

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Cummins-Rocky Mount Engine Plant		
Address	9377 Highway 301 North	City/State Whitakers, NC	Zip 27891
Name of Person Completing this Application	Tamika Joyner	Phone 252-937-2213 ext 205	E-mail tamikajoyner@unitedwaytr.org
Name of Sponsoring United Way	United Way Tar River Region		Metro Size 4
United Way Contact for Questions	Ginny Mohrbutter	Phone 252-937-2213 ext 203	E-mail ginnymohrbutter@unitedwaytr.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"/>	1. Volunteer Culture
<input checked="" type="checkbox"/>	2. Partnership with Community
<input checked="" type="checkbox"/>	3. CEO/Senior Leadership and 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, Incentive and Recognition
<input checked="" type="checkbox"/>	6. Overall Per Capita Gift
<input checked="" 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</p>	

		Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511. DVD's must arrive on or before January 19, 2016.
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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 type="checkbox"/> 501 - 1000 employees <input checked="" 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:

Ginny Mohrbutter

Email:

ginnymohrbutter@unitedwaytr.org

Organizational Overview

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

Describe the mission, vision and philanthropic culture of your organization:

Cummins' mission is "Making people's lives better by unleashing the Power of Cummins". A local and international leader in producing first-class engines, generators and related products, Cummins uses the energy and commitment of its employees to compete across the world and to maintain a leadership position in the markets it serves. Also, a cornerstone to this company, Cummins recognizes its role as a corporate leader to improve the communities in which their employees live and work. It is the responsibility of the company to bring to life this philanthropic commitment through the actions and activities of their employees. Overall, their core vision and values emphasize: integrity, innovation, results, corporate responsibility, diversity and global involvement.

Cummins-Rocky Mount Engine Plant is fully involvement and vested in the philanthropic community around Rocky Mount and Nash/ Edgecombe Counties. With their support making up over 1/3 of our local United Way budget, this company has single-handedly raised just under 2 million in 6 years alone. They are the leader in United Way support for the region, running highly successful campaigns for many years, this being their most important philanthropic effort, though they support so much more within our community, with time, talent and financial support. The company employees a full-time Community Engagement Leader who solely supports efforts that strengthen our local community. The company has volunteer representatives sitting on the majority of local non-profit Boards, they sponsor numerous community events, their employees spend hundreds of hours volunteering in the local community, and one can see tangible results from their efforts, such as remodeled school playgrounds, refaced football fields, new art center planetarium, infrastructure items for our local non-profits, etc.

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)

Cummins' United Way committee elected to do a United Way Agency Fair one day prior to their employee campaign meetings. This agency fair was a creative strategy to generate interest in United Way in addition to engaging the employees in fun-filled games and activities. United Way and partner agencies were invited to set up booths inside the plant; so that employees could speak directly to agency representative and learn more about vital services offered through United Way. Other activities included a cake walk, basketball contest, corn hole game, silent auction and Casual Day stickers sale. Cummins used great lengths to ensure that employees would have fun while learning more about United Way's impact in the local community.

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.)

- Employee participation was 71%
- Total campaign contributions increased by \$33,999
- The Cummins Foundation matched 100% of employee contributions

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

Cummins-Rocky Mount Engine Plant involvement with United Way and our community could go on well over this page. Cummins corporate philanthropic approach is encouraged with all employees of the company and it shows tremendously in our local community. Here are some examples:

- Outstanding volunteerism and support in renovating our new permanent United Way headquarters.
- Their "Every Employee, Every Community" yearly program, where each employee of the company is encouraged to help with a community service project (whether big or small). Employees are paid to volunteer time out of the plant. Each year, the company takes on a big community projects in the community, such as:
 - Refurbish Whitakers Library (inside and out)
 - Refurbishing Phillips Middle Schools Playground,
 - Refurbishing the Enfield Football Field
 - Updating the Bassett Center- Housing for Families
- Adopt a Highway Project
- Volunteering with Habitat for Humanity
- Environmental Projects:
 - Partnering with City of Rocky Mount on their Energy Efficiency/ Weatherization Project
 - Providing Education Learning Centers within three local Libraries (Edgecombe, Nash, Halifax)
- Bell Ringers with the Red Kettle Salvation Army Holiday Program
- Assisting with Special Olympics
- Serving on Board of Directors for United Way and most of their Partner agencies
- Serving directly with United Way Partners:
 - Communities in Schools mentoring
 - Homeless Shelter Volunteers and Capital support for refrigerators, heating units, etc.
 - Community College Volunteers
 - Local School volunteers
 - Down East Partnership for Children
- Providing the funding for the Cummins Planetarium at our local Imperial Center for the Arts and Sciences in Rocky Mount.

