

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	Syntec Seating Solutions, LLC		
Street Address 200 Swathmore Avenue	City/State High Point	Zip 27263	
Name of Person Completing Application	James Jones	Phone 336-862-7511	E-mail James.jones@takata.com
Name of Sponsoring United Way	United Way of High Point		

STANDARDS OF EXCELLENCE

**ALL APPLICATIONS MUST BE SUBMITTED USING THIS FORM and COMPLETED "AS IS"!
Please do not add borders, headings, color, or make any changes to this form.**

Application Standards Checklist		
<input checked="" type="checkbox"/>	1.	Overall Organizational Volunteer Culture
<input checked="" type="checkbox"/>	2.	Raising Community Awareness of Needs and Foster a Spirit of Giving
<input checked="" type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving
<input checked="" type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input checked="" type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive
<input checked="" type="checkbox"/>	6.	Overall Per Capita Gift
<input checked="" type="checkbox"/>	7.	Participation Level

**You may submit video links or DVD for viewing by the Selection Committee. Submit DVDs to
Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511.**

AWARD CATEGORIES

Organization Employee Size <i>Check the appropriate box for this application submission.</i>	Type of Organization <i>Check the appropriate box for this application submission.</i>
<input type="checkbox"/> Up to 25 employees <input type="checkbox"/> 26-50 employees <input type="checkbox"/> 51-100 employees <input type="checkbox"/> 101-200 employees <input checked="" type="checkbox"/> 201-500 employees <input type="checkbox"/> 501-1000 employees <input type="checkbox"/> 1001-1500 employees <input type="checkbox"/> 1501-2500 employees <input type="checkbox"/> 2501-5000 employees <input type="checkbox"/> 5001+ employees	<input type="checkbox"/> Financial/Banking Institutions <input checked="" type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input type="checkbox"/> School Campaigns <input type="checkbox"/> Hospital/ Health System <input type="checkbox"/> Retail <input type="checkbox"/> Not-for-Profit Agency - 501(C)3 <input type="checkbox"/> Professional Services <i>(small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</i>

To certify the contents of this application, the signature of the nominating United Way CEO or his/her direct designee must be obtained. An email from the United Way may accompany the application submission stating that it has been reviewed and approved if electronic signature is not available.

United Way CEO/Designee Name:

Bobby Smith

Printed Name

Signature

Bobby.smith@unitedwayhp.org

Email

Organizational Overview

This information will be used during the Awards Ceremony for winning companies.

Describe the philanthropic culture of the organization:

Syntec's mission is to advance safety in school bus seating using proven technologies from industry leaders worldwide, and to drive the leading edge of innovation in the industry. As we continue to grow, we are committed to building customer loyalty through relationships and exceeding expectations for service, quality and cost.

Syntec is committed to providing customers, suppliers, employees, shareholders and other stakeholders with a mutually beneficial relationship. We accomplish this through engaging our employees with our business and the community.

Syntec and its employees have been a strong supporter of the United Way and other community initiatives. We support the idea of giving back to the community and are dedicated to making a difference in the lives of our employees and community.

Describe a successful strategy, engagement opportunity, or volunteer activity that ignited campaign success: moving the community to invest, volunteer, or advocate and create lasting impact.

The combination of our company wide kick-off luncheon and partner staffing agencies and our "small group meetings" with Syntec management established a receptive environment for the campaign. During the annual United Way Kickoff lunch, GM Tony Domabyl and UW representatives Shannon Clouse and James Jones thanked all the Syntec Seating employees for their past support of UW and challenged them to do more.

List 3 bullet-points highlighting numeric campaign success:

Syntec Seating Solutions outstanding campaign highlights:

- Total Giving was \$29,030.60 in 2016 compared to 22,462.12 in 2015. (33% increase)
- Caring Gift Givers totaled 112 in 2016 compared to 100 in 2015. (12% increase)
- Total number of employees was 207 in 2016 compared to 160 in 2015. (30% increase)

Standard 1 – Overall volunteer culture of the organization (this includes work with other community stakeholders, if applicable, as well as United Way).

- Describe how the organization works in collaboration with the community to solve problems.
- Does the organization have a social responsibility policy or statement?
 - If so, provide some highlights of the mission.
- Is the organization seen as a philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- What % of employees are engaged in volunteer work? Does the organization have a volunteer policy?

Up to 5 points

Syntec Seating Solutions encourages employees to volunteer and share their talents in support of various local community organizations. Syntec employees contribute to the community in the following ways:

- Payroll deduction for the United Way
- Mentors and volunteers at in local schools (e.g. Oak Hill Elementary)
- Coaches for local youth sports leagues
- Red Cross blood drives and first-aid/CPR training
- Company food drives to assist local food banks

Standard 2 – Organization’s partnership with United Way to raise community awareness of needs and foster a spirit of giving.

- Document ways in which the organization worked with United Way to generate enthusiasm for community involvement and support.
 - Specific rallies, events or programs
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
- Comment on year-round engagement that exists, if applicable.

Up to 5 points

During our 2016 Campaign, the principal communication methods were Kick-off event, Small group breakfasts and company communications board.

