

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	Aladdin Travel and Meeting Planners		
Street Address	City/State	Zip	
301 N Main Street, Suite 2600	Winston-Salem NC	27101	
Name of Person Completing Application	Phone	E-mail	
Kay Bolick	(336) 721-9335	Kay.bolick@uwforyth.org	
Name of Sponsoring United Way	United Way of Forsyth County		

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 checked="" type="checkbox"/> 26-50 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 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:

Cindy Gordineer

Printed Name

On file

Signature

Cindy.gordineer@uwforyth.org

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

Aladdin Travel has a strong commitment to their local community and the areas where they work and live. Aladdin supports a variety of causes by contributing time, effort and money to nonprofit organizations and local fundraising events. Aladdin's employees volunteer in local outreach programs throughout the year that help in building their relationships with the nonprofit programs within its community. To honor their clients, employees and friends, Aladdin annually support Food Banks in markets where its customers are headquartered. Aladdin Travel received the United Way Spirit Awards for an increase in giving in 2013 and 2015. Some of the Agencies that Aladdin has supported include the following:

- Goodwill
- YMCA/YWCA
- Girl Scouts Tarheel Triad Council
- Reynolda House
- Children's Museum of Winston-Salem
- Juvenile Diabetes Research
- Adult Center for Enrichment
- WS Delta Fine Arts
- Downtown Winston-Salem Partnership
- National Black Theater Festival
- United Negro College Fund
- The Forsyth County Humane Society
- Five Points of Live – Winston-Salem
- March of Dimes
- Hospice & Palliative Care Center
- Carolina Living and Learning Center
- WFDD
- Forsyth County Mental Health
- Senior Services
- Heart Walk
- Ronald McDonald House

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.

For the past three years Aladdin Travel has contributed over 100 blankets each year to the Winston-Salem Police Department's downtown foot patrol. In 2016, they invited the community to join them. Participants brought a blanket (or blankets!) to their corporate offices located on the 26th floor of Winston Tower on December 20th between noon – 2:00 pm and were provided a BBQ sandwich lunch as thanks. As a result of the new blanket drive format, Aladdin gathered over 200 blankets from employees and clients to donate to the Winston-Salem Police Department's Downtown Foot Patrol. The new strategy of inviting the community to bring a blanket and have lunch with us versus having them come to make blankets was highly successful. And, what better group than the Winston-Salem Police Foot Patrol to be aware of the homeless, the camps where they live and their needs – especially for a warm blanket in the winter months.

List 3 bullet-points highlighting numeric campaign success:

- 9% increase in dollars raised from \$14,587 to \$15,907
- Increase in average gift from \$442 to \$482
- Stellar participation rate of 75%

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

Aladdin Travel has been a faithful partner with United Way for many years. CEO, Ricky Shore and Founder, Nancy Dunn, are strong philanthropic leaders who promote giving back through the gifts of time and money. Both have served as UW Cabinet members in the past, with CEO Ricky Shore serving as recently as 2014.

Although Aladdin does not track the volunteer hours, employees are encouraged to give back in the communities where they live, work and play. And, they have an official program - #AladdinGivesBack. The incentives for them? Teamwork, making a difference in the community, and the pride that comes when others see their volunteerism on FB and their website and give a big “thumbs up” of support.

A few examples:

- There are seven YLU (Young Leaders United). These 18-40 year old employees easily exceed the YLU requirement of 24 hours volunteerism per year.
- For the past few years during the holiday season, Aladdin Travel has made donations to local food banks in honor of their clients, employees and friends. In addition to these gifts, Aladdin Travel wanted to make a donation to four non-profit organizations that are making a difference in our local communities. Voting procedure was established for the community. The charity that received the highest number of votes during the voting period of December 14 – December 21 received \$1,500 and the additional three received \$500 each.
WINNERS WERE ANNOUNCED ON DECEMBER 22ND, AND THEY ARE:
 - HOPE (Help Our People Eat) of Winston-Salem is the recipient of \$1500!
 - Recipients of \$500 each are:
 - The Greensboro Children’s Museum
 - Jobs for Life
 - HopeWay
- See the organizational overview where Aladdin partnered with the Winston-Salem Police Bike Patrol and community members to meet the basic needs of homeless residents by providing 200 blankets.
- See Standards 3 and 6 for additional information about community involvement and support.

