

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	Center for Creative Leadership		
Street Address 1 Leadership Place	City/State Greensboro, NC	Zip 27401	
Name of Person Completing Application	Tera Fulbright	Phone 336-286-4180	E-mail Fulbrightt@ccl.org
Name of Sponsoring United Way	United Way of Greater Greensboro		

STANDARDS OF EXCELLENCE

**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.	Overall Organizational Volunteer Culture
<input checked="" type="checkbox"/>	2.	Raising Community Awareness of Needs and Foster a Spirit of Giving
<input checked="" type="checkbox"/>	3.	CEO, Senior, and General Leadership 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, Recognition and Incentive
<input checked="" type="checkbox"/>	6.	Overall Per Capita Gift
<input checked="" type="checkbox"/>	7.	Participation Level

**You may submit video links or DVD for viewing by the Selection Committee. Submit DVDs to
Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511.**

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 25 employees <input type="checkbox"/> 26-50 employees <input type="checkbox"/> 51-100 employees <input type="checkbox"/> 101-200 employees <input type="checkbox"/> 201-500 employees <input checked="" 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 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 checked="" 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:

Printed Name

Signature

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

CCL has been committed to the United Way for generations. Our founder, H. Smith Richardson, Sr., was the first Chairman of the United Way Board of Directors in Greensboro in 1922. We continue to believe, as he did, that the United Way is a powerful force for improving our community and addressing problems like poverty.

Mission

To advance the understanding, practice and development of leadership for the benefit of society worldwide.

Vision

To fully realize our mission, the Center will create new knowledge that advances our field and that positively transforms the way leaders, their organizations and their societies confront the most difficult challenges of the 21st century.

We believe in:

- **Creating new knowledge** - we advance our field and positively transform the way leaders, their organizations and their societies confront the most difficult challenges of the 21st century.
- **Being a great place to work** - we develop our people's capability and talent, recognizing the power of their ideas and aspirations; we promote an environment of diversity, fairness, support and continuous learning.
- **Supporting local and global communities** - we have a genuine concern for the welfare of 'communities' we touch through our work. We help communities in need through scholarships, volunteerism, donations, pro-bono work and sharing of our talent, services and materials.
- **Managing our operations responsibly** - we have good governance and risk management; we conduct our work with the high standards of quality and integrity; and we work with our suppliers, clients and operations to reduce our environmental footprint.
- **Engaging our stakeholders** - we listen to and regularly connect with our stakeholders, working to address shared issues

Describe a successful strategy, engagement opportunity, or volunteer activity that ignited campaign success; moving the community to invest, volunteer, or advocate and create lasting impact.

Our strategy this year was to tie the event to “creative” aspects within our employees. These included:

- A photography contest (One of the more unique events we held this year). The contest was open to all employees. We received 19 entries and raised over \$200. Employees voted for their favorite, and the winner received a gift card to get the photo professionally printed or framed.
- The NFL TruFan Challenge. Because our event is in September, we typically tie it to the NFL. The NFL TruFan Challenge is one of the more exciting events is that we hold. Basically, it is a penny war based on the football team. It is an event that always drives participation because of the innate rivalries that come with football. The TruFan contest raised over \$250.
- “Themed baskets” that we used as prizes for Bingo, that we ask our employees to team up to create.

Altogether, our special events raised over \$1400.

List 3 bullet-points highlighting numeric campaign success:

- Overall campaign giving increased 6% (employee giving + special events), raising \$46,801
- 12% increase in overall employee giving with a 3% increase in donors
- 19% increase in leadership giving (\$1,000+) with a 14% increase in leadership level donors

Standard 1 – Overall volunteer culture of the organization (this includes work with other community stakeholders, if applicable, as well as United Way).

- Describe how the organization works in collaboration with the community to solve problems.
- Does the organization have a social responsibility policy or statement?
 - If so, provide some highlights of the mission.
- Is the organization seen as a philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- What % of employees are engaged in volunteer work? Does the organization have a volunteer policy?

