

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	High Point University		
Address	One University Parkway	City/State High Point, NC	Zip 27268
Name of Person Completing this Application	Rosie Tarara	Phone 336-841-9647	E-mail rtarara@highpoint.edu
Name of Sponsoring United Way	United Way of Greater High Point		Metro Size II
United Way Contact for Questions	Joe Barnes	Phone 336-883-1077	E-mail Joe.barnes@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.**

Application Standards Checklist	
<input checked="" type="checkbox"/>	1. Volunteer Culture
<input checked="" type="checkbox"/>	2. Partnership with Community
<input checked="" type="checkbox"/>	3. CEO/Senior Leadership and 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, Incentive and Recognition
<input checked="" type="checkbox"/>	6. Overall Per Capita Gift
<input checked="" type="checkbox"/>	7. Participation Level
<p>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 checked="" 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 checked="" type="checkbox"/> Higher Education <input 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:

| Bobby Smith, CEO

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:

High Point University is a higher education institution that began in 1924 as a cooperative venture between the Methodist Protestant Church and the City of High Point. We still proudly honor our United Methodist heritage and openly shout that “We are High Point’s University.” We have undergone a significant expansion under the leadership of Dr. Nido Qubein—from 1,450 students to over 4,200 students since January 2005. We are very serious about our academic responsibilities, but firmly understand that we must graduate students who carry with them personal life skills as well. As a result, the President himself teaches a Personal Life Skills Course to all of our first year students each year which includes common courtesies, presentation skills, appropriate dress, community responsibilities, philanthropy, and more. This mission extends to every quadrant of the University.

HPU’s fraternities, sororities, and other student organizations adopt nonprofit organizations (a majority of which are UW agencies) for which they volunteer and have annual fundraisers. For example, the men’s baseball team has adopted the Carson Stout Big Brothers/Big Sisters organization and provides support on a regular basis. All of the fraternities and sororities work with various United Way agencies across the City. The University hosts a Martin Luther King Service and following the service, the student, faculty, and staff took the afternoon as a community work day and over 20 sites in our city. Serve to learn and learn to serve!

As High Point’s university, the institution lives that commitment. For example, the University sponsored its 5th Community Christmas Celebration on campus. The entire community was invited and the nonprofits in particular. Everyone received a gift from Santa, local choirs sang in the Chapel, games, horse-drawn carriage rides, and lots of food. Over 20,000 people came to the campus over the 2-night period.

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 University president is strongly committed to the United Way. Both the President and the Provost are members of the Alex de Tocqueville Society (\$10,000 or more). The only organization for whom the University conducts a solicitation campaign is the United Way. The campaign is launched at a full faculty and staff meeting. The report of our progress is announced at other meetings during the campaign season. At the kick off and other time, we invite recipients of United Way services to come to the meetings and tell their story. High Point University’s United Way campaign is strongly encouraged by the President of the University—“We are asking that everyone participate to help our community!”

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.)

High Point University’s outstanding campaign highlights:

- **Total Giving was \$224,889 up 11% and \$23,040 new dollars
(Most dollars raised in their history)**

- **Leadership Givers were 53
(Most Leadership Givers (\$1,000 or more) in their history)**

- **Participation Rate was 88%**

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

Total Volunteer Hours = 108,000 * \$22.55 Total Volunteer Dollar Value = \$2,435,400

High Point University is very committed to volunteerism as a community. Virtually every area of the campus has been involved with numerous United Way agencies: academic areas, athletic teams, fraternities and sororities, service organizations, etc. It is a part of the University's culture to support those less fortunate in our city/area and beyond.

Each day, the University's food service packages, stores, and then sends all food not served to the Open Door Ministries of High Point.

The University provides financial support to such organizations as City of High Point Police Department's Youth Leadership, Community Clinic of High Point, High Point Community Against Violence, Mental Health Associated of the Triad, High Point Fire Department Youth Program, High Point Arts Council and others.

Also, High Point University provides a \$5,000 scholarship (renewable for three additional years of study) to an incoming freshman from High Point who has participated in a United Way Agency as a recipient of services, volunteer, etc. Each year, 2 incoming students are awarded this Bob Brown Scholarship. Currently, 8 Bob Brown Scholars are enrolled at the University. Along with the Bob Brown Scholarship the University has created the First Generation Scholarship. This scholarship is awarded to two incoming students that live within the city limits and graduating from a Guilford County high school that will be the first generation in their family to pursue a college degree. The scholarship covers tuition, fees, and books during the academic year.

