

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Bridgestone Americas Tire Operations		
Address	3001 Firestone Parkway	City/State Wilson/North Carolina	Zip 27896
Name of Person Completing this Application	Chinica Harper	Phone 252-246-7427	E-mail harperchinica@bfusa.com
Name of Sponsoring United Way	Wilson County United Way		Metro Size 4
United Way Contact for Questions	Betty Baker	Phone 252-237-3194	E-mail asstdir@unitedwayofwilson.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 style="color: red; margin: 0;">Heads up!</p> <p style="margin: 0;">Please do not add pictures to the Standards Text Box. Instead, attach separate page with pictures labeling the corresponding Standard. (Attachment 1)</p> <p style="margin: 0;">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 checked="" 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:



Email:

director@unitedwayofwilson.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:

The mission, vision and culture of Bridgestone Wilson began with Bridgestone in Japan. Our CEO and Board of Directors in Tokyo have developed “Corporate Social Responsibility” as one of our key four foundational pillars. Within this foundational pillar also resides the mission statement of Bridgestone founder Shogiro Ishibashi, “Serving Society with Superior Quality”.

Corporate social responsibility carries with it our vision to make the communities in which we operate better places to live. It is crucial that trust and pride exists between Bridgestone and the community. It is being trustworthy in terms of consistently demonstrating that the community can count on Bridgestone that builds that trust. Through action, we build our reputation as a community leader. Only through concrete action can we earn the trust that becomes the basis for our pride in our company. Leadership at the Wilson plant can best be described as a highly ethical and compassionate team who stands firm on principles. We provide an environment conducive to giving back to our community and reward volunteerism.

Our culture is engaged in making Bridgestone one of the most respected companies in America. We understand with this respect comes a responsibility towards our community. This is an integral part of being a Bridgestone teammate. Our company contributes to many organizations and our teammates donate their time, energy and enthusiasm to make our community a great place to live and work.

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)

Our United Way theme this year was “Growing Together.” This theme allowed us several avenues to take to accomplish our goal of “growing together.” For our United Way kickoff we decided to give every teammate a packet of flower seeds along with a chocolate chip cookie. This simple gesture conveyed to our teammates that our United Way campaign was about to begin and the seed packets hinted around to a theme of growing. Although the gesture was really simple, the teammates appreciated it. We showed the official United Way video at every crew meeting which most say was the best video to date! This video highlighted the different agencies along with activities they each play a part in. In the background was a touching song titled “When You Believe,” by Mariah Carey and the late Whitney Houston. It really set the tone for the campaign. We also displayed huge canvases in each department which displayed a tree with several branches growing from it. From there we took adhesive leaf stickers and wrote each teammate’s name who donated to the United Way. At the end we had big beautiful blooming trees in each department! There were several activities that we did for this year’s campaign including basketball tournaments, silent auctions, jail look ups just to name a few. But the highlight of this year’s campaign was the Plant manager along with several area managers showing us their dance skills as they danced along to the popular dance craze “Whip/Nae Nae!” It was really awesome to see upper management step out of their element. And to top it off we recorded it and put on the TV monitors around the plant so that those who weren’t in attendance could see it as well; as you can imagine this had teammates talking for days! In fact they can’t wait to see what next year’s “dance” will be!

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.)

- All-time Record High Contributions: **\$386,734**
 - 10% Increase Over 2014
 - \$37,692.20 Increase Over 2014
- Leadership Givers (\$500 and Higher): **422**
 - 13.7% increase over 2014
 - Increase of 51 Leadership givers
- Per Capita Giving: **\$223.03**
 - 10% Increase Over 2014
 - \$25.11 Increase Over 2014

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

Bridgestone's teammates have a history of giving to the community. A culture of helping others is one of the values of which Wilson United Way was established and this same attitude is exemplified by Bridgestone's teammates. The spirit has been in the form of monetary donations, volunteering and supporting local charities such as the following:

- Bridgestone Freedom Wildlife Habitat – maintained by Bridgestone Teammates (350 acres).
 - Certified by the National Wildlife Habitat Council
 - Certified as Corporate Lands for Learning
 - Certified as Wildlife at Work Site
 - Shared with community as an Educational Center and facilitates environmental learning for Boys and Girls Clubs, Scouts, and Schools
 - Host annual N.C. Regional Mock Envirothon
- On-site Food Drive
 - Almost 25,000 pounds of food was collected and distributed to Meals on Wheels, Wesley Shelter, Salvation Army, Community Soup Kitchen, Hope Station, St. John AME Community Center and the Rocky Mount Community Center
- Pastors' Brunch held at facility
 - Teammates invite their pastors for brunch and a tour of the facility
- Angel Tree Toy Drive (Salvation Army)
- OIC (Opportunities Industrialization Center) Food Distributions – 4 times per year
- Partner with Wilson Education Partnership
- Tire Safety Courses at Local High Schools
- Financial Donations to Numerous Charities
- American Red Cross Blood Drives held Quarterly
- Providing Volunteers for End-of-Grade Testing with Local Schools
- Salvation Army – Ringing the Bell for Christmas
- Veteran's Breakfast was held every Wednesday in October
- Holiday Card Contest with Local 4th Grade Elementary Schools
- Participation on Numerous Boards and Offices
- Hundreds of Volunteer Hours that are Priceless to the Community
- Bridgestone Community Garden Project
 - Planted a garden of fruits and vegetables – squash, beans, radishes, melons, tomatoes, etc.
 - Served agencies such as Hope Station, Wilson Community Soup Kitchen, and some Chew Families
 - Volunteers from not only Bridgestone but the agencies it served, the community at large and Austin
 - 8,283 lbs of food harvested to date

