

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		City of Rocky Mount	
Address	PO Box 1180	City/State Rocky Mount NC	Zip 27802
Name of Person Completing this Application	Ginny Mohrbuter	Phone 252-937-2213 x 203	E-mail ginnymohrbutter@unitedwaytr.org
Name of Sponsoring United Way	United Way Tar River Region		Metro Size 4
United Way Contact for Questions	Same as above	Phone Same as above	E-mail Same as above
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	
x <input type="checkbox"/>	1. Volunteer Culture
x <input type="checkbox"/>	2. Partnership with Community
x <input type="checkbox"/>	3. CEO/Senior Leadership and Involvement and Giving
x <input type="checkbox"/>	4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
x <input type="checkbox"/>	5. Employee Campaign Coordination, Incentive and Recognition
x <input type="checkbox"/>	6. Overall Per Capita Gift
x <input type="checkbox"/>	7. Participation Level
<p>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 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 checked="" 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:

Ginny W. Mohrbutter

Email:

ginnymohrbutter@unitedwaytr.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 City of Rocky Mount works every day to improve the quality of life for citizens living in the Rocky Mount area by providing essential services to local citizens provided with the utmost customer service and quality in provision of services. The City of Rocky Mount employees have pride in their jobs and their work to help local citizens. They also believe in going the extra mile to support the local community with volunteer work that supports local nonprofits, with United Way being their charity of choice.

One can see the employees out in the community volunteering in many aspects such as delivering meals on Wheels, mentoring a child through the Boys and Girls Clubs, serving food to the homeless and volunteering on United Way Service Days or on an Impact Team.

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 City of Rocky Mount held all employee meetings at our cultural arts center, The Imperial Centre, where employees heard Charles Penny the City of Rocky Mount manager, a United Way Partner program and others speak about the importance of United Way. After the various sessions, a dunking booth contest was held where United Way donors could try to “dunk” department head leaders. This generated much excitement and fun around the United Way Campaign. As well, employees were able to socialize and learn more about how their donation helped United Way and our community. Great event!

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.)

- The City of Rocky Mount has increased their activity and involvement with United Way each year. They have a United Way Committee that continues to engage their employees each year in different ways by hosting unique events and employee meetings to engage and learn about United Way. They increased donations from \$68,820 in 2014 to \$76,539 in 2015.
- Their work this year led to an 11.2% employee campaign increase from last year and a per capital increase from \$83.32 in 2014 to \$93.34 in 2015.
- Leadership Giving is very strong starting with the City Manager and resonating throughout the entire government organization, with 16 Leadership givers and 324 Care Share and Starter Care Share/ Fair Share donors.

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

City of Rocky Mount Employees volunteer with many activities within the community. There is a culture of involvement and giving back throughout all the departments of the City. Employees know that giving back makes a difference and that it helps support the work and people they work with each day in their jobs.

Some of the specific programs they support include:

United Way: Impact Teams and Service Days-10 employees x 40 x 22.55 = \$9020.00

Keep America Beautiful: 65 volunteers x 5 x 22.55 = \$7328.75

Martin Luther King Jr. Day-12 volunteers x 5 x 22.55 = \$1,353.00

Total Volunteer Contributions: \$17,701.75

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

United Way Tar River Region is engaged all year with the City of Rocky Mount. During the Campaign, the City employees are involved in all employee meetings, departmental meetings, special events, and other areas of support for United Way.

The City of Rocky Mount supports so many different nonprofits around Rocky Mount and also many other events and organizations that improve the local quality of life. As the City’s Charity of Choice, the City of Rocky Mount likes that United Way is the umbrella for 24 local nonprofits and 35 health and human services.

City Employees serve on many Boards and local committees, including on the United Way Board, 2 City of Rocky Mount Employees and 1 City Council member.

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.

Charles Penny, City of Rocky Mount Manager is a huge financial supporter and advocate for United Way. Not only has he been a donor for his entire career but he also speaks candidly about the importance of United Way. He is a great ally and convener of support for United Way.

Thom Moton, Assistant City Manager is on the United Way Board and the incoming overall Campaign Chair for United Way Tar River Region. He speaks at all City events and within the community about the positive benefits of United Way. He is also a great personal donor.

Jonathan Boone, Public Works and Water Director is a United Way Board Director, serves on various committees and is the current Campaign Chair. He is engaged in almost all aspects of United Way Tar River Region.

All other departmental leaders of the City of Rocky Mount are leadership donors and advocate for United Way Support.

Chris Miller, City Council member for City of Rocky Mount, has served on the United Way Board for almost 15 years. She donates volunteers and helps United Way in so many ways; there is not enough space to explain.

Mayor David Combs supports United Way both financial and by advocating for United Way. He attends all events and speaks about the importance of supporting United Way.

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	623	16	2.6 %	14.3 %
2014	596	14	2.4 %	27.3 %
2013	540	11		

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”

City of Rocky Mount has 100% employee participation and of course, no corporate or foundation support. This seems even more important to note that they are United Way Tar River Region’s 3rd largest supporter overall, and the highest governmental supporter in the region.

N/A

Local corporate numbers are reported below unless indicated as statewide

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

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

Jonathan Boone has served as the City of Rocky Mount Campaign Leader while also serving as the overall region Campaign Leaders. He has shown dedication, commitment and passion for United Way. He has not only been a volunteer and advocate, he is a leadership giver and has been for many years.

He has empowered a strong campaign committee that has worked very hard to educated, engage and involve City employees with United Way.

Through their campaign, they offer many ways to get involve, from all employees meetings, to incentive giveaway items to donors, to ice cream parties to hotdog roasts. They are always working to engage employees to support and help United Way.

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*

The City of Rocky Mount has shown consistent increases in their per capita giving:

2013- \$68.34

2014- \$83.32

2015- \$93.34

The City of Rocky Mount has been improving their United Way Campaign efforts each year, with 2015 being their best year yet. Jonathan Boone, their Campaign Leader, has organized a strong campaign team that has set goals, meets regularly and advocates throughout the organization for United Way.

They have established best practices that have encouraged the campaign to increase as they work to educate all employees through “all employee meetings”, to also hold meetings at the departmental level, to provide fun and engaging incentives and to reward donors for their generosity.

The Leadership of the City of Rocky Mount is extremely engaged, and speaks as great advocates and asks the employees to support the United Way. The leadership has encouraged United Way to share its yearly video and to work side-by-side with the employees to increase quality of life for our local citizens.

The City of Rocky Mount is now the United Way Tar River Region’s 3rd highest contributor for the overall local campaign.

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	\$76539	11.2%	820	\$93.34	12.3 %
2014	\$68820	18.6%	826	\$83.32	21.9 %
2013	\$58019	(5.1%)	849	\$68.34	

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***

The City of Rocky Mount does a great job engaging its employees in many ways around United Way. Here are several examples:

- 1) All Employee Meetings
- 2) Departmental Meetings
- 3) Special Events for United Way (like the Dunking Booth and Corn Hole Tourney)
- 4) United Way information to new employees
- 5) Involved in United Way Tar River Regions new Retiree Committee-have agreed to outreach to City of Rocky Mount retirees
- 6) United Way Service projects and events

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	820	(.7) %	623	4.5 %	76.0 %
2014	826	(2.7) %	596	10.4 %	72.2 %
2013	849		540		63.6 %

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