Annually on Martin Luther King, Jr. Day, the University celebrates the heritage and impact of Dr. King with a Service of Celebration the David Hayworth Chapel on campus the service is open to the public. Following the service, the students, faculty, and staff dedicate the afternoon as a Community Work Day ("A Day On, Not Off") at over 20 sites in the City of High Point. This year, over 400 students, faculty, and staff completed 35 service projects in 13 locations throughout the City of High Point. By embracing Dr. King's message, the holistic learning aspect of HPU's curriculum, students worked with the community to not only give back, but also to strengthen the bond between the HPU family and the community.

High Point University is committed to challenge our students, student organizations, staff, and faculty to look beyond themselves by reaching out to others. Due to this core value of the institution the University continues to develop and grow the service learning program. The mission of the Service Learning Program at High Point University is to engage students in an experiential and interdisciplinary learning environment that promotes their understanding of and commitment to responsible civic leadership. Approximately 400 students annually at High Point University take service learning courses which entails students completing 25 hours of service in a semester. Many of these courses partner with UW agencies for the service portion of the course. In 2013-2014 HPU also began its Bonner Leader Program. The Bonner Leader Program is a service-learning and leadership program that allows students to promote social justice through their intern-like experience with local non-profit and community-based organizations. The Bonner Leader Program is a four-year responsibility. Students commit to 6-8 hours of community service each week, culminating in over 200 hours of community service during each academic year. Currently this year there are 21 Bonner Leaders and 3 AmeriCorps Vistas at the University.

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

HPU’s campaign is launched at 2 campus-wide meetings--a staff meeting and then a faculty meeting. Our campaign has 2 divisions: Mr. Joe Cristy, Director of Admissions, chairs the staff campaign, and Dr. Dan Tarara and Mrs. Rosie Tarara are the co-chair for the faculty campaign. The campaign chair(s) start the meeting by explaining the need and the goal to which the University has committed. Then, a High Point University student from the City of High Point shared how Big Brothers Big Sisters has touched her family. She explained how the big sister had a meaningful and lasting relationship with her brother and family. Each employee received an email following their meeting that directs them to the University’s United Way website. On the main page there is a video from President Qubein which automatically plays when they enter the website. All of our solicitation is done through this website along with individual and group solicitations by the chairman, dean, or vice president of each area.

Once the meeting ended, each faculty and staff member received an envelope with their name on it. Inside was their personal pledge card and instructions for giving.

In his closing remarks, the President simply stated that each employee is employed at a rapidly growing university that is receiving significant national attention. It is OUR responsibility to help those less fortunate. "To whom much is given, much is expected."

The President invited the current and prior year’s Leadership givers and their families to reception prior to a Men’s Basketball game. He thanked everyone for supporting the United Way at the leadership level and encouraged others to join. The President of the University stresses that we have a responsibility to help others.

As mentioned earlier, many of our faculty and staff are actively involved in leadership positions at various United Way Agencies: UW Campaign Committee, Big Brothers/Big Sisters, YMCA, YWCA, The Salvation Army, Big Brothers/Big Sisters, and more. While our students volunteer and support a significant number of UW and other non-profit agencies.

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*

The University’s president and the provost are both ongoing members of the Alexis de Tocqueville Society. Their example is a significant influence and inspires a feeling of responsibility and commitment that challenges the entire employee base. Many of our Vice Presidents and Academic Chairs are leadership givers to the United Way Campaign.

For those who stepped forward with their leadership gift, Dr. Qubein hosted a reception prior to a Men’s Basketball game.

HPU’s solicitation not only included the faculty and staff. In addition, we solicited the “on campus” staff and the corporate office of the contract companies that support the operation of the University—food service, maintenance, housekeeping, construction firms, etc.

The partnerships between HPU and the United Way are frequent, numerous, and diverse. This partnership extends far beyond the time period of the annual campaign. This broad commitment comes directly from the President and is known and experienced by other HPU employees. This commitment “from the top” has an increasingly positive impact on our fundraising effort for the annual United Way campaign.

All of the members of the senior leadership staff/faculty are consistent leadership givers.

