

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	Electric Supply & Equipment		
Street Address 1812 E. Wendover Ave	City/State Greensboro	Zip 27405	
Name of Person Completing Application	Lisa Wright	Phone 336-272-4123	E-mail lwright@ese-co.com
Name of Sponsoring United Way	United Way of Greater Greensboro		

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 checked="" type="checkbox"/> 26-50 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 type="checkbox"/> 2501-5000 employees <input type="checkbox"/> 5001+ employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input checked="" 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:

Printed Name

Signature

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

Electric Supply & Equipment Co. (ES&E) is a distributor of electrical products and services. ES&E offers more than 2 million part numbers to roughly 2,000 companies that are either based in North Carolina or have facilities in the state. Our focus is on providing automation products and services to companies that use our products to operate and control their machinery or to customers who build and sell machines. We also provide electrical products to electrical contractors and a variety of other customer types who have a need for commercial and industrial items such as lamps, light fixtures, fuses, wire, and conduit.

We believe that customer service and a culture of constant process improvements is pinnacle to our success, and our 90 employees are solely responsible for both. Beginning in 2009, Rockwell Automation began conducting a survey focused on customer service and the customer's perception of their Rockwell Automation distributor. In 2009, ES&E ranked first in North America for customer satisfaction and second for customer loyalty. From 2009 through 2013 ES&E places in the top 10 each year. In 2014 in addition to placing in the top five ES&E was notified of an additional honor that no other distributor had achieved. ES&E was the only distributor that placed in the top ten for the five year time period from 2009 – 2014. ES&E remains at the head of the class when in 2015 ES&E placed for the sixth time in the top ten. In 2012 and 2013 ES&E was selected as one of the Triad region's Top Workplaces. The Top Workplaces are determined solely on employee feedback which is acquired through a survey conducted by WorkplaceDynamics, LLP, a leading research firm on organizational health and employee engagement.

In October 2014, we participated in an employee survey sponsored by Business North Carolina magazine and NC State Council of the Society for Human Resource Management which determines what NC companies are the best places to work and ES&E is identified in March 2015 as one of NC Best Companies! We earned this honor again the following year in March 2016.

The company values each employee and realizes that the only way to drive customer service and improvement is to have employees who feel appreciated and have the tools necessary to support our customers to a level that the customer would say was excellent. Our strategy has also rewarded us by allowing ES&E to double in size in the last 10 years even in the face of a difficult economy. Our support of the community is also important to the health of our company and we were pleased that in 2016 we were able to contribute more than \$30,000 to various organizations.

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.

We kicked off our main campaign week by giving a mousepad to each of our employees. Our campaign focus was to equate the money donated to the service provided. We were determined to show even the smallest monetary contribution can have a meaningful and lasting impact on our community. The message on our mousepad included metrics which were provided by United Way of Greater Greensboro (UWGG). We also encouraged our employees to give their 'Fair Share' which we define as 6/10 of 1% of an employee's salary. If everyone gave their 'Fair Share', we would raise over \$17,000. We included this statement on the mousepad as well.

Because of our push for 'fair-share' giving and equating the dollars given to the service provided, we saw a 36% increase in the number of fair share givers!

List 3 bullet-points highlighting numeric campaign success:

- We have had a 14% increase in the number of givers
- We have had a 21% increase in the total amount of employee giving
- Our employee per capita giving increased 14% to \$250.72 per employee

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

We started a volunteer program for our employees in 2010 where once a quarter we send 3-4 employees to volunteer at a United Way agency for 2-3 hours during normal business hours. Since 2010, we have visited 11 different United Way partner agencies in Greensboro, and more than half of our employees have participated in the program. *An example of our volunteer program sign-up sheet is attached.*

Our intentions with the Volunteer Program are three-fold:

- First and foremost, we want to volunteer in the community and make a difference in the lives of those around us.
- Second, we want those employees who are unable to contribute monetarily to have an opportunity to give back.
- Lastly, we want our employees to visit as many different United Way partner agencies as possible to give them exposure to the folks in our community who are directly benefitting from our monetary contributions.

Our volunteers have sorted and served food, tutored children after school, given blood, painted birdhouses, packed backpacks, and cleaned up an outdoor gazebo - just to name a few. We encourage our employees to speak with their co-workers who might have already volunteered to learn about their experiences and each quarter we ask to see new names on the sign-up sheet. Employees who have never volunteered receive priority over those that have participated in the past.

The program has allowed us to grow our relationship with those in our community while giving our employees the opportunity to work together outside of the office in a collaborative effort to help our neighbors.

