

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	AT&T		
Address	3709 Wireless Drive	City/State Greensboro	Zip 27455
Name of Person Completing this Application	Tamarind Stewart	Phone 336-378-5020	E-mail Tamarind.stewart@unitedwaygso.org
Name of Sponsoring United Way	United Way of Greater Greensboro		Metro Size 1A
United Way Contact for Questions	Tamarind Stewart	Phone 336-378-5020	E-mail Tamarind.stewart@unitedwaygso.org
Does the company know a Spirit Application has been submitted on their behalf? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

STANDARDS OF EXCELLENCE

Below is a checklist of the components of the application. Please complete each standard, in addition to the Organizational Overview, with as much detail as possible. Each Standard is worth up to five (5) points unless designated with an asterisk (*). Designated Standards are worth up to ten (10) points.

**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. Volunteer Culture
<input checked="" type="checkbox"/>	2. Partnership with Community
<input checked="" type="checkbox"/>	3. CEO/Senior Leadership and 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, Incentive and Recognition
<input checked="" type="checkbox"/>	6. Overall Per Capita Gift
<input checked="" type="checkbox"/>	7. Participation Level
<p>Heads up!</p> <p>Please do not add pictures to the Standards Text Box. Instead, attach separate page with pictures labeling the corresponding Standard. (Attachment 1)</p> <p>You may also submit a DVD or attach a Video for viewing by the Selection Committee. The video should not exceed 3 minutes. Please send any DVDs to Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511. DVD's must arrive on or before January 19, 2016.</p>	

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 50 employees <input type="checkbox"/> 51 – 100 employees <input type="checkbox"/> 101 - 200 employees <input type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input checked="" 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 type="checkbox"/> Manufacturing <input checked="" 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:

Tamarind N. Stewart

Email:

tamarind.stewart@unitedwaygso.org

Organizational Overview

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

Describe the mission, vision and philanthropic culture of your organization:

AT&T is leading the way to the future – for customers, businesses and the communication industry. We're developing new technologies to make it easier for our customers to stay connected. We envision a world where everything and everyone work together.

Public service and social responsibility are traditions deeply embedded at AT&T, going back over 100 years to the beginnings of the company. Nationally, we're improving lives by supporting our local communities. We want to raise high school graduation rates and we're preparing students for college and careers through our signature education initiative, AT&T Aspire. Our It Can Wait national campaign has inspired more than 6 million people to pledge that they will never text and drive.

Locally, our two adjacent AT&T Business Call Centers (Wireless Drive and Pisgah Church) are committed to the community we serve through volunteer activities of the employees who give so generously of themselves. AT&T invests locally in undertakings that address a range of public concerns such as breaking the cycle of poverty, student education, and food scarcity.

In August 2014, our local AT&T Business Call Centers raised over \$122,428 (a 6.3% overall increase) toward the United Way of Greater Greensboro's \$11.1 million campaign to support an innovative and community-wide effort to provide hope and opportunity to those who need it most.

Describe ONE unique and meaningful event, activity, or communication that ignited the success of your campaign: (This will be shared at the Awards Banquet if selected as a winner)

AT&T Volunteer Fair

The leadership at AT&T dedicated one day at each of the two adjacent buildings for employees to participate in a United Way volunteer fair. For many employees, this was their first encounter with United Way and a 100% awareness campaign which informed employees of the rapidly increasing poverty levels in our community and resources to address the needs of individuals, children and families. Over 400 employees, including the local CEO, were engaged with 12 partnering agencies during team break times. As a result, employee participation increased by 102.25%.

List 3 bullet-points highlighting numeric campaign successes:
(This will be shared at the Awards Banquet if selected as a winner)
(i.e., dollars raised, % increase over previous year, # of leadership givers, etc.)

- Participation increased by 102.25% (25.76% to 52.1%)
- Overall campaign increased by 6.3% (from \$115,173.67 to \$122,428.91)
- Special Events increased by 153.25% (from \$1,234.54 to \$3,126.47)

Standard 1 - Volunteer Culture

Describe how volunteerism fits into the organization's philanthropic mission. Include specific volunteer activities (listing recipient organizations) and, if possible, provide number of employees, volunteer hours and dollar value of volunteer participation. (Estimated value of volunteer time for 2013 is \$22.55 per hour) Include organizational incentives for participating in community volunteer activities.

