



DAILY  
**POINT  
OF LIGHT**  
AWARD

**PROGRAM REPORT 2022**

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## OVERVIEW

Every person we celebrate inspires each of us to dream bigger, reach higher, shine brighter. Points of Light’s recognition programs highlight everyday people doing extraordinary things to enhance their communities. Inspiration is contagious, and that notion is at the heart of how we change the world — one uplifting story at a time.

This report provides an overview of the Daily Point of Light Award program, which recognizes extraordinary volunteers who are donating their time and talent to give back to their communities. The award is given out every weekday and celebrates the power and impact of people. Honorees’ service stories are published on the [Points of Light website](#) and promoted across our social media channels.

COVER PHOTO: Points of Light Honoree #7310 Laura Kopec. PHOTOS ON PAGE 3: Daily Point of Light Award #6583 Honorees Heather Alegria (top left), #7473 Beth Hartnett (top right), #7282 Gary Shepherd (bottom left), #7223 Bonnie Alexander (bottom right).

# NOMINATIONS

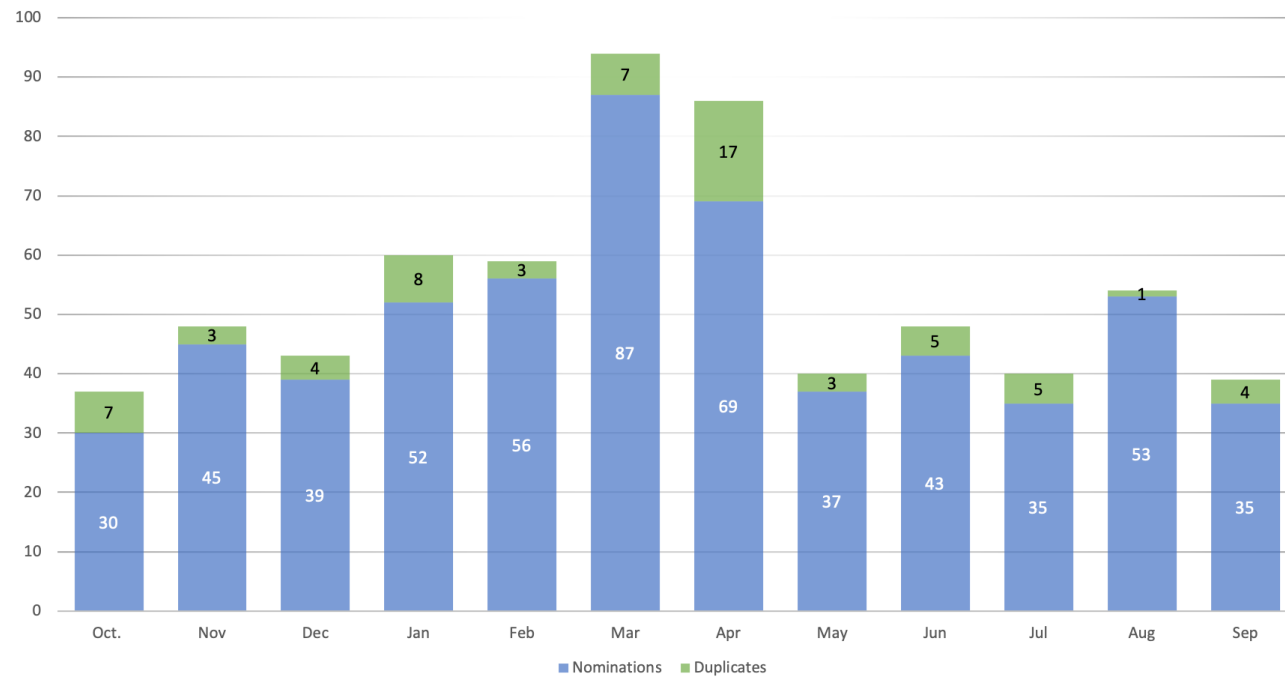
Nominations are received on a rolling basis year-round through our [online nomination form](#). They are also received and sourced by program staff for special events and special dates, including conference, Global Volunteer Month, Veteran's Day, 9/11 Day and others. The data included below is for nominations received from **October 1, 2021 – September 30, 2022**.

## TOTAL NOMINATIONS RECEIVED

**581** total nominations were received in FY22, compared to FY21, when 491 nominations were received. This was an **18.33% increase** in nominations.

Of the 581 total nominations received in FY22, **67** were duplicates, resulting in **514 unique nominations\***. Duplicates indicate secondary nominations for an individual who has previously been nominated.

FY22 DAILY POINT OF LIGHT AWARD NOMINATIONS



## NOMINATIONS BREAKDOWN BY MONTH

**February, March and April** were the top months for nominations received. This uptick was due to the enterprise-wide promotion of **Global Volunteer Month**, which encouraged affiliates, corporate partners and general audiences to nominate volunteers for the Daily Point of Light Award.