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

We kicked-off 2016 by giving an official name and logo to our charitable giving program. All charitable activities are now part of the ‘ES&E Cares’ program. *See our new logo on the attached flyers and posters.* On Saturday, 4/16/16, we held our annual ES&E Cares Scrambled Legs 5k and scrambled egg breakfast. Employees were invited to participate and bring their family and friends to the event. We gave participants the choice of donating to one of three food pantries from across the state. We raised \$1455 which was entirely donated. *Attached is the 5k T-shirt design and registration form.* Our volunteer program provides employees an opportunity to engage with the community and visit various agencies. In 2016, we had 4 employees volunteer at Backpack Beginnings, and we had 4 employees volunteer at our 5k. *Attached is an example of our volunteer sign-up sheet.* Other philanthropic endeavors include:

- Collecting money to donate to Hospice in memory of an employee’s spouse who passed away this year.
- Collecting money for Red Cross relief after Hurricane Matthew.
- Holding a Thanksgiving Food Drive to benefit Greensboro Urban Ministry and a Christmas Toy Drive to benefit Toys for Tots. *Attached is the Toy Drive flyer* that we emailed and posted around our building.
- Selling pink ES&E hats for October’s Breast Cancer Awareness. The hats were paid for by ES&E, and all proceeds went directly to our United Way Campaign. *Attached is a picture of the hat.*

In addition to the events listed above, our annual United Way campaign week was held in October. Our focus was how the United Way has changed over the years. We called our campaign ‘United through the Decades’. We posted trivia on our Intranet each day for a different decade to show folks how the United Way has changed over the last several decades, as well as to show their focus for the future. We also included some pop culture trivia for each decade, and we ended the week of trivia with a game of Jeopardy in which employees competed to win raffle tickets. *Attached is the calendar of events* that we posted around our building, as well as information about the Salsa Cook-Off and a copy of the Jeopardy game we played. Below were the events for our campaign week:

Monday – Employees received a new mousepad highlighting some of the ways their monetary contributions benefit those in our community. *Attached is an image of the mouse pad.* Statistics included:

- A gift of \$2.50/week can provide 1 person moving out of a shelter with a utilities deposit for a new apartment.
- A gift of \$5/week can provide 5 children a week with educational childcare so their parents can work or attend school.
- A gift of \$10/week can provide 31 children with four high quality books to develop literacy and a love of reading.
- A gift of \$20/week can provide 1 elderly person in-home care, saving their family about \$50,000 in nursing home costs.

Tuesday – Employees had an opportunity to eat a homemade breakfast prepared by the committee with donations for the United Way accepted.

Wednesday – Employees toured the YWCA allowing them to see how their monetary contributions are being used, as well as seeing how volunteering helps the YWCA.

Thursday – Employees had an opportunity to eat ice-cream sundaes in the afternoon with donations for the United Way accepted.

Friday – Employees played Jeopardy and listened to a speaker from the United Way discuss the Family Success Center. We had a lunch prepared by the committee with a Salsa Cook-Off. Employees had the opportunity to participate in different raffles for various prizes including a vacation day, \$500, and gift baskets, among other prizes.

In addition to our annual campaign, volunteer hours, and drives, we partner with multiple organizations throughout the year and have contributed over \$30,000 in 2016 to the organizations listed below:

- HAECO Invitational - GSO
- Enduring Gratitude
- Malachi House II
- Boy Scouts of America
- Canterbury School
- Reeling for Research
- Young Life
- The HSUS
- Continuous Blessings Foundation
- Team Erica
- Guidepost of Strength
- The Heart of Illinois
- Keystone Cops for the Arts
- Helping Hand Mission, Inc.
- Hospice of Greensboro
- Relay for Life
- United Way of Nash
- Peacemakers of Rocky Mount, NC
- Greensboro Urban Ministry
- Ronald McDonald House Fund County

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

For more than 30 years, Electric Supply & Equipment has been an advocate of the United Way of Greater Greensboro. Both the first and second generation owners of this family-owned business have instilled in their employees the importance of giving back to the community in which we work. Our main hall is filled with United Way plaques earned throughout the last 30 years which gives employees insight into the philanthropic culture of our company. The owners and senior managers of ES&E are present for all United Way activities. They fully fund our efforts and look for additional opportunities for the company to strengthen the United Way campaign.

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	50	3	6.00%	0.00%	
2015	47	3	6.38%		

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.

