

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 checked="" 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 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:

Mark Uren

Email:

Mark.uren@uwforyth.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:

A key component of BB&T's mission can be found in the statement "Making the Communities in which we work better places to be."

This quote from BB&T's Chairman and CEO Kelly King really sums up their commitment and culture:

"BB&T has built our success as a community-based bank, and we know this is a tough and challenging period for our communities and our country. We can't think of a better reason or time for us to focus our energy on helping others."

To this end, BB&T has chosen United Way as its partner to bring their mission to life! United Way the only non-profit that BB&T partners with across its footprint, and the only partner allowed to solicit BB&T associates.

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 2015 BB&T kicked off their employee campaign with an employee day of caring at one of our partner schools, Easton Elementary. CEO, Kelly King not only opened the day for the over 300 employees on hand, he also worked side by side all day as they helped teachers prepare for the upcoming school year.

Company leadership worked very hard to connect their campaign with the work the United Way is doing around education in our community. This very hands on campaign kickoff really engaged the employees around the campaign as well as the mission of the United Way.

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.)

- BB&T had an increase in their employee campaign for the 13th consecutive year .
- Per capita increased to \$726.33 from \$714.89.
- The campaign reached \$2 million! Beating BB&T's internal campaign goal by \$100,000.

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

BB&T is committed to putting their mission into action, and doing their part to improve the communities in which they serve. This quote is from their website: "It is our privilege to offer service and corporate financial support to many overwhelmed and underfunded nonprofit organizations that continue to struggle in a challenging economic environment." Here are a couple of examples:

- Over 300 BB&T employees gave 3,100 volunteer hours for Day of Caring at the Easton Elementary School. Volunteers assisted teachers as they prepared their classrooms for the upcoming school year, provided maintenance and beautification of the school playground and gardens. BB&T provided all materials, **investing \$10,000**. The day's work proved to be a very rewarding experience for all.
- For the seventh year in a row, BB&T CEO Kelly King held the "Lighthouse Projects" providing a \$3 million budget along with up to 6 hours of paid time for each employee to support approved projects at local non-profit agencies. Over 325,000 volunteer hours were provided that impacted more than 9.7 million people.
- Members of United Way of Forsyth County's Women's Leadership Council from BB&T provided more than 450 hours of volunteer time, at the "School of Hard Knocks", EOG proctoring, and Summer Success Academy.
- Members of Young Leaders United (YLU) provided more than 1,800 volunteer hours through monthly YLU sponsored projects.
- In addition to the United Way campaign, BB&T supports the Juvenile Diabetes Foundation, the Race for the Cure, March of Dimes campaign, Multiple Sclerosis Bike Ride and The Salvation Army's Angel Christmas Tree.
- BB&T is a corporate sponsor of the Big Brothers Big Sisters Annual Bowl-a-thon, and the Winston-Salem Chamber of Commerce's VIP program. BB&T supports this program by allowing associates to volunteer one hour each week reading to elementary school children.
- Company employees currently serve, or have served on boards of several Partner Agencies, including Red Cross of NWNC, Family Services, The Enrichment Center, and the Mental Health Association in Forsyth County, among others.
- BB&T holds food drives, to support The Second Harvest Food Bank, and collected **22,000lbs** of food in 2015 alone!

A very modest estimate of the value of volunteer hours given by BB&T is over \$4,680,000!

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

BB&T held over 140 employee meetings for all departments, with United Way representatives, and the campaign video utilized in all meetings.

Two impact tours around our place based work and education were held for Campaign Champions and affinity group members. Employees were also invited to attend six bus tours around United Way's impact areas through 2015.

BB&T rallied its employees to support United Way by hosting a campaign kickoff and **day of caring event** that included hands on exposure to the work and mission of the United Way.

BB&T knows that a Day of Caring is a great way to raise awareness of community needs; this is why all employees, regardless of employment level are invited to join Executive Management for this day of hard work and eye opening experiences.

A Leadership Circle Breakfast was held at Embassy Suites for all potential and existing Leadership Circle donors. Here, attendees heard from BB&T employees learned more about the work of the United Way and how their investment makes our community a better place to live and do business.

Cantey Alexander, Regional Vice President, hosted kick-off meetings for every branch in Forsyth County educating over 400 employees on community needs and an interactive Q&A session about how employees could help.

BB&T provided the design and production of a 2015 campaign video that was used in every BB&T employee meeting as well as employee meetings in companies across Forsyth County.

BB&T also places focus on their **Leadership Development Program**; with employee meetings and incentives to join Young Leaders United.

Standard 3 - CEO/Senior Leadership Involvement and 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.

Regional President, Cantey Alexander, serves on United Way of Forsyth County’s Board of Directors.

CEO, Kelly King hosted a breakfast for current and prospective Tocqueville members across the community, along with separate events for Tocqueville and Leadership circle donors within BB&T. He also wrote personal letters to all encouraging increased giving in the 2014 campaign. King and all members of Executive Management participated in Day of Caring activities.

COO, Chris Hinson serves as the Chairman of United Way’s Ten Year Plan to End Chronic Homelessness.

President of BB&T NC, Rob Greene serves on United Way Foundation Board.

Barbara Duck, Member of Executive Management, was on the committee that began the Women’s Leadership Council in Forsyth County and remains active on that committee.

Four of BB&T’s senior executives, **Cantey Alexander, Regional President**, Rob Greene, President of BB&T NC, Kelly King, CEO, and Steve Wiggs, CMO, have previously chaired community-wide campaigns and encourage all employees within BB&T and other companies to support the campaign.

