



September 25, 2015

Recognizing Great Performance of Front-Line Workers Tackling America's Toughest Social Issues

Today, the Superstar Foundation opens its annual contest to find and reward high-performing direct social service workers using data to improve outcomes for the individuals, families and communities they serve. The Foundation is accepting nominations for Veronica Awards until November 25, 2015. The nomination process is conducted online, with winners announced in mid-December. Recipients of the Veronica Awards receive \$5,000 and are featured in the Foundation's virtual "Hall of Fame."

"The social sector has evolved since we began making these awards in 2007," Stephen Butz, Founder and President of the Superstar Foundation, said. "But as funders and foundations increasingly look toward outcomes and impact to evaluate their work, we want to make sure the direct service staff who use data to drive results and work tirelessly on behalf of their clients are recognized as well."

This year, the Foundation is partnering with several organizations working to find their own "Superstars," including the United Way of Central Maryland, St. Luke's Foundation, Children's Home Society of Florida and Social Solutions. Each of these partners has adopted the principles and process the Foundation uses to identify and reward high performers in their own organizations or communities.

"We know there is great work happening on the front-lines every day across the country," Butz said. "We also know that we can't find all of these folks by ourselves. These and other partnerships help increase our reach and deepen our understanding of how the best and brightest are succeeding in their service to others. We hope this effort helps strengthen and align the social service and philanthropic sectors—both seeking to do more of "what works" to improve lives."

About Superstar Foundation

The Superstar Foundation is a Baltimore-based philanthropic organization formed in 2007. The Veronica Award identifies and rewards high performing direct service workers who use data to strengthen the transformational relationships that make a difference in the lives of those they serve. Over the past seven years, the Foundation has awarded a total of \$125,000 to 25 peer leaders.

More information and a link to the Veronica Award nomination are available at <http://www.superstarfoundation.org>