

2015 Spirit of North Carolina Campaigning for Excellence

| Application Form <i>(www.unitedwaync.org)</i> | | | |
|--|-----------------------------------|-----------------------------------|--|
| Company/Organization Name | High Point Housing Authority | | |
| Address | P.O. Box 1779 | City/State High Point, NC | Zip 27261 |
| Name of Person Completing this Application | Rachael Matthews, Chief Personnel | Phone 336/878-2312 | E-mail rmatthews@hpha.net |
| Name of Sponsoring United Way | United Way of Greater High Point | | Metro Size 2 |
| United Way Contact for Questions | Jane S. Liebscher | Phone 336.899.0874 | E-mail jane.liebscher@unitedwayhp.org |
| Does the company know a Spirit Application has been submitted on their behalf? | | X 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 | 1. Volunteer Culture |
| X | 2. Partnership with Community |
| X | 3. CEO/Senior Leadership and Involvement and Giving |
| X | 4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts |
| X | 5. Employee Campaign Coordination, Incentive and Recognition |
| X | 6. Overall Per Capita Gift |
| X | 7. Participation Level |
| | <p style="text-align: center;">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 checked="" 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 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 checked="" 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:

Bobby Smith, CEO

Email:

bobby.smith@unitedwayhp.org_____

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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: Our mission is to provide eligible families and individuals with adequate and affordable housing, economic advancement and homeownership opportunities in a safe, drug-free, suitable living environment without discrimination.

Vision: The HPHA's ultimate vision is to become a financially viable real estate company that offers affordable housing that is competitive with and, in some cases, exceeds housing offered by other affordable housing providers.

Philanthropic Culture: The HPHA has been a strong supporter of the United Way for many years. Though we are small in numbers, we have great determination and value the lives of our program participants, our employees and the community at large. Through our contributions, we are empowering lives and building foundations.

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)

During our 2015 United Way campaign, we encouraged all employees to give back to the community by supporting the United Way through their caring gift and leadership contributions.

We held a Snow Cone Day where employees came in after lunch to get their dessert and turn in their pledge cards. When their cards were turned in, they received one (1) raffle ticket for caring gift level and two (2) tickets if they pledged more than their caring gift for a chance to win one of several FREE HOMEMADE DESSERTS made by employees!

Mr. Joe Barnes from the United Way staff, attended the event, thanked the employees for their support and also enjoyed a snow cone.

In addition to snow cones and homemade desserts, employees received various incentives made possible through the support of our CEO.

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.)

- Total Giving was \$14,545.86, an increase of 13.10% over the previous year – most dollars raised in our history! This increase was with 7.94% less employees!
- The number of Leadership Gifts (\$1,000 or more) was up to 8, which is the highest number of leadership gifts we have ever had, and this was a 33.33% increase over 2014.
- The average gift per employee increased from \$204.15 up to \$250.79, the highest average in our history, a 22.85% increase!

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

The employees of the HPHA are encouraged to volunteer. Here are some examples of the volunteerism that HPHA employees have participated in:

- United Way of Greater High Point
- Hospice
- Red Cross Blood Drive
- Heart Association Walk
- Alzheimer's Association Walk
- Leukemia/Lymphoma Walk
- Guilford County Schools
- High Point Housing Authority Seeds-to-Success
- Soup Kitchens
- The Salvation Army
- Goodwill
- Habitat for Humanity
- Alcohol and Drug Services
- Housing Coalition
- Partners Ending Homelessness
- Ready for School, Ready for Life
- Rescue Mission

Estimated Volunteer hours: 1,020
Value of Volunteer time: \$23,001

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

HPHA has a long history of involvement in the community through various partnerships and events.

For the third year, the HPHA held a Holiday Toy Drive in partnership with the High Point Police Department, Guilford County Sheriff Department, Boys & Girls Club of Greater High Point and Gotcha Towing & Recovery. Through these partnerships, the HPHA was able to provide toys to over 300 youth!

A Red Cross Blood drive has been held at the HPHA for many years.

We participated as Salvation Army Kettle Bell Ringers along with volunteer students from Ragsdale High School Orchestra and Band.

HPHA participated in the United Way “CanPaign” Food Drive.

HPHA’s partnered with the Salvation Army, Hayden Harmon Foundation, Guilford County Schools’ Nutrition Department, Senior Resources of Guilford, and the United Way of Greater High Point in support of our Filling-the-Gap Food Program.

