



**The Maple Leaf Awards
Volunteer Appreciation Program
Conservative Party of Canada**

Awards for 2021 National Convention

General Maple Leaf Awards Description

The Maple Leaf Awards are presented at the Conservative Party of Canada National Conventions to individuals who have demonstrated outstanding leadership in various categories.

National Conventions are held at least every second calendar year, subject to the CPC Constitution.

The CPC National Council, through its Volunteer Appreciation Program, launched the Maple Leaf Awards at the 2008 National Convention. The Membership and Communications Committee of National Council is responsible for the administration of the awards, and reviews the awards list for each Convention cycle, making changes as necessary.

The Maple Leaf Awards Committee, consisting of the members of the Membership and Communications Committee, the Executive Director of the party or designate and representation from Caucus, will review all submissions received.

The Maple Leaf Awards Committee may elect to review any nominee with the National Councillor(s) representing the respective jurisdiction of that nominee.

The Irving Gerstein Award for Outstanding Fundraising Volunteer

Background on Irving Gerstein:

The Irving Gerstein Award for Outstanding Fundraising Volunteer was awarded for the first time in 2016. The retired Senator and Past Chair of the Conservative Fund has established a legacy of remarkable success in private enterprise, public service and philanthropy. In his current role as Chair of the Conservative Fund, Mr. Gerstein has shaped and maintained one of the most effective fundraising machines in Canadian political history. Through his tireless pursuit of innovation and excellence, Mr. Gerstein helped our Party win three consecutive election victories: in 2006, 2008 and with a commanding majority in 2011.

The Criteria:

In honour of Senator Gerstein's exemplary service, this award recognizes the consistent service of an individual to her/his Electoral District Association by raising the donations necessary to win elections and represent the interests of hardworking Canadians.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Doug Finley Award for Outstanding Campaign Management

Background on the Doug Finley Award:

Established in 2011, this award will forever serve as a testament to the legacy of the late Senator Doug Finley, whose name has become synonymous with dedication and excellence in the Conservative Party's campaign history. With his remarkable contributions in 2004, 2006, and 2008, he inspired not only this award but also the endeavors of so many campaigners working across Canada, achieving victory and establishing strong foundations for a majority government in 2011.

The Criteria:

In honour of Mr. Finley's exemplary service, this award recognizes the individual who has demonstrated outstanding campaign management skills.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The David McPherson Award for Outstanding Volunteer

Background on the David McPherson Award:

The David McPherson Award for Outstanding Volunteer was introduced by the National Council in 2013 in honour of their former colleague (2008-2012) from the Northwest Territories. David died at the age of 57 after a long fight with cancer, leaving behind his wife Wendy, son Leyland, and many good friends on National Council and within the Conservative Party. David was an inspiration to all of us, a tireless volunteer giving selflessly of his time and talent to advance the goals of the Party. A proud indigenous Canadian and successful entrepreneur, he embodied conservative principles of self-reliance, morality, and providing the means to those in need to help themselves. David's generosity was not limited to the Party; he was an enthusiastic contributor to

many causes and organizations.

Just as David McPherson continues to live through this award, may his bright legacy continue to shine within every volunteer who strives to achieve excellence for our party and country.

Criteria:

In honour of David, this award recognizes a volunteer who has demonstrated dedication, selflessness, passion, and exemplary service.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Outstanding EDA President Award

Background:

EDA Presidents throughout the country are expected to represent and organize their riding associations on behalf of the members of their respective communities, driven by their own motivation as Conservative volunteers and supporters. This award was established in 2008.

Criteria:

This recognition is awarded to an individual who has shown exemplary leadership, hard work, and dedication in the fulfillment of the role of EDA President.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Outstanding Youth Volunteer Award

Background:

Awarded to a young individual who has demonstrated selfless dedication and an outstanding record in volunteer work both in their communities and on the campaign

trail. Volunteers are crucial to the Conservative movement, which prides itself in its grassroots and community-based approach. This award acts not only as recognition, but also as an encouragement to all young Conservative volunteers who hope to aid in the strengthening and building of our Party. This award was established in 2008.

Criteria:

This award recognizes a volunteer under the age of 25 (by the time of the National Convention) who has reflected dedication, selflessness, passion, and exemplary service.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Outstanding Outreach Volunteer Award

Background:

Established in 2008, this award recognizes the accomplishments made in outreach to local communities and the successful integration of community members within the Party. Outreach to local communities is a crucial lifeline in our Party and ensures that our message is consistent with the needs and interests of all Canadians.

