Starkey (Morton Plant Hospital Foundation; Florida Orchestra)

Judges Categories:

Be More...Encouraged

Judge's Choice Award ~ The Judge's Choice Award is given to an organization demonstrating an overall appeal due to its original and extraordinary approach to its respective endeavor and/or providing an independent voice for those less heard. Not necessarily driven by an organization's measurable results, this award is decided entirely by the WEDU Be More Award™ judges based on majority vote and consensus.

(A TIE in this category resulted in six finalists)

Children First, Inc.
Lake Wales Arts Council
Little Red Wagon Foundation
More Health, Inc.
Operation Helping Hand, Inc.
Wheels of Success

Be More...Unstoppable ~ Nonprofit Organization of the Year

Nonprofit Organization of the Year ~ This award is the most coveted and is determined through extensive research. It is ultimately decided by an independent judging committee and given to one organization that, through a superior level of service, helps their constituency *be more*. Selected from all submitted applications, the criteria to win this award consists of overall organizational excellence; fulfillment of the *Four Commitments to the Community*, including service to the organizations' constituency, level of community impact, financial viability and embodiment of overall community goodwill. In addition to many other benefits, the organization recognized with this award receives a \$1,000 WEDU Community Investment Grant.

Infants & Young Children of WCF, Inc.
Housing & Education Alliance
More Health, Inc.
The Spring of Tampa Bay, Inc.
Wheels of Success

