

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Carolina Trust Bank		
Address	901 East Main Street	City/State Lincolnton	Zip 28092
Name of Person Completing this Application	Kathy Vinzant	Phone 704 732-8055	E-mail uwlincolnco@bellsouth.net
Name of Sponsoring United Way	Lincoln County		Metro Size 7
United Way Contact for Questions	Same	Phone Same	E-mail Same
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 checked="" type="checkbox"/>	1. Volunteer Culture
<input checked="" type="checkbox"/>	2. Partnership with Community
<input checked="" type="checkbox"/>	3. CEO/Senior Leadership and Involvement and Giving
<input checked="" type="checkbox"/>	4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input checked="" type="checkbox"/>	5. Employee Campaign Coordination, Incentive and Recognition
<input checked="" type="checkbox"/>	6. Overall Per Capita Gift
<input checked="" type="checkbox"/>	7. Participation Level
<p style="color: red; margin: 0;">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 checked="" type="checkbox"/> 51 – 100 employees <input type="checkbox"/> 101 - 200 employees <input type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input 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:

Kathy Vinzant

Email:

uwlincolnco@bellsouth.net

Organizational Overview

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

Describe the mission, vision and philanthropic culture of your organization:

Carolina Trust Bank is committed to the communities we serve. As a corporate citizen, we continue to pledge our financial resources and the bank promotes and encourages employees to invest their time and energy back into our communities. We value the impact of our investments.

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)

Carolina Trust Bank prides themselves in having 100% participation from its employees. This year marks the 15th year in a row that Carolina Trust Bank has had giving at 100% from their employees in every branch.

CTB has 9 branches and Treva Carey Senior VP for Human Resources coordinates campaign coordinators for each branch. This sparks a little friendly competition among the branches and winners receive breakfast or lunch brought in at their preference along with other recognition described in section 5

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.)

- Increase in campaign by \$4,843.12 this year compared to last year
- Increase in Corporate gift from \$1400.00 2014 to \$1500.00 2015 Has increased each year by \$100.00 since its inception in 2000
- 55 out of 83 employees gave Fair Share 2015-2016
- CTB has received the Pacesetter Award in 2008, 2009, 2012 (see attached photo)
- 2011 CTB received the United Way Leadership Award
- 2013 CTB was a nominee for the NC Spirit Award
- 2014 CTB won the United Way of Lincoln County Eagle Award

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

Carolina Trust Bank values making our communities better places in which to live and do business. Leadership and employees are encouraged to give back to their communities.

Time off is given during working hours if staffing permits.

Treva Carey, Senior Branch Vice President of Human Resources, has served on the United Way Board of Directors since 2012. She has served the role as Treasurer and currently serves as our Chair of Personnel. Treva has also served as the campaign division chair for Carolina Trust Bank for 15 years.

Robin Goodson, Customer Service Representative, will join our allocation team this year and serve on this committee which will meet four times between now and March 2016. Robin has been a strong support to the United Way

United Way of Lincoln County has had all CEO's of the Lincolnton Branch serve on the UW Board of Director's. Three of which served as board presidents.

The branch also participates in many community drives including

- Diaper drives
- Food Drives
- Warm winter drive scarfs, hats, coats, mittens
- Toiletries Drive
- CTB employees serve at our Hased House homeless shelter and soup kitchen

Although they don't keep track of volunteer hours, it is estimated that the value of their volunteer time is \$600 from the board participation alone. Countless hours with other community opportunities

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

Carolina Trust Bank not only participates in the United Way Campaign but they participate all year long depending on the needs of the community. You can always see a collection box in their lobbies whether it is collecting diapers for the Crisis Pregnancy Center or collecting food for our local food bank. Every year you will see an Angel Tree and food drive for our local Christian Ministries and food pantry. CTB supports another agency of UW, Communities in Schools book bag collection and back pack supplies.

CTB organizes and participates in Relay for Life in both parts of the County

Carolina Trust Bank has sponsored the YMCA Prayer Breakfast since its inception which serves about 600 community business leaders and community members. This year marked their 16th year of supporting this United Way Agency.

CTB has a new CEO in his second year and has been supportive in his new role. United Way of Lincoln County has had a representative from Carolina Trust Bank either CEO and or leadership position serve on the United Way board of Directors since 2000 when Carolina Trust Bank opened their establishment here in Lincoln and continues to do so.

