

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Guilford County Schools		
Address	712 N. Eugene Street	City/State Greensboro, NC	Zip 27405
Name of Person Completing this Application	Dr. Tony Watlington	Phone 336-370-8301	E-mail watlint@gcsnc.com
Name of Sponsoring United Way	United Way of Greater Greensboro, United Way of Greater High Point		Metro Size 1A, 2
United Way Contact for Questions	Julia Thomas	Phone 336-378-6605	E-mail: Julia.Thomas@unitedwaygso.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		
X <input type="checkbox"/>	1.	Volunteer Culture
X <input type="checkbox"/>	2.	Partnership with Community
X <input type="checkbox"/>	3.	CEO/Senior Leadership and Involvement and Giving
X <input type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
X <input type="checkbox"/>	5.	Employee Campaign Coordination, Incentive and Recognition
X <input type="checkbox"/>	6.	Overall Per Capita Gift
X <input type="checkbox"/>	7.	Participation Level
<p style="color: red; margin: 0;">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 type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input type="checkbox"/> 2501 - 5000 employees <input checked="" type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input checked="" 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:

Tamarind N. Stewart

Email:

Tamarind.stewart@unitedwaygso.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:

MISSION:

Guilford County Students will graduate as responsible citizens prepared to succeed in higher education or in the career of their choice.

VISION:

Achieving Educational Excellence; Educational Excellence-the successful combination of high academic achievement, strength of character, service to others and excellence in all that we do.

PHILANTROPIC CULTURE:

Through character development and service learning, we have created a culture where Guilford County School students develop the skills necessary to lead and learn with strong character. We strive to provide our students with the tools and motivation necessary to positively impact our world. Guilford County Schools offers the following awards to students who answer this challenge.

- The Service-Learning Exemplary Award - a high school student who devotes a minimum of 100 hours of service-learning experience in their community over the course of their high school years.
- The Service-Learning Diploma - a locally developed official recognition program designed to recognize high school students who complete 250 hours of service-learning experience over the course of their high school years.

In the class of 2015, there were 441 students that received the Service-Learning Exemplary Award and 480 students that received the Service-Learning Diploma

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)

To kick off the 2015 United Way Campaign, we held our annual United Way Kickoff at the October district principals' meeting. United Way representatives, the campaign chair and the superintendent spoke about the importance of United Way in our community, especially within the Guilford County School System. All of the principals were challenged to give at the leadership level and pledge right there and then. A few teachers who have been individually assisted by United Way came up to share their stories while turning in their pledges. Over \$42,000 was raised in less than 30 minutes!

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.)

- Guilford County Schools increased total giving by 1.83% over 2014, with \$392,820 in total contributions from employees and special event fundraisers. This is GCS' highest pledge total in campaign history.
- The highest contributor for each region was: Central Region-Grimsley High School raising \$5,899; Northern Region-Aycock Middle School raising \$4,523; Southeastern Region-Dudley High School raising \$5,742; Western Region-Pearce Elementary raising \$15,134.
- Out of the four regions in GCS, the Northern Region has the highest increase from 2014, raising \$75,608, which is an increase of \$4,652.

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

Since GCS began the district service learning initiative in 2010, high school students have completed more than **1 million hours of service** to our schools and community, which has an economic impact of more than **\$21 million**. To recognize seniors' dedication to service, students who complete 250 service hours during the course of their high school years are awarded a service-learning diploma. At graduation, these students are distinguished by wearing a service-learning cord. Graduates earn a service-learning exemplary award for completing 100 hours of service. Within the class of 2015, 603 seniors earned the district's service-learning diploma, and 534 graduates earned the service-learning exemplary award.

Each summer our school and district leaders are involved in a summer of service in which they partner with various agencies and non-profit organizations to not only learn more about the resources within our community but to also serve along with those who are addressing the needs of others every day. **To date, we have served over 2,987 hours in the community totaling over \$68,910 of economic impact to the community.** This past summer, GCS decided to focus our summer of service around a critical need in our community – food insecurity. **Guilford County is number 2 in the nation for food insecurity and approximate 67% of our students are considered low income.** These alarming statistics spurred our GCS leaders to join together with agencies that support increasing food security and devoted 24 days of service to address this need. This included working at food pantries or other areas that distribute fresh healthy vegetables, as well as weeding and harvesting community and school gardens. Many GCS leaders expressed that this summer gave them a great opportunity to do something meaningful for the students they serve every day. Since this summer GCS schools have signed a district-wide pledge to fight food insecurity and our students are engaging in service-learning opportunities across the district to address this need.

