



2017 Spirit of North Carolina Application			
Organization Name	GSM Services		
Street Address	1535 West May Street	City/St: Gastonia/NC	Zip 28052
United Way Name	United Way of Gaston County		
Application Contact	Name: Donna Caskey	Email: donna@gsmsince1927.com	

Organization – Employee Size <i>Check the appropriate box</i>	Type of Organization <i>Check the appropriate box</i>
<input type="checkbox"/> Up to 25 employees	<input type="checkbox"/> Financial/Banking Institutions
<input type="checkbox"/> 26-50 employees	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> 51-100 employees	<input type="checkbox"/> Business Campaign
<input checked="" type="checkbox"/> 101-200 employees	<input type="checkbox"/> City/ County Municipality
<input type="checkbox"/> 201-500 employees	<input type="checkbox"/> Higher Education
<input type="checkbox"/> 501-1000 employees	<input type="checkbox"/> Hospital/ Health System
<input type="checkbox"/> 1001-1500 employees	<input type="checkbox"/> Retail
<input type="checkbox"/> 1501-2500 employees	<input type="checkbox"/> Not-for-Profit Agency - 501(C)3
<input type="checkbox"/> 2501-5000 employees	<input checked="" type="checkbox"/> Professional Services <i>(small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</i>
<input type="checkbox"/> 5001+ employees	

Standards of Excellence Checklist		
<input checked="" type="checkbox"/>	1.	Community engagement and volunteer culture – OUTSIDE OF UW RELATIONSHIP <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	2.	Partnership WITH UW to raise community awareness of needs & foster a spirit of giving <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving <i>Up to 10 Points</i>
<input checked="" type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive <i>Up to 5 Points</i>
<input checked="" type="checkbox"/>	6.	Participation Level <i>Up to 10 Points</i>
<input checked="" type="checkbox"/>	7.	Special Events <i>Up to 10 Points</i>

Signature of the nominating United Way CPO or his/her designee:

Deborah Ally

Printed Name


Signature

ALL APPLICATIONS MUST BE SUBMITTED USING THIS FORM and COMPLETED "AS IS!"
Please do not add borders, headings, color, etc.

Organization Overview

Brief summary for use during Awards Ceremony

Philanthropic culture of organization:

GSM Services understands the importance of giving back to the community, and we are proud of the opportunities and partnerships we've had over the years.

Share one creative strategy, engagement opportunity, volunteer activity or special event that ignited campaign success

This year GSM Services participated in the United Way's "Day of Caring" by providing a team to volunteer as part of the UW Campaign Kickoff event. Our volunteer team was assigned to assemble and paint shelving for the Bessemer City Crisis Agency. They had recently relocated to a new building and were trying to get everything ready for clients. Just the opportunity to give back to the community helped our employees realize the importance of supporting the UW and its many programs.

Three numerical successes you wish to highlight:

- Increased campaign by \$11,885 over 2016 campaign (more than doubled campaign)
- 49% of employees gave to the UW campaign
- Participated in the "Day of Caring" which was a great way to give back to the community.



Standard 1 – Community engagement and volunteer culture – *OUTSIDE OF UNITED WAY RELATIONSHIP*. Include relationship/work with other community stakeholders and partners.

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

Up to 5 points

Over the years, we have had the opportunity to work with charitable organizations such as United Way, the Gaston County School System, the Boys and Girls Clubs of Greater Gaston County, Salvation Army, and the Shelter of Gaston County. We are proud of the impact we've been able to make in our community, and we look forward to future opportunities to give back.

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

GSM Services is a dedicated supporter of the United Way in Gaston County. They hold a campaign that includes all of their employees and their leadership emphasizes the importance of helping the community. This years campaign included a speaker from the Boys and Girls Club and was touching for their employees which in turn boosted their campaign. They provided a team of volunteers during the Day of Caring that helped to build and paint shelving for a local crisis agency.

Campaign leader "Donna" met with the coworkers at our monthly safety meetings over the past two months to get the participation in the United Way Program above where we were last year. The coworkers listened and really got involved this year and we raised \$23,156 for 2018 Campaign compared to 2017 we only raised \$11,271. We are very proud of our coworkers and how they have impacted UW that gives so much back to the community.

GSM Services is engaged year-round with the UW in Gaston County on the board level. Steven Long, President of the Residential Division, is in his third year as a member of the UW Gaston County board. He serves on the Finance Committee and will be the committee chair in 2018.