Up to 5 points

CCL has always been an organization that believes in giving back to the community. Many of our employees donate their time to organizations throughout the year. In addition, CCL's Leading Beyond Boundaries program has partnered with many groups including young people in India's slums, orphans in Uganda, entrepreneurs in Brazil, public health workers in the Caribbean, teachers in Title 1 schools, and college students from rural North Carolina counties. These populations are diverse in age, culture, language, geographic location, education and more. But we all have a common goal — to transform the world for the better, one leader and one community at a time.

Standard 2 – Organization’s partnership with United Way to raise community awareness of needs and foster a spirit of giving.

- Document ways in which the organization worked with United Way to generate enthusiasm for community involvement and support.
 - Specific rallies, events or programs
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
- Comment on year-round engagement that exists, if applicable.

Up to 5 points

United Way information is provided mainly at our kickoff event. In addition, we offer employees the opportunity to learn more either through the United Way website or through materials that we maintain on site during the campaign.

This year we held a variety of events designed to showcase the creative talents of the CCL employees.

Our campaign runs approximately four weeks and every few days we hold a different event to ensure all employees can participate. We kicked off the campaign with an NFL themed day. We had several activities including a football throwing contest, a “finger football” field goal contest and several others.

Another fun event was our very own “CCL’s Got Talent” – a talent show highlighting CCL singers, musicians, and actors. Tickets were purchased to vote for the winner. All of the acts were filmed and shared on our intranet so those who couldn’t attend could cast their votes as well.

All activities required either an entry fee or purchasing tickets to participate, with all proceeds going toward our special events total. We raised over \$1400 in special events this year.

United Way was invited to come speak to employees at several events to share about why we are running the campaign and to hear stories of individuals in our community that we are helping.

See events flyer and photos attached.

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving

- Describe the role that senior leadership plays in “influencing” philanthropy, community support, and campaign activities
- How does the organization’s leadership in general promote a culture of giving?
- List any specific events **that are directed by the leadership team.**

Up to 5 points

Our senior leadership is essential to our campaign.

President John Ryan kicks off the campaign by attending a kick-off event as well as writing the first request for contribution letter.

In addition, John Ryan personally appealed to other members of Senior Management to contribute at the Leadership Level.

Their support, by participating in events, encouraging employees to volunteer and encouraging employees to give at a level most comfortable to the individual, is invaluable to the campaign.

John Ryan’s leadership is instrumental in encouraging management to give at the leadership level.

A gift of \$1,000 or more is considered a leadership gift.

Complete the chart below. Up to 5 points

Any positive % change in leadership givers is awarded 2.5 points.

10% or greater increase in % of leadership givers receives an additional 2.5 points

Use local corporate numbers if possible, otherwise indicate as statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership Givers	Points Awarded
2016	121	33	27.27%	+13.79%	
2015	117	29	24.79%		

UW % of Leadership Givers - 2016 # of leadership givers divided by the 2016 total # of givers

UW Leadership Givers % Change - 2016 # of leadership givers minus the 2015 # of leadership givers divided by 2015 #

Outline any factors or information that could affect % of leadership givers.

Our CEO, John Ryan, personally appealed to other members of Senior Management to contribute at the Leadership Level.

Standard 4 - Corporate or Foundation Contributions and Non-traditional/In-kind 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.

Up to 5 points. If your organization is Federal or Nonprofit and cannot legally provide a Corporate Gift, please provide information on in-kind gifts and other efforts below.

CCL is a nonprofit and cannot legally provide a corporate gift.

However, the United Way Campaign is a major event at CCL. It is supported by senior leaders in terms of participation as well as communication. Over \$1,400 was raised in special event money, to increase the campaign totals to \$46,801.

Our CEO also allows our campaign chair to form a volunteer committee to help her in planning and executing the campaign. The campaign is communicated throughout the organization via our intranet, and in addition to any posters/flyers provided by United Way, we also produce in-house advertisements for all campaign events, as seen in the Standard 2 attachment.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$	%
2015	\$	

Percentage change example: 2016 minus 2015 divided by 2015.