After many CTB employees visited our Domestic Violence Shelter they immediately went back to the branches and collected soaps, shampoos and toiletries

CTB participates in the Chamber of Commerce Leadership Lincoln Class each year and sponsors a community member to be able to participate in this class as well. CTB sends a CTB employee to participate. This commitment takes one day a month for 10 months and also requires a community service project that has to be completed by the end of the year which usually benefits a United Way agency. Robin Goodson coordinated the Non-profit day the past two years which allows the 15 – 20 participants in the class an opportunity to visit each United Way Non-Profit agencies. This is a full 8 hour day. The Ed for the United Way of Lincoln County facilitates this day. It is always an eye opener for the participants to see not only the needs of our community but to also see firsthand where their donations are going. Through the effort of this class In addition to their community service project they were able to purchase a glider for the Foster / Adoption Park designated for families in the Foster care system.

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 .6% or 1 hour of pay is considered leadership for CTB. This depends on hourly wage. Employees have contributed anywhere from \$128.00 to \$720.00 fair share. CTB had 55 out of 83 employees contribute fair share for this year’s campaign.

Treva Carey Branch Senior Vice President of Human Resources has served on the United Way board of Directors since 2012. She has served the roll as Treasurer and currently serves as our Chair of Personnel.

Treva has also served as the campaign division chair for Carolina Trust Bank for 15 years.

Robin Goodson Customer Service Representative will join our allocation team this year and serve on this committee for the 2015-2016 campaign. This committee meets four times between now and March 2016 and determines the allocations for our 14 member agency. Robin has been a strong support to the United Way.

United Way of Lincoln County has had all CEO’s of the Lincolnton Branch serve on the UW Board of Director’s. Three of which served as board presidents.

Each year CTB has consistently given fair share for ¾ of their staff. This is quite an accomplishment to have that many Fair Share givers along with **100%** participation from every employee at every branch.

- Number of leadership givers consist of fair share givers

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	83	55	1.50 %	0.02 %
2014	70	50	1.40 %	0.02 %
2013	63	48	1.31%	

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”

The Carolina Trust Bank is a single location that has continuously increased their Corporate Gift over the past three years. In addition, they provide a Loaned Executive to serve on the Board of Directors and the allocation Committee

To show their support a 20ft thermometer displays in the CTB lobby through the campaign (See photo)

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$1500.00	+ 0.04%
2014	\$1400.00	+0.04%
2013	\$1300.00	+0.04%

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 team consists of Treva Carey Senior VP Human Resources and Branch Leaders from 9 Branches

The employees have a number of incentives while participating in the campaign, including:

- Jeans passes
- Breakfast/lunch parties
- Certificates
- Candy
- Fair Share get a day off with pay
- Each Branch is recognized as an individual branch with first pledges in, number of fair share givers, number of participants etc.

To show appreciation, every employee receives a candy bar (Paydays and 100 Million) saying thanks for participating. They also include a drawing for every employee that participates and this year they drew 10 \$10.00 bills. In previous years this might be gift certificates to restaurants, department stores etc.

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*

CTB has made significant increases since 2007

<u>CTB Totals</u>	<u>Corporate Gift</u>	
<u>2015</u>		
\$19,654.00	\$1,500.00	\$20,214.00
<u>2007</u>		
\$6,410.00	\$900.00	\$7,310.00

CTB places a 20 ft. thermometer in their lobby to let the community know how they are doing in support of the United Way

CEO and management fully supports UW campaign. CEO makes his pledge first and presents our Campaign as an opportunity.

Carolina Trust banks encourages giving but doesn't strong arm and assures and, emphasizes that all giving is confidential.

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	\$18,714.00	16.81%	75	\$225.47	- 1.49%
2014	\$16,021.00	15.75%	63	\$228.87	+ 2.52%
2013	\$ 14,070.88		59	\$223.24	

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***

Senior Vice President of Human Resources writes a letter of opportunity to be given to every employee prior to the campaign (letter attached), pledge card, and United Way brochure given out at each branch

Branch locations ask at least two employees to visit United Way agencies closest to that branch prior to the campaign in addition to the Leadership Lincoln Class participant.

United Way pledge forms and information are included in CTB new hire packets

Employees are encouraged to share personal stories if they have any with regard to any of the agencies they might have experienced in the past year.

CTB will have guest speakers and or show the recent Video if there is one. Video created in 2014 is being used for the branches for the 2015-2016 campaign.

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	83	18.57%	83	18.57%	0.3%
2014	70	11.11%	70	11.11%	0.2%
2013	63		63		%

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