

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	High Point Regional Health		
Street Address 601 N. Elm Street P.O. Box HP-5	City/State High Point, NC	Zip 27261	
Name of Person Completing Application	Sharon Cass	Phone (336) 781-2570	E-mail Sharon.cass@unchelath.unc.edu
Name of Sponsoring United Way	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		
x	1.	Overall Organizational Volunteer Culture
x	2.	Raising Community Awareness of Needs and Foster a Spirit of Giving
x	3.	CEO, Senior, and General Leadership Involvement and Giving
x	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
x	5.	Employee Campaign Coordination, Recognition and Incentive
x	6.	Overall Per Capita Gift
x	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 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 checked="" 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 checked="" 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:

Bobby Smith

Printed Name

Signature

Bobby.smith@unitedwayhp.org

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

Mission: To provide exceptional health services to the people of our region.

Vision: In collaboration with our partners, we will provide the highest quality, cost effective, patient-centered care to promote the health and well-being of the people in the communities we serve.

Philanthropic Culture: Since our founding in 1904, we at High Point Regional haven't forgotten the reason why we are here—to do everything possible to provide total care for the people of our community.

As a not-for-profit hospital governed by a volunteer, community-based board of trustees, High Point Regional offers a wide variety of inpatient and outpatient care. High Point Regional Hospital offers 384 private beds for medical and surgical patients and has its foundation in six primary service areas: Carolina Regional Heart Center, The Hayworth Cancer Center, The Neuroscience Center, The Culp Women's Center, The Emergency Center and The Piedmont Joint Replacement Center.

Other services offered include the Rehab Center, the Millis Regional Health Education Center, the Regional Wound Center, the Diabetes Self Care Management Center, the Vascular Center and High Point Behavioral Health.

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 used the theme of the United Way, "A Stronger Community Begins with You", and throughout the campaign focused on activities related to building strength. We held a chili cook off for all hospital employees. At the cook off we had "feats of strength" that employees could challenge each other with. The chili cook off was also a competition which included 20 participants all with the goal of having the best chili in the hospital. We had volunteers from the police department who were our official judges. All of the proceeds from the chili cook off went to support the United Way Campaign. This event not only gave another opportunity to raise money for United Way, but also helped to increase awareness about the campaign.

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

High Point Regional (HPR) is one of the largest employers in High Point, in addition to being one of the largest charities. It is the duty, as a healthcare and community organization, to support others. At HPR, we do this by focusing on providing total care for our patients and the community, which includes supporting United Way and its Partnering Agencies! United Way of Greater High Point is the **only** outside organization that we allow to come into our facility and directly solicit our employee group.

HPR supports many of the United Way agencies through volunteerism, donations and partnerships. These include, but are not limited to, the Community Clinic of High Point, Mental Health Associates of the Triad, and the American Red Cross. The Community Clinic of High Point is an indigent care clinic located on the hospital campus, charged only a rent rate of \$1.00 per year. Its close proximity and convenient location allows our patients and the community easy access to its services. Through our established partnership with Mental Health Associates of the Triad, HPR helps individuals in our community who have mental illness find a home to continue outpatient treatment after discharge, which is a vital step in the success of a patient's treatment plan. Realizing the importance of providing care for our patients in every way, HPR holds regular blood drives on campus every six weeks for the American Red Cross. Employees are encouraged to participate by volunteering during the drive, donating blood, and encouraging friends and family members to attend our drives and donate.

Employees also participated in the 2016 United Way CAN-paign Kick-off, collecting non-perishable food items. 8,782 items were collected, a new record for High Point Regional. As you can see, HPR is committed to the High Point community and United Way of Greater High Point...we want the best for the people in this community!

