



# Karma Awards Asia

APPLICATION GUIDE

Honoring excellence in volunteering

Goodera aims to recognize and celebrate companies and leaders who are pioneering employee volunteering efforts.

**The Karma Awards** recognize best-in-class employee volunteer programs across 12 award categories: 8 for companies, and 4 for individuals.

NOMINATION  
DEADLINE:

JULY 15,  
2025

# Award Categories

Nominations are open for 12 award categories this year.

8

## COMPANY AWARDS

Nominate your company for its outstanding volunteering efforts in the past year

4

## CHANGEMAKER AWARDS

Nominate individuals for enabling volunteering in the past year

## Evaluation Process

1. **Nomination Phase:** [Find the nomination form here.](#) Nominees must submit their application forms by July 15, 2025.
1. **Evaluation:** A jury of social impact leaders will evaluate submissions based on predefined criteria.
1. **Announcement:** Winners will be announced during an awards ceremony at the Karma Summit 2025 in Bangalore on August 7, 2025.

For any clarifications, please write to [karma.summit@goodera.com](mailto:karma.summit@goodera.com).



# Company Awards



**The Volunteering Powerhouse**  
for the most consistent volunteering effort



**The Mobilizer**  
for driving the highest participation from the workforce



**The Supercharger**  
for expanding volunteering initiatives globally



**The Dynamo**  
for strong start by small enterprises



**The SkillWiz**  
for skill-based community volunteering



**The EcoWarrior**  
for leading green volunteering efforts



**The Ray of Hope**  
for impact in education volunteering



**Heroic Hands**  
for maximum frontline employee engagement



# Changemaker Awards



## Volunteering Leader of the Year

for the most consistent volunteering effort



## Engagement Architect

for leading champion network development and engagement



## Impactpreneur

for launching unique and innovative volunteering program(s)



## Rising Star

for young practitioners driving employee volunteering in their organizations



# The Volunteering Powerhouse

for the largest consistent volunteering effort.

## Criteria

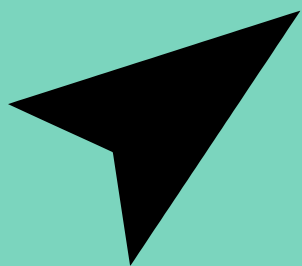
- Total volunteer hours contributed
- Diversity of initiatives
- Sustainability of volunteering initiatives
- Community Impact

This award will be given to a company in each of the following 2 categories:

- Companies with less than 20,000 employees
- Companies with more than 20,000 employees

## Evaluation questions (to be answered in under 200 words)

1. What is the total number of volunteer hours contributed by your company in the past year?
2. How were these hours distributed across various initiatives?
3. What strategies were employed to sustain high levels of volunteering?
4. What measurable impact did these hours have on the community?



# The Mobilizer

for driving the highest participation from the workforce.

## Criteria

- Percentage of the workforce participating in volunteering
- Strategies to enhance employee engagement
- Policies and tools to promote employee volunteering
- Impact on employee morale and community

## Evaluation questions (to be answered in under 200 words)

1. What percentage of your workforce participated in volunteering initiatives?
2. What strategies were used to achieve high participation rates?
3. What policies, tools, and platforms have been adopted to promote employee volunteering?
4. What impact has workforce participation had on your company and the community?





# The Supercharger

for expanding volunteering initiatives globally.

## Criteria

- Geographical spread of the volunteering program
- Strategies for geographic expansion
- Impact on new regions and communities
- Employee involvement across regions

## Evaluation questions (to be answered in under 200 words)

1. Describe the scope of your volunteering initiatives. How many regions or countries were covered, and what challenges were addressed in each location?
2. How did you ensure that your programs were culturally relevant and impactful in the regions you served?
3. What percentage of employees across different locations participated in these initiatives? Provide details on how you engaged them.
4. What measurable impact have your volunteering initiatives had in the communities across the regions you serve?



# The Dynamo

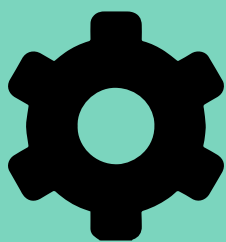
for a strong start by small enterprises.