Aladdin solicits the community to partner with them as noted in the above charity voting example as well as soliciting the community to participate with them in providing blankets for the homeless. Again, refer to the organizational overview to review the many charities that Aladdin supported in our community in 2016.

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

The spirit of giving is very apparent with many examples mentioned in Standard 3. Founder Nancy Dunn, and CEO Ricky Shore, are stellar examples of philanthropic relationship and leadership in the community. (See Standard 3 for full details)

Year round community engagement is detailed in the organizational overview section.

Of course, there is much excitement and focus during the United Way campaign. Another special way that Aladdin interacts with United Way is that they invite me (Kay Bolick) to community events they host for their clients and friends. This give me several opportunities during the year to talk about United Way that I would not have without the partnership with them.

Additionally, Aladdin employees:

- Volunteer at Clemmons Food Pantry
- Partner with the WSFC County Schools as volunteers
- Serve as volunteers at universities where they graduated
- Donate time to church activities
- Volunteer at the Salvation Army throughout the Holiday Season
- Participate in various philanthropic organizations through the community such as the Junior League of Winston-Salem, Rotary Club and more.

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

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

One has to look no further than Aladdin’s website to see their philanthropic culture. This famous quote by Winston Churchill is proudly displayed:

We make a LIVING by what we get. But, we make a LIFE by what we give.

CEO Ricky Shore is active in the community and leads by example. Some of his philanthropic efforts:

- **Ricky’s leadership donation to United Way has increased by 133% since 2011**
- Served as a 2014 Cabinet member for United Way of Forsyth County & runs campaign each year
- Featured speaker for one of the YLU lunch & learn events.
- Served as President of the Winston-Salem Rotary Club.
- Served on the Board of the Children’s Museum of Winston-Salem and DataMax Corporation and Foundation.
- Assisted in fund raising efforts for R. J. Reynolds High School & Auditorium, United Way of Forsyth County, Senior Services, St. Paul’s Episcopal Church, the YMCA of Northwest NC, Crosby Scholars and Arbor Acres Retirement Home.
- Sponsor for After Dark at Milton Rhodes Art Center, a fundraiser for the blind & visually impaired.
- Provided raffle (3 nights & Hopper passes at Disney) for Ronald McDonald at the Character Breakfast.

See Standards 1, 2 and 5 for other related information.

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	33	5	15%	25%	5
2015	33	4	12%		

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.

Factors that may influence the % of leadership givers include incentives, loyalty and annual commitment to the United Way mission. Again, see the MANY examples of philanthropy in Aladdin’s corporate culture in the organizational overview. This clearly reflects the scope and diversity of their vision to improve our community now and going forward.

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.

Aladdin promotes their campaign as an “employee campaign” and encourages their staff to be philanthropic throughout the year and not just during the United Way campaign. United Way is the only employee solicited campaign where information is disseminated to the employees, a personal ask is made, and payroll deduction is offered as a convenient method of donating.

Philanthropy is a category on their website (#AladdinGivesBack). Photos from volunteer activities are proudly displayed on their Facebook page.

There was an open invitation to the community on the FB page to participate in providing blankets for the needy. **Aladdin provided a barbecue lunch** for those community members who participated.

Donations in the amount of **\$3,000** were offered to organizations providing food for the hungry. And, they also collected food for Second Harvest Food Bank of Northwest NC.

Aladdin provided many in-kind incentive items during the UW campaign such as:

- Minimum gift
 - % increase in gift from 2015, with higher worth prizes as the giving percentage increased
- See Standard 5 for complete details of their awesome incentives.

UW champions Mary Louise Shore and co-worker Elizabeth Earle were given the resource of work time to promote and manage the United Way campaign.

United Way posters were proudly displayed in Aladdin’s workspace during campaign. And the NC Spirit awards from 2013 and 2015 are proudly displayed all year.

The Statistix video was sent to employees via e-mail.

Corporate “gifts” are important. However, with some smaller companies, the CEO’s personal gift is the corporate donation and in theory we could have handled his pledge in this manner. Ricky has increased his donation by 133% since 2011. The participation, volunteerism, other in-kind gifts and phenomenal incentives described in this application are indicative of the corporate culture and support of Aladdin Travel. United Way of Forsyth County is **very thankful** for the support of our building neighbor – Aladdin Travel – and feel strongly that there are many factors which contribute to this standard besides numbers in the chart below.

