

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		Marsh Furniture Company	
Address	1001 South Centennial Street	City/State High Point, NC	27260
Name of Person Completing this Application	Jane S. Liebscher	Phone 336. 899.0874	E-mail jane.liebscher@unitedwayhp.org
Name of Sponsoring United Way	United Way of Greater High Point		Metro Size II
United Way Contact for Questions	Jane Liebscher	Phone 336.899.0874	E-mail jane.liebscher@unitedwayhp.org
Does the company know a Spirit Application has been submitted on their behalf? xxx <input 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		
x	1.	Volunteer Culture
x	2.	Partnership with Community
x	3.	CEO/Senior Leadership and Involvement and Giving
x	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
x	5.	Employee Campaign Coordination, Incentive and Recognition
x	6.	Overall Per Capita Gift
x	7.	Participation Level
<p>Heads up! 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</p>		

		Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511. DVD's must arrive on or before January 19, 2016.
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AWARD CATEGORIES

<p align="center">Organization Employee Size</p> <p align="center"><i>Check the appropriate box for this application submission.</i></p>	<p align="center">Type of Organization</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 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 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:

Bobby Smith, CEO

Email:

Bobby.smith@unitedwayhp.org

Jane.liebscher@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:

Our mission is to remain a locally owned and operated growing business that provides well for the needs of our customers, our employees, our shareholders, our communities and our suppliers. To do this we must be recognized by our customers as the very best cabinet supplier because we meet their quality and service expectations at a value price. We also must treat everyone we deal with fairly and honestly and be sincerely concerned with his or her well being.

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)

- One of the main activities which helped prompt success, was a leadership event. One month prior to the start of the employee campaign, Marsh Furniture assembled all management for a first time leadership breakfast. During the meeting, the CEO, Mollie Marsh Brugh, spoke to the group and shared her passion for the United Way. Those in attendance had the opportunity to hear from a United Way partner agency, United Way staff, and watch the 2015 campaign video. This was all in addition to some fabulous, bacon, sausage biscuits, fruit and Krispy Kreme donuts!

**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.)

- In 2015 Marsh Furniture raised \$108,698, which was a 29% increase over 2014
- 2015 employee gift was a 53% increased over 2014.
- 2015 Temporary employees gave 80%

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 2014 is \$22.55 per hour) Include organizational incentives for participating in community volunteer activities.

Up to 5 points

- Volunteerism is a mindset of the Marsh family, and their company. Employees are not only encouraged, but allowed time during their work day for volunteer activities. A number of employees sit on various non-profit boards throughout the community, including United Way partner agencies.

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

- Since 1906, Marsh Furniture has been an anchor for the High Point community. Their mission statement clearly indicates their dedication to giving back.
- The United Way of Greater High Point began in 1935, and Marsh Furniture was one of the first supporting companies. Throughout this 80+ year history, Marsh has continually participated in the United Way, and supported its' mission.
- To engage employees in United Way, Marsh Furniture held huge campaigns with food, games, tons of incentives, and loads of fun! These campaigns received numerous awards from the United Way, and created a great deal of excitement for their employees.
- Marsh Furniture, whose business revolves around the housing industry, suffered a huge blow with the recession of 2008. Though their future seemed uncertain, Marsh maintained their tireless efforts to give back through their United Way campaign.
- In 2014, after having weathered the economic storm, Marsh Furniture slowly returned to the large campaigns of the past. Part of the campaign success included:
 - Leadership event
 - Employee luncheon
 - Employee rallies
 - T-shirt giveaways
- The Marsh Family, whose generous spirit is widely known, continues to share their company's success with the community in an ever generous corporate gift.

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*

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A gift of \$ 1000 or more is considered a leadership gift.

- A leadership breakfast was held one month prior to the employee campaign.
- During the fabulous breakfast, management/supervisors were given the opportunity to hear from the CEO, HR Manager, and Open Door Ministries, a United Way of Greater High Point partner agency.
- CEO, Molly Marsh Brugh, shared her personal feelings and endorsement of the United Way with all management/supervisors.
- Though, not all were givers at the leadership level, there was 100% participation from this event.
- Management/supervisors each shared their personal commitment to the United Way to their respective teams; thus, impacting overall employee giving.

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	401	10	2 %	25 %
2014	253	8	3 %	60 %
2013	136	5	4%	25 %

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”

- While supportive of a number of local non-profits, i.e, Victory Junction Gang Camp, Habitat for Humanity, Children’s Home Society, etc., the United Way of Greater High Point has remained the prime organization for Marsh Furniture Company’s charitable foundation gifts.
- The 2015 Marsh Furniture corporate gift was \$40,000.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$40,000	0%
2014	\$40,000	60%
2013	\$25,000	67%

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

- Marsh Furniture’s campaign coordinators worked diligently to make their 2015 campaign a success!
 - They worked closely with the United Way to have pledge forms customized with employees’ “caring gift” level printed on the forms. Not only does this create ownership for the employee, it also assists in making a “caring gift” easier. We also had excellent participation from our temporary employees. This was so special for a temporary that may have been down on their luck willing to give to others.
 - The ECC worked hard to match specific agency speakers to specific employee groups.
 - 11 rallies were held in the course of one day.
 - The ECC was cognizant to pair the right speaker to departments where the message would resonate.
 - Business is still not up to pre-recession level; however, t-shirts were awarded to various “caring gift” donors through random drawings.
 - A company wide employee luncheon was held with employees enjoying hot dogs and hamburgers served by the President of the United Way.

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 2015 a Leadership event was held at Marsh Furniture’s United Way campaign. One month prior to the employee rallies/events, all management/senior leadership were invited to a breakfast where they heard not only from the CEO, and HR, but they also enjoyed listening to a representative from Hospice of the Piedmont, United Way staff, and had the opportunity to watch the 2015 campaign video.
- Not all who gave at the Leadership event gave at the \$1000 + level; however, 100% of those in attendance gave at some level.
- Employee per capita increased by 45% over 2014. This increase was a direct result of management’s endorsement of the United Way to hourly employees at their employee rallies.

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	\$68,653	53%	605	\$113.48	1.47 %
2014	\$44,737	+69%	400	\$111.84	+37 %
2013	\$26,457	+28%	324	\$81.92	+13%

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***

- Since 2008, as a result of the economy, Marsh Furniture did not conduct a traditional best practices campaign; however, with business better, the company went back to employee rallies and events in 2014. However, even during the difficult economic times, Marsh still conducted a United Way campaign, though a bit more low key, which is a true testimony to their community commitment. Participation, even during the tough years was still present.
- In their 2015 campaign, Marsh went above and beyond to increase employee participation. Marsh held a separate Leadership event, a hot dog & hamburger luncheon for all employees, where United Way staff served, and 11 rallies were held for all departments.
- In an addition to personalized pledge forms, another effort to further engage employees was the tailoring of agency speakers to employees. Choosing the speakers to resonate with the various groups was a key strategy in their success.
- Donors giving at the “caring gift” level were entered into a drawing for a LIVE UNITED t-shirt. “Caring gift” is one hour’s pay per month, or .06% of an annual salary.
- Participation increased by 59% from 2014 to 2015.

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	605	51%	401	59%	66%
2014	400	23%	253	86%	63%
2013	324	13%	136	36%	42%

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