

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	City of Wilson, North Carolina		
Street Address P.O. Box 10	City/State Wilson, NC	Zip 27896	
Name of Person Completing Application	Terri Smith, Bonnie Gay, Matt Shaw	Phone 252-399-2375	E-mail tsmith@wilsonnc.org
Name of Sponsoring United Way	United Way of Wilson County		

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

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 25 employees <input type="checkbox"/> 26-50 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:

____ Betty Baker _____
Printed Name

Betty Baker

Signature

____ asstdir@unitedwayofwilson.org _____
Email

Organizational Overview

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

Describe the philanthropic culture of the 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 best way to describe our philanthropic culture is through the City's vision. 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 a successful strategy, engagement opportunity, or volunteer activity that ignited campaign success; moving the community to invest, volunteer, or advocate and create lasting impact.

In 2016, the City of Wilson decided to bring awareness about our campaign through United Way video tours offered to all employees, as well as continuing our kickoff luncheon. In the past, campaign chairs coordinated onsite tours with local United Way agencies. Since all employees cannot attend a tour offsite, we decided to bring the tours to the employees. We filmed 1-2 minute videos highlighting 8 United Way agencies and then sent them out via email to all of our employees during our campaign. Departments with employees that did not have email access were given copies of the videos on DVD. We also held a movie-themed 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 movie star costumes and performed songs from famous movies. City employees came to watch, cheer on their coworkers and vote for the winning teams in two showdowns. Both events ignited a record-breaking campaign.

(See attached DVD or see video here: [City of Wilson Tours and Show](#))

List 3 bullet-points highlighting numeric campaign success:

- Raised a total of \$106,036, 14 percent above our \$93,000 goal and up more than 5.6 percent from our 2015 total
- Per capita giving increase of 3.9 percent
- A 12.3 percent increase in the number of Leadership Circle givers from last year.

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

The City of Wilson and its employees are heavily intertwined in volunteer and charitable efforts throughout the community. As an organization, we work hand-in-hand with many of the nonprofit organizations in Wilson County. Often a United Way agency can provide assistance that a city department cannot. And many people who seek assistance at nonprofits also need help from governmental offices. It's a symbiotic relationship – the City and United Way are individually stronger when we work together.

Our city is seen as a philanthropic leader for its support of nonprofits. We have consistently been a Pacesetter company for the United Way of Wilson County; we have seen major increases in the percentage of our employees contributing, per capita gift, and our total gift; and we have won both the Nancy Sallenger Spirit Award repeatedly from our local United Way and also the Spirit of North Carolina award for our 2015 campaign. We have also been involved with 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.

Our leadership 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.

Our city does not currently have a social responsibility policy or statement per se, although our mission statement calls for us “to strive for a better quality of life for our diverse citizenship.” We have fostered a culture of volunteerism and public service. Many departments allow employees to do a small amount of volunteer work during work hours. For example, many employees in the communications and planning departments are working this school year as reading and math tutors at Margaret Hearne Elementary School. This typically takes an hour a week. The Human Relations, Human Resources and Administration offices share a Meals on Wheels route that typically takes less than an hour to complete.

The city's leadership team is currently being asked to develop formal guidelines on volunteerism, including what can be done as part of an employee's work duties. Right now, many of the volunteer efforts are a mix of employees' 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.

Community outreach projects include Christmas in the South, an effort organized by a Wilson police officer that provided Christmas gifts, clothing and even bicycles to 500 children this past December; the Police Athletic League's football, basketball, soccer and cheerleading camps that give children something to do during summer, winter and school holidays; school supply drives that collect backpacks and school supplies for children who couldn't afford them; a hair-cutting event organized by Wilson Fire & Rescue that raises money for the St. Baldrick's Foundation, which assists the families of children with cancer; and many drives throughout the year to assist individuals and families.

Many of these efforts have a real benefit for our organization. Often people get to know coworkers by working together in a volunteer effort. That promotes teamwork, employee morale and job satisfaction. If our football camp keeps teen boys from being bored in the summer and from getting into trouble with the law, our community wins.

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

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 nonprofit groups. Together we have distributed around \$3.2 million for the past 8 years.

