

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <small>(www.unitedwaync.org)</small>			
Company/Organization Name	Alamance Regional Medical Center		
Address	1240 Huffman Mill Road	City/State Burlington, NC	Zip 27215
Name of Person Completing this Application	Kristi Roberts and Shannon Wineman	Phone 336-538-7924	E-mail Kristi.Roberts@conehealth.com Shannon.Wineman@conehealth.com
Name of Sponsoring United Way	Alamance County		Metro Size 3
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 checked="" 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 type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input type="checkbox"/> School Campaigns <input checked="" 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:

Mission, Vision and Values

Cone Health is a private, not-for-profit organization which was established to serve the community by providing a full range of healthcare services distinguished by measurable excellence. The founding principles of community service and superior patient care are the cornerstones of the organization.

Our Mission- We serve our communities by preventing illness, restoring health and providing comfort, through exceptional people delivering exceptional care.

Our Vision- Cone Health will be a national leader in delivering measurably superior healthcare.

Our Values- At Cone Health, we value and are accountable for:

- **Caring for Our Patients**

We provide exceptional quality, compassionate care and service in a safe, respectful environment.

- **Caring for Each Other**

We appreciate each other through honest communication and respect. We inspire ongoing learning, pride, passion and fun.

- **Caring for Our Communities**

We engage our communities with integrity and transparency. We embrace our responsibility to promote health and well-being.

In keeping with our mission, vision and values, we believe it is our responsibility to care for our whole community -- not just the patients who pass through our doors. We work with many other organizations and community partners to plan, support and carry out programs that meet the health needs of area residents and families. We accomplish this through a culture of giving back which allows ARMC to infuse millions of dollars back into the community every year.

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 keeping with the spirit of the fall season, ARMC hosted a football themed "kick-off" at each of our locations including the main campus, MedCenter Mebane, and The Village at Brookwood. Education and raising awareness were the key drivers in our campaign kick-off. We created a tailgating atmosphere through the use of upbeat music, football themed decorations, corn hole, photo booth, BINGO card sales, team jerseys, and food! Participants began their experience by learning about the United Way of Alamance County including local statistics. As they progressed down the "field", at every 10th yard line was a display highlighting a local organization that is supported through the United Way of Alamance County or resources available through the United Way of Alamance County. When they reached the "end-zone", they were rewarded with a hotdog lunch. In order to capitalize on the kick-off event, we offered an opportunity to complete an electronic pledge form at the event. Those that completed the pledge form during the event were entered into a drawing for an instant prize. Those who completed their pledge during any of the kick-off events were all entered into a drawing for two Carolina Panther Tickets (including parking – Valued at over \$500). Weekly prize incentives were also displayed during this event to help build excitement in giving to this year's campaign.

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.)

- Increased participation from 19.22% in 2014 to 24.78% from 2015.
- ARMC leadership team raised funds to sponsor 3 families in the Rapid Re-housing Program, a partnership between United Way of Alamance County, Allied Churches of Alamance County, and a local property owner.
- ARMC increased the number of donors from 346 to 446, an increase of 28.93%.

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

One of our three core values is "caring for our community" and this is reflected by our commitment to providing exceptional care for all of our patients. But we also care for our community by responding to the non-medical needs of our patients and community. In the midst of updates from different departments in a recent managers' meeting, a new employee remarked, "You all are the most giving people here", and the comment rang very true. Giving – whether time, great medical care, or financial resources – is a strong part of our organizational culture, encouraged by our leadership and practiced throughout the organization.

Our departments participate in local volunteer activities and contributions such as adopting families/children at Christmas through the Salvation Army, Feeding the Hungry, Working at Allied Churches, providing meals for families in need, sponsoring food drives, as well as sponsor teams for charitable events such as

It is important to note that while we support our community through volunteer efforts of our employees, volunteering is something we both offer and receive. We are the recipient of many gifts, including having one of the state's strongest volunteer programs through the Alamance Regional Medical Center Auxiliary. During the last year, more than 400 adult and teen volunteers contributed 65,905 hours of service at Alamance Regional in helping to serve our community. Volunteers of all ages are making a difference at Alamance Regional Medical Center. Every day, volunteers greet visitors, escort patients for discharge, provide directions, deliver patient mail and perform countless other tasks. The smiles, comfort and helping hands they offer to patients and families are a vital part of our organization. They also provide Med Alert services to the surrounding community and operate a courtesy car and gift shop on our main campus.

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

Community Benefit Reporting

The following is the community benefit amount given by the hospital in monetary donations to charitable organizations, staff time, free screenings, events, and clinical rotations for fiscal year 2014-2015: For Alamance Regional \$4.9 million was given in services of the above listed last fiscal year. Over 49,000 staff hours were given in service.

Community Outreach Projects

The Community Outreach department focuses on several projects to serve the uninsured and underserved populations of our county as well as the general public. The listed events below were either screenings or events open to anyone in our community to attend. There were times (they are noted) in which a program was formed to serve a specific underserved population of our community.

