

## 2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		<b>Child Care Resources</b>	
Address	<b>4600 Park Rd #400</b>	City/State <b>Charlotte, NC</b>	Zip <b>28209</b>
Name of Person Completing this Application	<b>Carolyn Hazeldine</b>	Phone	E-mail <b>chazeldine@childcareresources.org</b>
Name of Sponsoring United Way	<b>United Way of Central Carolinas</b>		Metro Size <b>Metro Size 1C</b>
United Way Contact for Questions	<b>Corey Bonner</b>	Phone <b>704-371-7171</b>	E-mail <b>cbonner@uwcentralcarolinas.org</b>
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><b>Heads up!</b></p> <p>Please <b>do not</b> 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

<b>Organization Employee Size</b>  <i>Check the appropriate box for this application submission.</i>	<b>Type of Organization</b>  <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 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:**

Shannon Young

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**Email:**

syoung@uwcentralcarolinas.org

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## Organizational Overview

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

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

Child Care Resources Inc. ("CCRI") – a private, non-profit child care resource and referral (CCR&R) agency – is the go-to source for all things early care and education and school-age child care in the five-county region it serves (Mecklenburg, Cabarrus, Union, Rowan and Stanly).

#### WHAT WE DO

CCRI helps to ensure that all young children – particularly those at educational risk – have the kinds of early learning and school-age experiences that promote school and lifelong success.

#### WHY WE DO IT

Because...

- When it comes to early learning, the first five years of a child's life matter most.
- Children learn best when they have consistent, nurturing relationships with adults who care, whether at home or away from home.
- Most children under age six live in households where all parents present are working to support the family.
- Without quality child care, parents can't be productive and children can't access the early learning opportunities they need to become ready for school.
- But child care is costly, particularly for infants, toddlers and preschoolers.
- In fact, the first five years of center-based care *for one child* will cost the average family \$52,000 in Mecklenburg County! (Child care tuition commonly exceeds tuition at NC public universities.)
- Still, child care fees barely generate enough revenue for program operators to recruit and train the staff necessary to achieve and maintain high quality.

Families and child care programs need help to make child care work better...for all those who rely on it. Child Care Resources Inc. provides that help!

#### HOW WE DO IT

- Builds the supply of quality, affordable child care across the Central Carolinas.
- Helps working parents find child care arrangements that work for their families.
- Informs families about what to look for in a child care program and how to identify quality in the marketplace so they can make the best choice for their children.
- Helps low-income families pay for quality care that promotes learning and development.
- Helps child care providers build knowledge and skills so they can better educate young children.
- Collects, analyzes, and reports on system data to highlight strengths and gaps, to target services to at-risk children and families, and to inform the efforts of community planners, business leaders, and public and private sector decision makers

### 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)

The theme of this year's employee campaign – *Touchdown for United Way* – was the spark that ignited the success of the overall campaign. (See photos.) At the kickoff Pep Rally, Carolina Panthers' mascot *Sir Purr* entertained and engaged the staff, setting the tone for the rest of the campaign. By "halftime" the staff were so enthusiastic about the campaign that they exceeded all expectations in the team displays they created for the "Coaches' Corner Halftime Show." (See photo attachment) By far, the highlight of the event was a video called *Nobody Does it Like United Way* created by staff. (See attachment)

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### 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.)

- \$29,000 dollars raised while still maintaining 100% participation level
- 8% increase from previous year
- 4 leadership donors (increased their gifts 4% from last year)

**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***

CCRI staff volunteer with various United Way agencies throughout the year as well as other organizations in the community. CCRI does not track our staff volunteer hours. However, in collaboration with UWCC, we coordinate volunteer activities for CCRI staff throughout the year.

