

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Kilpatrick Townsend & Stockton LLP		
Address	1001 W. Fourth Street	City/State Winston-Salem	Zip 27101
Name of Person Completing this Application	Ryland Tisdale	Phone 336-721-9370	E-mail Ryland.tisdale@uwforysyth.org
Name of Sponsoring United Way	United Way of Forsyth County		Metro Size 3C
United Way Contact for Questions	Ryland Tisdale	Phone 336-721-9370	E-mail Ryland.tisdale@uwforysyth.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 Check the appropriate box for this application submission.	Type of Organization Check the appropriate box for this application submission.
<input type="checkbox"/> Up to 50 employees <input checked="" type="checkbox"/> 51 – 100 employees <input type="checkbox"/> 101 - 200 employees <input type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input checked="" 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:

Ryland Tisdale

Email:

Ryland.tisdale@uwforysyt.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:

Our lawyers and staff are deeply committed to making positive, lasting change in our communities. We understand that the strategic combination of the various aspects of our IMPACT initiative - community leadership, diversity & inclusion, pro bono, sustainability, and volunteerism - can create a powerful ripple effect in the communities in which we work and live. Functioning together, these elements enable us to more fully engage in the community and produce positive change one life, one project, one commitment at a time.

Kilpatrick Townsend partners and associates are active leaders in the community and serve on the Board of Directors for multiple nonprofit organizations. We offer annual training to teach effective non-profit leadership skills and provide all of our interested attorneys with a membership to BoardSource, the leading national provider of resources related to exceptional non-profit governance standards.

Our strength and ability to adapt to an ever-changing marketplace depends on our capacity to mobilize a diverse workforce. Through a blend of backgrounds including diversity of gender, ethnicity and age Kilpatrick Townsend's attorneys and staff serve clients with a variety of deep experiences and a broad range of perspectives on critical issues, adding value to our interactions and making a difference in all that we do.

Our lawyers are uniquely skilled and as a result, have the power to impact lives locally and globally in very meaningful ways. Since the formalization of our Pro Bono Program in 2001, we have spent over 372,000 hours representing thousands of individuals and hundreds of community organizations on a pro bono basis, a value of almost \$125 million. We are proud to say that some of our best work is not billable.

There are 525,600 minutes in a year and we strive to make each one count. Through our award-winning volunteer program, attorneys and staff have the opportunity to participate in many different volunteer projects organized by our Volunteer Council. The firm is committed to making a positive impact on K-12 education, and we dedicate the majority of our resources to helping improve and enrich the educational experience of children.

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)

Prior to the 2015 campaign, several staff members from the Winston-Salem office participated in site visits at three different United Way partner agencies and reported on their visits at our United Way Kick-Off Luncheon.

The agencies visited were Experiment in Self-Reliance, The Center for Exceptional Children, and Second Harvest Food Bank of Northwest North Carolina. What made these visits special was the opportunity for our staff to see firsthand the great work each of these agencies do every day to make a positive and lasting impact on our community and individuals.

It's inspiring to see the partnership between United Way and the different agencies and the difference it makes in the lives of so many deserving people.

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.)

- Employee giving increased 15% to \$143,775.
- 100% participation reached for the 15th year in a row!
- Per Capita giving was up 17% to \$1,577!

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

Kilpatrick Townsend & Stockton, LLP highly encourages their employees to volunteer, and be active in their community.

Kilpatrick employees participated in many volunteer activities during 2015. Kilpatrick attorneys also volunteer their legal skills to assist local non- profits. In addition to the legal work offered to the community, it is estimated that Kilpatrick Townsend attorneys and staff provided supplementary sweat equity valued at \$200,000 in 2015 alone!

Kilpatrick has a volunteer council made up of 12 attorneys and staff that plan monthly volunteer activities for firm employees to participate in.

- Several runs to benefit local charities including Race for the Cure, Athena's Run, and Walk for Wishes. Collectively these efforts involve 71 attorneys and staff and raised over \$118,000 for the community.
- Kilpatrick hosts monthly Stories of Excellence luncheons for 5th graders at local elementary schools. This effort inspires students to study hard, get good grades, make good choices, and aspire to go to college by hearing from well-known and successful community leaders.
- Company employees currently serve on the Board of Directors for several Partner Agencies, including Red Cross of NWNC, YMCA, The Enrichment Center, Crosby Scholars, Boy Scouts Old Hickory Council, Big Brothers Big Sisters, and the Mental Health Association in Forsyth County, among others.

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

Kilpatrick aligns many of their volunteer efforts around education and working within the school system towards increasing the high school graduation rate in Forsyth County. For over a decade Kilpatrick has partnered with Cook Elementary School, one of our community's oldest schools to ensure the students are given the opportunity to succeed.

Kilpatrick's goal is to reinforce the importance of staying in school, studying hard, making good grades and good decisions and aspiring to go to college by hearing from well known, successful community leaders.

We do this through a variety of projects including:

- Our monthly "Stories of Excellence" luncheon series for Cook's fifth grade students. Staff and attorneys provide and serve lunch while an invited local speaker provides positive life stories and lessons.
- Providing basic items like a backpack and school supplies at the beginning of each school year. In the fall of 2015, for the 12th year in a row, Kilpatrick provided a backpack of supplies to kick off the school year for all 300 students at Cook Elementary.
- Kilpatrick sponsors annual visits for Cook students to both the University of North Carolina in Chapel Hill and The North Carolina Museum of History in Raleigh.