Below (And in Attachment 2) are additional examples of meaningful service-learning experiences our students have led throughout the year and during the campaign:

- A Brooks Global Studies student collected more than 700 books and purchased pencils and bookmarks with inspirational messages from other Brooks Global students. He delivered the donations to the Hickory Trails Community Center. Some of the books and supplies were purchased through a Gift of Giving grant from Four Seasons Town Centre. The 15 grants given to students and schools were showcased during the mall's MLK Day Celebration on Jan. 18, 2016.
- Sedalia Elementary School students participated in a service learning activity by building Storytime Packs (literacy kits) for United Way's Raising a Reader and Thriving at Three programs.
- Jesse Wharton Elementary collected over 2,200 books in their Kids Campaign. The books were donated to United Way partner agency, Black Child Development Institute, and AAL's African American Male Initiative.

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

With more than 10,000 employees, Guilford County Schools (GCS) is the county's largest employer. Reaching out to employees across the spectrum of schools, departments and offices requires organized, creative communications about United Way and its approach to identifying the community's needs and assets to address these needs. GCS gives its United Way campaign a spirited boost through its frequent, varied and extensive communications using email, video, GCSTV (available on cable television and online at gcsnc.com) and events. This year's campaign emphasized character education and service learning, and kept a positive tone by sharing stories of change and success in the community. Here are some examples:

- During a system-wide meeting of principals and central office leaders, GCS motivated each other to make this the best campaign ever. The high school principals kicked off their Campaign Challenge with their rival high schools. Principals also shared effective strategies for increasing donations among their colleagues. At the conclusion of the program, district leaders were invited to give at the leadership level (\$1,000 or more).
- Each school had a United Way kickoff in October. Campaign chair Dr. Tony Watlington, GCS Central Region Superintendent, added strategic levels of leadership to the campaign including student site coordinators at each school, regional United Way campaign coaches, building-level coordinators at each physical site in the district, and departmental coaches for each unique department in the school district.
- GCSTV Newsbreak, available at gcsnc.com and on Time-Warner and U-verse cable stations
- School TV and PA announcements throughout the schools in the district
- Dr. Watlington sent a personal email to directors and leaders, challenging them to give at the leadership level.
- Dr. Watlington sent personal notes of thanks to each campaign coordinator at each school.
- Representatives of Guilford Education Alliance, The Community Foundation of Greater Greensboro, High Point Community Foundation and Guilford County Schools came together to explore the possibility of bring Say Yes to Education to our community. They quickly recognized the tremendous potential of a local Say Yes program — not only for students in the Guilford County Schools system, but for the long-term future of Guilford County, as well. While Guilford County is a "Say Yes" community, many still have questions about what "Say Yes" means to their child, eligibility and what steps should be taken next. Since the launch, GCS parents and students have had several opportunities to attend information sessions throughout the county. The sessions provided an overview of the "Say Yes" program as well as offered a Q&A session. So far, approximately 3,000 individuals have participated in the information sessions.

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 \$1,000 or more is considered a leadership gift.

As campaign chair, GCS Central Region Superintendent, Dr. Tony Watlington, took the lead in communicating with and motivating the multi-level leadership structure designed to support the United Way campaign in the Guilford County Schools. His approach emphasized personal contact – phone calls, emails, updates in person – thanking each of them, and reminding all of them that their time and talents had the power to bring the district to the campaign goal. Among Dr. Watlington’s accomplishments:

- Challenged all principals to give at the leadership level at the October campaign kickoff at the principal’s meeting. Pledges were recorded then and there. Several principals shared their personal United Way experiences and why they give at the leadership level. This raised over \$42,000 in thirty minutes!
- Engaged the Superintendent’s senior staff with a giving challenge and regular updates on the campaign at the group’s weekly meetings. He challenged each regional superintendent and each regional United Way coach to compete with other regions and departments in order to increase the goal of giving by 5%.
- Organized the leadership kickoff and the regional coaches. He kept all well informed with weekly campaign reports, reminders to update giving weekly, and motivational messages to encourage a higher level of participation.
- Kept United Way agencies involved with updates on pledges and overall campaign progress toward the goal.
- Kept all levels of campaign leaders aware of the goal and the progress of their site, region and the district toward meeting the goal.
- Expanded the campaign to include every employee and every student in Guilford County Schools.