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 nonprofit 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 the United Way and its member agencies through loaned executives. City Manager Grant Goings has been on the United Way board for the past 12 years and served as the 2012 Campaign Chairman and the President for 2014 & 2015. We have had a number of our Administrative Team members 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, Salvation Army and the American Red Cross. For several years, the Salvation Army administered the City’s Help Your Neighbor Fund, which provided heating assistance moneys. The American Red Cross has given the city its Big Red Corporate Award for our employees’ enthusiastic support of four blood drives per year.

The City has worked closely with Wesley Shelter to raise awareness of domestic violence and with the Mental Health Association in Wilson County to increase awareness of mental illness. Both organizations are spotlighted annually at City Council meetings, MHA in May and Wesley Shelter in October. Mayor Rose reads proclamations for each group, and then their executive directors are allowed time during our televised meetings to talk about their programs, challenges and opportunities.

Our police department is also actively involved in Wesley Shelter’s planning of an annual march every October during Domestic Violence Awareness Month.

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 seven 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

- 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

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 12 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 121 fair share givers this year. We also had 73 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.

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	537	73	13.6%	+12.3%	2.5
2015	538	65	12.1%		

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.

This year we had a 12.3% increase in leadership givers. Each year at the City the number of leadership givers increases. Just as employees are inspired by leadership to give, we feel that upper management is also inspired by our employees to give to the United Way. The overall culture of the City of Wilson is one that supports our community and its needs. We see this each year as the City continues to exceed the prior year’s contributions. As management sees this continued support, they are inspired to contribute more to our United Way campaign.

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.

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 these tours in 2014 and 2015. In 2016 they supported our initiative to bring the tours to our employees via short video tours of the agencies. Again, this insider look into what the United Way is doing for our community brought home the importance of our contributions.

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-syncing contests in 2014-16.

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 – so that United Way receives all the proceeds. The City also purchases United Way T-shirts for all fair share givers.

Additionally, our leadership continues to support United Way as a corporate sponsor for its volunteer luncheons and events.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$ N/A	N/A %
2015	\$ N/A	

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

This year, Bonnie Gay and Terri Smith co-chaired the City's campaign for the second year in a row. 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 6 enthusiastic employees are asked to be a part of planning this event. This group began meeting in mid-May and met 7 times over the next three 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. This year the planning committee also came up with a new approach to the United Way agency tours. Instead of planning agency tours for employees offsite, we decided to bring the tours to our employees. We worked with the local agencies to record 1-2 minute videos of 8 of the agencies and then sent them out via email during our two week campaign.

In addition to our 6 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 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 sold fundraiser tickets, collected prizes from businesses in the community to raffle as incentives, and scheduled presentations for their department employees. Some even gave testimonials or had one of their coworkers in their department share with other employees how their family has benefited from United Way. They were 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 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

City of Wilson employees continue to demonstrate a spirit of giving that can be attributed to a couple factors.

Daily interaction with those in our community who are in need inspires City employees to give 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. The City of Wilson has exceeded \$100,000 in contributions for the second year in a row. Our per capita gift increased \$5.41 over last year – a total increase of \$5,624.03 overall.

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	\$106,036.00	+5.6%	2.5	731	\$145.06	+3.9%	2.5
2015	\$100,411.97			719	\$139.65		

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

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 is 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, citywide email announcements and videos, 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. In 2013, 2014, & 2015 we organized agency tours during work hours giving employees the opportunity to see what their contributions were 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 2016 we decided to make a change to the traditional tours offered to employees. Rather than offer tours offsite to the United Way agencies, we brought the agency tours to the employees. We were finding that employees were not always able to attend the tours despite their availability during work hours. A planning committee member took on the task of interviewing and recording videos of various agencies and their directors. These short 1-2 minute videos were sent out each day of our campaign to our employees via citywide email. They were also distributed on DVD to those divisions who did not have email addresses for all employees for viewing during meetings. This really brought awareness to the services and importance of the United Way agencies.

We also continued 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 # of Employees	% Change	Total Number of Givers	% Change	Points Awarded	% Participation	Points Awarded
2016	731	1.7%	537	0%	0	73.5%	0
2015	719		538			74.8%	

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