The following is an estimate of some, but not all, of HPRHS employee volunteer hours:

On-site Blood Drives for American Red Cross

6 blood drives per year x 36 volunteer hours (by committee) x \$22.55 = \$4,870.80

United Way of Greater High Point Board

- Ernie Bovio

1 meeting per month x \$22.55 = \$270.60

High Point Regional Health System's United Way Campaign

13 meetings(1hr each) x 14 Committee Members(all HPRHS employees) x \$22.55 = \$4,104.10

7 meetings(1hr each) x 3 (2 Committee Chairs and Campaign Coordinator) x \$22.55 = \$473.55

14 Committee Members x 6 hrs (avg. time spent at other UW events) x \$22.55 = \$1894.20

Total Time for Committee Chair 1 – 50 hours x \$22.55 = \$1,127.50

Total Time for Committee Chair 2 – 50 hours x \$22.55 = \$1,127.50

Total Time for Campaign Coordinator – 200 hours x \$22.55 = \$4,510.00

Volunteer Program at Hospital

HPR's volunteer program utilizes over 500 volunteers donating 80,000 hours annually (\$1,804,000 value).

The mission of the Volunteer Services department is to provide an organized staff of competent and dedicated volunteers who are committed to the hospital's Mission, Vision, and Values. Our volunteers work

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

High Point Regional has a long standing relationship with the community and sponsors many events throughout the year to support health and wellness. These include joint seminars, the concerning women series, and health fairs/screenings. There are educational sessions focused on specific topics of interest such as:

- Urgent Care vs ED at Pennybyrn
- Cholesterol at Ragsdale YMCA
- Stroke
- Falls Prevention at Green St. Baptist Church
- Sleep Disorders
- Breast Cancer Awareness at YWCA
- Caring for the Aging Spine at the Ragsdale YMCA
- Learn How to Save a Life – CPR Demo at Archdale Rec Center
- Managing Diabetes with Good Nutrition at the Ragsdale YMCA
- Sitting Disease at the Ragsdale YMCA
- Does an Apple a Day Really Keep the Doctor Away?
- Career Day at Loflin Elementary
- Step into Better Health
- Superhero Night at HiToms
- Cancer Survivor Day at St. Mary’s
- Superfoods at the Ragsdale YMCA
- Teenage Health Day at HiToms

Other Community Programs

- LoveLine – The LoveLine Cancer Support Program at High Point Regional Health provides financial assistance to our cancer patients to meet those short-term critical needs that are not covered by other resources such as power bills, groceries, and transportation after a patient has been diagnosed.
- Heart Strides – Since 1985, The High Point Regional Health Heart Strides program has been helping cardiac and pulmonary patients with life-saving rehabilitation. In this program, patients learn to do everyday activities after they have had a cardiac or pulmonary event in their life. Today the program helps more than 300 patients per year in High Point, Greensboro and Winston-Salem. The Rives Races is held annually to benefit this program.
- Millis Regional Health Education Center – health screenings, fairs and educational sessions. Focused towards children. Nearly 9,000 school students come to the Millis Center each year on field trips, where they participate in one of thirteen of the educational programs offered. Some programs focused on nutrition, healthy cooking and exercise are taken to local schools, shelters and social service organizations.
- Ambassadors Council – the members of High Point Regional Ambassadors Council serve as advocates in advancing the mission, vision, and financial stability of HPR. They meet 4-6 times per year for programs about the hospital new technology, specialty areas, etc.

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 \$1000 or more is considered a leadership gift. The culture of giving at High Point Regional is supported and led by our leadership team. Throughout the campaign members of the leadership team supported events such as the CANpaign, the campaign kickoff and used opportunities to encourage giving. Our CEO, Ernie Bovio spoke at our leadership meetings to encourage participation. Ken Smith, past president of the HPR board, rallied the managers, directors and VP’s at our leadership meeting to kick off the campaign.

Our leadership approved a variety of incentives to support participation including:

- Vacation days – 5 Caring Gift level participants won an extra day off
- 2 for 2 Givers were entered into a drawing for a HPR meal deal card for 1 free lunch per month.
- All Givers were entered into drawings for: 4, 3 month HPR Fitness Center memberships and 4 Movie Night packages

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	551	33	6%	-18%	
2015	565	40	7%		

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.

Leadership giving decline may be attributed to an internal capital campaign which competed for donor participation. Also, outside practices merging into HPR during 2016 could have contributed to donors’ being distracted from the internal Campaign.

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.

\$2,700 Promotional Partner for Caring Club Card Program

HPR is a Promotional Partner for the Caring Club Card Program. They contribute a corporate gift of \$2,700 for the set-up, design and printing of the Caring Club Cards. The Caring Club Card is a Member Rewards Card that can be used throughout the year for discounts at local restaurants and businesses. Caring Club Cards are given to all Caring Gift and above donors to the United Way of Greater High Point as a thank you gift.

