

**2015 Spirit of North Carolina
Campaigning for Excellence**

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		Duke Energy	
Address	526 Church Street	City/State Charlotte, NC	Zip 28202
Name of Person Completing this Application	Sherill Carrington	Phone 704-371-7164	E-mail scarrington@uwcentralcarolinas.org
Name of Sponsoring United Way	United Way of Central Carolinas		Metro Size 1 C
United Way Contact for Questions	Sherill Carrington	Phone 704-371-7164	E-mail scarrington@uwcentralcarolinas.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 Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511. DVD's must arrive on or before January 19, 2016.</p>	

AWARD CATEGORIES

<p style="text-align: center;">Organization Employee Size</p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>	<p style="text-align: center;">Type of Organization</p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>
<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 type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input checked="" 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 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:

Sean Garrett

Email:

sgarrett@uwcentralcarolinas.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:

Duke Energy's mission has been to promote the health and success of our communities via the engagement of employees and retirees, by providing financial support of eligible nonprofit organizations that align to our investment priorities via grants and by fostering volunteerism in the community. Duke Energy's employee charitable giving strategy includes focused campaigns on United Ways, and very broad matching gifts and volunteer grants program that align to employee and retirees interest. Duke Energy's footprint is across multiple states and our overall 2015 campaign was the most successful campaign in our history with more than \$6.8 million dollars being raised in the community via employee & retiree pledges, fundraiser events, auctions and the Duke Energy Foundation gifts.

Duke Energy also manages a Road Ahead document which was created by the CEO. The Road Ahead is their blueprint for driving success at Duke Energy. It rolls up their purpose, priorities, values and vision into one neat package. It also includes a focus on improving the lives of our customers and the vitality of our communities while also developing and engaging our employees. So the Duke Energy culture is focused on positively impacting the community that we serve.

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)

Once unique and meaningful activity that help ignite the success or Duke's campaign was United Way's *educational and engagement programs*. Individuals from UW's Speakers Bureau where in the most visible session to make the biggest impacts. The speakers who presented at UW leadership breakfasts and other employee gatherings throughout the campaign were all heartfelt, poignant and sincere. The presentations were very moving and there were Duke leaders at each event. They used the momentum from the speakers to request a call for action. The call for action included making a donation which often called for an increase in donations from the previous years. This approached seemed to work as the Duke campaign had improved results and record breaking overall campaign performance.

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.)

- Increase in step-up donors - The chair of the campaign, Bill Currens, attended 90% of company wide events to encourage participation and promote the step-up program. This promotion resulted in fourteen new step up donors over last years numbers of five.
- Educational and Engagement programs - the programs provided momentum to request a call to action to employees in regarding to financial and physical support. The engagement resulted in record breaking campaign numbers.
- Leadership support and engagement – Leadership engagement ranged from the CEO, her direct reports to middle management. Employees heard directly from Leadership regarding their support of United Way and the community. They encouraged volunteerism and provided opportunities to make an impact in the community through self awareness and engagement.

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

Duke Energy's employee charitable giving strategy is a United Way branded campaign, a matching gift programs and volunteerism. Employees are encouraged to volunteer at United Way and eligible 501c3 organizations. Duke Energy has special programs that highlight "Duke Energy in Action". All employees participate in projects and wear a Duke Energy in Action T-Shirt. They collectively work on things that positively impact the community. All employees are eligible to set up these projects and invite other employees to participate. Using 2014 data as an example, Duke Energy employees and retirees volunteered approximately 150,000 hours to the community across the Duke Energy footprint.

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

Duke Energy’s strategy to increase awareness and improve visibility on United Way services is done through educational programs that includes hands on bus tours that allow employees to experience the agency. Engagement of United Way agency speakers.. United Way Partner agency speakers presented to the campaign ambassadors to increase awareness. The speakers bureau provided individuals the ability to experience the agency services and meet the agency members (both those who provide the services as well as those who benefit from the services) energized the potential donors and increased the probability of securing the donation. Duke partnered with United Way to provide tours for all their employees as well as targeting employee resource groups to create passion for an agency and or impact area. The African American employee resource group tour is an example. This tour was very well attended and this group also was invited to a reception to highlight agencies and combine an opportunity for members to network with senior leaders who are loyal supporters of United Way. As a part of our strategy, we made sure that our speakers from the bureau where in the most visible session to make the biggest impacts. The speakers who presented at leadership breakfasts and other employee gatherings throughout the campaign were all heartfelt, poignant and sincere. The talks were very moving and the Duke leaders at each event used the momentum from the speakers to request a call for action. The call for action included making a donation and if possible increasing your donation from previous years. This approach seemed to work as the Duke campaign had improved results and record breaking overall campaign performance.

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*

Duke Energy’s leadership is very engaged in United Way campaigns. New in 2015, Duke Energy leadership participated in a PaceSetter Campaign. The PaceSetter campaign was deployed a few weeks prior to the employee campaign and goals were set for the next 3 years to maintain giving at a Leadership Level. The Expanded Leadership Team (ELT) goal which approximately the top 100 leaders had a goal of \$515,000 (company wide – which exceeds the UWCC footprint). The ELT reached 103% of goal as Duke Energy leaders have a history of leading by example. They visibly participated in campaign events and they advocated on behalf of the campaign to our leaders. Our 3 year goal is for all of ELT’s to reach Tocqueville giving levels. They are off to a great start.

A gift of \$1000 or more is considered a leadership gift.

