

2015 Spirit of North Carolina Campaigning for Excellence

| Application Form <i>(www.unitedwaync.org)</i> | | | |
|---|----------------------------|-----------------------------|--|
| Company/Organization Name | Cooper Standard Automotive | | |
| Address | 280 Woodland Church Road | City/State Goldsboro, NC | Zip 27530 |
| Name of Person Completing this Application | Betty Brock | Phone 919.735.5394 x585 | E-mail Betty.brock@cooperstandard.com |
| Name of Sponsoring United Way | United Way of Wayne County | | Metro Size IV |
| United Way Contact for Questions | Stephen Parr | Phone 919.735.3591 | E-mail sparr@unitedwayne.org |
| Does the company know a Spirit Application has been submitted on their behalf? X 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 type="checkbox"/> | 1. Volunteer Culture |
| <input type="checkbox"/> | 2. Partnership with Community |
| <input type="checkbox"/> | 3. CEO/Senior Leadership and Involvement and Giving |
| <input type="checkbox"/> | 4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts |
| <input type="checkbox"/> | 5. Employee Campaign Coordination, Incentive and Recognition |
| <input type="checkbox"/> | 6. Overall Per Capita Gift |
| <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 checked="" type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input type="checkbox"/> School Campaigns <input type="checkbox"/> Hospital/ Health System <input type="checkbox"/> Retail <input 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:

Stephen R. Parr

Email:

sparr@unitedwayne.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:

Cooper Standard's mission is to strengthen the communities in which Cooper Standard employees work and live through passionate support both monetary and hands on of charities, education, health, wellness and community revitalization. Our employees are encouraged to participate in various community projects to strengthen and improve the lives of others. In 2016, our management team will be leading efforts to get Cooper Standard employees involved in Habitat for Humanity as well as other projects within our community.

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)

We began our campaign this year with a letter from our Plant Manager Scott Keys. The letter was addressed to the employees at our Goldsboro facilities expressing the importance and impact that they could make on the lives of others within our community by contributing their fair share to the United Way campaign. The United Way Coordinator encouraged all departments to work toward 100% participation. The Maintenance Department had a 95% participation rate and the employees were treated to a pizza lunch by their supervisor.

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.)

- Fair Share investors (1hr. pay/mo.): 261 people which represents 99% of all investors
- Campaign raised \$65,247.47, a 25% increase
- Campaign support increased 1,345% or \$60,758 in 2 years.

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

Our human resources manager joined the UW Board earlier this year and participated in various UW special events' such as Taste of Wayne and other outside volunteer activities. He is an advocate of United Way and fully supports Cooper Standard's philanthropic mission. He created time on his calendar to walk the production floor at both plants to talk with employees about United Way and how their fair share could impact lives in our community. Our human resources specialist assists United Way with sharing best practices with other HR professionals and campaign coordinators and has provided technical advice to other manufacturing facilities on methods of soliciting hourly employees on an assembly line environment.

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

Cooper Standard hosted a meeting with the multiple area businesses in attendance through the Wayne County Development Alliance. We work with Wayne Community College to show troubled teens what the job possibilities are with a career in manufacturing.

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.

This begins with our plant manager and his personal leadership pledge to United Way and that leadership is exhibited not only on the production floor but also in making a personal commitment to improving the lives of others in our community.

Ten employees that pledged \$500 are more in this year’s campaign drive. It was due to the communication and meetings about the United Way campaign that I believe more employees pledged their fair share including those that fell into the leadership category.

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 | 323 | 10 | 3 % | 42 % |
| 2014 | 269 | 7 | 2 % | 250 % |
| 2013 | 14 | 2 | | |

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”

Cooper Standard Foundation and company is very supportive of the United Way campaign. Our Plant Manager presented a \$2500 corporate contribution in addition to pledging more than his fair share during our 2015 campaign. In 2014 the Cooper Standard Foundation matched 100% of the employee’s fair share pledges (\$50,000) resulting in a total campaign pledge of over \$100k.

*Currently we are waiting for The Cooper Standard Foundation to advise us what the match will be for this year’s campaign.

Local corporate numbers are reported below unless indicated as statewide

| Year | Corporate Foundation Gift | Percent Change |
|------|---------------------------|----------------|
| 2015 | \$2,500* | 100% |
| 2014 | \$50,000 | 100% |
| 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

The campaign coordinator met with employees on the production floor to provide information about this year's campaign and the number of lives we wanted to impact which was 1087 meaning we wanted to raise \$54,350. The majority of these meetings' were held one on one due to the production schedule and customer demand. Some departments competed against each other to see which department could get the most pledges and contributions. The Maintenance Department had approximately 95% participation and was provided a pizza lunch paid for by their supervisor

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 site campaign coordinator met one- on- one with employees to explain the Company's goal which was to impact 1087 lives. She explained where the money goes and how it could impact lives. A simple calculation of the monthly fair share amount broken down weekly for our hourly employees provided a better understanding and showed our employees that their pay would not be substantially impacted as well as how the Company could meet its goal. Our fair share investors increased by 15% and participation by 8%.

An incentive for pledging a "fair share" gift is United Way's Fair Share Challenge with a grand prize of \$5,000. This continues to add excitement and encouragement to people to pledge one hours pay per month.

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 | \$65,272.47 | 23.65% | 609 | \$107.18 | 25 % |
| 2014 | \$52,336.27 | 1,000.5% | 609 | \$85.94 | 785 % |
| 2013 | \$4,515.92 | N/A | 609 | \$9.71 | N/A |

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***

Cooper Standard incorporates United Way campaign into their new hire orientation. All new hires are made aware of United Way and given the timeline that the campaign will begin. United Way campaign materials are distributed to employees and the campaign video is played on the television monitors in the Plant lunchroom's so employees can watch during their breaks. We do not reach out to our retirees however we've had some contractors make monetary contributions.

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 | 609 | 0% | 323 | 20% | 53% |
| 2014 | 609 | 0% | 269 | 1,821% | 45% |
| 2013 | 609 | | 14 | | 3% |

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