

# 2016 Spirit of North Carolina Campaigning for Excellence



United Way  
of North Carolina

Application Form			
Organization Name	Guilford County Schools		
Street Address	City/State	Zip	
712 N. Eugene Street	Greensboro, NC	27401	
Name of Person Completing Application	Phone	E-mail	
Dr. Amy Holcombe	336-370-2342	holcoma@gcsnc.com	
Name of Sponsoring United Way	United Way of Greater Greensboro United Way of Greater High Point		

## 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

<b>Organization Employee Size</b>  <i>Check the appropriate box for this application submission.</i>	<b>Type of Organization</b>  <i>Check the appropriate box for this application submission.</i>
<input type="checkbox"/> Up to 25 employees <input 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 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:**

\_\_\_\_\_

*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:**

#### **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.

#### **PHILANTHROPIC 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 2016, there were 814 students that received the Service-Learning Exemplary Award and 647 students that received the Service-Learning Diploma, a significant increase over 2015.

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### **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.**

To kick off the 2016 United Way Campaign, we held our annual United Way Kickoff at the September district principals' meeting featuring the Guilford County Schools United Way Task Force and United Way CEO Michelle Gethers-Clark. Guilford County Schools United Way Task Force members, the campaign chair and the superintendent spoke about the importance of United Way in our community.

This year, we introduced a new strategy to our leadership and employees—**digital recognition badges**. United Way Champions who gave \$120 or more, United Way Trailblazers who gave \$500 or more, and United Way Leaders who gave \$1,000 or more each received a digital badge to place below their email signature, promoting their support of the United Way. Schools who achieved 100% participation received a 100% Participation badge for all employees, regardless of giving level, to display. All of the principals were challenged to give at the leadership level and pledge during the meeting. Over \$40,000 was raised in less than 30 minutes! The digital badges were hugely popular and have been widely displayed by United Way givers across our school district. This is a practice we will definitely continue into future campaigns!

**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**

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. Within the class of 2016, 647 seniors earned the district's service-learning diploma, and 814 graduates earned the service-learning exemplary award.

In 2015-16, more than **12,000 volunteers** donated their time and talent to build confidence and character with our students. Our volunteers help provide a growth experience for schools and students. Those volunteers contributed a total of **473,526 hours of service**. Their time is priceless, and at the national value of an hour of volunteer time, their service totals **\$11,156,272.56**.

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. This past summer, GCS focused our summer of service around a critical need in our community – food insecurity.

**Year of Giving:**

**January-** Pearce Elementary students celebrated their successful fundraising campaign for the United Way with Knockerball. The school has raised more than \$10,000 for the United Way for the past three years, winning the organization's Spirit of North Carolina Award.

**February-** GCS schools celebrated National Random Acts of Kindness week by hosting food drives for Backpack Beginnings. Schools collected more than 9,000 lbs of food to start new food pantries at two GCS schools.

**March-** Archer Elementary fifth-graders combined science and service when they cleaned up the stream near their school alongside students from UNC-Greensboro. Afterwards, students wrote a bio-essay to estimate the health of the stream.

**April-** Middle College at GTCC-Greensboro students filled and donated "snackpaks" to elementary school pantries to help combat food insecurity during the summer months.

**May -** DaJonae Stanback, a 5<sup>th</sup> grade student at Vandalia Elementary, used her birthday to raise money and host a "Thanksgiving 2.0" event to help feed the local homeless population.

**June-** Allen Middle students spent the end of the year creating and giving soft pillows to residents of Woodland Place, an assisted living facility. The students continued the project into the summer break.

**July-** GCS district leaders used part of the summer to give back to the community during the 5<sup>th</sup> annual summer of service. The theme of 2016 was "Be the Change with Us: Bridging Opportunities to Feed Our Community."

**August-** GCS expanded its service-learning initiative into middle schools this year. Supported by local Rotary Clubs, four pilot schools are engaging in lessons designed to develop skills that support classroom instruction and service-learning experiences.

**September-** GCS schools celebrated World Character Day with a variety of events recognizing the importance of developing character strengths such as resilience, kindness, grit, courage and integrity.

**October-** Northern High's freshman class volunteered for 10 service-learning projects around the community including, Kathleen Clay Library, Camp Carefree, Out of the Garden, Peacehaven Farms, McNair Elementary, Northern Elementary, Horsepower, Lake Brandt Marina, Summerfield Community Park and Greensboro Culture Arts Center.

**November-** Shadybrook Elementary students collected hundreds of socks to donate to Open Door Ministries and as part of a care package for local shelters.

**December-** Health Science students at Page High collected and wrapped bears for patients in Cone Health's pediatric emergency department.

