

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Alamance Burlington Schools		
Address	1712 Vaughn Road	City/State Burlington, NC	Zip 27217
Name of Person Completing this Application	Jenny Faulkner	Phone 336-438-4000 X 20004	E-mail jenny_faulkner@abss.k12.nc.us
Name of Sponsoring United Way	United Way of Alamance County		Metro Size 150,000
United Way Contact for Questions	Lauren Berk	Phone 336-438-2000	E-mail lberk@uwalamance.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 type="checkbox"/>	1. Volunteer Culture
<input type="checkbox"/>	2. Partnership with Community
<input type="checkbox"/>	3. CEO/Senior Leadership and Involvement and Giving
<input type="checkbox"/>	4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input type="checkbox"/>	5. Employee Campaign Coordination, Incentive and Recognition
<input type="checkbox"/>	6. Overall Per Capita Gift
<input 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 type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input checked="" type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input checked="" 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:

Heidi Norwick

Email:

hnorwick@uwalamance.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:

Alamance-Burlington Schools serves more than 22,700 students in grades K-12 in Alamance County, North Carolina. Our public school mission is: Providing engaging work for our students will enable the Alamance-Burlington School System to educate all students to meet high academic standards and become responsible citizens in a rapidly changing world.

The Vision for Public Education in Alamance County was developed by community citizens and adopted by the Alamance-Burlington Board of Education in June, 2013. This foundational document outlines Alamance County's vision to develop a world-class school system to ensure every student's success and to ensure each child equal access to a world-class education.

The opening sentences define the environment and opportunities that our community endeavors to create for each child:

We believe that education is the foundation for individual success, economic prosperity, improved quality of life and perpetuation of our democratic society.

We envision a public school system that is a national model for its curriculum and community engagement to empower all Alamance County students with equal opportunity for civic engagement, a meaningful quality of life and skills for economic success—for themselves and our community.

As a school district, Alamance-Burlington Schools strives to be closely tied to our community, providing all students and staff members a variety of opportunities to volunteer, serve others and to use our collective impact and resources of heart, hands and awareness to improve our community.

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)

In addition to hosting successful employee donor campaigns at our 36 schools and central services locations, school sites and offices have the opportunity to involve students, parents and employees in raising special event funds. We encourage creative thinking and active engagement.

While several schools hosted fall pumpkin decorating contests with students, staff and parents "voting" for their favorite with pocket change, or students paying \$1 to wear a hat to school, or raffling off donated gift baskets, Smith Elementary School's first-time campaign coordinator, Candice Lewis, school counselor, came up with a novel idea. Ms. Lewis created a highly-successful holiday photo shoot campaign which raised more than \$500 in special event funds, over and above their goal-topping employee giving campaign. Each morning the week before school got out for the winter break, students were lined up in the school lobby, almost out the door, waiting their turn for a chance to pay \$2 for a photo in front of a holiday fireplace scene, complete with a tree and props like elf hats, reindeer antlers, etc. Many students had their photo taken with a friend or sibling, and all enjoyed posing for the camera for a great cause. Alamance-Burlington Schools Live United!

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.)

- Alamance Burlington School System raised \$51,850.67 in 2015, up from \$48,295.34 in 2014.
- Alamance Burlington School System increased leadership level giving by 36.55% from \$6,740.00 in 2014 to \$9,196.00 in 2015,
- Alamance Burlington School System increased their average gift by 12.52%.

