

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		Kayser- Roth Corporation	
Address	102 Corporate Blvd.	City/State Greensboro	Zip 27408
Name of Person Completing this Application	Tamarind Stewart	Phone 336-378-5020	E-mail tamarind.stewart@unitedwaygso.org
Name of Sponsoring United Way	United Way of Greater Greensboro		Metro Size 1A
United Way Contact for Questions	Tamarind Stewart	Phone 336-378-5020	E-mail tamarind.stewart@unitedwaygso.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"/> <input checked="" type="checkbox"/>	<p>1. Volunteer Culture</p> <p>2. Partnership with Community</p> <p>3. CEO/Senior Leadership and Involvement and Giving</p> <p>4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts</p> <p>5. Employee Campaign Coordination, Incentive and Recognition</p> <p>6. Overall Per Capita Gift</p> <p>7. Participation Level</p> <p style="text-align: center;">Heads up!</p> <p>Please do not add pictures to the Standards Text Box. Instead, attach separate page with pictures labeling the corresponding Standard. (Attachment 1)</p> <p>You may also submit a DVD or attach a Video for viewing by the Selection Committee. The video should not exceed 3 minutes. Please send any DVDs to Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511. DVD's must arrive on or before January 19, 2016.</p>

AWARD CATEGORIES

Organization Employee Size <i>Check the appropriate box for this application submission.</i>	Type of Organization <i>Check the appropriate box for this application submission.</i>
<input type="checkbox"/> Up to 50 employees <input type="checkbox"/> 51 – 100 employees <input checked="" type="checkbox"/> 101 - 200 employees <input type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input checked="" type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input type="checkbox"/> School Campaigns <input type="checkbox"/> Hospital/ Health System <input type="checkbox"/> Retail <input 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:

Tamarind N. Stewart

Email:

tamarind.stewart@unitedwaygso.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:

Known for fresh, on-trend ideas and products, Kayser-Roth is one of the legwear industry's most innovative companies. Our consumer-focused approach to product development has made us leaders in legwear, leggings and sleepwear.

Kayser-Roth and our teammates in our offices and plants donate to a number of charities, including American Cancer Society, Friends for an Earlier Breast Cancer Test, March of Dimes and United Way.

Headquartered in Greater Greensboro, Kayser-Roth raised over \$69,713 (an 8.14% increase) toward United Way of Greater Greensboro's \$11.1 million+ campaign to support an innovative and community-wide effort to break the cycle of rapidly growing poverty.

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)

We kicked off our campaign with our 14th Annual Golf Tournament at Country Hills Golf Course. Our tournament holds a special meaning to us; we have dedicated it in the memory of our colleague and friend, Brian Lloyd. Brian was one of the originators of this United Way tournament 14 years ago.

Vendors, employees and friends are offered hole sponsorships, a day of golf with breakfast, lunch and great prizes. This tournament is about coming together, having fun while supporting a great cause and remembering a friend. Kayser-Roth raised \$21,487.78 in special events in 2015.

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.)

- Special Events increased by 26.28% (from \$17,016.13 to \$21,487.78)
- Overall campaign increased by 8.14% (from \$64,467,21 to \$69,713.68)
- Participation rate of 77.6% (97 donors)

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

Kayser-Roth and our teammates in our offices and plants donate to a number of charities, including American Cancer Society, Friends for an Earlier Breast Cancer Test, March of Dimes and United Way.

Our employees regularly participate in American Red Cross blood drives and, during every holiday season, donate gifts and food to the less fortunate members of their communities.

The No nonsense® Socks for America program provides new socks for people who are in need. In partnership with K.I.D.S (Kids in Distressed Situations), No nonsense will donate over a million socks in 2011 and 2012.

Reaching out to our communities is more than a corporate philosophy; it's who we are.

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

Kevin Toomey, CEO, believes in investing in America and keeping jobs right here at home. That is why 90% of Kayser-Roth’s products are made in the USA.

Likewise, Kayser-Roth believes in investing in its employees and local communities, especially Greater Greensboro where we are headquartered. Every year the company kicks off our campaign with our 14th Annual Golf Tournament at Country Hills Golf Course. Our tournament holds a special meaning to us; we have dedicated it in the memory of our colleague and friend, Brian Lloyd. Brian was one of the originators of this United Way tournament 14 years ago.

Vendors, employees and friends are offered hole sponsorships, a day of golf with breakfast, lunch and great prizes. This tournament is about coming together, having fun while raising awareness of the community’s needs, supporting a great cause and remembering a great friend.

Kayser-Roth raised \$21,487.78 in special events in 2015 (a 26.28% increase).

The annual campaign is also kicked-off with an employee-wide celebration, with fun, music, and dancing. This year’s theme was “Giving Is Groovy – Feel the 70’s Flashback” and the campaign committee led the celebration with tie-dyed Live United t-shirts. A calendar of events was emailed and employees were encouraged to print this out at the start of the campaign and post it at their desk. The calendar was also posted in areas throughout the building such as the break rooms, employee entrance and rest rooms.