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

Various forms for communication were used to distribute information and raise awareness about United Way to our teammates. Information about the United Way Campaign was promoted through the company newsletter, messages on the television monitors and the marquee sign at the entrance of the company, as well as in the hallways. These efforts led to an outstanding campaign with a teammate contribution of \$386,734!

Seven different Area Administrative Assistants invited speakers from the different agencies to speak at numerous crew meetings over multiple days and shifts to inform teammates about the importance of their contributions and support of the United Way. Campaign material, including pledge cards, was distributed to all teammates. The United Way DVD was shown during each crew meeting throughout the campaign.

Four Agency Fairs were held on-site at Bridgestone. The purpose of the fairs was to give the 14 United Way Agencies the opportunity to educate our teammates about the importance and benefits their contributions provided to those in need. Teammates were provided with a punch card to take to each agency table to self-educate. Completed punch cards made them eligible to participate in drawings for various prizes.

During new hire orientation, a United Way Agency Director is allowed time to promote and advocate for the United Way. Agency information and pledge cards are distributed at that time to each new teammate and they can begin to “participate” immediately through payroll deduction. We currently have new hire orientations monthly.

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.

As a major employer in Wilson County for over 40 years, Bridgestone Americas Tire Operations-Wilson Plant has contributed millions of dollars in financial support and thousands of volunteer hours in supporting the Wilson County United Way. Bridgestone’s corporate social responsibility is very important and exemplified through the leadership of its Plant Manager, Michael Darr. Leadership was a key component of the success of the 2015 Campaign, as seen by Bridgestone’s record-breaking United Way donations. Michael Darr set the stage for the Campaign by “Championing” and being involved at every step of the way. Fostering a culture of giving, taking action, and leading by example, he issued a challenge to the plant to “Participate” in the campaign and for everyone to be a part of the giving nature of our facility. He encouraged those giving at the leadership level in the past to continue at that level AND to bring onboard a new Leadership giver. This challenge once again resulted in huge increases in our overall participation and Leadership Giving levels. His participatory leadership style lends itself to a commitment that supports community-based initiatives. Michael also donates his time to support various organizations, activities, and events including: Vice Chairman, Hope Station Board of Directors (homeless shelter and food pantry); Member, Board of Directors for Wilson Chamber of Commerce; Member and Campaign Chairman, Wilson County United Way Board of Directors; Trustee Chairman, First Free Will Baptist Church of Wilson; and Chairman of the Industrial Manufacturing Council.

To encourage involvement of our teammates in their community, they are granted time to donate blood and volunteer with organizations they are passionate about. Not only has Bridgestone formed a partnership with the Wilson County United Way, but the company’s efforts are seen throughout the year with teammates’ participation with local agencies and programs that are involved with sustaining and enhancing Wilson and surrounding counties.

Beyond the annual campaign, Bridgestone’s ongoing involvement with Wilson County United Way includes:

- Sponsor of United Way luncheons and events for their volunteers for many years.
- David Byerly, HR Manager sits on the Board of the Wilson County United Way.
- Three staff members, Frances Ellis-Lynch, Steven Stillman and Tabitha Braswell are a part of the United Way Budgets and Allocations committee
- Plant leaders are in high demand and are granted the necessary time off-site.
- Teammates serve on United Way-supported agency Boards and volunteer time in support of member agencies.

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	1332	422	31.7 %	13.7 %
2014	1316	371	28.2 %	6.27%
2013	1372	337	25%	

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 the Bridgestone family it is our senior management team that leads by example. It is the spirit of servant leadership that gives teammates the drive towards generosity of time and money. The senior management team each set a high goal for themselves in giving at the leadership level. Personal appeals were made to teammates to contribute in every department. Senior management participated on the United Way Board and served on the United Way Campaign committee. Each senior management member made arrangements for United Way Agency speakers to have time with their department teammates in explaining how contributions to the United Way help individuals in the community. Managers gave up valuable time in those meetings and in many cases teammates were paid overtime to participate in and hear those messages.