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

Let's start with these awesome incentives:

Donation of at least \$195

Additional floating holiday for 2017

\$196 - \$329 (1 Winner)

Drawing for a one night stay at *The Kimpton Cardinal Hotel*

\$330 or higher (1 Winner)

Drawing for a one night stay at *The Ballantyne Hotel* including breakfast for two

Increase by 15% (1 Winner)

Drawing for \$400 additional Fam Trip dollars for 2017

Increase by 20% (1 Winner)

Drawing for two Delta certificates and two nights in the Penthouse Suite at *The Blakely New York* including breakfast for two

The campaign was managed by Mary Louise Shore and Elizabeth Earle. They made individual asks of each employee, even in their satellite locations outside of Forsyth County. They shared the United Way video (StatiStix) with their co-workers. Both Mary and Elizabeth are YLU members, and they strongly promoted this affinity group with great results – five other employees are also members. They also provided handout information regarding WLC, TLS and LC and answered questions about these programs. Each employee received an informational brochure and a paper pledge form. Mary Louise fielded questions employees had with me regarding designations to agencies and/or other communities, direct bill, etc.

Facebook and the Aladdin website are useful tools where employees are shown at volunteer events or recognized for milestones. Aladdin employees are close, take care of each other and celebrate individual or group successes. It is no surprise they have such a presence in the community, as evidenced by the many organizations (see organizational overview) they support throughout the year.

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

Aladdin had stellar results in their 2016 campaign with a 9% overall increase. They set a lofty goal of a 10% increase, and only missed that by \$138- very impressive for an election year campaign 😊
 Aladdin's ongoing volunteerism in the community is very strategic. Making employees aware of the needs in our community and how they can influence change is extremely positive. They understand that one time per year is not sufficient and keep the issues and successes current.

In addition to the employee campaign for United Way of Forsyth County, Aladdin provided support for the following in 2016 via #AladdinGivesBack:

- Asheville, NC - Manna Food Bank
- Asheboro, NC - Randolph County Family Crisis Center, Inc.
- Bethesda, MD - Capital Area Food Bank
- Birmingham, AL - Community Kitchens of Birmingham
- Charlotte, NC - Second Harvest Food Bank of Metrolina
- Charlottesville, VA - Blue Ridge Area Food Bank
- Greensboro, NC - Greensboro Urban Ministry
- Nashville, TN - Second Harvest Food Bank of Middle Tennessee
- New York, NY - Food Bank for New York City
- Orlando, FL- Second Harvest Food Bank
- Roseland, NJ - Community Food Bank of New Jersey
- Santa Fe, NM - United Way of Santa Fe County
- Winston-Salem, NC - Second Harvest Food Bank of Northwest NC

See Standard 2 for additional community agencies who received support from Aladdin as the result of an online voting poll by the community to vote on their favorite(s).

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	\$15,907	+9%	+ 2.5	44	\$362	+9%	+2.5
2015	\$14,586			44	\$331		

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

Aladdin focuses on participation each year, and 2016 was no exception. Employees were provided:

- personal asks from the campaign managers, Mary and Elizabeth
- informational brochures regarding United Way's work and impact in the community
- brochures for each affinity group
- two United Way videos
- 211 brochures
- pledge forms
- access to personal success stories and much more on the UW website and FB page
- posters and table tents

Aladdin offered stellar incentives - (see Standard 5).

UW champions Mary Louise and Elizabeth approached employees individually and ensured that each employee had the opportunity to learn about and contribute to United Way, even those who work in Greensboro and Charlotte.

Aladdin does not have an official retiree outreach program, but CEO Ricky Shore does reach out to Aladdin's founder, Nancy, who is now retired. And – YES – she contributed at leadership level.

Despite his extensive travel schedule, CEO Ricky Shore is involved in the planning of events and actively participates in them, encouraging participation by example. You WILL see his photo on Facebook at community events!

Certain businesses, such as travel industry and real estate, interact with a very broad base of individuals and companies. This is crucial to their business, but means they are continually asked to participate with many charities and/or sponsor something for another company. Therefore, it is important to acknowledge that **77% UW campaign participation is truly awesome**. The United Way campaign is the only employee solicitation campaign offered by Aladdin where employees can use payroll deduction for their gift.

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	44	0 %	34	3 %	+ 2.5	77 %	+ 2.5
2015	44		33			75 %	

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