Criteria:

This award is given to an individual who has demonstrated unmatched merit in his/her efforts of outreach on behalf of the Party.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Outstanding Financial Agent Award

Background:

Established in 2016, Recognizes an individual who has taken their role beyond what is expected of an EDA Financial Agent.

Criteria:

The recipient will have shown a remarkable track record in maintaining the finances of his/her EDA board, and setting a strong example for others to strive for. This individual must also embody the organizational ability required to ensure regulatory requirements are always met, and tax receipts are issued to donors in a timely fashion.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Outstanding Campus President Award

Background:

Established in 2016 to recognize the special role of a Campus Club president in overseeing the organization of activism on post-secondary campuses in order to boost the appeal of the Conservative message to young people across the country.

Criteria:

This award is given to an individual who has demonstrated both dedication and capability in his/her fulfillment of the role of Conservative Campus Club President. The recipient will be a campus club president who has demonstrated the virtues of leadership, upheld and promoted the Party's ideals, and invigorated the Conservative community on campus, especially by welcoming newcomers and fostering camaraderie among members.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

Outstanding Social Media Volunteer Award

Background:

Established in 2018 to recognize the ever-increasing importance of social media outreach in political activism and electoral success, this award is given to an individual or group who, on a volunteer basis, has boosted Conservative online presence, profile, and reach through use of social media.

Criteria:

The recipient will be an individual or group who, on a volunteer basis, has boosted Conservative online presence, profile, and reach, through use of social media.

Required Submission for this Category:

Persons submitting nominations for the individual awards must provide a maximum 500 word essay detailing the characteristics that make the individual being nominated outstanding and showing the nominee in action.

The Most Successful EDA Membership Drive/Event

(awarded in non-Leadership vote and non-election year cycles)

Background:

Established in 2008, this award recognizes the accomplishment of an EDA in increasing its Conservative Party Membership outside of nomination or leadership races.

Criteria:

Documentation of a notable Membership drive.

Nomination races are not considered to be membership drives. If the term of a drive overlaps with the dates of nomination period this will render the drive/event ineligible for consideration for the award.

The Event must have occurred since the deadline for submissions for the Maple Leaf Awards for the previous National Convention.

Required Submission for this Category:

Persons submitting nominations must provide documentation explaining the drive/event, detailing the characteristics that make drive/event outstanding, as well as a certification letter signed by the EDA Membership Chair attesting to the accuracy of any submitted lists.

Party Builder EDA Award

Background:

Established for the 2021 Convention to recognize the EDA that has transferred the most funds to other EDAs since the previous National Convention. To help strengthen the party and elect Conservative MPs in general elections and by-elections in every region of Canada, many EDAs step up to provide financial support to EDAs without a strong base of financial resources. To ensure compliance with the Canada Elections Act and that financial assistance is provided efficiently, transfers are coordinated through an EDA Financial Assistance program supported by the Conservative Party of Canada.

Criteria:

This award is given to an EDA that has transferred the highest cumulative level of funds to other EDAs since the previous National Convention through the party's EDA Financial Assistance program.

Required Submission for this Category:

Financial information is provided by Conservative Headquarters to determine the winner.

Low Budget Masterpiece EDA Award

Background:

Established for the 2021 National Convention to recognize a Conservative MP's campaign in the most recent general election that secured the highest percentage of the votes at the lowest amount spent in their campaign return.

Criteria:

This award is given based on a review of the top 30 vote percentages achieved by a Conservative MP in the most recent general election. The MP's campaign that filed the lowest level of expenditures as part of its audited election campaign return will be recognized for its fiscally responsible approach to campaigning.

Required Submission for this Category:

Financial information is provided by Conservative Headquarters to determine the winner.

Special Recognition Awards

Background:

From time to time, the Maple Leaf Awards will include recognition for exceptional or otherwise noteworthy contributions to the party. Without committing itself to establishing any permanent categories of special recognition, the National Council Membership and Communications Committee will sometimes give awards to individuals or EDAs on an *ad hoc* basis.

Criteria:

There will not be predetermined criteria for these awards, as they will usually arise out of special circumstances or in tribute to special individuals or EDAs.

Required Submission for this Category:

Persons wishing to suggest Special Recognition Awards should contact the CPC National Council's Membership and Communications Committee Chair.