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 United Way campaign at Electric Supply & Equipment is fully supported by management as the Employee Campaign Manager is a member of the management team. Our 5k was fully underwritten by Electric Supply & Equipment and the success of the 2016 campaign was truly a team effort calling upon the resources and talents of multiple departments and employees within our organization. Marketing, Accounting, Product Specialists, Sales, and many others were directly responsible for the success of our 5k. All food, signage, and t-shirts were also paid for by ES&E as the registration money for the 5k went directly to the 2016 campaign. The United Way campaign is a priority for ES&E and has been for the last 30+ years.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$10,000	0%
2015	\$10,000	

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

We offer incentives and recognize employees who contribute in various ways. Employees are asked to give their 'Fair Share' which is 6/10 of 1% of their annual salary. All employees who contribute their 'Fair Share' are entered into a raffle drawing for a vacation day. We really focused on 'Fair Share' this year which was successful as we saw a 36% increase in the number of Fair Share givers over last year.

As part of our United Way campaign in 2016, employees had an opportunity to purchase tickets for various raffles. Our main raffle consisted of a closer/priority parking spot for 3 months, various gift baskets, and a vacation day; all of which gave employees multiple chances to win. Employees could either purchase tickets, win the Salsa Cook-Off, or Jeopardy for tickets. We also had a separate raffle for \$500. All prizes were paid for by ES&E and the money contributed by the employees went 100% towards the campaign. Once all raffle winners were drawn, an email was sent to the employees with all the winners. We also have a 'dime jar' game which consists of a fish bowl filled with water with a small glass at the bottom. Employees drop dimes into the jar and for each dime that lands in the small glass, they are given a ticket for our main raffle for a chance to win gift baskets or a vacation day. For the employee with the most consecutive dimes dropped, they won the dollar equivalent of the number of dimes dropped – 20 dimes dropped consecutively gives the employee a \$20 prize. This allowed folks to compete with each other, thus driving greater participation. All proceeds from the dime jar were donated to the United Way. *Attached is our dime jar game flyer.*

Those employees who volunteered their time at the 5k were also given 'Essie Bucks' which is an internal reward system that employees use to thank and recognize those who went above and beyond. These points can be used to redeem cash, a half or full vacation day, or a \$250 shopping spree.

The campaign committee works throughout the year to engage our employees in meaningful opportunities to give back including monetary donations, food or toy donations, or the opportunity to volunteer during or outside of work hours.

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

For the 2016 campaign, we had a strong focus on the United Way’s vision for the future, as well as encouraging folks to give their ‘Fair Share’. We also found that highlighting a few ways that even the smallest donations can help was instrumental in showing folks how their contributions are making a difference. We gave each employee mousepads with this information, but we also had posters throughout our building. *Attached are examples of each.*

With the successes of the company, the owners never forget to richly reward and thank the employees. As you can see below, our total employee pledge amount has increased by 21% and our employee per capita has increased by 14%. We are all so blessed, so giving back to an organization that our company supports is just the culture of our company.

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	\$12,536	+21.33%		50	\$250.72	+14.05%	
2015	\$10,332			47	\$219.83		

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

The two biggest obstacles to giving back are time and money. We give our employees numerous and unique opportunities to participate throughout the year with the intentions of making it easy for folks to give back. Realizing that not everyone is comfortable donating monetarily, we like to provide opportunities to volunteer well. Below are the different ways participation was encouraged in 2016.

- For our main campaign week employees could participate in raffles, the dime jar game, lunch and salsa cook-off during their normal lunch hour, Jeopardy and UW speaker, breakfast on Tuesday, dessert on Thursday, and YWCA tour on Wednesday.
- We collected money for the Red Cross for Hurricane Matthew, money for Hospice in memory of an employee's spouse, toys for Toys for Tots, and food for Greensboro Urban Ministry.
- We sold pink ES&E hats for October's Breast Cancer Awareness month with all proceeds benefitting the United Way.
- We volunteered during work hours at Backpack Beginnings.
- We hosted our annual Scrambled Legs 5k and breakfast allowing employees to volunteer and/or participate outside of our normal business hours.

To educate all employees, we posted United Way information around our building, on our Intranet, and we sent multiple emails for each of the opportunities above. The members of our United Way committee also personally invited folks to participate in various events including the 5k, the YWCA tour, and the Salsa Cook-Off. We've found that face-to-face invitations are sometimes even more successful than emails, flyers, etc. We want them to know it's important to us that they participate as it's critical to the campaign's success.

In addition to our current employees, one of our leadership givers is a retiree, and we've also given the mousepads from our campaign to new employees as a way to introduce them to our ES&E Cares program.

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	50	+6.38%	24	+14.29%		48.00%	
2015	47		21			44.68%	

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