

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		City of Wilson, North Carolina	
Address	P.O. Box 10	City/State Wilson, NC	Zip 27894
Name of Person Completing this Application	Bonnie Gay/Matt Shaw/Terri Smith	Phone 252-399-2375	E-mail tsmith@wilsonnc.org
Name of Sponsoring United Way	United Way of Wilson County		Metro Size IV
United Way Contact for Questions	Betty Baker	Phone 252-237-3194	E-mail asstdir@unitedwayofwilson.org
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.**

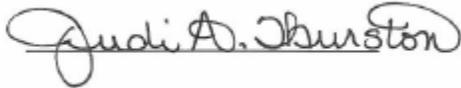
Application Standards Checklist	
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<p>1. Volunteer Culture</p> <p>2. Partnership with Community</p> <p>3. CEO/Senior Leadership and Involvement and Giving</p> <p>4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts</p> <p>5. Employee Campaign Coordination, Incentive and Recognition</p> <p>6. Overall Per Capita Gift</p> <p>7. Participation Level</p> <p style="text-align: center;">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: JUDI THURSTON



Email:

director@unitedwayofwilson.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 Wilson is a municipal government providing services to approximately 50,000 residents in eastern North Carolina. The city is the county seat of Wilson County, which includes around 81,000 residents.

The vision of the Wilson City Council is to strive for a better quality of life for our diverse citizenship, young and old, by preserving, fostering and encouraging a participatory local government based upon community coalitions for planned growth, better and safer neighborhoods, economic prosperity and recreational opportunities for all.

The City Council promotes this vision by committing to the following:

1. Building a better Wilson by supporting and encouraging a wide array of recreational, cultural and educational activities for citizens of all ages.
2. Fostering economic development by supporting a broad range of quality work opportunities, encouraging employers to be good corporate citizens, and fostering a climate of social equity.
3. Providing well-maintained, state-of-the-art infrastructure and municipal resources to help catalyze private sector investment.
4. Support development that enhances neighborhoods and preserves their integrity and character.
5. Recognize the importance of a revitalized downtown as a symbol of community economic health, local quality of life, pride, and community history; all factors in industrial, commercial, and professional recruitment.
6. Strengthen our role as the cultural center of Wilson County by enhancing our recreational facilities, activities, and partnerships that create new opportunities.
7. Ensure our customer services and interactions are guided by the City government values of quality, responsiveness, fairness, creativity, dignity, empowerment, communications and integrity.
8. Encourage community involvement by empowering all members of the community to be active participants in shaping the decisions that affect us all.

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 Wilson held an 80's lip-syncing contest as part of the annual luncheon that kicks off our United Way campaign. We had teams of employees from every major department who dressed up in 80's attire and performed songs from that decade. Hundreds of employees came to watch, cheer on their coworkers and vote for the winning teams in two showdowns. The willingness of our employees to perform in such an entertaining manner demonstrated everyone's commitment to United Way, and it ignited a record-breaking campaign. (See DVD – Attachment 1)

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.)

- Raised a total of \$100,411.97, 18 percent above our \$85,000 goal and up more than 10 percent from our 2014 total
- Per capita giving increase of 11 percent
- A 16 percent increase in the number of Leadership Circle givers 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

Virtually everyone who comes to work at the City of Wilson is interested in a life of public service. Whether they are police officers or environmental services technicians, firefighters or electric linemen, they share the desire to improve their community and the lives of the people who reside here. Many are sacrificing the higher salaries they could make in other communities or in private industry to work for the public good here in Wilson.

So, unsurprisingly, the City's employees are heavily intertwined in volunteer and charitable efforts throughout the community. Our support of United Way is documented elsewhere in this application, but we will note that we were given the Nancy Sallenger Spirit Award by the United Way of Wilson County for our 2013 & 2014 campaigns. In 2013 we had double-digit percentage gains in our total gift, total number of donors and the per-capita amounts.

We also have citywide employee efforts to raise money for both the American Heart Association, via the annual Heart Walk in Wilson, and the American Cancer Society, via its annual Relay for Life event at the Wilson County Fairgrounds. The American Red Cross has presented us its Big Red Corporate Award for our employees' enthusiastic support of four blood drives per year. Employees who participate in the City sponsored blood drive are given comp time as an incentive for their efforts.