# NOMINATIONS

## TOP NOMINATING STATES

- California (79)
- Texas (54)
- Florida (40)

## STATES WITH NO NOMINATIONS

- Montana
- Wyoming
- South Dakota
- Nebraska
- North Dakota
- Rhode Island
- Vermont

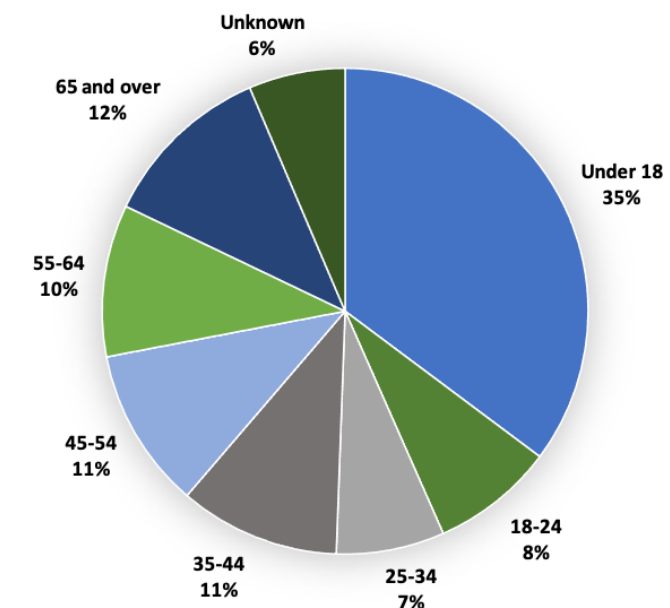
## NOMINATIONS BY AGE

There is **no age requirement** to be eligible for a Daily Point of Light Award. Honorees may be any age as long as they meet eligibility criteria. Of the **514 unique nominations**, the largest number of nominations received were for nominees **under the age of 18 (35%)**, followed by nominees aged **65 and over (12%)**.



Daily Point of Light Award Honoree #7359 Mariya Kemper.