## Criteria

- Launch and early adoption of an employee volunteering program
- Participation rates relative to company size
- Creativity and commitment in program design and execution
- Early impact on employees and the community

## Evaluation questions (to be answered in under 200 words)

1. When and how did you launch your employee volunteering program?
2. What percentage of your workforce has participated since launch, and how did you drive this engagement?
3. What unique approaches or strategies did you implement to make the program effective from the start?
4. What initial outcomes or impact have you seen for both employees and the communities you've served?



# The Skillwiz

for skill-based community volunteering.

## Criteria

- Use of employee skills to address community needs
- Alignment between employee expertise and volunteer projects
- Impact of skill-based volunteering on nonprofit partners and beneficiaries
- Innovation in designing and deploying skill-based opportunities

## Evaluation questions (to be answered in under 200 words)

1. How does your organization identify and match employee skills with community or nonprofit needs?
2. What percentage of your volunteering efforts are skill-based, and which functions or teams contribute most actively?
3. What outcomes or impact have skill-based projects created for the communities or organizations you support?
4. What innovative approaches have you used to scale or deepen skill-based volunteering?





# The Eco Warrior

for leading green volunteering efforts.

## Criteria

- Focus on environmental conservation and sustainability in volunteering initiatives
- Employee participation in green volunteering activities
- Measurable environmental impact created through volunteering
- Collaboration with environmental nonprofits or community partners

## Evaluation questions (to be answered in under 200 words)

1. What types of environmental or sustainability-focused volunteering initiatives has your organization led or participated in?
2. How have you engaged employees in green volunteering, and what has participation looked like?
3. What measurable environmental outcomes have your initiatives achieved (e.g. trees planted, waste reduced, habitats restored)?
4. How have you partnered with environmental organizations or local communities to drive these efforts?



# The Ray Of Hope

for impact in education volunteering.

## Criteria

- Focus on education-related volunteering initiatives
- Alignment of programs with community or student needs
- Employee engagement in mentoring, teaching, or content creation
- Tangible outcomes in learning, access, or empowerment

## Evaluation questions (to be answered in under 200 words)

1. What types of education-focused volunteering initiatives has your organization implemented?
2. How do these initiatives address specific needs of students, schools, or communities?
3. In what ways have employees contributed—through mentoring, teaching, or creating learning resources?
4. What measurable impact have these efforts had on learners or educational institutions?



# Heroic Hands

for maximum frontline employee engagement.

## Criteria

- Exceptional participation rates among frontline workforce
- Sustained engagement across multiple volunteering initiatives
- Demonstrated community impact through frontline employee efforts
- Creative solutions addressing frontline scheduling and accessibility challenges

## Evaluation questions (to be answered in under 200 words)

1. What percentage of your frontline workforce actively participated in volunteering programs, and how did you achieve this level of engagement?
2. How did you adapt volunteering opportunities to accommodate frontline employees' unique schedules and work constraints?
3. What specific community outcomes were achieved through your frontline employee volunteering initiatives?
4. What creative strategies did you implement to sustain frontline employee engagement in volunteering throughout the year?





# Volunteering Leader of the Year

for exceptional leadership in driving impactful, inclusive, and innovative volunteering initiatives.

## Criteria

- Demonstrated impact of volunteer initiatives
- Innovative approaches to employee engagement
- Alignment with organizational values and goals
- Advocacy for volunteering within the organization

## Evaluation questions (to be answered in under 200 words)

1. Describe your key achievements in driving impactful volunteering initiatives.
2. How have you fostered employee participation and engagement in volunteering?
3. Share an example of an innovative or inclusive volunteering campaign led by you.
4. How has your leadership advanced the organization's CSR goals through volunteering?



# Engagement Architect

for leading champion network development and engagement.

## Criteria

- Strength and structure of champion network
- Retention in champion network
- Engagement strategies for champions
- Impact of champion networks on volunteering programs

## Evaluation questions (to be answered in under 200 words)

1. What is the current strength and role of your champion network? How are they distributed across different regions?
2. How much have you grown the champion network in the last year?
3. How many champions are active, i.e., organized at least 1 event last year? What strategies were used to engage and motivate champions?
4. How have champion networks amplified the impact of volunteering initiatives?