Most of the volunteer efforts begin with individuals and involve a mix of their private time and some work time, as long as it's cleared with supervisors. We do not formally track this time, but some of the efforts described below take hundreds of hours of manpower per year. The value of that time is easily in the tens of thousands of dollars and likely tops \$100,000.

Some of our volunteers' efforts include:

- The Wilson Police Department has two major community outreach events each year: Christmas in the South, an effort to provide toys, clothing and food to families during the winter holidays, and an annual Football Camp in June, an effort to keep kids off the street during the summer and get to know police officers as friends and mentors. The police officers raise money through a golf tournament and other programs to support these efforts. The police recently began a basketball camp to assist kids over the Christmas school break.
- Beginning in 2012, City of Wilson employees collected school supplies for Wilson County students whose parents or guardians may have had trouble paying for them. We have filled hundreds of backpacks, which were given to those who needed them.
- Wilson Fire & Rescue Services hold an annual haircutting event that raises money for the St. Baldricks Foundation, which assists the families of children with cancer.
- Wilson Energy employees have collected money for the past 17 years to buy Christmas gifts for patients at Long Leaf Neuro-Medical Center. These are people with severe and persistent mental illnesses, many of whom have no family or friends to give them items during the holidays.
- In 2013 the Customer Service team contacted the Wilson Crisis Center to identify an individual that needed help with yard work. The team ended up assisting a disabled veteran with both his yard work and by repairing and painting his home.
- Our Administrative, Human Resources and Human Relations offices team delivers a Meals-on-Wheels route, an effort inspired by a United Way agency tour.
- Our management team members serve on various boards – the United Way, the Wilson Chamber of Commerce, the Long Leaf Neuro-Medical Center Board, Wilson Economic Development Commission, Wilson County Properties and the Arts Council, among others.
- In 2015, Water Resources sponsored children on the Salvation Army's Christmas List.

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

The City of Wilson partners with the United Way of Wilson County to distribute more than \$400,000 a year both to United Way agencies and non-profit groups. Together we have distributed around \$2.8 million since 2009.

This money is completely separate from the City's annual United Way campaign and is not included in our fundraising totals.

The money is collected from fees and penalties charged to Wilson Energy customers. Many years ago, the Wilson City Council decided to use a portion of that fund as a way to help the impoverished in our community through contributions to local non-profit agencies. The City Council made annual funding decisions itself until 2009 when it agreed to allow the United Way to distribute the funds.

The United Way board now makes the funding decisions. The groups eligible to receive these funds include both United Way's member agencies and also agencies that provide utility bill assistance and home weatherization assistance. The United Way does not charge an administrative fee.

The City of Wilson has also been a supporter of both United Way and its member agencies through loaned executives. City Manager Grant Goings has been on the United Way board for the past 11 years and served as the 2012 Campaign Chairman and the President for 2014 & 2015. We have had a number of our Administrative Team serve on boards of the member agencies.

City of Wilson departments work closely with several United Way agencies, notably YOUTH of Wilson, Wesley Shelter, Flynn Christian Fellowship Home and the Salvation Army. For several years, the Salvation Army administered the City's Help Your Neighbor Fund, which provided heating assistance moneys, until the city took the program in-house in 2011.

As noted elsewhere in this application, the City of Wilson was awarded the American Red Cross' Big Red Corporate Award in 2011 for our employees' enthusiastic support of four blood drives per year. Our blood donations in 2011 rose more than 20 percent over drives in 2010.

Our Parks & Recreation Department assists the Arc of Wilson County by organizing the local Special Olympics. Our Leadership Team volunteers during the games to assist with organizing and keeping records of track and field events. The Police Department assisted with security, and many officers attended even though they were off-duty. The Human Relations Department, which houses the Wilson Committee for People with Disabilities and the Wilson Teen Council, has been involved with the Special Olympics for more than ten years. For six years, the Teen Council has organized and run a young athletes' area of the local games. It is anticipated that the City will continue to organize the local Special Olympics.

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 \$500.00 or more is considered a leadership gift.

The city’s top level managers, our Leadership Team, provide generous support to our annual United Way Campaigns. They help select the members of our key volunteer committee and provide them with time to serve. Our executives lead by example and encourage staff to support our campaign. Leadership Team members are present during agency speaker meetings to display their commitment to the campaign. Some even allowed for extra incentives for their department’s employees who contributed.