Nominations By Age Range

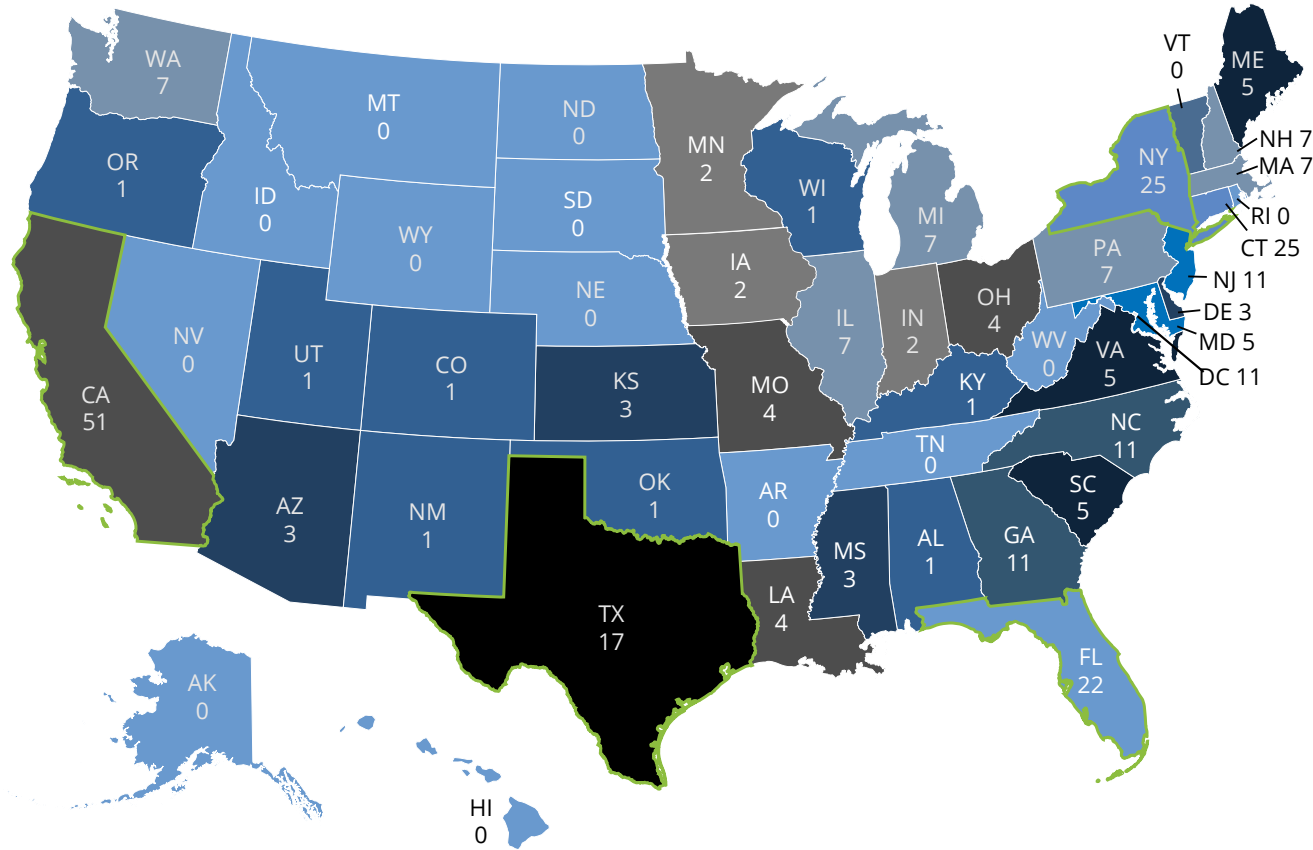


# DAILY POINT OF LIGHT AWARD HONOREES

259 Daily Point of Light Award honorees were recognized from **October 1, 2021 – September 30, 2022.**

## STATES WITH THE MOST HONOREES

- California (51)
- New York (25)
- Florida (22)
- Texas 17

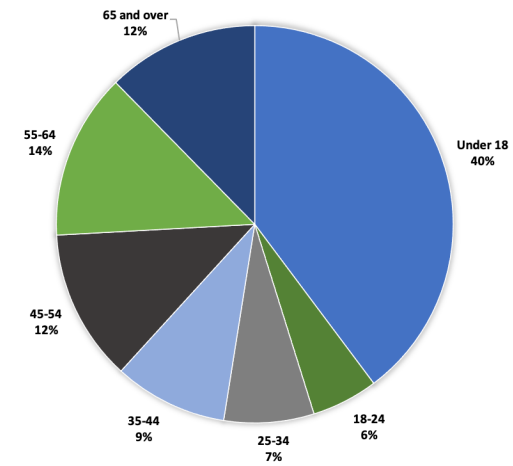


# DAILY POINT OF LIGHT AWARD HONOREES

## HONOREES BY AGE

The largest group of Daily Point of Light Award honorees were **under age 18 (40%)** followed by honorees **55-64 (14%)** years of age.

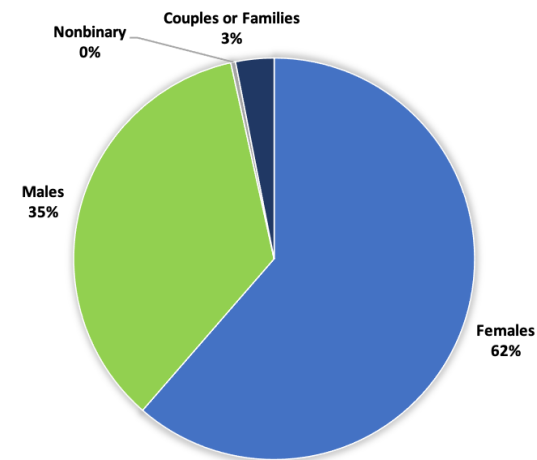
### HONOREES BY AGE RANGE



## HONOREES BY GENDER

Of the 259 Daily Point of Light Award honorees, **159 were female**, **91 were male**, **1 was nonbinary** and **8 were either families or couples**.