Due to the efforts of Dr. Watlington, leadership giving increased by 20.2% and over \$87,000 was raised, accounting for 24.9% of the total raised in the campaign.

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	3969	91	+2.29 %	+4.60 %
2014	4202	87	+2.07 %	+14.47 %
2013	3760	76		

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.

Being a public school system, Guilford County Schools is unable to provide a corporate gift, however we work to creatively to raise additional funds. GCS is generous with both physical assets and time provided to the United Way campaign. The school system provided the venue for the principals’ leadership event for the benefit of the United Way campaign.

Each school and office in the system (nearly 140 sites) is encouraged to leverage assets to help with the campaign. Many schools make homemade posters, signs, or provide incentives for donors at their schools. The total time provided by coordinators working as volunteers is staggering. Each school or site had one coordinator for employee giving and most had another coordinator to work on student campaigns (special events). These coordinators worked tirelessly, beginning in September with training and planning, and ending in December with the close of their campaigns. To date many are still planning spring student campaigns and/or volunteer opportunities to raise funds and awareness on a year-round basis!

Additionally, many schools provided time in their daily schedule to incorporate fundraising updates for United Way. This year jeans day or lunch passes were offered to teachers, while students and classes competed in penny wars, held bake sales, and paid to dress up in pajamas and Halloween costumes. These are just a few of the creative special events that were used for the student campaign.

\$43,460.59 was raised in special events this year with 69 schools or sites holding a special event campaign. In lieu of a student campaign, several schools opted to hold a school wide service learning opportunity, such as Jesse Wharton Elementary’s book drive and Sedalia Elementary’s Storytime Pack build.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$0	0%
2014	\$0	0%
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

Dr. Tony Watlington, GCS United Way Campaign Chair, communicated regularly with all levels of campaign leadership and encouraged everyone to devise unique incentives for increasing campaign contributions. Most incentives focused on engaging both employees and students. For example:

- Schools and departments organized their own recognition and incentives tailored to their areas. Students at schools with Standard Mode of Dress (SMOD) could contribute to the UW campaign in exchange for an opportunity to have a Jeans Day. This worked well at several schools, raising thousands of special event dollars.
- Several schools held raffles throughout the system. Pearce Elementary, for example, raffles gift baskets, which raises a large amount of money each year.
- Dr. Watlington encouraged campaign leaders to emphasize the character education/service learning aspect of the campaign, which is an inherent part of individual giving. This helped students and staff learn the value of giving to help others.
- Guilford County Schools provides many opportunities for campaign success to be recognized.
- Each year the system holds its own campaign celebration, highlighting the most successful campaigns as well as those employees who really went above and beyond in their efforts. This unique celebration is in addition to those put forth by United Way of Greater Greensboro and United Way of Greater High Point.
- The United Way of High Point has a car raffle for their leadership level.
- The district provides a district wide jean day if we reach or exceed our yearly goal.
- Individual schools offer pizza parties for classes who raised the most special event dollars.

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 2015 United Way Campaign raised \$392,820 from employee contributions and special events. This is the most raised in GCS' campaign history and is a \$5,677 increase over last year's campaign. Although per capita giving remained relatively flat, the number of full-time employees decreased while the average gift increased. We are pleased with the earnings to date and our schools and employees are still finding ways to raise money for the United Way. The district is undergoing plans for a 5k Run/Walk to raise money with the proceeds going to United Way. The focus of the run/walk is to get employees and their families to join in a healthy activity while earning money for a great cause.

For the fourth straight year, Pearce Elementary showed the impact the school community can make when they work together. The school topped last year's donation of \$12,597 with this year's collection of \$15,134. Pearce's contributions made up 3.85% percent of the Guilford County Schools (GCS) campaign county-wide. Since 2007, Pearce has raised \$77,133.70 for United Way.