Each year Leadership Team members are involved with the luncheon that kicks off our United Way campaign. Some years they serve food. In other years, they have served as judges during contests. We always make an effort to make them visible. It’s a fun day for everyone.

Our City Manager, Grant Goings, makes an effort each year to set the proper tone for our campaign. He typically sends emails to our staff both prior to and immediately after our campaigns. He also speaks during our luncheon on the importance of United Way. City Manager Goings has also shown his commitment by serving on the Board of the United Way of Wilson County. He has been a board member for the 11 years he has been with the City of Wilson and served as the 2012 Campaign Chair, the 2013 Vice President and the 2014 & 2015 President.

Our Leadership Team has generously supported our United Way donors. Each Fair Share giver (1% of their annual salary) receives eight hours of comp time and is entered in a drawing for a week off of work. The city also purchases T-shirts for all the Fair Share givers. We had 125 Fair Share givers this year.

We also had 65 people who qualified for the Leadership Circle (a gift of \$500 or more), including members of the Wilson City Council, our administration team, and several of our department heads. More than one of every ten of our employees who donate earns the distinction of being in the Leadership Circle.

Our leadership has also continually supported United Way as a corporate sponsor of its events. We have been one of the groups that has helped pay for the annual meeting and other gatherings.

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	538	65	12.1 %	+16.1 %
2014	521	56	10.7 %	+21.7 %
2013	535	46		

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.

The City of Wilson cannot provide a corporate gift. However, we would like to detail other ways that our management prioritizes United Way.

The City of Wilson’s Management Team fully supports all activities involved during our annual United Way campaign. United Way is, far and away, the top philanthropic activity conducted by our organization and the most time-intensive, especially for a two-month period each year.

Managers and supervisors help select the 25 members of our key volunteer committee so they are also committing to giving these people time away from their daily responsibilities to help plan and run the two-week campaign.

Management has also been generous in allowing departments to invite guest speakers in and speak about how United Way has helped their organizations.

In 2013, management allowed us to organize tours to United Way agencies. Many days we had multiple tours going at various agencies. Our departments took ownership of certain tours by encouraging their employees to attend and meet agency personnel and the many people served by United Way; being able to see that connection between donations and a real impact in our community made a difference to many of our employees. We continued to offer agency tours in 2014 and 2015 for new employees and those who were unable to go the previous year.

We have also been permitted to using the city’s e-mail system, computers and copying equipment to publicize the United Way events. Our Creative and Print Services office made humorous posters to promote our womanless beauty pageant in 2013 and our lip-synching contests in 2014/15.

Each year, the City of Wilson’s administration underwrites the cost of the United Way luncheon. It pays the entire cost of the food – hot dogs, chips, drinks and dessert in 2015 – so that United Way receives all the proceeds.

The City also purchases United Way T-shirts for all Fair Share givers.

Local corporate numbers are reported below unless indicated as statewide

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

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

This year, Bonnie Gay and Terri Smith were asked to take on the task of co-chairing the City's 2015 campaign. Both had previously served as key people for their divisions; Bonnie had also served on the planning committee for the kick-off luncheon in 2013 and 2014.

The campaign coordinators set the tone for the campaign to ensure good participation by the employees. They take on recruiting teams of employees to be key representatives across the City and employees who will assist with planning the kickoff event. They are responsible for setting dates for the campaign and planning meetings. They keep in close contact with the local United Way and obtain the materials from them for distribution to all 25 key people. They conduct training meetings for the key people and prepare them to be good spokespersons for the campaign, as well as motivate them to encourage full participation from their departments. They coordinate speakers from the local United Way as needed for departmental meetings, as well as tours of local agencies for employees to attend. They take the lead on coordinating the fundraiser lunch, raffle and any other special functions decided upon for the campaign. Once the campaign has finished, the chair persons tally and record all contributions by departments and make sure all money and calculation sheets are turned in to the local United Way agency.