HPR designates 25% of one full-time employee’s time to working with the selected Campaign Chair and planning committee, and coordinating the annual HPR United Way Campaign. Throughout the campaign, HPR created and produced numerous printed resources including flyers, signage, videos etc. which were prominently displayed to enhance the campaign, increase participation, and raise awareness of UWGHP and its partnering agencies to the employees of the health system, as well as any visitors of the hospital. Flyers attached.

HPR also provided a special “Meal Deal” on the day of the United Way kick-off, offering “Power” bowls for a discounted price, which was open to hospital employees as well as all guests visiting the hospital. Similarly, HPR served a special cake with the United Way logo on the day of the celebration and announcement of the fundraising total. Non-employees and visitors of the hospital were also included in this celebration. As you can see, HPR went above and beyond to create a culture of giving and one supportive of UWGHP throughout the health system for employees and guests of the hospital alike.

HPR also choose to include support for the UWGHP during special employee events including the chili cook off, carnival day and craft fair. Ticket sales from the chili cook off went to UWGHP. At carnival day sales from snow cones, cotton candy and popcorn went to UWGHP. Finally, table rentals for the craft fair were added to the campaign.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$2700	0%
2015	\$2700	

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

Our Committee met weekly during and before the campaign to coordinate the kick off, evaluate and encourage participation and coordinate our celebration. Please see attached Agendas.

Prior to kick off we coordinated a training session, led by Jane Liebscher, to educate all of our educators about the campaign and provide them with the resources to be able to assist all employees and encourage participation. We provided a one page laminated “cheat sheet” as a quick reference when leading department meetings. Attached.

A “strong” kick-off was the launch for the success of the campaign. We used the United Way theme of “A Stronger Community Begins With You.” For the kick-off the Chairs dressed up as Hans and Franz (from SNL) and members of the campaign committee dressed up as other strong men and women. Local United Way agencies came to the event to share with our team what they do in the community. We had games, prizes and specials in the cafeteria. This event got the hospital excited about the campaign, educated employees on the many agencies that United Way supports and was a great opportunity to have fun.

During the campaign we offered a variety of incentives including:

- Pizza Party’s for CANpaig contributions
- PAL days – 5 Caring Gift level participants won an extra day off
- 2 for 2 Givers were entered into a drawing for a HPR meal deal card for 1 free lunch per month.
- All Givers were entered into drawings for: 4, 3 month HPR Fitness Center memberships and 4 Movie Night packages

We communicate progression of the campaign through hospital e-mails and on our Intranet home page.

The campaign wrap-up and celebration were coordinated by the committee and included the drawing for all of the prizes, cake and of course the reveal of the total amount raised.

Pictures attached.

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

We set a moderate, and what we hoped to be realistic, goal for the campaign of \$125,000. The committee was committed to encouraging participation and educating employees about the importance of this campaign and its impact on our community. The incentives were motivational, but cannot account for all of our success. Our committee was engaged with employees. They took the time to talk to people and encourage participation. The culture of HPR has always been one of giving back to the community and that was seen in our campaign. This campaign closely followed the employee giving campaign which was also very successful. We were hesitant to try to pass the total giving from 2015 because of this. While we did not pass it we did beat our goal to result in a successful campaign. In addition the hospital is in the middle of a major capital campaign.

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	\$131304	-7.3%		2600	\$50.50	-16.76%	
2015	\$141615			2334	\$60.67		

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

- We provided personalized pledge cards to each employee. This ensured that we have provided a pledge card to everyone and it makes them easier to complete. We also requested that employees turn in their pledge cards even if they elected not to give. This ensured that every employee had the opportunity to participate.
- Communication through flyers and posters
- Successful kickoff with a fun theme, games, prizes and representation from UW agencies.
- Supporting events throughout the campaign including the chili cook off and craft fair.
- Support of Senior Leadership. Our leadership team led by example, they supported UW events, included communication at leadership meetings.
- Communication to encourage participation by the entire committee. Emails to all users and information on the hospital intranet homepage.

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	2600	11.4%	551	-2%		21.19%	
2015	2334		565			24.21%	

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