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

Volunteerism and philanthropy are a way of life for students and staff members in the Alamance-Burlington Schools district and the list is endless. Classrooms, student organizations and sports teams at every school are involved in fundraising or donation campaign opportunities for numerous local, national and even international non-profit organizations all throughout the school year. Many philanthropic efforts are closely associated with curriculum. Each year, our district raises thousands of dollars, and collects hundreds of pounds of food and needed items for organizations, and hosts special events to raise money and awareness for:

- United Way of Alamance County
- Alamance County Relay for Life (American Cancer Society)
- Allied Churches Homeless Shelter and Food Pantry
- Salvation Army of Alamance County Food Pantry
- S. A. F. E. Food Pantry
- Altamahaw Ossipee Benevolent Fund
- American Heart Association
- Alamance Regional Medical Center Cancer Center Pink Ribbon Fund
- Christmas Cheer of Alamance County
- Ronald McDonald House in Durham
- The Water Project
- Red Cross of Alamance County and more

Just a few activities involving ABSS students and staff members:

- Helping to build houses with Habitat for Humanity Alamance County
- Cleaning up the Haw River with Clean Sweep
- Culinary Arts students baking cookies for Meals on Wheels recipients
- Culinary Arts students cooking meals at the Allied Church homeless shelter
- Students creating hundreds of holiday cards and small gifts for Armed Forces men and women overseas as well as for elderly living in the community's assisted living facilities
- Volunteering with Alamance County Recreation and Parks to help young children create gifts for special needs and elderly living in group housing
- High school civics students creating bags of necessities for local homeless individuals
- Elementary students creating and selling duct tape hairbows and pencil cans to raise funds for Alamance County Cancer Society
- Middle school students hosting a baseball tournament to raise funds to support the Jim Catfish Hunter ALS Association
- Career and Technical Education students collecting hundreds of toys for Christmas Cheer of Alamance County
- High School Health Occupations Students hosting blood drives and raising funds and materials for Red Cross
- Middle School Choral Dept. raising funds for Relay for Life with theme "Kiss Cancer Good-Bye", selling tee shirts, special honorarium & memorial "lips" which were displayed in their Relay Garden. They put on a Concert for Life which began with a hot dog supper and bake sale. To wrap up their efforts, they concluded with a walk for the cure.
- High school students supplying elementary students with weekend backpacks of food

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

Everything comes full circle in our community. Alamance-Burlington Schools (ABSS) is a perennial partner with several local non-profit agencies that, in turn, provide support for many of our students and families in need. Even with nearly 60% of the students in the district meeting federal free and reduced meal guidelines, schools still find a way to foster the spirit of giving like fighting hunger in the community, with students and families pitching in together to donate hundreds of pounds of food each year. Students at high poverty schools still manage to collect hundreds of toys for local Christmas Cheer families, donate hundreds of canned food items to feed local homeless and collect small change that totals hundreds of dollars to support clean water efforts in Africa with The Water Project.

One high school civics teacher prompted a philanthropic movement at her school, Cummings High School, by tying a classroom lesson in assembly line production to a charitable community project. Ms. Elizabeth Teague had students pack supply bags to distribute to homeless citizens in Alamance County, timing their production and checking their quality control. When word spread, other classes and student groups joined in. Here is a News 14 Carolina story about the community service project:

<http://www.twcnews.com/nc/triad/news/2015/12/8/teacher-turns-learning-experience-into-project-helping-homeless-.html?id=21.html>

Three students at Altamahaw Ossipee Elementary had a bright idea to cover cans in colorful duct tape, make hairbows out of the same material, then sell to their classmates, and their thriving business Cans 4 Cancer was born. The 5th graders learned how to manage a business, interviewed, hired and employed other students as volunteer workers, and raised close to \$1,000 to donate to cancer research. Times-News story about the service project:

<http://www.thetimesnews.com/article/20151125/NEWS/151129367/0/SEARCH/?Start=2>

One day at Newlin Elementary, Ms. Rachel Sherrill's second grade class was reading a story about a girl in Tanzania. The students saw pictures of girls with water jugs on their heads and it automatically prompted questions. "Why are they carrying that on their heads?", "Don't they have water in their house?" When my students learned that some children die from unclean water, the next question was from a serious little girl... "What can we do to help?" The class did some research and found The Water Project. Our class made posters, told their family and friends, made a video and showed the school, collected money, counted the money, and wrote thank you cards to each and every class that participated.

