

# 2016 Spirit of North Carolina Campaigning for Excellence



United Way  
of North Carolina

Application Form			
Organization Name	Child Care Resources		
Street Address	City/State	Zip	
4600 Park Rd #400	Charlotte/NC	28209	
Name of Person Completing Application	Phone	E-mail	
Brittenay Causieestko	704-371-6276	Bcausieestko-Lee@uwcentralcarolinas.org	
Name of Sponsoring United Way	United Way of Central Carolinas		

## 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

<p style="text-align: center;"><b>Organization Employee Size</b></p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>	<p style="text-align: center;"><b>Type of Organization</b></p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>
<input type="checkbox"/> Up to 25 employees <input type="checkbox"/> 26-50 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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*Printed Name*

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*Signature*

[\*\*syoung@uwcentralcarolinas.org\*\*](mailto:syoung@uwcentralcarolinas.org)

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*Email*

## **Organizational Overview**

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

### Describe the philanthropic culture of the organization:

Child Care Resources Inc. is a private, non-profit child care resource and referral (CCR&R) agency that works with families and communities to ensure that all children have access to high quality, affordable early learning and school-age opportunities and experiences that enable them to succeed in school and in life.

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### 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.

CCRI incorporated the time of year (Fall) into their campaign to keep events engaging, relevant, and current. Their campaign was themed around the idea of the election year and current election debates. Their pledge forms were considered their “ballots,” and they divided themselves up into teams or “districts” in this case. To kick off their “Vote for the Community Care Fund” campaign, they utilized their all staff meeting by having their own employees speak about their experiences with CCRI and giving back.

For example, a CCRI employee read client feedback surveys that discussed the huge impact CCRI has in the community and how it has changed the lives of many. These success stories were used as a reminder to all staff that the work that they do is important and highly impactful work. Another CCRI employee took a moment to define the word “increase” and what it means to increase your giving each year. She made the point that without not only giving, but increased giving, they would not be able to provide their services and impact such a large amount of families and individuals.

The speakers were followed by a presentation by the ECC who showed how much CCRI gives back to United Way, versus how much United Way funds CCRI.

They engaged all employees by creating t-shirts with their campaign theme, having multiple events which were team, or district, focused, and having a couple of events that were fellowship and food focused. To further their engagement, they provided a silent auction to increase their dollars through special events.

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### List 3 bullet-points highlighting numeric campaign success:

- Special Event Dollars Increased by 12.77%
- Participation Increased by 3.49%
- Leadership Giving Increased by 25%

**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***

As an organization and as individuals, CCRI and its staff work with various United Way agencies as well as other organizations in the community to solve existing and emerging problems. Social responsibility is in the organization's DNA and reflected in its mission "to ensure that all young children have access to quality, affordable early learning and school-age experiences and opportunities that will enable them to succeed in school and in life." CCRI believes that all children – regardless of their parents' and family's ability to pay – deserve a quality early education and works tirelessly to make that vision a reality for as many children and families as possible.

As a nonprofit, CCRI values philanthropy and volunteerism on the part of those who support the organization as well as those who work for the organization and donate their time, talent, and financial resources to nonprofits working on other issues. Although CCRI does not track its staff volunteer hours, the organization does have a volunteer policy that reads: "CCRI encourages its employees to participate in civic and community activities and organizations during your off-hours. You may, however, use up to two (2) hours of personal leave per month for volunteer activities."

**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***

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. In collaboration with UWCC, CCRI also endeavors to coordinate volunteer activities for CCRI staff throughout the year. 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**

- 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**

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.

**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	89	5	5.6%	25%	
2015	86	4	4.7%		

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.**

**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.**

CCRI, one of UWCC’s not-for-profit agencies, is a valued partner, who supports a strong United Way campaign as evidenced by the leadership level of giving, participation in the campaign and support of the campaign activities and promotions. While corporate/foundation monetary contributions are not available due to budgetary restrictions (non-profit), CCRI finds creative ways and events to engage its workforce in support of the United Way Campaign as evidence in the 100% participation over the years.

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

Year	Corporate Gift	Percent Change
2016	\$0.0	0.0%
2015	\$0.0	

*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

Given that this is an election year, the Campaign Planning Team decided on a “campaign-themed” campaign (non-partisan, of course!) We will be asking our staff to “Vote for the Community Care Fund” by way of a generous pledge to United Way of Central Carolinas.

In preparation for kickoff, each staff member was assigned to a *campaign district* and voted for a color to wear to the “Campaign Convention” (kickoff event).

Other campaign activities include:

- **Dress up. Give back.** to celebrate Halloween and raise money for UW.
- **Red, White, and Blue Auction** to raise additional funds to help us meet our agency goal
- **Campaign Trail Refreshment Break** to encourage our staff to get together across departments.
- **Rock the Vote for United Way’s Community Care Fund** to promote friendly competition among districts.
- **Campaign Wrap Party** to show our appreciation for staff after what we hope will be our most successful campaign.

### 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**

The campaign events were designed to be both inclusive and fun, while still being United Way driven. Because of CCRI's position in the community as a nonprofit, the events were centered on engagement and fun, because the purpose behind the campaign was already understood. Thus, increasing the employee per capita.

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	\$26,681.67	-3.06%		89	\$299.79	- %	
2015	\$27,522.84			86	\$320.03		

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**

### CCRI Campaign Events

- **Dress up. Give back.** to celebrate Halloween and raise money for UW.
- **Red, White, and Blue Auction** to raise additional funds to help us meet our agency goal
- **Campaign Trail Refreshment Break** to encourage our staff to get together across departments.
- **Rock the Vote for United Way's Community Care Fund** to promote friendly competition among districts.
- **Campaign Wrap Party** to show our appreciation for staff after what we hope will be our most successful campaign.

These series of events that are listed above, insured that everyone was able to participate, no matter the donation amount and/or employee status. To add to the activities, they also provided food at their kick off and closing events, as well as provided t-shirts for the teams to wear and feel more inclusive.

**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	86	0%	89	3%	2.5	103.49%	2.5
2015	86		86			100.00%	

*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**