Outreach Programs:

- Ask The Doctor Lecture Series (Free luncheon on a variety of health topics where you can come and hear a medical professional speak)
- Understanding Cancer Lecture Series (Similar to Ask The Doctor but focuses on cancer specifically)
- Be Healthy Now (Free 9 week wellness challenge open to anyone who lives or work in Alamance County. There were free fitness classes, cooking classes and outdoor hikes that participants could attend. Last year we had about 560 participants in this program)
- A1c Screenings (We provide A1C screenings throughout the community to catch the population that has pre-diabetes and filter them into our free Diabetes Prevention Program. We had 2 classes one in English and one in Spanish)
- Vascular Screening (Free screening and ultrasound that tests for vascular disease)
- COPD care management (Free event to meet with health professionals to speak about managing COPD)
- Tuesday Night Treat Yourself (Free spa night event centered around Breast Health Education)
- Safety Net Providers (insuring a safety net for those that fall through the cracks of the health care system)
- Free Cancer Screenings (skin, prostate, cervical and colorectal)
- Project Homeless Connect (community partnership event that we participate in getting much needed services to the homeless population in Alamance)
- Smoking Cessation Programs (Free 4 week course to help participants quit smoking)
- North Park Farmers Market and Nutrition Programs
- Cancer Survivorship Series
- Free Developmental Screenings
- Free Support Groups (Bariatric, Arthritis, Stroke, Alzheimer, Epilepsy, Breastfeeding, Weight Loss,
- Alamance Cares (we support this organization that provides free sexually transmitted disease testing)
- Alamance Eldercare
- Open Door Clinic (Free clinic for uninsured population of Alamance County)
- Medication Management Clinic (Medication Assistance)
- Free Pre-Natal Classes
- Food Collaborative (ensuring access to healthy food for all)

"Healthy Alamance" is another unique partnership aimed at improving the Health and Well-Being of Alamance County. This includes a non-profit partnership between Alamance County Health Department and Cone Health – Alamance Regional. Healthy Alamance's mission is to mobilize resources to develop and support a healthy, nurturing community. We envision an Alamance County in which everyone has the opportunity to be their healthiest and happiest.

At least every four years an assessment is conducted in partnership with Cone Health – Alamance Regional, Alamance County Health Department and United Way of Alamance County in which the county's current health and social strengths and challenges are compiled by gathering statistics from reliable research sources, surveying opinions of county residents, and accessing the knowledge of our key leaders and decision-makers. The work is focused around the priority areas derived from the Community Assessment process. This information is used to set priorities for action, drive charity care and direct funding. Healthy Alamance recognizes the clear link between health and social well-being as well as the impact of collaboration on health outcomes. As a result of the 2015 Community Assessment we are currently focusing on three areas: Education, Economy and Access to Care.

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 through the United Way Campaign. Senior leadership allocates funds to help support campaign initiatives focusing on living our values of caring for our patients, caring for each other and caring for our community.

Our spirit of giving is evident in our leadership and throughout the organization as we host events and participate in initiatives that support not only our local United Way, but our Charitable Foundation. The Alamance Regional Charitable Foundation connects the generosity of caring individuals and organizations with opportunities to improve the health and lives of people in Alamance County and surrounding communities. Gifts to the foundation touch new mothers and infants, children with asthma, patients and families facing cancer, seniors struggling to purchase medications, and countless others who need restored health. Support of the foundation also helps ensure Alamance Regional Medical Center has the resources needed to continue bringing our community world-class technology. Outreach funds include: The Blue Ribbon Fund, Breast and Cervical Cancer Control Program, C.R. Byrd Fund, Childhood Asthma Fund, D. Earl Pardue Cardiology Fund, Guardian Angel Program, Healthy Beginnings, The Healing Garden at Alamance Regional Medical Center, HomeCare Provider’s HIV Care Fund, Infant’s and Children’s Fund, KidsCan!, Larry Clarke Crawford Fund, Medication Management Clinic, Nettie S. Harman Registered Nurse Education Fund, The New Cancer Center at Alamance Regional, Patient Emergency Fund, Patricia Bynum Fund, Peggy H. Smith The Village at Brookwood Employee Assistance Fund, Pink Ribbon Fund, Ralph M. Holt Employee Assistance Fund, and Rehabilitation Fund.

There are many events that are aimed at raising funds for these charitable contributions such as our Black & White Ball, our Blizzard Blast, and Pink Ribbon Luncheon.

Specific to United Way, we had a leadership kick-off that sponsored a rapid re-housing event in which leaders collected funds that three families.

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	446	37	8.3 %	-26 %
2014	346	50	14.45 %	+56.25 %
2013	446	32		

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.

In addition to the corporate gift giving, we participate a sponsorship of the year. We also complete a multi-week pledge period of which we collect pledges from our employees.

