

# 2025 CARE Awards Application Form Due: June 13, 2025



## ABOUT CARE



For over 30 years, Northern Virginia Family Service (NVFS) has presented the CARE Awards to recognize outstanding companies proactively making our region a better place for everyone to work, live, and play. The CARE Awards commend companies using outstanding culture and employee engagement strategies to create the best places to work across the DC Metro Region. We are excited to open applications for the 2025 CARE Awards to recognize and celebrate companies that are aligned with the mission of CARE.

### WHAT MAKES THE CARE AWARD UNIQUE

Corporate social responsibility, a key pillar of CARE-ing companies, is recognized as an effective tool for increasing employee engagement, productivity, and workplace wellbeing. Being a CARE Award winner shows commitment to employee satisfaction and a strong connection to the community.

### THE CARE AWARDS PROCESS

Businesses must be located (not necessarily headquartered) in the DC Metro Region, and companies of all sizes are eligible and encouraged to participate. **Important: all applicants are required to complete the application and an employee survey. A site visit may be required pending the results of your application and survey.**

The timeline is provided below. Please note that the survey portion of this process is a confidential web-based employee survey – you must distribute the survey to your employees (either DC metro-based or your entire organization), and a 30 percent response rate is required to remain in consideration. To ensure consistency in our evaluation process, we will not accept other employee surveys in lieu of the survey we provide; however, your company will be allowed to add in approximately 5 of your own survey questions, if desired. Survey results are shared with each applicant.

Please complete the attached application and [return to NVFS](#) by 11:59 pm on June 13, 2025. NVFS will send a confirmation upon receipt of the application.

### MENTORING PROGRAM

A Mentoring Program is available to help companies through the application process. Mentors are volunteers who have either been through this application process themselves and/or have participated on the CARE Advisory Committee and are therefore very familiar with the process. If you'd like to request a mentor to guide you through the application process, contact Ethan Vick at [evick@nvfs.org](mailto:evick@nvfs.org).

### THE CARE AWARDS TIMELINE

Applications screened .....	June-July
Semi-finalists notified/participate in CARE survey .....	July-August
Finalists' site visits (if required) .....	August-September
Winners notified.....	September
CARE Awards Event* .....	November 2025

*\*This event will be held in person during the afternoon/early evening hours.*

### THE CARE AWARDS EVENT

The CARE Nominating Committee, comprising business leaders, human resource professionals, and former CARE winners, will work throughout the summer and early fall to select the 2025 winners, which will be announced in September. The process culminates with the awards presentation in November; details about the event will be shared as we get closer to the date.

If you have any questions about the CARE Awards process, please contact Ethan Vick at [evick@nvfs.org](mailto:evick@nvfs.org).

## 2025 CARE Awards Application Employer Profile

**Name of Organization:**

*Please note that this is how your company name will be listed on your award and in promotional materials.*

**Current Description of Your Organization:**

**Address:**

**Location of Headquarters:**

**Web Address:**

**Social Media Accounts (with links):**

**Contact Name & Title:**

*Please note that this person will be our primary point of contact throughout the application process. This individual can be different from the individuals who sign the application.*

**Phone:**

**Fax:**

**Email:**

**Core Business/Industry:**

**Employee Population** *(please note companies of all sizes are eligible to participate):*

- Total number of employees in the company: \_\_\_\_
- Total workforce based in the DC Metro Region: \_\_\_\_
- Total number of exempt employees in the DC Metro Region: \_\_\_\_
- Total number of non-exempt employees in the DC Metro Region: \_\_\_\_

**2024 Retention Rate—Voluntary** *(employees who chose to leave the company on their own, such as resignations)*

Company-wide *(Across your entire organization):* \_\_\_\_

DC Metro Region only *(Only employees based in the DC Metro area):* \_\_\_\_

**2024 Retention Rate—Involuntary** *(employees who were terminated by the company, including layoffs or performance-related terminations):*

Company-wide *(Across your entire organization):* \_\_\_\_

DC Metro Region only *(Only employees based in the DC Metro area):* \_\_\_\_

**Indicate if your company is a past CARE Award winner:**

YES  Year(s) Won: \_\_\_\_\_ NO

**If you selected NO, please indicate whether your company is a past CARE Award applicant:**

YES  Year(s): \_\_\_\_\_ NO

**How did you learn about the CARE Award?**

Internet  Coworker  Business Associate  Publication

NVFS  Other  (please specify)

## 2025 CARE Application Questions

The following questions are intended to be open-response questions. Please answer in the format that works best for you but limit your responses to a maximum of 3 pages single-spaced per question. You can answer questions in this Word document or a separate document.

- 1. Today's work environment is constantly evolving. How is your company navigating these changes and supporting employees through them? If your company has experienced restructuring or staffing changes, how have you supported both departing and remaining employees? If not, what strategies have you used to retain talent and sustain morale, trust, and engagement?**

*You're encouraged to include any challenges or benefits from the past year and how your organization has adapted—whether through responding to shifting workforce expectations, leveraging new technologies (e.g., AI), or meeting changing client needs. Please share any practices that have helped your organization maintain a strong, resilient workplace culture.*

- 2. Employee well-being and mental health remain top priorities in today's workplace. How is your company actively supporting employees in these areas?**

*Please include any specific programs, initiatives, or resources you've implemented – and any measurable impacts, if applicable.*

- 3. What makes your company stand out as a workplace? Share 2–3 best practices that reflect your unique culture, leadership, or employee experience.**

### SUPPLEMENTAL DOCUMENTS:

*Please enclose a copy of the following documents (please do not include links; 20 page maximum):*

1. Summary documents including employee benefits; health & wellbeing programs; work-life programs; and development/education programs.
2. Recent employee communication tools—this can include samples of employee newsletters or employee intranet.
3. Community service examples (this can also be embedded in the response you provide under question 3 above).
4. Current version of your logo.
5. Anything else you feel is relevant to include.

**By signing and dating this document, you are certifying that a Senior HR Official and Executive Officer have reviewed the contents and have given their consent to submit.**

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Electronic Signature

**\*Required\***

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Date

**Please save your completed CARE Awards application (including attachments) as a single PDF file and email it to Ethan Vick at [evick@nvfs.org](mailto:evick@nvfs.org) by no later than 11:59 pm on June 13, 2025.**

*We recognize the information provided in this application is sensitive data. This application will only be shared with the CARE Award Nominating Committee, and all company-specific information will remain confidential.*