### HONOREE GENDER BREAKDOWN



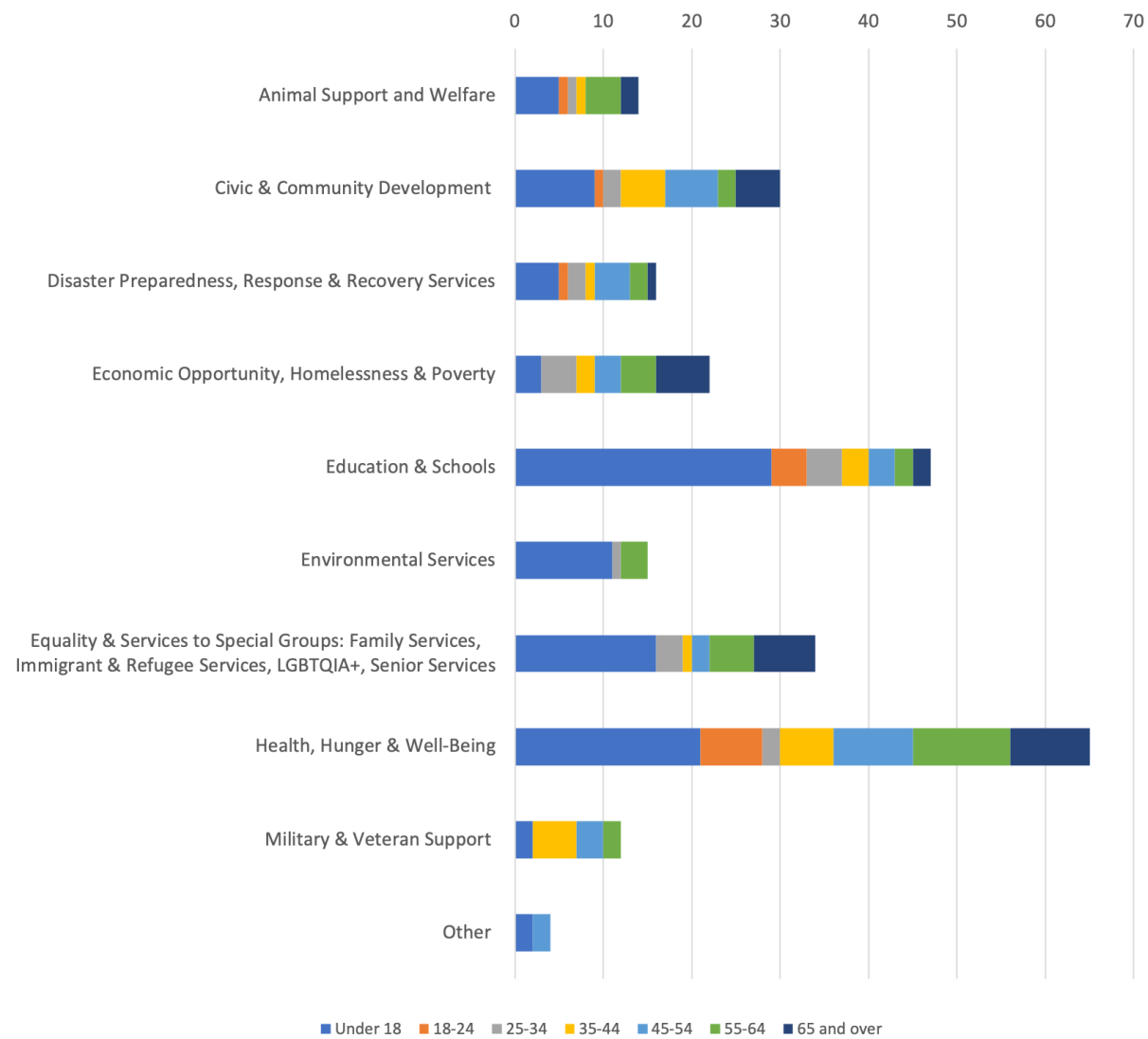
Daily Point of Light Award Honorees #7354 Jim Kline. (top) and #7459 Howard Chen (bottom).

# DAILY POINT OF LIGHT AWARD HONOREES

## CAUSES SUPPORTED BY AGE

The most supported cause areas by Daily Point of Light Award honorees were **Health, Hunger & Wellbeing** with **65 honorees** awarded in this cause area. **Education & Schools** was second with **47 honorees** focusing their volunteerism in this cause area.

Support to Cause Areas by Age Range



# HONOREES AND CORPORATE PARTNERS

In collaboration with our corporate partners – including **UPS, Bank of America, KPMG** and **Starbucks**, among others – we recognized eighteen (18) **Daily Point of Light Award honorees** who are active through **corporate partners' volunteer programs**.

We supported these companies in celebrating the accomplishments of their employees during special events, including **KPMG's 125th anniversary**. We also elevated several of their stories during **Global Volunteer Month**.

Our corporate partners uplifted these honorees' stories on their intranets and our marketing and communications team collaborated with them to amplify honoree stories across their social media channels, bringing further awareness and attention to their corporate volunteer programs. Honorees included: [Stephanie Bolakowski - KPMG](#), [Nicolette Mendez - Bank of America](#), [Greg Schneider - UPS](#), [Daisy Guillen - Starbucks](#).

Daily Point of Light Honoree #7373 Stephanie Bolakowski.



# HONOREE EXPERIENCE HIGHLIGHTS

## DAILY POINT OF LIGHT TOOLKIT

Daily Point of Light Award honorees have access to networking, education and promotional opportunities. This year, we were able to extend additional resources to our honorees to help elevate their status as Daily Point of Light Award honorees and further engage them with Points of Light.

In **January**, honorees received access to a special **Daily Point of Light toolkit**. The toolkit provides honorees with ideas on how to elevate their recognition as a Daily Point of Light honoree in their community, including pitching to local and regional news, blog posts and email announcements.



BADGE      GUIDES      SIGN UP FOR EMAIL      ADDITIONAL OPPORTUNITIES

The toolkit equips honorees with **drafted language** on **key messaging** about the Daily Point of Light Award and Points of Light, which they can use when writing an email or preparing for an interview and includes guidance on how an honoree should refer to themselves and the award.

Honorees are provided with **sample email and newsletter copy** to use in the announcement of their recognition with their networks. A **sample press release template** is also available for the honoree and their organization to use as a tool when pitching their story to local media.