Many staff, teachers, and students at our school participated by donating change and spreading the word about this issue. In a little over a month, these students raised over \$800 to put towards this important cause. They are true leaders in our community!

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 \$500 or more is considered a leadership gift.

In August, the district’s superintendent invited the United Way to speak to all district principals, assistant principals and district leadership at the annual leadership retreat to make sure that all sites understand the important role the United Way plays in our schools and community. United Way staff members shared information about how the agency works with local non-profits to support families in our schools and this served as the catalyst to jump-start our annual 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	657	18	2.74%	-18.18%
2014	706	22	3.12%	+4.76%
2013	753	23		

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”

Alamance-Burlington Schools is a North Carolina public school district and cannot legally provide a corporate gift.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$0	0%
2014	\$0	0%
2013	\$0	

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

In September, a United Way staff member was invited to the kickoff breakfast for our district-wide campaign where we hosted all 39 site coordinators and made sure they received the appropriate campaign materials and get their questions answered. The district campaign coordinators discuss suggestions for extra fundraising opportunities and provide tips based on past successes at different sites. Strategies for sharing information with staff members at schools are shared.

Throughout the campaign, the district coordinators provide updates on campaign progress to each of our 39 campaign site coordinators and share the successes and signs of progress along the way with districtwide email notifications. Campaigns that meet their goal or host a successful extra fundraising event are featured in the weekly Shout Outs shared district wide via email, Facebook and Twitter.

Our district supports incentives for the sites that meet or exceed their campaign goal each year—incentives include district recognition and funds to host a site “Success Event” such as breakfast for staff or refreshments at a staff meeting, or something to celebrate their hard work and success in achieving their site goal.

After the campaign has completed, we survey site coordinators for helpful tips and hints to share for the next campaign. We are very fortunate—a lot of our site coordinators continue to serve in their volunteer capacity year after year, and that helps us build on each year’s successes.

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*

Alamance County was hit extremely hard in the economic recession and thus, United Way giving decreased substantially. Now that the county is recovering, all 2015 campaigns are seeing an uptick. At the coordinator training over the summer, United Way staff gave all of the coordinators their 5 year history and it really showed us that we had not recovered as well as we had thought! While we are not at the campaign numbers we were at before the recession, we are working hard to get back to where we were.

We also had tremendous support from the United Way office this year. 2014 was a transitional period with new staff in their office and this year, the campaign ran extremely smoothly due to the relationships that were built and the foundation that was laid in 2014. With the addition of another United Way staff person, we had even increased communication and support from the office.

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	\$47,131.64%	+6.58%%	4479	\$10.53	0.29%
2014	\$44,222.75	-11.07%	4211	\$10.50	-33.92%
2013	\$49,729.89	-22.7%	3130	\$15.89	

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***

ABSS solicits a volunteer coordinator or coordinator team at each of our 36 school sites and at our corporate offices to ensure all employees know about the opportunity to support the district and their site campaign.

The district hosts a campaign kick-off breakfast for all site coordinators to ensure that each site receives its materials and understands district goals and procedures.

Every principal offers incentives to reach his/her school's campaign goal such as: employees can wear jeans to work for a specific period of time by donating a minimum \$52 gift, or offering grade level breakfast or lunch for team that reaches goal first, gift basket raffle for prizes, etc.

The district coordinator sets goals for each site and then develops incentives for top 10 sites that achieve goal. This year's incentives include district-wide recognition for top winning teams and funds for those schools to host a celebration event such as breakfast for all staff, ice cream sundae party—event of their choice to celebrate their success as a school.

The district provides each employee a payroll deduction option as a convenient method of paying for their pledge. This year, the ABSS finance department agreed to extend the payroll deduction period from 5 months to 10 months for all employees.

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	4479	+6.34%	657	-6.94%	14.67%
2014	4211	+34.54%	706	-6.24%	16.77%
2013	3130	0.0%	753	-18.41%	24.06%

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