Up to 5 points

Locally, our two adjacent AT&T Business Call Centers are committed to the community we serve through volunteer activities of the employees who give so generously of themselves. AT&T invests locally in undertakings that address a range of public concerns such as breaking the cycle of poverty, student education, and food scarcity.

Juvenile Diabetes Research Foundation- Employees have supported the JDRF walk for the last 6 years and last year we were able to be a corporate sponsor. We also work with the local community in that we have a program called AT&T Aspire Mentoring Academy where we host students from varying High School in Guilford County.

Food drive for Wiley Elementary School's African-American Male Initiative Food Pantry and Salvation Army Center of Hope

AT&T Aspire Mentoring Program with Guilford County Schools

Recipient of United Way of Greater Greensboro's All Feet on the Ground Award for significant % increase in number of donors throughout a workplace campaign.

The AT&T Foundation helps extend the reach of AT&T employees' community involvement efforts by matching employee contributions to educational and cultural organizations and by providing grants to recognize employee volunteer efforts in communities located in all areas of the country.

Standard 2 – Partnership with community to raise awareness of needs and foster a spirit of giving

Describe the organization’s philanthropic relationship with the community. Document specific rallies, events, or programs which generate enthusiasm for community involvement and support. Unique partnership and awareness activities should be highlighted such as specialized meetings, tours, speakers and fairs. **Activities which have positive results for year-round engagement should be cited as well.**

Up to 5 points

ONE COMMUNITY- ONE AT&T CAMPAIGN

United Ways understand how difficult it can be to fundraise and/or recruit volunteers from call centers. But, this is not the case with AT&T. Employees are encouraged to volunteer and be engaged with the Greater Greensboro community.

2 AT&T Volunteer Fairs open to all employees; 12 partnering agencies participated and signed-up inspired volunteers to support their programs and clients; over 200 employees participated in the opportunity

United Way of Greater Greensboro Annual Campaign- 100% Awareness Campaign
12 non-profit organizations collaborated with AT&T and were able to “tell their story” to the employee base during the two volunteer fairs and 5+ campaign rallies. There was online and physical presence throughout the campaign. United Way posters were displayed throughout the call centers, especially elevators; and campaign updates, poverty facts, and event information were displayed throughout the buildings on television screens.

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving
 Given that Leadership participation is a Best Practice item: Describe how **senior leadership** (CEO/Direct reports) hosts, manages, organizes, participates in, and “influences” philanthropy, community support, and campaign activities. Describe how **company leadership in general** promotes a culture of giving. Specific events that are sponsored (and led) by the leadership team should be noted. Complete the **leadership giving** table below.

Up to 10 points*

A gift of \$ 1,000 or more is considered a leadership gift.

Local CEOs , top and departmental managers of both locations were highly visible throughout the campaign, participating in the volunteer fairs and special events and approving additional volunteer opportunities for employees year-round.

Reminder: AT&T does not share the names of leadership donors, who make pledges to other charities, including those giving to UW-funded agencies.

* Since AT&T is a GCL, United Way receives 2015 employee giving results in March following the fall campaign. This application is based on the impressive results UWGG received in March 2015 (well after the Spirit Award nomination deadline) for the 2014 Fall campaign.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Number of Givers	Number of Leadership Givers	% of Leadership Givers	Percent Change
2015	NA		%	%
2014	546	3	.55%	-25 %
2013	270	4		

UW % of Leadership Givers - 2015 number of leadership givers divided by the 2015 total number of givers

UW Leadership Givers % Change - 2015 number of leadership givers minus the 2014 number of leadership givers divided by 2014 number

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

Standard 4 - Corporate or Foundation Contributions and Other Non-traditional and In-kind Gifts/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. Please complete the Corporate Gift table below.

Up to 5 points. If your organization is Federal or Nonprofit and cannot legally provide a Corporate Gift, you will automatically be awarded 5 points.

Please indicate if you fall into the “N/A Category”

AT&T is part of United Way Worldwides Corporate Relations/Global Corporate Leadership (GCL) program which enhances a company’s ability to impact communities around the world through strategic philanthropic partnerships, leveraging United Way’s global reach and local leadership in communities worldwide.

Locally, AT&T is one of United Way of Greater Greensboro’s top 25 largest workplace campaigns raising \$122,428 in 2014. \$27,552 (23%) of the total campaign was corporate giving.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$NA	%
2014	\$27,552	-1.6%
2013	\$27,993	

Percentage change example: 2015 minus 2014 divided by 2014.