<p><b>SAMPLE EMAIL/NEWSLETTER COPY</b></p> <p>We encourage you and/or the organization you volunteer with to share this news with your/their email database. Here is a sample newsletter that can be customized to suit your needs.</p> <p><a href="#">LEARN MORE &gt;</a></p>	<p><b>SAMPLE PRESS RELEASE TEMPLATE</b></p> <p>Generate publicity for yourself or your organization by writing a press release. You can then use it as a tool when pitching your story to local media.</p> <p><a href="#">LEARN MORE &gt;</a></p>	<p><b>HEADSHOTS</b></p> <p>A professional photo for your social media and web presence is valuable. It is an important part of your personal brand. A professional photo does not mean you need to hire a photographer. Use this guide to take great DIY headshots, even on your phone!</p> <p><a href="#">LEARN MORE &gt;</a></p>
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## DAILY POINT OF LIGHT BADGE

Another honoree benefit rolled out in FY22 was the **Daily Point of Light Badge**. The badge, which is personalized with the honoree's unique "point of light number," can be used in their email signature, shared across social media and displayed on their website and newsletters. Honorees are also provided branding guidelines to ensure appropriate usage of the badge.



# HONOREE EXPERIENCE HIGHLIGHTS

## DAILY POINT OF LIGHT NEWSLETTER

In September, a special digest for Daily Point of Light honorees was launched. The newsletter features different ways to get involved with Points of Light, updates on previous Daily Point of Light Award honorees, and highlights of recently awarded honorees. Opportunities like grants honorees may be eligible for are also shared.



## DIVERSITY, EQUITY AND INCLUSION

In late summer, we were approached by the nominator of a Daily Point of Light Award honoree who shared with us the honoree was visually impaired and wanted to know if we offered certificates in Braille. After some research, we partnered with a company who could create certificates in Braille. Working with our design team, we created a certificate which combined our standard certificate design and Braille. Moving forward, this practice will be something we will be able to offer all Daily Point of Light Award honorees who are visually impaired.



## DAILY POINT OF LIGHT HONOREE SURVEY

In May, a survey was sent out to 1,194 previous Daily Point of Light Award honorees, primarily honorees awarded between 2013 and May 2022. The goal was to learn more about the impact of the Daily Point of Light Award and learn more about our honorees and their needs.

64 unique responses were submitted and we received 85 incomplete responses, representing honorees who started but did not complete the survey. Question Types: Your Volunteer Work, DPOL Award Honoree Community, Personal Profile.



Daily Point of Light Honoree #7363 Jan Lattuca received a braille certificate.

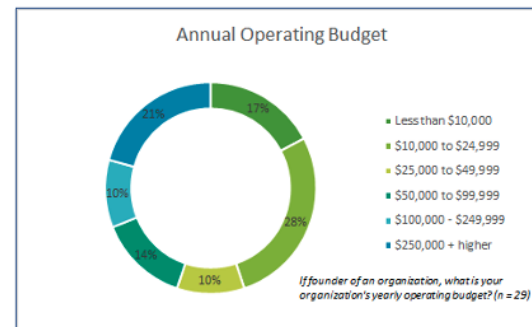
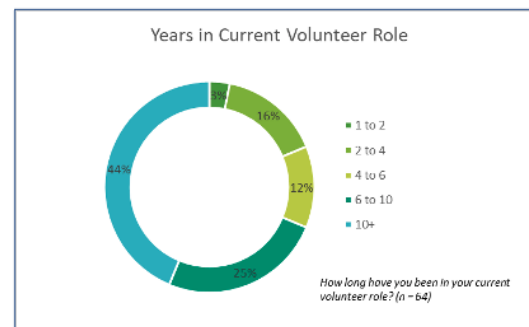
“ Our Daily Point of Light designation has inspired others to take action. We are currently codifying protocols for our volunteers and have included the resources available to us [through Points of Light] in order to do that.” — DAILY POINT OF LIGHT HONOREE

# HONOREE EXPERIENCE HIGHLIGHTS

## RESULTS SUMMARY

### Volunteer Role

- **44%** volunteer with a 501c3 nonprofit
- **45%** founded or co-founded a 501c3 nonprofit
- Honorees are long-term volunteers: **69% have been in their current role for over 6 years**
- **55% of founders** have an annual budget **under \$50,000**, however **21% have budgets over \$250,000**



### Demographics

- **58% female**
- **63% caucasian**, followed by **19% African American**
- **Respondents trend disproportionately toward older age groups compared to honorees overall**

### Personal Impact

- **83%** of respondents say receiving the Daily Point of Light Award made them feel appreciated
- **52%** say it motivated them to continue volunteering

### Impact on Their Work

- **48%** say receiving the Daily Point of Light Award elevated their issue or cause
- **38%** say it elevated the organization where they volunteer
- **27%** reported the Daily Point of Light Award attracted volunteers to their organization, **11%** that it garnered donations, **14%** that they made connections through Points of Light, and **3%** that the Daily Point of Light Award helped their career

See here for the complete [Honoree Survey Results](#).



# HONOREE ENGAGEMENT

We receive consistent feedback that connecting with Points of Light is one of the most important benefits to Daily Point of Light Award honorees. This year, as we began to navigate a post COVID-19 world, honorees had several opportunities to connect with us in person.