Use a plus or minus sign to show a positive or negative % change.

Standard 5 – Employee campaign coordination, recognition and incentive

- Describe the work of the campaign coordinator and/or committee, listing successful planning tools, specific activities, and events that propelled the campaign to success
- Detail how the employees were recognized within the workforce for their investment of time and resources
- Share any specific incentives used that proved to be effective in building motivation and resolve to give

Up to 5 points

Our campaign coordinator and planning committee were fully involved in their commitment to reach our goals.

The committee met regularly to coordinate the events, provide updates and information to the campaign coordinator. Each member of the committee took on one or more event and managed it from communication to logistics to final implementation.

The campaign coordinator kept track of the event timeline as well as ensured communication for all events.

Our incentives were mainly a special parking spot and a number of prizes donated to CCL. We used the prizes in a raffle for all employees who pledged.

At the end of the campaign, the committee as well as any other volunteers were recognized at a breakfast as well as in an announcement that was sent to the organization.

Standard 6 - Overall Per Capita Gift

- Describe events or strategic action that positively affected per capita employee giving
- Was a specific community issue at the center of employee giving? If so, explain.

Up to 5 points

As the United Way has had a focus on breaking the cycles of poverty in our local area, we continued to use that as a focus for our giving. Our communication frequently included wording such as the below:

“This year, the United Way is continuing its focus on the challenges of poverty that we continue to wrestle with in our community. With your gift and the assistance of hundreds of volunteers and community partners, we can work together to STOP poverty and crime and START greater employment and business development. *Together*, as the United Way reminds us, *we can achieve a better world.*”

As mentioned above, we held many events throughout the campaign to not only provide a fun atmosphere to engage our employees, but also accommodate the various schedules we have within the organization. We also used these events as an opportunity to communicate the work United Way is doing, and why it is important to make a contribution in addition to taking part in the fun activities.

Through these events and also communications vi emails from the campaign committee and our CEO, we saw both an increase in donors as well as an increase in per capita giving.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Employee Giving Amount	% Change	Points Awarded	Total No. of Full-time Employees	Employee Per Capita	% Change	Points Awarded
2016	\$45,395	+12.14%		314	\$144.57	+9.64%	
2015	\$40,482			307	\$131.86		

Percentage change example: 2016 minus 2015 divided by 2015.

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.

2.5 Points are awarded for positive percent change in Total Employee Giving Amount

2.5 Points are awarded for positive percent change in Employee Per Capita Amount

Total possible points for Standard 6 = 10

Standard 7 – Participation Level

- How does the organization ensure that all employees have an opportunity to participate in the United Way campaign? List specific steps taken to reach and educate all employees.
- Describe any efforts for outreach with specific groups such as new hires, seasonal employees, retirees.

Up to 5 points

To ensure all employees have a chance to participate we provide a variety of activities. In addition to the traditional pledge, we encouraged employees to participate by donating their time or by purchasing items in other events.

In addition to the email around pledges, we also sent out an update every week focusing on the various events and how employees could participate.

This year we also added a table during lunch in our dining room where employees could ask questions, make pledges or buy tickets for events.

We also created a variety of posters showcasing each event in a unique way and had those placed around campus.

Local corporate numbers are reported below unless indicated as statewide

Year	Total # of Employees	% Change	Total Number of Givers	% Change	Points Awarded	% Participation	Points Awarded
2016	314	+2.28%	121	+3.42%		38.54%	
2015	307		113			38.11%	

Employee % change – 2016 number of employees minus 2015 number of employees divided by 2015 number

Givers % Change – 2016 number of givers minus 2015 number of givers divided by the 2015 number

2.5 Points are awarded for positive percent change in Number of Givers

2.5 Points are awarded for positive percent change in Percent of Participation

Total possible points for Standard 7 = 10