All employees volunteer at some level, and with 1,479 employees averaging 2 hours of volunteer time each, it is estimated their value in volunteering to be: **\$66,702.**

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

Cummins-Rocky Mount Engine Plant has a dedicated, highly organized campaign team who works year-round to ensure success of the United Way Campaign. Led by their Campaign Coordinator, a team of almost 25 meets throughout the year to plan the campaign and come up with events, incentives and fun ideas to promote UW. These individuals are passionate and dedicated to United Way.

The Campaign team does a variety of events, raffles and marketing promotions leading up to the one-day campaign all the while they are promoting United Way and support of the Campaign.

The One-Day Campaign is awesome. Lots of energy and lots of UW spirit, with all employee meetings held throughout the day. Some of their strategies include:

- Speakers from United Way discuss programs and services and need for UW funding.
- Testimonials from Cummins' employees both current and former UW program recipients , talking about improvement in lives because of UW programs.
- CEO speaks about UW at meetings, as well, shows a Power Point.
- Company video and United Way video is shown.
- United Way Executive Director and volunteers attend all day of meetings.
- Incentive provided of trips on corporate jet to various Cummins plants to winners who have names enter after they have donated at given levels.

Cummins maintains a great year-round education and promotion of United Way.

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.

Cummins CEO and their senior management are highly involved in both the planning and the execution of the UW Campaign. United Way is their largest philanthropic effort each year, so they put great effort into making it successful and fun.

CEO and Senior Management are involved in:

- Campaign Strategy
- Campaign Incentives
- Campaign Marketing
- All Employee Meetings
- Campaign PowerPoint
- Electronic Education
- Person-to-person visits and pledge reminders

Also the CEO and Senior Leadership set the example by being strong donors and encouraging leadership and Careshare (Fairshare) giving.

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	1,052	109	10.3 %	45.3 %
2014	1,036	75	7.2 %	11.9 %
2013	1,052	67		

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 Cummins Foundation provides a dollar for dollar match of the employee contributions for this UW Campaign. This year’s campaign raised \$449,568 with half of this being a match from their corporate foundation.

Cummins also provides great corporate support with campaign supplies, such as t-shirts and other incentive items used at during their campaign.

Cummins employees offer hours of volunteer support.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$ 224,784.70	8.1 %
2014	\$ 207,749.16	5.9 %
2013	\$ 196,128.50	

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

Cummins Campaign Team truly makes the difference with the campaign. In partnership with the CEO, the Campaign team (made up of about 25 individuals) and their Coordinator, lay out a great strategy and plan for the campaign. They meet for many months, to plan and execute a fun, spirited and passionate campaign.

They are very involved in the weeks leading up to the all-day campaign, and are their on-site taking pledge cards, thanking people and adding fun to the day.

They also follow up after the campaign day, to encourage folks to give.

They are involved in the recognition portion, with photo opps and check presentations.

Incentives provided through this campaign are tremendous:

- Two trips on the corporate jet are offered to donors who either increase their contributions or are first-time givers (done through a raffle process).
- Parking spaces are raffled
- Free movie passes and other items are also raffled.
- Vacation days and time off are also incentive items.
- Employee donors are recognized through various company publications, check presentation and through local media

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*

Cummins did an awesome job in organizing the campaign and then promoting it within the company. Their campaign team was empowered to go out and speak with fellow employees to encourage the dialogue of supporting United Way. Also, the CEO, Calvin Ballance, really encouraged participation. He also challenged the employees to make their giving to the community as important as their work, saying this is what Cummins is built on, their quality work and support of the community around them.

Also, Cummins has great incentives, a great passion for United Way and their all-employee meetings did a great job of educating the donors. At the meetings, we had great speakers, showed their very first company campaign video and had just a great spirit.

Per Capita giving was \$449,569 divided by 1,479 employees equals \$303.96 per employee with a 8.2 % change.

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	\$ 449,569.40	8.2 %	1,479	\$ 303.96	4.5 %
2014	\$ 415,498.32	5.9 %	1,429	\$ 290.76	8.7 %
2013	\$ 392,257.70			\$ 267.38	

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***

Cummins always ensures that every employee has an opportunity to support their community through United Way. Many great incentives and other marketing was used to increase the participation, as well, Cummins just makes it important and fun to support United Way!

With 1,479 employees, they had a 71% participation rate.

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	1,479	3.5 %	1,052	1.5 %	71.1 %
2014	1,429	-2.5 %	1,036	-1.5 %	72 %
2013	1,467		1,052		71.7 %

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