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*

Leadership Giving is a focus of Kilpatrick Townsend’s United Way campaign. Leadership Giving makes up nearly **92% of the total employee campaign!**

Leadership Circle donors increased their giving in 2015 by nearly 10%!

Steve Berlin, Managing Partner was a long time member of the United Way Board of Directors. Steve makes a personal appeal to attorneys and staff each and every year to participate in the United Way campaign. Steve also serves on the United Way of Forsyth County Foundation Board of Directors and on the Tocqueville Council, as well as the 2013 Campaign Cabinet.

Rich Keshian, Partner, is serving his second term on United Way of Forsyth County’s Board of Directors. Rich has served three terms on the United Way Campaign Cabinet, increasing the Legal Division by 15% over the last three years.

Partners Jeffery Skinner and Dan Taylor are not only members of the Tocqueville Leadership Society, but have also recruited their wives to the Women’s Leadership Council.

Retired attorneys were invited to participate in campaign activities, and 100% participated in the campaign!

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	91	28	11 %	-9 %
2014	93	31	3 %	-3 %
2013	95	32		

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”

Since Kilpatrick Townsend & Stockton, LLP is not able to give a corporate gift; they provide invaluable service and in-kind gifts to our community. In 2001, Kilpatrick decided to “up their pro bono game” by suggesting each attorney provide at least 50 hours of service each year. Firm wide, over the last decade, Kilpatrick attorneys and staff have provide 270,000 hours of pro bono service valued at \$81.5 million.

Additionally, Kilpatrick has aligned with United Way’s Graduating Our Future, and focus on increasing the high school graduation rate in Forsyth County. Kilpatrick has sponsored pizza parties and field trips to local Universities for students.

This year, Kilpatrick challenged community 4th graders to a speech contest. Any student who wanted to participate was invited on a firm sponsored field trip to the NC Museums of History and Science. The students were then asked to write a speech about what they saw and learned. Students were assisted with their speeches by attorneys from Kilpatrick. The following week, students came to Kilpatrick to present their speech in front of a panel of judges (staff and attorneys); prizes were award for outstanding content, presentation, and overall communication.

Kilpatrick Townsend & Stockton, LLP also provided 300 backpacks filled with school supplies for a local elementary school, and donated 500 additional backpacks filled with food for the winter break to be taken home by those students on free and reduced lunch.

Local corporate numbers are reported below unless indicated as statewide

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

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 campaign committee garnered several donated gift certificates and services from local restaurants and vendors to add enthusiasm and excitement to their two week campaign. Their focus was on getting all pledge forms returned and returned early!

- To kick-off the campaign, a drawing for a \$100 gift card was held for all who attended the kick-off luncheon.
- Employees who returned their pledge form by 4:00 pm on the day of the kick-off were eligible for a drawing for a day of paid vacation
- For two weeks, daily prize drawings were held for those who had completed their pledge form, so the earlier you pledged, the better chance you had to win a prize.

A Little Food, Beverage and Entertainment:

- (2) \$25 gift cards for Bernardin's
- (2) \$25 gift cards for Midtown Cafe & Dessertery
- (2) \$25 gift cards for Mozelle's
- (10) \$10 gift cards for Target

- To conclude the campaign all those who gave their caring share were eligible to win a \$200 Visa gift card. All employees who increased their giving, with a minimum gift of \$100, were eligible to win the use of the Kilpatrick suite at the Dash Stadium at a baseball game of their choice during the 2016 season. This includes seating and dinner for 16 guests! Finally, two winners from the Leadership Circle were picked to win one of the two \$125 gift cards to Willow's Bistro or King's Crab Shack & Oyster Bar.

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*

Kilpatrick Townsend and Stockton's per capita giving increased 17% from \$1,344.52 in 2014 to \$1,577.30 in 2015.

Second only to the United Way of Forsyth County employees, Kilpatrick Stockton has the highest per capita giving of any other company in Forsyth County, and has for the last decade. It is amazing the commitment that Kilpatrick has made to the United Way and the community!

The year over year increases seen can be attributed to key leadership, year round education, and focused campaign strategy.

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	\$143,535	15 %	91	\$1,577.31	17 %
2014	\$125,040	-3 %	93	\$1,344.52	-1 %
2013	\$129,598	-	95	\$1,364.19	-

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***

Kilpatrick Townsend and Stockton, LLP not only prides itself in having one of the highest per capita giving levels in Forsyth County, but also having 100% participation, yes 100% participation!

All attorneys and staff were invited to attend a United Way kick-off luncheon where they heard Managing Partner Steve Berlin speak about the importance of working with the United Way. Also, this year, several staff members had the opportunity to visit three different United Way agencies and reported on their visits at the luncheon. The agencies that were visited were Experiment in Self-Reliance, The Center for Exceptional Children, and Second harvest Food Bank of Northwest North Carolina.

Kilpatrick Townsend has had 100% participation since 2000. Now that's a commitment to United Way!

In addition to participation in the campaign, employees also participate in regular volunteer events, food drives and clothing drives.

This year, Kilpatrick worked with the Forsyth County Prison Ministry to provide Christmas gifts to children whose parents have been incarcerated.

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	91	-2 %	91	-2 %	100 %
2014	93	-2%	93	-2 %	100%
2013	95		95		100 %

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