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

Standard 5 – Employee campaign coordination, incentive and recognition

Describe the work of the campaign coordinator and/or committee and list specific activities, decisions and events. Share specific incentives used in the campaign and how employees were recognized within the workforce for their contributions.

Up to 5 points

The 5 combined ECM's at the two locations were imperative to the success of this campaign. As well respected managers, they encouraged their associates with the power of friendly competition between buildings. They competed for pizza parties, weekly prizes such as new electronic tablets, and bragging rights.

Frequent emails with campaign updates, United Way posters, online giving reminder, and several special events gave associates many opportunities to become aware of United Way of Greater Greensboro's focus to break the cycle of poverty, volunteer opportunities, and ways to give.

ECM's received free United Way t-shirts that they wore during all special events.

Special Events:

Penny Wars

Hat Day Pass

Can Food Drive

Cutest Baby & Pet Contest-

Hot Dog/ Bake Sale

Manager Wars- Each nominated manager had a designated buckets. Whichever manager had the most money in their bucket by the end of the deadline had to wear the large PUMPKIN OUTFIT and tour the Greensboro Call Center.

In 2015, AT&T received the "All Feet On The Ground Award" from United Way of Greater Greensboro for its employees in recognition for the largest increase in the number of people contributing to United Way of Greater Greensboro during 2014-2015 (102.22% increase).

AT&T's United Way Campaign Goal is to:

- Educate employees on all aspects of United Way of Greater Greensboro and to promote the simplicity of employees contributing to their cause – from anywhere convenient to them, including their mobile device, tablet or laptop.
- To elevate one of the most rewarding aspects of our jobs: giving back to the communities we live and work.
- To build stronger communities through direct support of any registered 501 (c)3 organization across the country.
- To foster cooperation between labor and management for the benefit of the communities we serve through concerted campaign planning and implementation.
- To energize all employees through ongoing communications and activities aimed at increasing participation across our base.
- To encourage volunteerism and support a volunteer project during the campaign and year-round

Standard 6 - Overall Per Capita Gift

Describe what employee, leadership, workplace, or community issues made a difference this year in per capita giving by employees. (Note: If campaign results increased (or decreased) by a measurable amount, it is expected that those changes were driven by some recognizable improvement or change. Example: Instituted specific goals by department for the first time equal to the corporate campaign objective which generated enthusiastic and competitive environment. Complete the employee giving and per capita giving table below.

Up to 10 points*

In March 2014, the Board of Directors tackled the question, “What social issue should United Way of Greater Greensboro address in order to create the greatest possible community change, and in doing so create powerful focus for the organization and community to rally behind.” After extensive research and comprehensive discourse, the Board identified poverty as the issue United Way of Greater Greensboro should focus. And with poverty on the rise in our community (1 in 5 people living in poverty in Greater Greensboro), opportunities for individuals and families to succeed are directly affected.

Our focus on poverty allowed our campaign message to be clear and concise. Donors rallied behind our strategic plan to break the cycle of poverty that is affecting our entire community.

The energy and excitement was “top down”. Leadership ensured that the campaign was fun and informative and that employees in need of 211 resources were not just solicited for the campaign, but also connected with resources they critically needed, especially affordable childcare and summer camps.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Employee Giving Amount	Percent Change	Total No. of Full-time Employees	Employee Per Capita	Percent Change
2015	NA	%		\$	%
2014	\$91,749	6.88%	1048	\$87.55	6.89 %
2013	\$85,845			\$81.91	

Percentage change example: 2015 minus 2014 divided by 2014.

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.

Standard 7 – Participation Level

It is important that each employee have an opportunity to support their community through participation in the United Way campaign. How does the company make an effort to ensure all employees have an opportunity to participate? (List specific items) Does the company provide a new hires program to provide employees an immediate opportunity to give? (List specific initiatives) Describe any outreach efforts for retirees to give back to the community through United Way participation. Complete the **employee giving** and participation table below (Donors, not responders). **Up to 10 points***

AT&T departments provide team meetings to educate and inform employees on the mission of United Way and to show employees how to donate though YourCause right on their workstation computers. Managers provide time for employees to become familiar with the year-round giving platform, as well as opportunities to pledge during the workday.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015	NA	%		%	%
2014	1048	0%	546	102.25%	52%
2013	1048		270		26%

Employee % change - 2015 number of employees minus 2014 number of employees divided by 2014 number

Givers % Change – 2015 number of givers minus 2014 number of givers divided by the 2014 number



STANDARD 5- All Feet On The Ground Award