## CONFERENCE

The 2022 Points of Light Conference offered attendees the unique opportunity to engage in workshop sessions led by global leaders across the nonprofit, corporate and governments sectors. **Nineteen Daily Point of Light Award honorees** were present at conference, networking and learning from like-minded individuals. Honorees were invited to attend the **Business Reception** in addition to attending a **Meet & Greet** to connect with one another.

**Four Daily Point of Light Award honorees** and Points of Light **Youth Council Members** were part of the panel at the Youth Summit at this year's conference. The Youth Summit featured inspirational stories from **young civic leaders** who demonstrated that age has no limit in addressing the issues that face our world.



**“** This was my first of many, many conferences with Points of Light, and I will keep coming back because of the comradery, lessons, and energy that everyone brought to the table. We came from all walks of life, different ages and backgrounds, and Points of Light being the one thing we all have in common is truly something I have been so blessed to be a part of. ” — ELEANOR SCHOENBRUN, DAILY POINT OF LIGHT #6361

## INSPIRATION SPOTLIGHTS

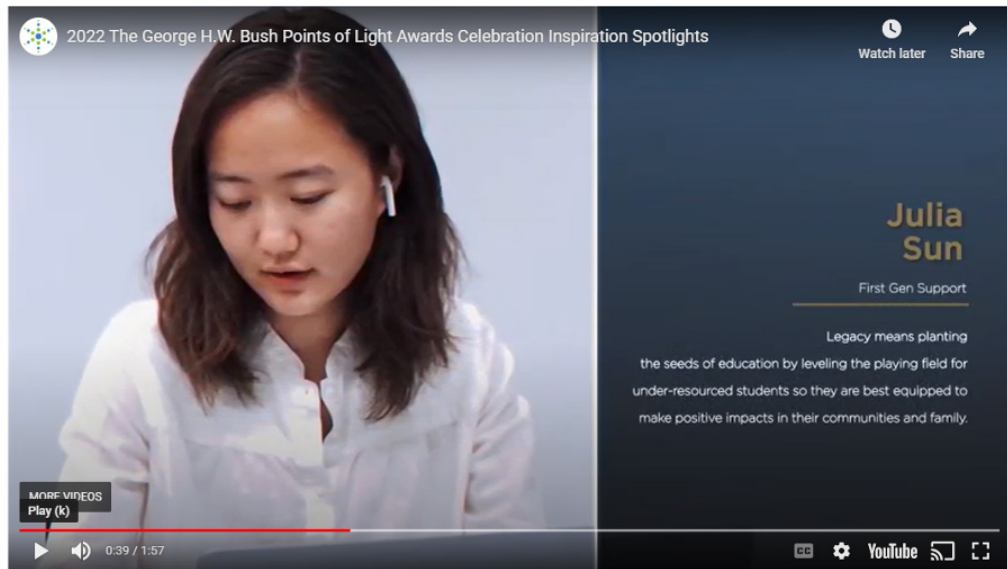
This year's Points of Light **Inspiration Honor Roll** celebrated individuals who are engaging with their community through one or more elements of **Points of Light's Civic Circle® framework**, demonstrating that every action, no matter how small, can make a difference. Outstanding individuals from all over the world were identified and recognized as **Inspiration Spotlights**.



# HONOREE ENGAGEMENT

**Inspiration Spotlights** had their story featured at **The George H.W. Bush Points of Light Awards** Celebration at **The Intrepid Sea, Air and Space Museum** in **New York City** on October 24. In addition, their story was highlighted on Points of Light's **website** and social media channels. Among these individuals were **seven** Daily Point of Light Award Honorees, including one, **Julia Sun**, who was invited and able to attend the event.

## MEET OUR INSPIRATION SPOTLIGHTS



## THE GEORGE H.W. BUSH POINTS OF LIGHT AWARDS

Since the inauguration of **The George H.W. Bush Points of Light Awards**, honorees for the award have been **sourced** from the Daily Point of Light Award. As of today, four previous Daily Point of Light Award honorees have been awarded The George H.W. Bush Points of Light Award and were able to attend the 2022 celebration.



# HONOREE STORIES

Daily Point of Light Award honoree stories are posted daily on the Points of Light website. In FY22, these stories received **129,144** pageviews with an average time of **2:58** spent on the page. The most viewed honoree stories for FY22 were:

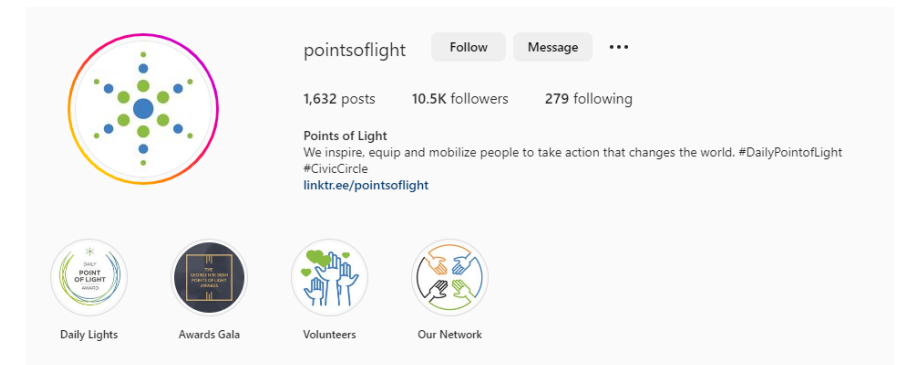
- [Rebekah Bruesehoff](#)
- [Rayansh Boddu](#)
- [Maria Fundara](#)
- [Hakki Akdeniz](#)
- [Chris Zelenka](#)