Also, each Monday of the campaign, employees were emailed a detailed events poster of activities for that particular week. These posters were also posted throughout the building and changed each week. A themed United Way table was at the employee entrance highlighting these activities.

The committee of 3 did an outstanding job of bringing energy, fun, and awareness to the campaign again this year. As a result, Kayser-Roth surpassed their goal of \$60,000 by 116%.

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving
 Given that Leadership participation is a Best Practice item: Describe how **senior leadership** (CEO/Direct reports) hosts, manages, organizes, participates in, and “influences” philanthropy, community support, and campaign activities. Describe how **company leadership in general** promotes a culture of giving. Specific events that are sponsored (and led) by the leadership team should be noted. Complete the **leadership giving** table below.

Up to 10 points*

A gift of \$ 1,000 or more is considered a leadership gift.

A loyal leadership donor for over a decade, Kevin Toomey, CEO, leads the United Way campaign by example. He is visible throughout the campaign and available to support the ECM and committee. Kevin also ensures that the corporate gift of \$15,000 is endorsed annually.

43% of employee giving (\$14,392.04) consists of leadership gifts.

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	97	10	10%	-16.67%
2014	92	12	13%	50%
2013	86	8		

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

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

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

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

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

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

Please indicate if you fall into the “N/A Category”

Kayser-Roth committed a \$15,000 Corporate Gift to United Way again this year. In fact, over the last 15 years, Kayser-Roth has invested a total of \$235,000 in corporate giving to United Way of Greater Greensboro. Kayser-Roth’s investment and compassion in our community serves those in need and creates a stronger tomorrow.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$15,000	0%
2014	\$15,000	0%
2013	\$15,000	

Percentage change example: 2015 minus 2014 divided by 2014.

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

Standard 5 – Employee campaign coordination, incentive and recognition

Describe the work of the campaign coordinator and/or committee and list specific activities, decisions and events. Share specific incentives used in the campaign and how employees were recognized within the workforce for their contributions.

Up to 5 points

The dynamic Donna Johnson, ECM, and her campaign Co-Chairs decide on theme and plan the month of events. This year's theme was "Giving Is Groovy – Feel the 70's Flashback".

Events included:

Early Pledge Week- Employees are encouraged to get their pledges in early for a chance to win an extra vacation day

Groovy and Far Out Auction Weeks- Week long silent auction of items donated from local companies

Chill Out Stress Relief- Employees are offered chair massages from a certified massage therapist \$1 per minute, everyone who participates is entered into a drawing for a free 1 hour massage

Popcorn & a 70's Movie- Employees are invited to come watch Jaws during lunch and enjoy gourmet popcorn

Peace Out Pasta Lunch- Discounted pasta lunch offered to employees; a 70s themed "KR Café" was created so everyone to enjoy lunch together; everyone who purchased a lunch ticket was put into a drawing for a gift certificate

Dyn-O-Mite Pancake Breakfast- All you can eat pancakes & sausage breakfast for employees; everyone who purchased a breakfast ticket was put into a drawing for a Breakfast Gift Basket.

There is an "End of Campaign" vacation day drawing for everyone who pledged. Also, if you pledge (1) day salary, you receive a vacation day.

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*

In March 2014, the Board of Directors tackled the question, “What social issue should United Way of Greater Greensboro address in order to create the greatest possible community change, and in doing so create powerful focus for the organization and community to rally behind.” After extensive research and comprehensive discourse, the Board identified poverty as the issue United Way of Greater Greensboro should focus. And with poverty on the rise in our community (1 in 5 people living in poverty in Greater Greensboro), opportunities for individuals and families to succeed are directly affected.

Our focus on poverty allowed our campaign message to be clear and concise. Donors rallied behind our strategic plan to break the cycle of poverty that is affecting our entire community.

The energy and excitement was “top down”. Leadership ensured that the campaign was fun, informative and impactful.

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	\$33,225.90	2.39%	125	\$265.81	-5%
2014	\$32,451.08	14.86%	116	\$279.75	15%
2013	\$28,253.11			\$243.56	

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***

Kayser-Roth is an epledge campaign. Employees receive over 3 reminders during the campaign to support the campaign.

A lapsed donor strategy is put into place towards the close of the campaign. The account manager provides the ECM with names of lapsed donors and the ECM follows up with them personally. Kayser-Roth had a 40% success rate with renewing lapsed donors right before the campaign ended.

Since the number of employees increased by 8% in 2015, the % participation decreased by 2% even though the number of givers increased by 5.4% from the previous year (from 92 to 97).

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	125	8%	97	5.4%	77.6%
2014	116	0%	92	7%	79%
2013	116		86		74%

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