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	741	56	7%	7%
2014	787	52	6%	-3%
2013	603	54		

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.

\$45,133 Corporate Gifts Received from HPU Campus Vendors

(Vendors included Budd Group, Aramark, 1924 Prime Steakhouse and HPU Student Government)

The largest example of in-kind support, the University provides "The Bob Brown United Way Scholarship." This is an annual scholarship, named after a prominent local citizen and United Way leader, and is given to 2 local incoming freshmen who has been an active participant in a local United Way partner agency. A scholarship of \$5,000 is awarded annually and is renewable for three additional years based on successful academic performance.

HPU’s solicitation not only included the faculty and staff. The High Point Student Government Association made a \$10,000 donation to the campaign.

The University family is significantly involved in the nonprofit agencies of the Greater High Point area. Our involvement has become so significant; the University has a staff position, Student Employment Coordinator, designed to engage and monitor our student’s service to others. This staff member is responsible for overseeing student employment and for coordinating employment with non-profit organizations within the community for work study and “workshop” students. These types of student involvement opportunities prepare students to be successful in their new careers.

The large majority of our student body has participated in helping our various United Way agencies. In particular, the largest number of volunteer Big Brothers and Big Sisters come from the HPU Athletic Program. Every one of our fraternities, sororities, and service clubs are actively engaged with a United Way agency. Many of our students fulfill their internship requirements through these same groups as well.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$36095	-10%
2014	\$40,355	+206%
2013	\$13,181	

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

In recognition for Leadership Givers, our President, Dr. Nido Qubein prior to a men's basketball game, hosted a reception. The 58 Leadership Givers from 2015 were invited along with 11 Vice Presidents on the Campaign Team and their families. They were recognized and thanked for their support.

The following incentives were offered:

Leadership Givers (\$1,000 and above)

- Dinner in The President's Club Box
- Men's Basketball Game
- Dinner for 2 at 1924
- Entry in Vann York Car Giveaway
- United Way Caring Club Card

Caring Gift Givers (1 hour's pay per month or 0.6% of annual salary)

- Dinner for 2 at 1924
- Entry in Vann York Care Giveaway
- United Way Caring Club Card

*1924 is a restaurant on campus that is only available to students and it is our classroom to teach our students fine dining and etiquette.

We do NOT give prizes outside of what United Way offers for making a gift or upon our success. We underlined the fact that we have been blessed and it is, therefore, our responsibility to pass our gifts along to others. As faculty and staff who are in the process of helping our students (young women and men who will take over our leadership in the future), we have decided to use the United Way as a teaching moment. To give prizes for trying to help those less fortunate just seemed out of place. The recognition that our organization stepped up to the plate and surpassed our all-time donations to the United Way was the reward that we sought.

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*

Overall Per Capita Gift was \$248.08

High Point University's 2015 United Way Campaign was led by Mr. Joe Cristy, Dr. Dan Tarara and Mrs. Rosie Tarara

Per capita giving was increased due to the following:

- E-Pledge Campaign with Video Kickoff Message from Dr. Qubein, President
- Regular communications that educated employees on United Way & its partners. This included weekly United Way Campaign Update emailed to faculty and staff along with- Partner Agency success stories
- Leadership Giving Reception prior to a men’s basketball game
- United Way recipients’ Testimonials
- Great Incentives
 1. Vann York Car Giveaway - Car displayed on campus
 2. United Way Caring Club Card announced at all meetings and in emails

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	\$193,675	+5%	889	217.86	+5%
2014	184,534	+17%	888	207.81	-9%
2013	157,749	+4%	691	228.29	+53%

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 efforts of Dr. Nido Qubein, Mr. Joe Cristy and Dr. & Mrs. Dan Tarara, High Point University achieved 73% participation in 2015, and had 182 new givers. These individuals conducted employee meetings to educate faculty and staff on the partner agencies supported by the United Way and the way these agencies help those in the community that need help the most. They inspired faculty and staff to support United Way financially, emphasizing that a contribution large or small would make a difference!

HPU does have an active New Hires Program for all new faculty and staff. They are made aware of our annual United Way Campaign during those orientation sessions.

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	889	+1%	741	-5%	83%
2014	888	+28%	787	+30%	88%
2013	691	+3%	603	+11%	87%

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