

## 2015 Spirit of North Carolina Campaigning for Excellence

<b>Application Form</b> <i>(www.unitedwaync.org)</i>			
Company/Organization	High Point Regional		
Address	601 N. Elm St.	City/State High Point, NC	Zip 27261
Name of Person Completing this Application	Sharon Cass	Phone 336-878-6000 x2133	E-mail Sharon.cass@unchealth.unc.edu
Name of Sponsoring United Way	United Way of Greater High Point		Metro Size II
United Way Contact for Questions	Mary Vaughn	Phone 336-899-0872	E-mail Mary.vaughn@unitedwayhp.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.**

<b>Application Standards Checklist</b>		
<input type="checkbox"/>	1.	Volunteer Culture
<input type="checkbox"/>	2.	Partnership with Community
<input type="checkbox"/>	3.	CEO/Senior Leadership and Involvement and Giving
<input type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input type="checkbox"/>	5.	Employee Campaign Coordination, Incentive and Recognition
<input type="checkbox"/>	6.	Overall Per Capita Gift
<input type="checkbox"/>	7.	Participation Level
<p><b>Heads up!</b> Please <b>do not</b> 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</p>		

		arrive on or before January 19, 2016.
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**AWARD CATEGORIES**

<p align="center"><b>Organization Employee Size</b></p> <p align="center"><i>Check the appropriate box for this application submission.</i></p>	<p align="center"><b>Type of Organization</b></p> <p align="center"><i>Check the appropriate box for this application submission.</i></p>
<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 checked="" 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 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, CEO**

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**Email:**

Bobby.smith@unitedwayhp.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:** 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.

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**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)**

The event that set the tone for the entire campaign was the CANpaign. We kicked off the CANpaign by inviting Carl Vierling to speak to our leadership team about the state of hunger in our community. Over 200 High Point Regional totes were provided for food collection and for every bag filled by a department they were entered into a drawing for a pizza party. We also gave a \$1 off in the cafeteria for every 5 items brought in. We had 5 collection sites throughout the hospital campus to make donation as easy as possible. To say the generosity of the employees of the hospital was impressive would be an understatement. We had to build new shelving to store all of the items collect. We collected over 8,000 food items. We filled the Hope Bus and needed 4 additional vehicles to transport the food to the collection site. Extra storage shelves had to be built to store all items collected. The hospital was recognized in the Triad Business Journal for the success of the food drive. The magnitude of the collection was captured in a time lapse video. <https://www.youtube.com/watch?v=RWAJRwH8v9E>.

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**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 \$141,615.58
- 36% increase from last year!!
- Leadership giving increased by 60% for a total of \$48,669.93



## 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

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 2015 United Way CAN-paign Kick-off, collecting non-perishable food items. 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**

8 meetings (1hr each) x 16 Committee Members (all HPRHS employees) x \$22.55 = \$2886.40

4 meetings (1hr each) x 2 (Committee Chair and Campaign Coordinator) x \$22.55 = \$180.40

16 Committee Members x 6 hrs (avg. time spent at other UW events) x \$22.55 = \$2164.80

### **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 in over 60 departments throughout the health system. This allows volunteers to select work that best suits one's interest and schedule. High Point Regional experiences 63,000 ED visits per year. It also sees 4,000 surgeries and 17,000 discharges each year. Our volunteers greet people as they come in, escort them to their destination, visit with the patients, discharge patients, and assist nurses and departmental staff with errands and other activities. We rely on our volunteer staff to assist us in making sure our patients and their families have a warm and positive experience as they spend time at HPRH. Below is a list of some of the areas our volunteers help support for the hospital and our community.

*Breastfeeding Support Team, Cancer Center Entrance, Cancer Center Oncology Care Unit, Community Clinic, Daycare Center, Day Hospital Reception, Discharge Dispatch, Discharge Transport and Runner, Emergency Department Liaison, Emergency Department Service Volunteer, Flower Delivery, Golf Cart-Pathology, Heart Center Entrance, Heart Center Fitness Entrance, Heart Center Patient Entrance, Heartstrides Assistant, Information Desk, Information Technology, Patient Mail Delivery, Project Volunteers, Offsite Mail Delivery, Pharmacy-Inpatient, Pharmacy-Retail, Piano Player, Pet Visitation, Nursing Unit, Nursing Unit Friendly Visitor, Office Support (all areas), Superfloater, Surgery Center, Surgery Waiting Room, Wayfinder*

**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**

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, fair and educational sessions. Focused towards children.
- 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**  
 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 \$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 and approved the very successful “jean days”. 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:

- Jean Day – employees were allowed to wear jeans on Friday’s during the campaign for a \$5 donation to UW.
- 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 1 Movie Night package
- Our CEO, Ernie Bovio, donated a iPad Mini to be raffled off for the campaign.
- Ernie Bovio also sent a letter to the personal addresses of all of our physicians to encourage participation at the leadership level.

**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	565	40	7 %	60 %
2014	481	25	5 %	-43 %
2013	554	44		

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.**

**\$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 superhero themed options of Hero Subs and Super Green Smoothies 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.

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

Year	Corporate Gift	Percent Change
2015	\$2700	0%
2014	\$2700	-1.8%
2013	\$2750	

*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**

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

Prior to kick off we coordinated a training session, led by Jane Liebscher, to education 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.

Our Kick-off was a SUPER success. Our theme was "Be an Everyday Superhero." For the kick-off the members of the campaign committee dressed up as superheroes. 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 (hero subs and super green smoothies). 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:

- Jean Day – employees were allowed to wear jeans on Friday's during the campaign for a \$5 donation to UW.
- 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 1 Movie Night package
- Our CEO, Ernie Bovio, donated a iPad Mini to be raffled off for the campaign.

We communicate progression of the campaign through hospital e-mails 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 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\***

As demonstrated in the table below, employee giving increased significantly in 2015. After watching numbers decrease over the last two campaigns we were hesitant to set our goals too high, but knew from the beginning that we wanted to make this a successful campaign and do everything possible to encourage participation and support the United Way. The success of the CANpaign motivated our team and gave us hope that this year would be the turning point. 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 2013 and 2014 were difficult years for the hospital. There was a lot of change including: joining with the UNC health system and the hiring of a new CEO. While we still were experiencing a change in 2015, the leadership and philanthropic commitment of our new CEO Ernie Bovio filtered down throughout the staff of HPR, creating an increased culture of giving.

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	\$141615	36%	2334	\$60.67	44.28 %
2014	\$104334	-26.4%	2400	\$42.05	-36.61 %
2013	\$141764			\$66.34	

*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\***

- We provide personalized pledge cards to each employee. This ensures that we have provided a pledge card to everyone and it makes them easier to complete. We also request that employees turn in their pledge cards even if they elect not to give. This ensures that every employee had the opportunity to participate.
- This year we had improved participation tracking, including tracking who submitted participation forms and followed up with educators responsible for areas with low participation levels.
- Our CEO sent personal letters to physicians to encourage participation.
- Communication through flyers and posters
- Successful kickoff with a fun theme, games, prizes and representation from UW agencies.
- 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 Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015	2334	-2.75%	565	17.46%	24.21%
2014	2400	15.16%	481	-13.18%	20.04%
2013	2084		554		26.58%

*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*