One of the most important parts of our campaign is the kick-off lunch held during the first week of our campaign. We believe this event is a driving force to the success of our campaign and really strengthens employee morale and spirit. To get the ball rolling, a group of six enthusiastic employees are asked to be a part of planning this event. This group began meeting in early June and met six times over the next two months; they also kept in communication via email as the details were mapped out. In addition to helping to plan the event, they helped to make decisions about tours and speakers, as well as what type of raffle fundraiser to hold. They came up with a new idea to raffle off 16 hours of leave time. With the Leadership Team's approval, this raffle proved to be very successful, bringing in \$1,100, up \$811 from the previous year's 50/50 raffle.

In addition to our six planning committee members, the co-chairs were also assisted by the Key Volunteers Committee, approximately 25 people chosen from city departments by managers or supervisors to represent their employees. Since the City employees are spread out across different buildings and locations, it is very important to have contacts across the City. The key volunteers met in late June to talk about the upcoming campaign and events. Breakfast refreshments were provided, new ideas were discussed, and important dates and deadlines were handed out. Following the meeting, emails were sent to keep the key people up to date. Campaign materials were handed out for them to distribute to their departments' employees. The key people also sell fundraiser tickets, collect prizes from businesses in the community to raffle as incentives, and schedule presentations for their department employees. Some even give testimonials or have one of their workers in their department share with other employees how their family has benefited from United Way. They are also responsible for distributing, collecting & tallying their employee pledge cards as well as turning in money collected at the end of our campaign.

The City utilizes various incentives to encourage employees to contribute. All Fair Share givers (1% of their annual salary) are given 8 hours of leave time and their names are entered into a raffle for gifts donated by local vendors. For those who donated over \$100, their names are also entered into the raffle for some of the smaller gifts donated. Additionally, the City recognizes the hard work that our planning committee and key volunteers put into the campaign and award them 8 hours of leave time for their efforts.

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*

City of Wilson employees continue to demonstrate a spirit of giving that can be attributed to a few things. First, many of our employees have contact with those in our community who are in need which inspires giving to the United Way. The police, parks and recreation, fire, customer service and many other departments have daily contact with the citizens of Wilson. Many see first-hand the needs of those less fortunate and the positive impact that United Way has on our community.

Second, during the national recession, our employees, as many throughout the country experienced, did not receive raises for 3 years. Despite this, our employees continued to dig deeper and gave a little more. Starting in 2012, employees received raises which have continued to the present. Through this stability, our United Way contribution has steadily increased yet again.

Our employees' generosity and commitment to public service makes all the difference in our annual campaign contributions. This is the first time that the City of Wilson has exceeded \$100,000 in contributions. Our per capita gift has increased by nearly \$14 in the past year – a total increase of \$9,510.47 overall.

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	\$ 100,411.97	+10.5%	719	\$ 139.65	+10.9 %
2014	\$ 90,901.50	+5.2%	722	\$ 125.90	+4.7 %
2013	\$ 86,366			\$ 120.29	

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***

A major challenge for the City of Wilson’s campaign is the size of our organization – more than 700 employees, many of whom work odd shifts or in varied locations.

That’s why it’s important that we have a large key volunteer committee – 25 people selected from throughout the organization by their managers and supervisors for their ability to get the United Way message out to coworkers. We believe our employees are more receptive when approached by coworkers, rather than their bosses or supervisors. Also, we want everyone to make the decision themselves whether to give or not, not to feel pressured to do so. Employees are informed about giving to the United Way through posters, city-wide email announcements, department meetings and United Way related events. Our key volunteers are instrumental in getting the word out.

We make an effort to be sure that every employee understands the importance of United Way agencies and the clients they serve. For the past three years, we have organized agency tours during work hours giving employees the opportunity to see what their contributions are accomplishing in Wilson. For example, we had several employees that delivered Meals-on-Wheels routes in 2013 during agency tours. That encouraged them to support United Way. It also resulted in three offices that now share a regular Meals-on-Wheels route. Each month those offices send employees out to deliver hot lunches, but the experience reminds them of their United Way contribution. Other employees have been inspired to volunteer as mentors, to read in schools and to help out in other ways.

In 2014 and 2015 we made an effort to make sure that new employees and others who had not participated in the original 2013 agency tours were able to attend.

We also continue to invite agency directors to speak to our employee groups, both during United Way campaign meetings and at regular training sessions. The directors often make their agency’s work personal and in a way that touches our employees’ hearts.

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	719	-.004%	538	+3.3%	74.8%
2014	722	+.005%	521	-2.6%	72.2%
2013	718		535		74.5%

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