

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	High Point University		
Street Address One University Parkway	City/State High Point, NC	Zip 27268	
Name of Person Completing Application	Barry Kitley	Phone 336-841-9363	E-mail bkitley@highpoint.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		
<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

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 checked="" 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

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:

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 4,500 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 take the afternoon as a community work day at more than 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 6th 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 a successful strategy, engagement opportunity, or volunteer activity that ignited campaign success; moving the community to invest, volunteer, or advocate and create lasting impact.

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.

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- Corporate Gift increased by 71%
 - Per capita gift up by 5%
 - The overall number of Leadership givers was five fewer than 2015. We did experience retirees and some transition during the year from top United Way contributors. But, we had 118 givers that responded to our challenge and gave 10% more over their last year amount and 228 Caring Gift contributors.

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 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 a United Way Partner Agency.

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 Associates of the Triad, High Point Fire Department, High Point Arts Council, The Carl Chavis YMCA 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 5 Say Yes to Education Scholarships which are awarded to five incoming freshmen who graduated from a Guilford County high school. Two of those scholarships are designated as First Generation Scholarships for students who 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 – 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.

HPU’s campaign is launched at 2 campus-wide meetings, a staff meeting and then at a faculty meeting. Our campaign has 2 divisions: Mr. Barry Kitley chairs the staff campaign, and Dr. Aaron Titus 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 they introduce staff and faculty to United Way leaders and community members whose lives are impacted by the United Way’s services.

This year, we identified 67 “Campaign Advocates” that were contacted prior to the formal campaign kickoff with staff and faculty and invited by the President to a reception prior to a Men’s Soccer 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.

These Campaign Advocates were invited to attend one of four sessions, their choice, of a United Way Agency in action. The intention was for our campaign advocates to fully understand a United Way agency’s mission so they, in turn, can relate the importance of supporting the United Way in the workplace. At our campaign introduction to the staff we asked some of these participants to relate their experiences to the group and how they learned how precious dollars are exercised in the community.

Further, our United Way theme this year was “lifting up others as one” we wanted to relate the importance of our faculty and staff joining together as one entity to help our brothers and sisters in the community. To that extent, at the faculty campaign introduction, our faculty drive chair Aaron Titus demonstrated a symbolic measure of busting a masonry block on the chest of someone lying on a bed of nails (see picture)! This symbolic stunt was used to emphasize that a bed of nails all works to lift one up, whereas, just one single nail would seek to penetrate. Because we all work together we can accomplish lifting our community to new heights.

Our campaign this year was not centered on incentives relative to giving levels. Instead, we focused on the above theme and asked our faculty and staff to take a look at their gift last year and humbly asked if they could increase their gift, over last year, by 10%. The only benefit (not incentive) we offered was a small raffle for folks who gave at least 10% over and a reception with the President of the University for our Leadership givers. The university campaign also provided an option, at whatever gift provided, to make that gift in honor of someone. For example, if a gift were made to the United Way, the giver only needed to tell the campaign chair who their gift was in honor of and we would send a card (see attached) to the named recipient.

Once the meeting ended, each faculty and staff member received an envelope with their name on it along with a t-shirt. We wanted to give each person a “gift” with their PAPER pledge sheet as a symbolic gesture that the university is first giving in recognition of the individual’s gift consideration. Inside each envelope was their personal pledge card and instructions for giving. Each pledge card was prepopulated with the choice of: gift amount from last year, 10% over last year, Caring Gift, Leadership Gift, or “Other”. Individual and group solicitations are performed by the chairman, dean, or vice president of each area. Our campaign chairs also sent reminder emails that highlighted a United Way story or let folks know what their gifts could leverage in the community. For example, a \$50 contribution would provide a certain amount of goods/services, etc.

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.”

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

- 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.

The University’s president and the provost are both ongoing members of the Alexis de Tocqueville Society. Their example is a significant influence of a feeling of responsibility and commitment that challenges the entire employee base. Many of our Vice Presidents and Academic Chairs are \$1,000 or higher donor to the United Way Campaign.

A gift of \$1,000 or more is considered a leadership gift. This level of giving is our first solicitation level. For those that step forward with their leadership gift, Dr. Qubein hosts 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.

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	658	51	7%	0%	
2015	741	56	7%	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.

The overall number of Leadership givers was five fewer than 2015. We did experience retirees and some transition during the year from top United Way contributors. But, we had 118 givers that responded to our challenge and gave 10% more over their last year amount and 228 Caring Gift contributors.

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.

\$61,661 Corporate Gifts Received from HPU Campus Vendors

(Vendors included Budd Group, Aramark, 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
2016	\$61,661	71%
2015	\$36,095	-10%

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

In recognition for Leadership Givers, our President, Dr. Nido Qubein will host a reception. The 51 Leadership Givers from 2016 are invited. They will be recognized and thanked for their support.

The following benefits (we made a point this year to say benefit rather than incentive) were offered:

- **No amount: T-shirt**
- **Any amount: The ability to make a gift in honor**
- **Caring Gift: Caring Club Card and entry to the Vann York Car Giveaway**
- **10% Over Last Year: Raffle (watch, tickets, gift cards)**
- **Leadership Gift: Reception with the President**

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. 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.

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

High Point University's 2016 United Way Campaign was led by Mr. Barry Kitley and Dr. Aaron Titus.

Per capita giving was increased due to the following:

- Push to give sacrificially, 10% over last year's gifting amount
- 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
- The creation of "Campaign Advocates" across faculty and staff that told the United Way story
- United Way recipients' Testimonials
- Leadership Giving

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	\$200,875	+3%		872	\$230.36	5%	
2015	\$193,675	+5%		889	\$217.86	5%	

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

Participation level was 75%

Through the outstanding efforts of Dr. Nido Qubein, Mr. Barry Kitley and Dr. Aaron Titus, High Point University achieved 75% participation in 2016. 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 # of Employees	% Change	Total Number of Givers	% Change	Points Awarded	% Participation	Points Awarded
2016	872	-1%	658	11% %		75%	
2015	889	1%	741	-5%		87%	

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