There were many schools that had a tremendous increase from 2014:

- General Greene Elementary increased from \$1,875 to \$6,643
- Pearce Elementary increased from \$12,597 to \$15,134
- Allen Jay Middle Preparatory Academy increased from \$1,482 to \$3,767
- Jamestown Middle School increased from \$2,098 to \$4,343
- GCS' Eugene Street office increased from \$10,327 to \$12,551

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	\$348,994.64	+0.09%	10,066	\$34.67	+1.80 %
2014	\$348,679.87	+8.85%	10,238	\$34.06	+30.55 %
2013	\$320,325.48			\$26.09	

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***

Guilford County Schools makes an effort to ensure that all employees have an opportunity to participate by making time available during school staff meetings and offering payroll deductions. Dr. Watlington and his team made giving easy with an email detailing how to sign up for payroll deductions and a link directly to the United Way ePledge giving site. The GCS technology and payroll departments work with each site and each employee to ensure that giving through payroll deductions, online giving, and traditional paper contributions are as convenient and seamless as possible for all GCS contributors.

Meetings are held at every school and site to ensure that the United Way message is received by employees and students.

New hires are added to the GCS online giving site during the fall and winter time frame to allow them to pledge.

Outreach efforts to Guilford County Schools' retirees are handled by each respective United Way office in Greensboro and High Point using data provided by GCS. Retiree solicitations will continue through the late winter and early spring.

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	10,066	-1.68%	3969	-5.54%	39.43%
2014	10,238	-16.62%	4202	+11.76%	41.04%
2013	12,279		3760		30.62%

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

In 2015, three schools were recognized by the North Carolina Department of Instruction as state schools of character, and nine earned honorable mentions. That's in addition to the three schools that were named state schools of character in 2014 and one honorable mention. One GCS school, the Middle College at Bennett, was named a national school of character and 19 schools received promising practices awards from Character.org.



Congrats to our State Schools of Character - Colfax Elementary, Southern Middle, Southwest Middle and Southern High - for being recognized by the State Board of Education today! Colfax Elementary, Southern Middle and Southern High went on to become National Schools of Character!

Southeast High was awarded the Community Service, 2014 Abundant Harvest Award from the International Thespian Society. Students collected 2,801 pounds of food for the Educational Theatre Association's annual Trick or Treat so Kids Can Eat campaign.



Northern Middle students are learning and providing fresh fruits and vegetables for local people in need thanks to their greenhouse, garden and a \$3,000 grant from Lowe's Toolbox for Education that allowed the school to expand the greenhouse and raise garden beds.

Northern Middle School's garden club has been learning about food deserts and exploring strategies to help those in need. Food deserts are areas where 33 percent of residents live more than one mile from a full-service grocery store and where more than 20 percent of residents are considered living in poverty. Now, produce raised in Northern Guilford's garden will be donated to Share the Harvest. The garden will also be used for curriculum enrichment activities in all subject areas.

April 2015 - Pleasant Garden Elementary students, staff, families and community members raised more than \$23,000 to buy and package more 71,280 meals for an orphanage in Haiti.

September 2015 -Erwin Montessori students and staff raised more than \$1,000 for and more than 30 members participated in Greensboro's Walk to End Alzheimer's.

Standard 1: District of Distinction – Character Development



Nov. 5, 2014 - Guilford County Schools' Character Development Initiative earned the district the title of District of Distinction by District Administration magazine.

The District of Distinction program recognizes established initiatives that show quantifiable benefits and that could be replicated by other districts.

The initiative started when funding for federal Safe Schools and Drug Free programs was cut. The district then moved the focus from intervention and prevention to developing students' characters.

GCS developed lesson plans for every grade level that matched the standard course of study and trained teachers, counselors and high school student ambassadors.

“Our students at all levels are embracing this program as a way to look at math, science, history, foreign languages and all subjects in a different light—a light that lets them see that they matter, and that they add value to their schools, their community and this world,” says Charlos Smith Banks, executive director of student services and character development.

Student surveys indicate that 94 percent of students feel students respect each other. In three years, the number of out-of-school suspensions related to non-compliance and discourteous acts decreased 25 percent for the district's 126 schools. High school students have completed more than 818,000 hours of service to the community.