**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***

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. 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. Amy Holcombe, Executive Director of Strategic Planning and Development, added strategic levels of leadership to the campaign by assembling a Guilford County Schools United Way Task Force, creating a digital badging program to increase visibility and recognition at no additional cost to the campaign, and securing incentives to increase participation, percentage of giving, and rate of giving.
- Dr. Holcombe sent personal emails to directors and leaders, challenging them to give at the leadership level.
- Regular updates were shared with regional superintendents to encourage competition among regions.
- Regular updates were provided to the entire district as a part of the weekly GCS News Briefs mailing, informing employees of campaign progress.

### 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

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

As campaign chair, GCS Central Region Superintendent, Dr. Amy Holcombe, 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. Her 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. Holcombe’s accomplishments:

- Challenged all principals to give at the leadership level at the September 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 \$40,000 in thirty minutes!
- Engaged the Superintendent’s senior staff with a giving challenge and regular updates on the campaign on a regular basis. She challenged each regional superintendent and each regional United Way coach to compete with other regions and departments in order to reach our highest ever goal of \$400,000.
- Organized the leadership kickoff and the regional coaches. She 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. Holcombe, leadership giving was \$79,000 and accounted for 19.8% of the total raised in the 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	3625	76	+2.09%	-16%	
2015	3969	91	+2.29%		

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.

The uncertainty during the hiring of a new Superintendent for Guilford County Schools played a role leadership numbers.

**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.**

Guilford County Schools is a nonprofit and cannot legally provide a corporate gift.

**Local corporate numbers are reported below unless indicated as  statewide**

Year	Corporate Gift	Percent Change
2016	\$0	0%
2015	\$0	

*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**

Dr. Amy Holcombe, 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.
- The United Way of High Point has a car raffle for their leadership level.
- Individual schools offer pizza parties for classes who raised the most special event dollars.
- Dr. Holcombe and the GCS United Way Task Force secured the following district-wide incentives:
  - \$250- Anonymous Donor, to the first Title I School to reach 100% faculty participation
  - \$150- Anonymous Donor, to the Title I School with the highest percentage increase in giving
  - \$100- Anonymous Donor, to the first School to reach 100% faculty participation
  - \$100- Horace Mann, to a school with 100% faculty participation, selected from a random drawing
  - \$100- Horace Mann and Life Touch, to each of the 3 Schools with the highest percentage increase in giving
  - \$50- Life Touch, to the teacher or teacher team who raises the most money from a student campaign

## 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

The 2016 United Way Campaign raised \$400,782 from employee contributions and special events with more dollars still being collected. This is the most raised in GCS' campaign history and is a \$4,791 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.

For the fourth straight year, Pearce Elementary showed the impact the school community can make when they work together. The school led in total donation of all Guilford County Schools with \$10,995 collected this year. Northwest Middle School had won of the greatest impacts with their school raising \$10,910 which was a 317% increase from last year's \$2,611 collected. Pearce and Northwest Middle contributions made up 5% percent of the Guilford County Schools (GCS) campaign county-wide.

There were many schools that had a tremendous increase from 2015:

- Guilford Elementary increased from \$1,785 to \$2,361
- Hairston Middle School increased from \$658 to \$1,860
- Northwest Middle School increased from \$2,611 to \$10,910
- Penn Griffin School of the Arts increased from \$1,078 to \$3,559
- Allen Jay Elementary increased from \$2,780 to \$3,960

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	\$357,565	+24%		10,394	\$38.55	11%	
2015	\$348,994.64			10,066	\$34.67		

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

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. Holcombe and her 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.

### 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	10,394	+3%	3668	-7%		35.28%	
2015	10,066		3969			39.43%	

*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**



# SHAPING BETTER FUTURES THROUGH VOLUNTEERISM

Be the Change. Be a GCS Volunteer.

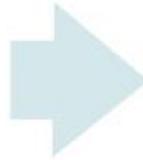


**Volunteering as a reading buddy helps encourage students to read and improve academic performance.**

## PRICELESS VALUE & COMMITMENT

In 2015-16, more than 12,000 volunteers donated their time and talent to build confidence and character with our students. Those volunteers contributed a total of **473,526 hours of service**. Their time is priceless, and at the national value of an hour of volunteer time, their service totals **\$11,156,272.56**.

**12,019**  
Volunteers



**473,526**  
Hours of Service

## GCS OFFERS MANY OPPORTUNITIES FOR YOU TO GET INVOLVED!



Help students improve their reading as a Reading Buddy



Organize and place books on shelves in the media center



Help promote a school by sharing information



Collect school supplies or donate backpacks with food



Talk to classes about career paths and character or teach a learning activity



Plant gardens or lead a campus cleanup project



Tutor students in math and language arts



Let others know about volunteer opportunities & ask them to volunteer



Work in the school office helping staff, parents & students

**And more!**

Go to [www.gcsvolunteers.com](http://www.gcsvolunteers.com) to register to be a volunteer or reactivate your existing account. Questions? Contact GCS Community Relations, 336.370.8353.