Specific events held:

- **Company- wide Kickoff meeting was held with all employees,**
 - **Management prepared and served lunch. (Tailgating Theme)**
 - **Syntec Seating Solutions Management team encouraged participation and talked about the agencies involved and how they help the community.**
- **“Small group” campaign rallies included:**
 - **15 to 20 employees per meeting.**
 - **Senior management participation at every meeting.**
 - **Food served to increased attendance at meetings.**
 - **Preprinted Pledge Forms.**
 - **Raffle for prizes.**
 - **T-shirt give away**
 - **Paid Time Off (PTO) day give away for Caring Gift contributors.**

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving

- Describe the role that senior leadership plays in “influencing” philanthropy, community support, and campaign activities
- How does the organization’s leadership in general promote a culture of giving?
- List any specific events **that are directed by the leadership team.**

Up to 5 points

CEO/Senior Leadership was involved in every aspect of the campaign:

- Taking time to personally thank each employee for their donation and past and future support of the United Way.
- Attending all campaign meetings and talking to employees about the importance of the United Way and what the agencies do to help our community and employees.
- Each year they increase their personal pledges.
- Company sponsored “incentives” - Paid vacation time, breakfasts, lunches, other awards as a thank you.

Tony Domabyl, GM, personally met with each salaried associate to review and complete their personalized pledge form and encouraged both participation and increase giving.

Complete the chart below. Up to 5 points

Any positive % change in leadership givers is awarded 2.5 points.

10% or greater increase in % of leadership givers receives an additional 2.5 points

Use local corporate numbers if possible, otherwise indicate as statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership Givers	Points Awarded
2016	149	2	1%	-2%	
2015	100	4	4%		

UW % of Leadership Givers - 2016 # of leadership givers divided by the 2016 total # of givers

UW Leadership Givers % Change - 2016 # of leadership givers minus the 2015 # of leadership givers divided by 2015 #

Outline any factors or information that could affect % of leadership givers.

Two of the 4 2015 Leadership Givers retired.

Standard 4 - Corporate or Foundation Contributions and Non-traditional/In-kind Support

- State where management places the United Way Campaign within its prioritization of activities.
- List specific sponsorships, resources, materials, loaned executives, advertisements, videos (YouTube as an example).
- List specific “social media” activities/events/activities.

Up to 5 points. If your organization is Federal or Nonprofit and cannot legally provide a Corporate Gift, please provide information on in-kind gifts and other efforts below.

Syntec was not able to make a company contribution due to corporate constraints, the company did directly support the campaign through the following actions:

- Incentive gifts included paid time off for each Caring Gift and raffle ticket for tablet computer based on participation level.
- Lunches, Breakfasts and other items to motivate attendance at campaign/solicitation meetings.
- Time from production schedule in order to conduct meetings on company time.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$	%
2015	\$	

Percentage change example: 2016 minus 2015 divided by 2015.

Use a plus or minus sign to show a positive or negative % change.

Standard 5 – Employee campaign coordination, recognition and incentive

- Describe the work of the campaign coordinator and/or committee, listing successful planning tools, specific activities, and events that propelled the campaign to success
- Detail how the employees were recognized within the workforce for their investment of time and resources
- Share any specific incentives used that proved to be effective in building motivation and resolve to give

Up to 5 points

The campaign coordinator (Shannon Clouse) organized and coordinated all campaign meetings, incentive gift procurements, food, and reporting.

During the plant wide kick-off luncheon and subsequent small group meetings all employees were thanked for their previous participation and encouraged to give and/or increase their level on giving. The following incentives were offered:

Caring Gift Givers (1 hour's pay per month or .6% of annual salary)

- T-shirt with United Way and Syntec Company logos that were handed out during the awards luncheon.
- One PTO day
- Entry in Vann York Car Giveaway
- United Way Caring Club Card

All other givers

- 1 Ticket for a chance to win prize

Standard 6 - Overall Per Capita Gift

- Describe events or strategic action that positively affected per capita employee giving
- Was a specific community issue at the center of employee giving? If so, explain.

Up to 5 points

Per capita giving was increased due to the following:

- Kickoff Luncheon w/ GM and UW representatives.
- Held small group break out meetings to encourage giving and assist in filling out forms – Top Management participated in each session
- Personalized Pledge Forms
- Sr. Management held individual meetings with all salaried employees to encourage participation
- Great Incentives :
 - 1 T-shirt with United Way and Syntec Seating Solutions Logo.
 - 2 8 hours PTO.
 - 3 Vann York Car Giveaway.
 - 4 United Way Caring Club Card announced at all meetings.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Employee Giving Amount	% Change	Points Awarded	Total No. of Full-time Employees	Employee Per Capita	% Change	Points Awarded
2016	\$29,030.60	30%		207	\$142.00	7%	
2015	\$22,462.12			160	\$141.00		

Percentage change example: 2016 minus 2015 divided by 2015.

Per Capita Gift: Total Employee giving Amount divided by the Total Number of Employees

Use a plus or minus sign to show a positive or negative % change.

2.5 Points are awarded for positive percent change in Total Employee Giving Amount

2.5 Points are awarded for positive percent change in Employee Per Capita Amount

Total possible points for Standard 6 = 10

Standard 7 – Participation Level

- How does the organization ensure that all employees have an opportunity to participate in the United Way campaign? List specific steps taken to reach and educate all employees.
- Describe any efforts for outreach with specific groups such as new hires, seasonal employees, retirees.

Up to 5 points

Participation was encouraged in the following ways:

1. Provided lunch and made mandatory attendance at the kick-off meeting
2. Provided breakfast, time off the job and made mandatory small group campaign meetings
3. Encouraged the company's temp agencies to allow employees to attend campaign events and provide payroll deduction.

Local corporate numbers are reported below unless indicated as statewide

Year	Total # of Employees	% Change	Total Number of Givers	% Change	Points Awarded	% Participation	Points Awarded
2016	207	42%	142	49%		72%	
2015	160		100			63%	

Employee % change – 2016 number of employees minus 2015 number of employees divided by 2015 number

Givers % Change – 2016 number of givers minus 2015 number of givers divided by the 2015 number

2.5 Points are awarded for positive percent change in Number of Givers

2.5 Points are awarded for positive percent change in Percent of Participation

Total possible points for **Standard 7 = 10**