**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***

CCRI is called upon by UWCC to fulfill speaker requests for other employee giving campaigns in the community; a team of CCRI staff members fulfill these requests on an as-needed basis, speaking from the perspective of service providers and sharing client stories both to highlight the needs of young children and families and to generate support for the UWCC campaign. CCRI also participates in community fairs to spread the word about its services to those who can benefit as well as to potential donors and volunteers. Additionally, in its day-to-day work, CCRI partners with the region’s child care providers to generate buy-in for and promote engagement in initiatives that meet local needs related to young children and their working parents and families.

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

CCRI President, Janet Singerman, leads by example and sets the tone for the organization’s philanthropic spirit, community support, and employee campaign. All staff are educated about the impact of UWCC’s work through its 80+ partner agencies and are asked to thoughtfully consider giving at the leadership level. Given that staff are at various points on the salary scale, CCRI sets two different “leadership gift” levels for internal recognition purposes – staff earning more than \$40,000 are asked to give 1.5% of their salary annually, and staff earning under \$40,000 are asked to give 1%. As part of the campaign, leadership promotes UWCC’s step-up giving opportunity allowing employees to make a \$1,000 pledge that can be stepped up over three years. Finally, all staff are asked to consider increasing their gift by a specific amount each year so that the organization will be able to meet an increased goal each year.

**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	86	4	5 %	0 %
2014	82	4	5 %	0 %
2013	77	4		

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.**

N/A – Child Care Resources is a Nonprofit and cannot legally provide a Corporate Gift.

**Local corporate numbers are reported below unless indicated as  statewide**

Year	Corporate Gift	Percent Change
2015	N/A	N/A
2014	N/A	N/A
2013	N/A	

*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***

CCRI's Senior VP for Institutional Advancement serves as the Campaign Coordinator and works in partnership with CCRI's Campaign Planning Team (an interdepartmental team of staff volunteers representing all levels of management and front line staff) to lead the planning and implementation of all facets of the campaign. The team meets to discuss and come to consensus on the overall agency goal, individual increase goal, giving levels and incentives, campaign theme and activities, and recognition strategies. This year, the team set a goal of 100% participation and \$29,000 raised (representing both an increased agency total and increased per capita gift). In celebration of CCRI's 33<sup>rd</sup> year of service, employees were asked to increase their annual gift by \$33.

On a daily basis, employees received email updates and a word of thanks for their generous support. At the end of the campaign, all employees were invited to a "Tailgate Victory Party" where they were recognized and thanked for their generosity and enthusiastic participation.

**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\***

Employees were offered the opportunity to earn certain incentives based on the level of their gift, as outlined below:

LEVEL OF GIFT	ANNUAL AMOUNT	INCENTIVES EARNED
Leadership	1% of salary (under \$40,000) 1.5% of salary (over \$40,000)	8 hours of paid time off and 30 jeans days
Friendship	15 hours of pay (at your pay rate)	4 hours of paid time off and 20 jeans days
Step Up	\$120 annually (for past gifts under \$120)	10 jeans days
Other	Under \$120 annually	1 jeans day

\*For making the requested gift (\$33 more than last year), employees earned 5 bonus jeans days

**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	\$29,000.00	+8%	86	\$337.20	+2 %
2014	\$26,950.33	+6%	82	\$328.66	+2%
2013	\$24,925.83		77	\$323.71	

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\***

CCRI has a long history of 100% participation in its employee campaign. This comes in part from a clear expectation that is communicated at the point of hiring and echoed throughout the year. More importantly, community support (including a gift to UWCC) is a part of the culture at CCRI, one that is emphasized somewhat organically throughout the year. During the campaign, the first and highest priority goal is always that every staff person participate within their means. When a new hire joins the organization, the HR manager provides UWCC information and requests the new employee's thoughtful consideration of a gift to UWCC, reiterating that participation is an expectation of all staff. In this way, every staff person learns about United Way and CCRI's historic and continuing commitment to its ability to meet community need by leveraging the generous support of 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	86	flat	86	flat	100%
2014	82	flat	82	flat	100%
2013	77		77		100%

*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*

## Attachments

Campaign kick-off video:

<https://www.youtube.com/watch?v=sD12wJOk2Sg>

Campaign photos:



