




2017 Spirit of North Carolina Application			
Organization Name	City of Shelby		
Street Address	300 S. Washington Street	City/St: Shelby, NC	Zip 28150
United Way Name	United Way of Cleveland County, Inc.		
Application Contact	Name: Leslie J. Cobb	Email: leslie.cobb@unitedway.org	

Organization – Employee Size <i>Check the appropriate box</i>	Type of Organization <i>Check the appropriate box</i>
<input type="checkbox"/> Up to 25 employees	<input type="checkbox"/> Financial/Banking Institutions
<input type="checkbox"/> 26-50 employees	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> 51-100 employees	<input type="checkbox"/> Business Campaign
<input type="checkbox"/> 101-200 employees	<input checked="" type="checkbox"/> City/ County Municipality
<input checked="" type="checkbox"/> 201-500 employees	<input type="checkbox"/> Higher Education
<input type="checkbox"/> 501-1000 employees	<input type="checkbox"/> Hospital/ Health System
<input type="checkbox"/> 1001-1500 employees	<input type="checkbox"/> Retail
<input type="checkbox"/> 1501-2500 employees	<input type="checkbox"/> Not-for-Profit Agency - 501(C)3
<input type="checkbox"/> 2501-5000 employees	<input type="checkbox"/> Professional Services <i>(small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</i>
<input type="checkbox"/> 5001+ employees	

Standards of Excellence Checklist		
<input checked="" type="checkbox"/>	1.	Community engagement and volunteer culture – OUTSIDE OF UW RELATIONSHIP <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	2.	Partnership WITH UW to raise community awareness of needs & foster a spirit of giving <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving <i>Up to 10 Points</i>
<input checked="" type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	6.	Participation Level <i>Up to 10 Points</i>
<input checked="" type="checkbox"/>	7.	Special Events <i>Up to 10 Points</i>

Signature of the nominating United Way CPO or his/her designee:

Leslie J. Cobb



Signature

Printed Name

**ALL APPLICATIONS MUST BE SUBMITTED USING THIS FORM and COMPLETED "AS IS!"**  
Please do not add borders, headings, color, etc.

## Organization Overview

### Brief summary for use during Awards Ceremony

#### Philanthropic culture of organization:

Mission Statement: We will strive for the City of Shelby to be the best governed and most livable city in the state of North Carolina placing value on high quality services, its citizens and its employees.

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#### Share one creative strategy, engagement opportunity, volunteer activity or special event that ignited campaign success

The City of Shelby began the campaign with the #2 Leaderboard per capita rank in the country. The previous year they added a 2.1% giving level. This year the City of Shelby increased their giving by \$13,536. This was a 13% increase in their total campaign. The City of Shelby raised a total of \$118,660. Last year they increased their giving by 37.3% for a total of \$105,124. In the past 3 years, the City of Shelby has increased their overall campaign by 98.1% and has put \$58,771 new dollars in our community to help people.

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#### Three numerical successes you wish to highlight:

- Increased overall per capita giving from \$342.42 to \$390.33
- 90 employees (30%) gave 2.1% of gross pay.
- \$13,536 increase for a total of \$118,660 from 304 employees (13% increase)

**Standard 1 – Community engagement and volunteer culture – *OUTSIDE OF UNITED WAY RELATIONSHIP*. Include relationship/work with other community stakeholders and partners.**

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

***Up to 5 points***

Many of the departments at the City of Shelby are involved in community service work that is creating visible change in our community. Examples include the "Keep Shelby Beautiful" initiative that actively works to clean up our city and make it a great place to live and work. Other initiatives that help to clean up our city include river clean ups, and hazardous waste collection days. Community Service work directly benefiting the people in our community include hosting food commodity sites, school supply drives and distributions, hosting free summer camps, maintaining a community garden that provides food to those who need it most, and providing free sports equipment to children in need. Other endeavors include Cop Camps, Adopt-A-Cop and Citizen Police Academy which engages the community with local law enforcement to raise understanding and awareness.

Shelby's slogan is the "City of Pleasant Living" and all the departments at the City of Shelby strive to do just that. The work that the city does strives to make our community a great place to live and they continue to improve our city year after year.

The City of Shelby is a leader in United Way giving. Their ideas and practices have spread to other campaigns to make this organization a model campaign. Several City of Shelby employees are involved on our Board, and are active on our personnel committee and on Fund Distribution panels.

The City of Shelby benefits from being in the community because they are the community. As a local government organization they are as reliant on the community as the community is on them.

**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***

Education and involvement is one of the keys to the City of Shelby’s success. The City Manager and the Human Resource Director wanted to provide unique leadership and a much stronger informed employee campaign. They wanted to reach out to the community during this economic time and raise as many dollars for those in need. To raise awareness to the need, he hand selected a group of formal and informal leaders to serve as a planning team for the campaign. These leaders have been heavily involved with United Way by providing leadership on our Board, Executive Committee, Fund Distribution Committees, Agency Boards and hands on volunteerism.

The City of Shelby ran a true “grass roots”, highly departmentalized campaign which gathered advice and insight from both the hourly and salaried formal and informal leaders about different incentives and campaign redesign. This gave them an ownership stake in this year’s campaign combined with passion for stepping up and helping their community during a tough economic climate. They identified employees in their own workforce who had benefited from United Way services and those stories were shared throughout the individual department rallies.

The City of Shelby personalized pledge forms for every employee showing how little would come out of their paycheck per pay period to help thousands of people less fortunate. Some of these givers are the ones actually receiving help.

Informal leaders met one on one with every employee to answer questions and give additional information about United Way and its agencies to insure each person received a personal touch and had a voice in this year’s campaign.

For anyone who turned their pledge form in the day of the rally at a certain giving level was entered into drawings for gift cards to various places (Lowe’s, Wal-Mart, Bass Pro Shops, etc.).

**Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving (Based on how the local UW defines leadership 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**

A gift of 1.5% or more is considered a leadership gift.

Even with employment relatively flat, City Manager Rick Howell, made sure that the City of Shelby campaign would be a success. He added a Platinum Plus level of giving (2.1%) and with that came an additional day off with pay. Days off with pay (5 for Platinum Plus 4 for Platinum, 3 for Gold, 2 for Fair Share Plus, and 1 for Fair Share) and (11) \$100 gifts cards and a grand prize of a \$800 flat screen TV (to be given away at the United Way Luncheon).

His employees responded to his request of giving at the higher levels. 41.4% of the hourly and salary employees gave 1.5% or more with 71% of those givers giving 2.1% and took advantage of the 5 days off with pay.

To encourage each employee to consider giving at a higher Fair Share level, the pledge forms were personalized for each employee. Not only were their names printed on the forms, each gift level amount per payroll deduction was included as well. Therefore, it was a user friendly pledge form, which the employees appreciated because it showed for a few dollars more they could give at a higher Fair Share level.

Mr. Howell, to encourage higher levels of giving, listed the increased days off with pay incentives on their pledge form showing an increase at each level.

Mr. Howell leads by example. He has served on our United Way’s Board of Directors and Fund Distribution committees. He has also taken a leadership role in shaping the changes in this year’s City of Shelby employee campaign.

**Complete the chart below. Up to 5 additional points**

*2.5 points awarded for any positive % change in leadership givers*  
*2.5 points awarded for 10% or greater increase in % of leadership givers*

**Total possible points for Standard 3 = 10**

Use local organization numbers if possible, otherwise indicate as  statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership	Pts Awarded for positive % change	Pts Awarded - 10% increase or greater	Total Points
2017	198	126	64 %	16 %			
2016	184	109	59 %				

UW % of Leadership Givers - 2017 # of leadership givers divided by the 2017 total # of givers

UW Leadership Givers % Change - 2017 # of leadership givers minus the 2016 # of leadership givers divided by 2016 #

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

**Standard 4 – Corporate or Foundation Contributions and Non-traditional/In-kind Support**

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.
- List any “social media” communication used to build momentum and increase participation

**Up to 5 points**

*Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.*

Please indicate if you fall into the “N/A Category”

N/A

Even though the City of Shelby can’t do a corporate gift, the one, two, three, four and five days off with pay shows their dedication to the United Way Campaign and the community. 30% of the employee’s gave at the highest level and got 5 days off with pay. When you include the other levels of giving, the City of Shelby gave a total of 572 days off with pay. If you calculate 645 days at only \$15/hr, it is over \$77,400. A very generous "corporate gift" indeed.