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving (Based on how the local UW defines leadership 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

Steven Long - owner is Board Member of UW, Finance Chair also Girls on the Run and Run for the Money he also is part of Community Foundation

Joel Long is also part of many community organizations and they both are very active in the community in giving back as much as they can with their time and their contributions.

Complete the chart below. Up to 5 additional points

2.5 points awarded for any positive % change in leadership givers

2.5 points awarded for 10% or greater increase in % of leadership givers

Total possible points for Standard 3 = 10

Use local organization numbers if possible, otherwise indicate as statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership	Pts Awarded for positive % change	Pts Awarded - 10% increase or greater	Total Points
2017	94	10	11 %	9 %			
2016	71	1	1 %				

UW % of Leadership Givers - 2017 # of leadership givers divided by the 2017 total # of givers

UW Leadership Givers % Change - 2017 # of leadership givers minus the 2016 # of leadership givers divided by 2016 #

Outline any factors or information that could affect % of leadership givers.

Standard 4 – Corporate or Foundation Contributions and Non-traditional/In-kind Support

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.
- List any “social media” communication used to build momentum and increase participation

Up to 5 points

Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.

United Way Annual Meeting
Purse Power
Day of Caring 2017
Taste of Gaston - Campaign Kick Off 2012, 2013, 2014
Girls On the Run
Run for the money

Year	Corporate Gift
2017	\$ 2000.00

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 strategies* 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 was a team effort for the entire company "Donna" was just the cheerleader making sure that all of our coworkers were aware of what wonderful things UW does for our community and how it impacts so many lives every day. Cheering the coworkers on at each monthly meeting to make sure they knew the current goal that was met and making sure we were going to reach our next goal which we finished with a bang!

The culture at GSM Services is to always give the very best every time and you never know who's life you are going to change with a smile, hug or just a simple talk with them to let them know someone cares. This is what the UW is all about as well so that is why we are so passionate about the UW campaign. We want to be impactful!!!!

Standard 6 – 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, etc.

Up to 5 points

We strive everyday to make our lives better for our coworkers here at GSM Services and stress the importance of each one to reach their fullest potential to help provide their family with a comfortable life style. With all of the UW information and what they impact daily this is close to our GSM Services coworkers heart and so many have used the services of UW either not knowing it was UW or a family member that benefited from the UW services.

There is so much to UW and we continue to strive to make sure our coworkers are aware of what they do and how they help our community.

The company has given a Corporate Gift in the past few years of \$2,000.00 and will continue as we grow and secure more career opportunities for our coworkers and help our customers get the very best service possible. We create "Raving Fans" at GSM Services and we give you no choice but to call us when you are needing professional, skilled technicians to come to your home or business and have been doing this since 1927. Our approach to our customers is that we give them the best experience they could ever have and treat them with respect and give them the highest quality work with highly skilled technicians and provide the best Customer Service in this area!

Local corporate numbers are reported below unless indicated as statewide

Year	Total # of Employees	% Change	Total # of Givers	% Change	Points Awarded	% Participation	Points Awarded	Total Points Awarded
2017	190	3 %	94	32 %		49 %		
2016	184		71			39 %		

Employee % change – 2017 number of employees minus 2016 number of employees divided by 2016 number

Givers % Change – 2017 number of givers minus 2016 number of givers divided by the 2016 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 6 = 10

Standard 7 - Special Events

- Successful special events are often the catalysts that educate and energize campaigns. Provide information below on 1-2 special events used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)
- Share creative event details

Up to 10 Points

We participated in the Day of Caring which was an awesome experience for our coworkers. The event was held on 8/23/17 and we had a team of 5 coworkers that cleaned and painted shelving for the Bessemer City Crisis Center. The job required us to take down 32 shelves that were 6 ft. long and 2 ft wide clean them and take off any stickers or residue and then paint them and put them back on the rack. This made a huge difference for this center and they appreciated our hard work and effort. We were suppose to paint the drop box at the Bessemer City Crisis Center but at the last minute one of the board members decided to paint it over the weekend. UW called and asked if we would help do another project at this facility and we were all in. The supplies were purchased and we showed up to work. We received emails and phone calls from the director thanking us for our time and our hard work. We are ready to do another project as soon as we get the word from UW. I have attached pictures.