HPHA partnered with Guilford County Schools, Literacy Empowers All People (LEAP), and Reading Connections in support of our Seeds-to-Success Literacy Program.

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 \$ 1,000.00 or more is considered a leadership gift.

Our CEO encourages all of our employees to participate in the annual United Way Campaign by offering various incentives and thanking them for their past generosity and their continued support. The CEO leads by example by pledging a leadership gift and encouraging Executive Leadership to do the same.

During our United Way campaigns, our company allows employees to take time during the day to attend campaign coordinator meetings and visit United Way agencies to learn more about them.

In addition, the CEO seeks opportunities for HPHA’s Executive Leadership to volunteer within the community. Examples include, but are not limited to, Habitat for Humanity, Salvation Army Kettle Bell Ringing, Food Summit, City of High Point’s Day in the Park, Hospice Taste of the Town, Back to School Collaboration for Education, AmeriCorps, and many more.

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 | 49 | 8 | 16.3% | + 4.8% |
| 2014 | 52 | 6 | 11.5% | +0.6% |
| 2013 | 55 | 6 | 10.9% | |

UW % of Leadership Givers - 2015 number of leadership givers divided by the 2015 total number of givers

UW Leadership Givers % Change - 2015 number of leadership givers minus the 2014 number of leadership givers divided by 2014 number

Use a plus or minus sign to show a positive or negative % change.

**Standard 4 - Corporate or Foundation Contributions and Other
Non-traditional and In-kind Gifts/Support**

State where management places the United Way Campaign within its prioritization of activities. List specific sponsorships, resources, materials, loaned executives, advertisements, videos (YouTube as an example). List specific "social media" activities/events/activities. Please complete the Corporate Gift table below.

Up to 5 points. If your organization is Federal or Nonprofit and cannot legally provide a Corporate Gift, you will automatically be awarded 5 points.

Please indicate if you fall into the "N/A Category"

N/A CATEGORY

Local corporate numbers are reported below unless indicated as statewide

| Year | Corporate Gift | Percent Change |
|------|----------------|----------------|
| 2015 | \$ | % |
| 2014 | \$ | % |
| 2013 | \$ | |

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

The HPHA campaign is led by the Chief Personnel/Public Relations Officer (CPPRO) and the Event Committee.

The CPPRO attends the United Way Campaign Coordinator meetings to receive handouts and other information from the United Way. The team meets several times to plan and organize a fun-filled campaign, which is presented to the CEO for approval.

After approval, the schedule of events is disseminated to all employees, which includes the various incentives for giving.

The following incentives were offered:

- Entry in Vann York Car Giveaway
- United Way Caring Club Cards
- United Way Leadership Umbrella
- Various Raffle Prizes
- United Way Leave Days

The campaign ended with an all-employee celebration with additional raffles taken place and the return of pledge cards.

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*

See the table below for the overall Per Capita gift which had an increase of 22.9%

Although Executive Leadership encourages contributing to United Way, employees are not pressured to contribute. We are led to have an individual level of commitment to service which is a distinct difference from many companies. We are reminded that though we are a small organization, we can do GREAT things by making our contributions!

The following incentives were offered:

- Entry in Vann York Car Giveaway
- United Way Caring Club Cards
- United Way Leadership Umbrella
- Various Raffle Prizes
- United Way Leave Days

Our employees have a sense of gratitude and know that our gifts will be life changing for the recipients of our contributions.

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 | \$14,545.86 | 13.1% | 58 | \$250.79 | +22.9% |
| 2014 | \$12,861.40 | 5.3% | 63 | \$204.15 | - 8.1% |
| 2013 | \$12,215.60 | 8.9% | 55 | \$222.10 | |

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***

Through the outstanding leadership of our Executive Leadership team, our participation level for 2015 was 84.5%.

Each Executive Team member encouraged employees to participate in the United Way Campaign within their departmental meetings. All communications about our campaign were emailed to all employees with the wonderful incentives offered by the organization.

When new employees are hired throughout the year, they are provided the opportunity to contribute to the United Way.

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 | 58 | -7.9% | 49 | - 5.8% | 84.5% |
| 2014 | 63 | +14.6% | 52 | - 5.5% | 82.5% |
| 2013 | 55 | | 55 | | 100% |

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