In addition to United Way sponsorships, we are active in our giving to local non-profits organizations. In fact, many of the organizations that are recipients of our corporate contributions are also United Way agencies, such as the Salvation Army Boys and Girls Club, and the Open Door Clinic. Alamance Regional Medical Center also work with our local pediatrician community to support the Reach Out and Read program, in which children receive new, age-appropriate books at each well child visit, starting in infancy. Alamance Regional is a perennial sponsor of many awareness walks and benefit events, including the Alzheimer's Association Walk, the Heart and Stroke Walk, the March of Dimes March for Babies, and supports non-profits that work in the arts, crisis services, and mental health.

Our president was a part of the United Way participated in the 2015 United Way of Alamance County Campaign Video in discussing the needs in our community and how we play an important role in addressing them.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$20,200.00	0.0%
2014	\$20,200.00	0.0%
2013	\$20,200.00	

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 campaign coordinator was responsible for convening a group of employees to represent all hospital departments including ambulatory services. The campaign coordinator created the meeting schedule, agenda setting, and meeting facilitation. One of the key focuses on this year's campaign was on raising awareness. This was initiated with the committee members and was carried out to their represented areas utilizing many tools such as videos, flyers, and patient stories that was made available on our intranet site for easy access. Through the work of the committee, the 2015 campaign included the following activities over the course of a six week period:
Kick-off Event: (MedCenter Mebane, The Village at Brookwood, and the main campus (one day shift and one night shift kick-off)

BINGO: We utilized the list of United Way supported agencies and created BINGO cards for purchase. An agency was selected daily and communicated via email and BINGO boards that were placed around the campuses. This communication allowed an opportunity to highlight information about this agency to help create awareness of this resource and the support from United Way.

Basket Raffle: We accepted themed gift baskets from various departments, displayed them for a week providing opportunities to purchase raffle tickets to enter in any of the baskets. Winners were selected on Friday by our Project Search Team Members.

Bake Sale/Baking Contest:

Fall Festival: (Craft Fair, Pumpkin Decorating Contest, Games, Food, Final Campaign Prizes (1-\$500 Visa Gift Card, 2-\$200 Visa Gift Cards, 5-\$100 Visa Gift Card), and Pie in the Face for leaders whose department met their goal of at least 50% participation)

Roaming Cart/Prizes

Weekly prize giveaways included a Massage Package valued at \$250, an iRobot Roomba, Coleman Family Size Tent, FitBit, Apple Watch, \$200 Night on the Town Gift Card Set, and Keurig Gift Set.

We engaged our committee through the use of games that were informative such as United Way Bingo and United Way Family Feud. Committee members were responsible for engaging their peers throughout the campaign. This included participating in the events listed above as well as ad-hoc department based events/fundraisers.

In December, committee members were invited to a campaign celebration that included recognition of accomplishments, lunch, prize raffles, and a small gift of appreciation for their hard work and dedication throughout the campaign.

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 order to institute a competitive environment and increase participation, we challenged each department to meet a goal of 50% or higher for participation. For those leaders whose department met that goal, they agreed to donate their face in which their staff had an opportunity to throw a pie in their face at the Fall Festival. This shows commitment from our leadership team in supporting such a worthy cause.

We also wanted to engage off-shifts in this year's campaign. We accomplished this by taking the "United Way CART" around the hospital which provided an opportunity for them to pledge as well as participate in instant prize giveaways. We created our CART to assist with our campaign and represents Alamance County's Auto Rally in giving to the United Way.

In addition to the above participation focused initiatives, our success in raising our participation rate can be attributed to an incredibly engaged group of employees serving on the United Way committee that brought new ideas to this year's campaign. Some of those ideas included instant prize giveaways, Fall Festival, and a Baking Contest that included judges from United Way. We worked to create an opportunity to connect employees with a purpose in giving back to our community through United Way by asking the question – What inspires you to donate?

We also utilize a campaign theme to help generate excitement and this year it was – Think BIGGER! Live United!

We also provide an electronic and paper option for completing your pledge that was communicated through executive leaders via email and during meetings.

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	\$65,039.43	-15.43%	1800	\$36.13	-15.45 %
2014	\$76,910.16	+6.34%	1800	\$42.73	+6.35 %
2013	\$72,316.69			\$40.18	

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***

During orientation, employees are exposed to conversations that include all of the charitable activities of which we support. Employees have access to donate at any point throughout the year and can access that information electronically to provide an efficient way to donate. We also offer the ability to donate via payroll deduction and PAL time in addition to the traditional method of cash, check or card one time. Each employee is given opportunities throughout the year to support fundraiser events also aimed at raising money for these charitable initiatives. Department champions who sit on the United Way committee reach out to all employees in their area to discuss the process of giving and support staff in making a contribution. Department specific initiatives also occur throughout the year as we work to foster an environment of giving back. This atmosphere helps us live out our values of caring for our patients, caring for each other, and caring for our community.

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	1800	0%	446	+28.93%	24.78%
2014	1800	0%	346	-22.42%	19.22%
2013	1800		446		24.78%

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