The City provided countless volunteer hours that were made available to a handpicked team which consisted of Police Captain Brad Fraser, Shelby Fire and Rescue Battalion Chief Quenton Cash, and the Safety & Risk Manager Lisa Wassen who talked to every employee in every department about the changes in the campaign and the importance of giving more. They bought theater size candy and canned drinks and took them to each of the 12 meetings as a “gift” to employees for listening to their campaign information. They also had a \$25.00 Wal-Mart Gift card drawing at each meeting which created much excitement among employees. If an employee gave at least \$2.00 a pay period and turned their Pledge Form in at the meeting, their name was put into the drawing and at the end of the meeting, an employee name was drawn.

They took the Grand Prize TV box to each meeting with signs on the box, creating excitement and interest in the campaign. As part of their thank you presentation, the City paid for a BBQ Luncheon for each employee who gave at least \$2 per pay period.

Year	Corporate Gift
2017	\$

**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 strategies* 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**

The Incentives clearly drove the increase in the City of Shelby campaign.

To encourage giving early, any City of Shelby Employee who turned in their Pledge Form that day and gave at least \$2.00 a pay period would be entered into a drawing for a \$25.00 Wal-Mart Gift card at the end of the meeting which created much excitement among employees.

Platinum Plus	6 chances to win one of (11) \$100 gift cards and the \$600 TV Grand Prize
Platinum	5 chances to win one of (11) \$100 gift cards and the \$600 TV Grand Prize
Gold	4 chances to win one of (11) \$100 gift cards and the \$600 TV Grand Prize
Plus	3 chances to win one of (11) \$100 gift cards and the \$600 TV Grand Prize
Fair Share	2 chances to win one of (11) \$100 gift cards and the \$600 TV Grand Prize

As part of their thank you presentation, the City held a BBQ Luncheon for each employee who gave at least \$2 per pay period.

Prizes were drawn by the Chairs Lisa Wassén, Brad Fraser and Quenton Cash at the United Way BBQ Luncheon.

And best of all, offering up to 5 days off with pay for giving one of the 5 Fair Share levels was a very powerful incentive.

**Standard 6 – 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, etc.

**Up to 5 points**

In an effort to offset job losses in our community, our campaign has had to focus on two types of participation, encouraging employees to give and encouraging employees to participate at a generous level. This has helped us create a spirit of giving and while giving, to give generously.

The City of Shelby’s current employee participation is 65% and growing. The amazing part is these givers participate at our higher giving levels. The total number of givers this year was 198. 181 of these givers (91.4%) gave between .8% and 2.1% with half giving at the 2.1% level.

City of Shelby works hard at encouraging giving and really goes the extra mile in educating its workforce about the agencies and the work they do and asks their employees to consider giving and, if possible, to give generously.

The City of Shelby employees stepped up and their generosity will make a difference here in Cleveland County. The type of participation they exuded is remarkable. Without a doubt they have participated in making our community a great place to live and work.

Local corporate numbers are reported below unless indicated as  statewide

Year	Total # of Employees	% Change	Total # of Givers	% Change	Points Awarded	% Participation	Points Awarded	Total Points Awarded
2017	304	-1.0 %	198	7.6 %		65 %		
2016	307		184			60 %		

*Employee % change – 2017 number of employees minus 2016 number of employees divided by 2016 number*

*Givers % Change – 2017 number of givers minus 2016 number of givers divided by the 2016 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 6 = 10**



### Standard 7 - Special Events

- Successful special events are often the catalysts that educate and energize campaigns. Provide information below on 1-2 special events used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)
- Share creative event details

Up to 10 Points

The City of Shelby encourages their employees to give by giving them great incentives with the days off with pay. They have chances to win one of 11 \$100 gift cards and the \$600 TV grand prize. Depending on the level they contribute they are offered up to 5 days off with pay. This attracts donors and to give and to give generously.

As a thank you for their participation, the City has a BBQ Luncheon for all employees that give at least \$2 per pay period. This event is encompassed with food, fun, fellowship and prizes. All eligible employees can't wait to come and sit down to a nice hot meal and fellowship with their peers.