Involvement of the Senior Management Team, coupled with stupendous increase in the leadership giving, attributed to another all-time record donation year for Bridgestone’s United Way Campaign. Activities and initiatives included the following:

- Posted information about United Way campaign success on Company’s Face book page.
- Streaming messages on interval communication monitor about the United Way upcoming campaign and events.
- Displayed campaign totals and United Way promotional messages on electronic information board located at the building entrance.
- Provided information and updates, throughout the campaign, at the Bridgestone Global level. Endorsement and support from the Corporate Executives validated the commitment to “serving others” from the highest level of leadership within the Bridgestone Corporation.
- Allocated labor resources for teammates involved in the United Way Campaign, including administrative, technical, human resources, purchasing, finance and management.
- On-site contractors (Budd Workforce Solutions and Austin Industrial) who became Pace Setter Companies in 2013 have continued to have successful campaigns year after year.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$35,000.00	0%
2014	\$35,000.00	0%
2013	\$35,000.00	

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 generosity of the teammates at Bridgestone's Wilson plant comes naturally. While important, incentives are considered bonuses to those teammates who support United Way. Their motivation to give comes from a commitment to helping others. The company recognizes teammates' support of the United Way through articles in the company newsletter. The Plant Manager challenged current Leadership givers (\$1,000 and higher) to bring in another giver at the same level. As a result the \$1,000+ contributors increased again to 72 teammates in 2015. This is an increase of 53.2 % from the 47 leadership contributors of 2014.

Drawings were held for the levels of giving. More than 100 prizes were donated from partnering vendors and Bridgestone. The prizes included: various gift cards, televisions, NFL tickets, deluxe grills, furniture, coolers, clothing, electronics, vacation days, parking places, etc. The prize breakdown is as followed:

First time Givers – 4 chances to win

All Contributors – 44 chances to win

Fair Share Givers – 17 chances to win

Pillar and Leadership Society Givers – 30 chances to win

There were also 7 Raffle/Silent Auction Items this year

In addition to the above listed prizes teammates also had the opportunity to participate in some interactive activities to assist in raising money for The United Way. There was a competition to gain the opportunities to gain dress down days for their shift and have their manager work production in their area depending on Per Capita giving per crew and department. Teammates were also given opportunities to raise money by locking up management of their choice while managers could raise money to be bailed out of their sentence. Bridgestone also sponsored a basketball tournament to raise money and awareness for the United Way Agencies

An event was held to coincide with the schedule for the highest participating shift to attend. Representatives from the United Way and member agencies attended the event and assisted with drawing and distribution of prizes. While here, they congratulated Bridgestone teammates on an outstanding campaign and thanked them for their continued support of the United Way. We unveiled the record-setting banner revealing our 2015 contribution amount of \$421,734 and were wowed by the Whip & Nae Nae of our Executive Leadership team!

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*

Two of our primary goals for our 2015 Campaign were to increase our overall level of participation and to double our leadership society givers from the previous year. Michael Darr, Plant Manager, was very instrumental in motivating teammates to participate and to give at a higher level. Our management team set the pace.

Our United Way campaign recognized “Fair Share Givers” which are those givers who give 1% of their yearly gross base salary plus rotation bonus. In 2014 there were 482 Fair Share Givers in contrast to 469 Givers in this year’s campaign. This resulted in a 3% decrease but dollar wise generated a 7% increase. Our campaign also recognized “Pillar” Givers, which are higher than \$500 and “Leadership” Givers which are higher than \$1000. In 2014 there were a total of 371 members compared to this year’s number of 422! This represents a 14% increase over last year. Also our numbers show that in 2014 we had a total of 47 Leadership Givers (\$1,000 up) and this year’s campaign resulted in 72 Leadership Givers; a 53% increase!

This makes the third time we have achieved Diamond Level for per capita giving which is our United Way’s criterion for recognizing the highest level of employee per capita giving.

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	\$386,734.00	+11%	1734	\$223.03	+10%
2014	\$349,041.80	-.05%	1725	\$202.35	-.04%
2013	\$366,324.31	+23.52%	1754	\$208.85	

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***

One of our main focuses in 2015 continues to be increasing the participation level at our facility. Every teammate was provided with United Way campaign material and pledge cards during department meetings. Contact was made with each teammate to ensure that pledge cards were turned in. We allowed numerous agency directors to attend kick-off departmental meetings to inspire our teammates to give. These meetings covered all departments and shifts in our plant. We also host Agency fairs for each crew to allow them to interact with United Way agencies and learn who they are and what services their agency provides.

We are continuing to introduce United Way to our New Hires from day one. During new hire orientation, a United Way Agency Director is allowed time to promote and advocate for the United Way. Agency information and pledge cards are distributed at that time to each new teammate and they can begin to “participate” immediately through payroll deduction. We have new hire orientations monthly and have seen great results through United Way contributions.

This year we posted trees and every teammate who pledged to donate had their name put on a leaf and placed on a tree to symbolize us growing together and keep up with or progress of donations as well as United Way thermometers were posted in every department so teammates could monitor their progress towards meeting their goal. Departments and crews competed for “bragging rights” on their participation levels. The crew with the highest level of participation had the honor of attending the Campaign Wrap-up Celebration which was scheduled to coincide with their crew assignment. The celebration included cup-cakes, sodas, music, dancing, and our annual prize drawing. Each year the celebrations get better and better. We even had a Whip/Nae Nae performance by our executive team. This was an incentive put forth by our Plant Manager Michael Darr. He promised to dance for us if we not only broke the \$400,000 mark but also broke the company record. We did both and him and his team did not disappoint!

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	1734	0.5%	1332	1.2%	77%
2014	1725	-0.2%	1316	-4.1%	76%
2013	1754		1372		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