***2015 leadership information has not be reported as of 1/19/2015. However, the leadership numbers undoutably will have increased dramatically.**

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	2703	*	* %	* %
2014	2589	373	14%	+ %
2013	2108	341		

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”

Duke Energy’s Foundation is very supportive of United Way through several activities.

- Speaker’s Bureau – Duke Energy funds UWCC’s Young Professional’s Speakers Bureau community wide series. This series consist of five panel discussions from leaders in the community on supporting the community. This is the second year of this sponsorship.
- Campaign materials – Duke’s uses UWCC’s campaign materials and intergrates their materials with UWCC’s materials. LIVE UNITED videos and campaign materials are intergrated with representatives from their leadership and or employees to show a strong Duke connection.
- Duke Energy CFO leads Community-wide Accounting/Consulting United Way Industry Segement – Steve Young CFO, partnership with the Chief Auditor of Wells Fargo, David Julian, to lead UWCC’s Accounting/Consulting Industry Engagement. Steve’s responsibilities are to serve on UWCC’s Regional Campaign Cabinet and engage over 15+ accounting/consulting firms in the community. Engagement involves and is not limited to partner presentations, industry specific events and targeted CEO calls. Steve’s involvement with UW is based on his passion while leveraging industry competition.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$350,000	0%
2014	\$350,000	0%
2013	\$350,000	

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

Duke Energy has a coordinator from the Duke Foundation. That individual oversees the entire campaign and the work performed for the campaign in the various regions. Each region has a chair/co-chair. By far the largest region from an employee (and donation) perspective is the Carolinas. The Carolina's Chair and co-Chair put together a volunteer force of almost 40 individuals from across the Carolinas called the Planning Committee. These individuals represented major departmental groups. They were responsible for putting together a strategy for their department, communicating with management on campaign status and communicating with their departments on various things going on with the campaign. For each department there was a Lead and co-Lead. (The co-lead becomes the lead the next year...thus building in a knowledge base for the next year. This is the first year we have done this.) They also served on a subcommittee. Some (but not all) of the subcommittees were: Kickoff event, leadership breakfast event, education, communications, posters, silent auction and treasury. The Planning Committee met every two weeks in the spring and every week closer to the start of the official campaign kickoff. Some of the specific activities were:

1. Two leadership breakfasts: one for upper management who might donate at the Tocqueville level and one for individuals who gave at or close to our leadership level of \$1000 or more. Someone spoke at each who was a recipient of one or more United Way Agency services.
2. Kickoff Event which started the campaign with excitement and education.
3. Agency Tours which exposed those who signed up to several United Way agencies and the good work done at each. Powerful experience!
4. Speakers Bureau where we offered to have an agency rep or agency services user come to meetings and speak where several employees were gathers, like for department retreats or town hall meetings
5. Fund raisers such as gold tournaments and silent auctions Each department representative designed incentives to encourage participation.

Participation is defined as returning your pledge card, whether you donated or not. Several departments got close to 100% participation and one department actually reached 100%. Some of the incentives were:

1. Department luncheon for reaching goal
2. Weekly gift cards from random drawings of those who turned in a card
3. Duke Energy logo prizes

Anyone who gave at the leadership level was recognized with a coaster tile.

The planning committee was recognized by the chair and co-chair to their management for a job well done.

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*

Fourteen New Step-Up Donors helped make a difference in this year’s per capita giving by employees. The overall campaign increased by 74% from the previous year.

The Step Up campaign was implemented by the Duke ADT ambassador, Michael Lewis. His goal, with the help of the campaign chair, was to double the number of ADT step ups over the previous year. They were successful in reaching the goal and had an event larger increase across the overall company footprint.

Employee engagement increased. With agency bus tours, Employee Resource Group activities and an increase in volunteer projects employees were more knowledgeable of the needs in the community and the work implemented by UW.

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	\$1,526,182	+74%	7128	\$214	+91 %
2014	\$878,626	+7%	7830	\$112	+7 %
2013	\$822,436		7830	\$105	

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***

Duke Energy employees have multiple opportunities to “plug in” and participate. Electronic pledge cards are sent to all employees. These included ‘sweat equity’ at a mens shelter breakfast, assisting in the logistics and planning for our local kickoffs in the Charlotte General Office, at Operating Centers and Call Centers across the states, at Nuclear, Fossil, and Hydro sites across our service territory, supporting our Silent Auction which raised thousands of dollars, and of course through employee pledges via both electronic and paper pledge cards. (no employee left behind!) Multiple field locations hosted UW breakfasts, lunches, fund raising car washes, hot dog sales, raffles, etc... We also targeted many of our Employee Resource groups via educational opportunities to make sure they understood the value of United Way agencies in the local community. Specific meetings were held for the Business Womens Network, The African American Network, the New 2 Duke Network (employees that have been with the company less than 5 years) and the Leadership Development Network. These meetings included speakers that had been helped by UW in the past. The Leadership Development Network volunteered members to assist with actual ‘day of’ support at our Corporate Kickoff event.

In addition to the above activities, a letter was sent from our Foundation group to retirees asking for their continued UW support.

Employee pledge cards are available to all employees via our portal pages (intranet). Paper pledge cards are also made available to all employees that work in locations that are less likely to use a computer frequently.

The company facilitates ease of giving by offering multiple options for donating include direct payment, stock gifts and payroll deduction.

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	7128	-9%	2703	+4%	37%
2014	7830	0 %	2589	+23%	33%
2013	7830		2108		27%

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

Attachments:

Standard 1 - Volunteer Culture



Standard 6 - Overall Per Capita Gift