Daily Point of Light Honoree #7263 Rebekah Bruesehoff.

## SOCIAL MEDIA POSTS

**Daily Point of Light Award honorees** and their stories are shared daily on our **social media channels** and provide inspiration to our audience, helping amplify the incredible work done by the honorees and their organizations across the world.



## DAILY POINT OF LIGHT SOCIAL

### MEDIA POSTS METRICS



### #DAILYPOINTOFLIGHT

Below are metrics from social listening reporting. These results are from **all the mentions** of the hashtag **#DailyPointofLight**, highlighting the **power** our Daily Point of Light Award honorees have as **influencers**.





# HONOREE STORIES

## WHERE ARE THEY NOW

Working with our Social Media team, we engaged previous Daily Point of Light Award honorees to create “Where are They Now” features on social media to elevate the work of our honorees and provide an update on their current work.

- Total Posts Made: 12

## PLATFORMS: FACEBOOK, INSTAGRAM AND TWITTER

14,056

IMPRESSIONS

1,107

ENGAGEMENT

12,568

REACH

5.4%

ENGAGEMENT RATE

## TOP PERFORMING *WHERE ARE THEY NOW* POSTS

- [Dr. Kwane Stewart](#)
- [Ryan Hickman](#)
- [Sammie Vance](#)



Daily Point of Light Award Honorees #7337 Dustin Brooks (top) and #6651 Addy Battel (bottom).

# HONOREE ACCOMPLISHMENTS

Daily Point of Light Award honorees are celebrated for their excellence across the world and have been recognized with many other prestigious awards. Below is a list of a few other awards our honorees received.

## WOMEN OF WORTH BY L'ORÉAL PARIS

Each year, L'Oréal Paris, in partnership with Points of Light, recognizes and celebrates **Women of Worth**, founders and leaders of grassroots nonprofits who are making a difference in their communities. These nonprofit leaders each receive **\$20,000** to support their charitable cause, mentorship from the L'Oréal Paris network and a national platform to tell their stories. This opportunity is shared with our Daily Point of Light Award honorees and our audience.

In 2021, **Daily Point of Light Award honoree #5839, Ashley Rhodes-Courter**, was recognized as a Women of Worth by L'Oréal Paris, for creating the Foundation for Sustainable Families which bridges the service gaps in her community and connects children and families to quality programs already in existence.

Including Ashley Rhodes-Courter, **eight (8) of the Top 100 Women of Worth candidates in 2021** were Daily Point of Light Award honorees and **four (4), including Ashley Rhodes-Courter**, moved on to the **Top 40**.

## LOWE'S HOMETOWNS

Helping to Empower Youth (HEY!), an Atlanta-based organization founded by **Daily Point of Light Award honoree #6193, KaCey Venning**, received one of Lowe's Hometowns grants in 2021. Lowe's Hometowns program completed 100 impact projects to celebrate the company's centennial and support worthy initiatives nationwide. HEY! provides minority youth leadership development, mentoring and academic support through mental health initiatives and youth entrepreneurship. The grant will allow HEY! to renovate a space donated to them for its headquarters and go from serving 25 young people to more than 600.



Daily Point of Light Honoree #5839 Ashley Rhodes-Courter (far left) opened an “experimental care farm” where families can come to seek the support they need.



Daily Point of Light Honoree #6193 KaCey Venning is the co-founder and executive director of Helping to Empower Youth (HEY!). Her nonprofit is making a difference in the community by providing free programming for students related to STEAM and civic engagement.

# HONOREE ACCOMPLISHMENTS

## POINTS OF LIGHT CONFERENCE BIPOC SCHOLARSHIP

In May 2022, Points of Light offered **20 scholarships** to attend the **2022 Points of Light Conference** at Disney World's Coronado Springs to individuals working at qualifying BIPOC-founded or led nonprofits. Six Daily Point of Light Award honorees were **recipients** of the scholarships and engaged in workshop sessions led by global leaders across the nonprofit, corporate and governments sectors.