# Impactpreneur

for launching unique and innovative volunteering program(s).

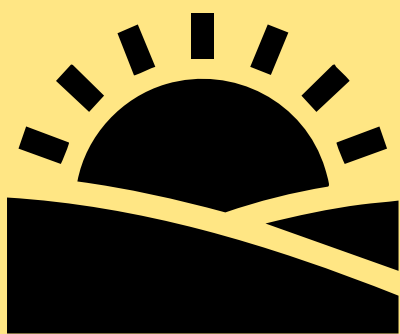
## Criteria

- Originality of the volunteering program
- Measurable impact on community and employees
- Creativity in addressing social challenges
- Scalability and replicability of the initiative

## Evaluation questions (to be answered in under 200 words)

1. Describe the innovative volunteering program and its unique aspects.
2. What specific community or social issue did the program address, and what impact did it achieve?
3. How did you ensure employee participation and engagement in the initiative?
4. Share any challenges faced and how they were overcome during the program's execution.





## Rising star

for young professionals with exceptional passion, innovation, and leadership potential.

### Criteria

- Demonstrated passion for driving volunteering efforts.
- Rapid growth and achievements in volunteering leadership
- Innovative ideas to enhance volunteering impact.
- Effective collaboration with teams and stakeholders.

### Evaluation questions (to be answered in under 200 words)

1. Share your journey in volunteering and your key achievements so far.
2. What unique ideas or approaches have you implemented to improve volunteering initiatives?
3. How have you inspired or collaborated with others to amplify social impact?
4. What is your vision for the future of volunteering within your organization?

# Ready to apply?

[Access the nomination form on this link.](#)

Submit your application forms by **July 15, 2025**, on the same link.



## Karma Awards 2025 FAQ

### Eligibility and Nominations

**Q: Who is eligible to submit a nomination?**

Any company or individual involved in corporate volunteering efforts is eligible to apply for Karma Awards 2025.

**Q: How do I submit my nomination?**

Access the nomination form here: <https://goodera.typeform.com/to/xjcJ9wmy>  
Nominees can submit their application forms by July 15, 2025, on the same link.

**Q: Can I apply for multiple award categories?**

Yes, you may apply for multiple categories. However, each category requires a separate application tailored to its criteria.

**Q: Is there a fee to submit a nomination?**

No, submitting a nomination is free.

# Karma Awards 2025 FAQ

## Award Categories and Evaluation

Q: How many award categories are there?

There are 12 award categories: 8 awards for companies and 4 for individuals.

Q: What are the evaluation criteria for the awards?

Each category has specific criteria, such as volunteer hours, community impact, innovation, and program sustainability. Detailed criteria for each category can be found in the nomination form and this guide.

Q: Who evaluates the nominations?

A jury of social impact leaders will evaluate submissions based on predefined criteria.

Q: Can an company or individual win multiple awards?

No, while a company or individual can be nominated in multiple categories, they can only be awarded in one category. If selected as a winner in one category, they will not be eligible to win in another.

## Submission Process

Q: Can I save my nomination form and complete it later?

No, the form does not save progress. We recommend that you prepare your responses in advance to ensure a smooth submission process.

Q: Do I need to submit supporting materials like photos or videos?

Although it's not mandatory, supporting materials such as photos, videos, or documents are recommended to showcase the impact of your initiatives.

# Karma Awards 2025 FAQ

## Award Ceremony

Q: When and where will the awards ceremony be held?

Winners will be announced during an awards ceremony at the Karma Summit 2025 in Bangalore on August 7, 2025.

Q: Do I need to attend the ceremony to win?

Attendance is not mandatory to win. Winners will be announced during the event, and trophy will be dispatched to the company address of recipients.

## Miscellaneous

Q: Will finalists be notified in advance?

Yes, finalists will be notified before the ceremony. However, winners will remain confidential until the awards ceremony.

Q: Where can I get help or ask additional questions?

For any clarifications, please write to [karma.summit@goodera.com](mailto:karma.summit@goodera.com).

# Karma Summit

I N D I A 2 0 2 5

Join us as we celebrate the spirit of employee  
volunteerism with 200+ Social Impact leaders.

August 6-7, 2025

Bangalore, India

[Register here →](#)