100% of BB&T’s executive management team supports United Way by giving at the Tocqueville Leadership Society level and increasing their personal gifts every year.

Year	Total Number of Givers	Number of Leadership Givers	% of Leadership Givers	Percent Change
2015	1662	543	33%	3%
2014	1,687	503	30%	3%
2013	1,669	453	27%	

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.

BB&T provided \$435,000 in corporate gifts, that’s \$212 per local employee!

BB&T committed \$500,000 to continue United Way of Forsyth County’s Women’s Leadership Council step-up challenge match.

BB&T provided \$500,000 in support of United Way’s Ten Year Plan to End Chronic Homelessness.

BB&T has a program of giving to special projects of United Way partner agencies. These gifts totaled over \$170,000 in 2015.

BB&T also offers a matching gift program to assist Leadership Circle donors in reaching the next level of Leadership Circle giving. A special match is also offered to assist senior-level executives become Tocqueville Leadership Society members.

BB&T provided all materials for Day of Caring; this included \$10,000 for landscaping, painting, and other supplies. BB&T also provided lunch and other drinks and snacks for all volunteers, clients and families during the day.

* In 2014 BB&T Regional President, Cantey Alexander chaired the United Way community campaign; in support of this, BB&T included a onetime corporate match of \$100,000 to encourage new companies to participate in the campaign. This is the reason for the slight decline in corporate giving.

Year	Corporate Gift	Percent Change
2014	\$435,000	-11%
2013	\$535,000	23%
2012	\$435000	

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

Employee Campaign Coordination

The 2015 BB&T United Way Campaign Cabinet began planning this year’s campaign in March and included 25 associates from all functions of the company.

Led by Andrea Branscome and Kelly Lambe, the Cabinet was responsible for development, planning and execution of all aspects of the campaign. The committee set its sights on increasing Leadership giving and participation.

The Cabinet was supported by 48 Campaign Champions representing each department and branch location. All Champions:

- Attended a training session
- Became familiar with United Way’s Priority Issues/Community Impact Agenda
- Organized Employee Meetings
- Kept co-workers informed of campaign events and progress

Cabinet members and Campaign Champions donated generously of their time and energy, providing more than **1,000 volunteer hours** to the campaign alone.

Incentives

- “Take a leap in to leap year” was the motto for the campaign. Employees who have not given before or given less than \$366 were incentivized to increase their giving with a raffle for vacation days, Carolina Panthers Football tickets, Hurricane Hockey tickets, WFU football tickets, and NASCAR racing tickets.
- BB&T’s Women’s Leadership Council and Young Leaders United participated in the “pace-setter campaign.” All employees who renewed their membership or joined for the first time were put into a special drawing for 12 additional paid days of vacation.
- BB&T Champions were given the opportunity to win VISA gift cards and BB&T merchandise by planning and executing creative special events.

Matching Gifts & Recognition

- To offer further recognition for its employees, BB&T offers a matching gift program to assist Leadership Circle donors in reaching the next level of Leadership Circle giving. A special match is also offered to assist senior-level executives in becoming members of the Tocqueville Leadership Society.
- BB&T offered a two-year matching program to assist in reaching Leadership Circle or the next level of Leadership Circle. Example: an associate giving \$400 today can move to LC over three years:

	<u>Current Gift</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Associate	\$400	\$600	\$800	\$1,000
Match	\$ 0	\$400	\$200	

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*

BB&T's again increased their per capita giving by 2% from \$714.89 in 2014 to \$726.33 in 2015.

BB&T increased their employee campaign by more than \$15,000. **They have increased their campaign every year for the past thirteen years**, they execute all of the campaign best practices and still are able to innovate and raise the bar every year. In 2015, several practices made a difference in the campaign, but below are few of the top examples!

- Employee meetings were held for every department and every employee; BB&T management made these meetings a priority for them and their staff.
- For the 5th year in a row, BB&T used incentives to encourage news donors and for existing donors to increase their giving.
- BB&T had a dedicated communication plan, which included weekly emails with United Way video testimonies, campaign updates, and a link to the pledge site.

Year	Total Employee Giving Amount	Percent Change	Total No. of Full-time Employees	Employee Per Capita	Percent Change
2015	\$1,489,718	1%	2,051	\$726.33	2%
2014	\$1,474,097	17%	2,062	\$714.89	21%
2013	\$1,214,483		2,158	\$562.78	

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***

The participation level for the 2015 campaign was 81%!

Each year, all employees attend a United Way meeting. Each department and branch location has a Campaign Champion to coordinate the campaign. All employees were also required to attend a United Way meeting and log onto the pledge website, whether they chose to donate or not.

As part of this year’s campaign, employees participated in

- Employee kickoff event
- WLC office parties
- YLU lunches, mixers, and breakfasts
- Day of Caring
- Special event raffles
- BB&T Golf Tournament
- Lighthouse Projects

All of these activities brought attention to United Way services in our community and encouraged employees to participate with both their time and dollars.

Retirees are invited to attend, the kick-off, Day of Caring and golf tournament! In 2015 Retirees contributed over \$70,000 to the BB&T campaign.

BB&T has a new hires program that includes a United Way representative to present local information and ask employees to start giving when they are hired. BB&T also places focus on their Leadership Development Program; with employee meetings and incentives to join Young Leaders United.

Year	Total Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015	2,051	.5%	1662	-2%	81%
2014	2,062	5%	1,687	3%	82%
2013	2,158		1,669		77%

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