- [Breanna and Brooke Bennett](#)
- [Diana Chao](#)
- [Crystal Chatman](#)
- [Sanya Pirani](#)
- [Janet Sanchez](#)

## YEAR OF LEARNING CIVIC GRANTS

With generous support from **KMPG**, Points of Light developed the **Year of Civic Learning**, a three-part roadmap of education, inspiration through convening and grant opportunities for youth around the country to create lasting change in their communities. Ten \$2,000 grants were awarded to projects supporting the engagement of young people in addressing issues that impact their communities. **Four organizations** founded by **Daily Point of Light Award honorees** were **recipients** of the 2022 Year of Civic Learning grants.

- Kidz that Care - [Maia, Liam, Eva and Jack Campbell](#)
- Bright Young Dyslexics - [Caragan Olles](#)
- People for Urban and Rural Education - [Anagha Talluri](#)
- Eco Brothers - [Zach](#) and [Chase Hartman](#)
- [Souper Bowl of Caring](#)

## TIME'S KID OF THE YEAR

Each year, TIME recognizes a Kid of the Year who embodies five key attributes: determination, passion, kindness, bravery and innovation. This year, Orion Jean was selected as the TIME's Kid of the year and joined us at this year's Points of Light Conference. KPMG Foundation President Anita Whitehead and Orion opened the Youth Summit with a discussion about Orion's story and what guidance he has for other young people. Among the twenty finalists for the TIME's Kid of the year, there were **three Daily Point of Light Award honorees** - [Sammie Vance](#), [Ruby Kate Chitsey](#) and [Khloe Joiner](#) - who received national coverage for their selection.



Daily Point of Light Award Honorees #6804 Chase Hartman and #7202 Zach Hartman.

# HONOREE ACCOMPLISHMENTS

## PRUDENTIAL EMERGING VISIONARIES

[Prudential Emerging Visionaries](#) is a national program celebrating changemakers ages 14-18 with innovative solutions to financial and societal challenges in their communities and beyond. The program hosts a four-day summit held at Prudential's Newark Headquarters. Twenty-five winners are selected and earn a \$5,000 prize and an all-expense paid trip to the Summit, plus a chance to win an additional \$10,000. Five Daily Point of Light Award honorees took part in the summit, including [CJ Matthews](#), [Khloe Thompson](#) and [Stephanie Wang](#).

[Sahana Mantha](#), Daily Point of Light Award Honoree #7137 was one of five **Grand Prize Winners**. [Naomi Porter](#) was named the Employee's Choice Winner.



Daily Point of Light Award Honorees #7320 CJ Matthews (top), #6663 Khloe Thompson (bottom left) and #6670 Ruby Chitsey (bottom right).

# HONOREE ACCOMPLISHMENTS

## THE GLORIA BARRON PRIZE FOR YOUNG HEROES

**The Gloria Barron Prize for Young Heroes**, a program of the nonprofit organization Young Heroes Project, celebrates inspiring, public-spirited young people from diverse backgrounds all across North America. Established in 2001 by author T. A. Barron, the Barron Prize annually honors 25 outstanding young leaders ages 8 to 18 who have made a significant positive impact on people, their communities and the environment. In FY22, **four (4) Daily Point of Light Award honorees** were chosen as **winners**, receiving **\$10,000** to support their service work or higher education, and **two (2) were honorees**.

### Winners

- [Karina Samuel](#)
- [Khloe Joiner](#)

### Honorees

- [Laura Kopec](#)

- [Sahana Mantha](#)
- [Sri Nihal Tammana](#)

- [Steven Hoffen](#)

## CAROL D. REISER YOUTH SERVICE AWARDS

The Corporate Volunteer Council of Atlanta (CVC) presents the Carol D. Reiser Youth Service Awards, named in loving memory of CVC co-founder and past president, Carol Reiser. The Youth Service Awards, awarded annually, recognize and celebrate extraordinary youth volunteerism and community engagement by metro Atlanta youth. [Gabrielle Tobin](#) was awarded as the High School Winner and [Chris C.J. Matthews](#) was the 2021 Middle School Winner.

Recognition programs provide exciting and meaningful ways to honor those who lead and lend support to the causes they care about. An investment in recognition is an investment in the betterment of communities. Recognizing individuals with the Daily Point of Light Award for their contributions to an organization and cause makes them feel valued and appreciated and increases their desire to give back while strengthening their relationship with their



Daily Point of Light Award Honoree #6888 Khloe Joiner.



# HONOREE ACCOMPLISHMENTS



community. Knowing that their work is not unnoticed, can reinvigorate and further fuel and motivate an individual's desire to create impact.

We believe the more stories we share about the different ways people can be involved and support their communities, the closer we get to everyone seeing themselves in these stories — so they, too, can be inspired and take action that changes the world. Together, we will realize the Points of Light vision: one day, every person will discover their power to make a difference, creating healthy communities in vibrant, participatory societies.

Daily Point of Light Award Honorees #7017 Sri Nihal Tammana (top left) and #7137 Sahana Mantha (bottom).





**Do you know someone who acts  
as a point of light in their community each day?**

**Nominate them for a Daily Point of Light Award.**

Visit [pointsoflight.org/daily-point-of-light](https://pointsoflight.org/daily-point-of-light).