

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Mickey Truck Bodies		
Address	1305 Trinity Avenue	City/State High Point, N.C.	Zip 27260
Name of Person Completing this Application	Joe Barnes / Gail Wells	Phone 336-888-2258	E-mail gwells@mickeybody.com
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 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 style="text-align: center;">Heads up: two new items!</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 20, 2015.</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 checked="" 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:

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:

Mission: to design, manufacture and market the highest quality truck bodies and trailers for all of our customer industries, and to provide our customers with superior service and support before, during and after every sale. We are also dedicated to providing a safe, comfortable and prosperous working environment for our employees and to fostering a corporate spirit that is conducive to teamwork, pride and incomparable workmanship.

“The Mickey Way” also promotes a spirit of giving back to the community.

Vision: to strengthen our position as the Recognized Business Leader in the truck body and trailer manufacturing industry by continually improving our design and manufacturing capabilities: enhancing our customer support services : and empowering our employees to make sound decisions, based on their individual skills, that are always in the best interest of this company and our customers.

Philanthropic Culture: Mickey Truck has always been a strong supporter of the United Way for many years. We are dedicated to making a difference in the lives of our employees, and community. Mickey Truck promotes a spirit of giving back to the community.

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)

During the annual United Way Kickoff Breakfast, Executive VP Carl Mickey, Jr, VP of HR Gail Wells, and UW Campaign Mgr. Joe Barnes thanked all the Mickey Truck employees for their past support of UW. They celebrated receiving the Highest Employee Participation Award for the 3rd straight year, with a participation rate of 99.3%. Management shared with them that they are very proud of each employee that gave last year and challenged everyone to give again this year. All employees received a breakfast biscuit and a drink. The energy and excitement carried throughout the two week campaign. We also reminded employees of the 2014 Vann York Car winner that came from Mickey Truck Bodies.

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.)

Mickey Truck Bodies outstanding campaign highlights:

- **Total Giving was \$121,557, up 3% and \$ 3,541.60 new dollars
(Most dollars raised in our history)**
- **Leadership Givers were 17, up 2 new givers a 7% Increase and \$1,340 new dollars
(Most Leadership Givers (\$1,000 or more) in our history)**
- **Participation Rate was 100%, 2 years in a row and 99.3 % this year**

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

Est. of Volunteer Hrs 257 * \$22.55 = \$5,690 Value of Volunteer Hrs.

Mickey Truck Bodies encourages employees to volunteer by the following:

- Our employees are encouraged to volunteer at any of the agencies.
- We participate in the Can-Do Salvation Army food drive.
- Red-Cross provides our updated First Aid/CPR training.
- We support Hospice by purchasing tickets and giving them to our employees to attend the annual Taste of Town benefit.
- We participate in the manufacturing allocation committee.
- We have a Mickey Truck Body officer that serves on the United Way Board of Directors.
- We donated turkeys at Thanksgiving for Salvation Army to serve at lunch.
- Walk for March of Dimes
- Walk for JDRF
- Walk for American Heart Association

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

During our 2015 Campaign, the principal communication methods were Kick-off event, campaign agency speakers, company communications board, and a Thank You Luncheon...

Specific events held:

- 1 Kickoff meeting with all 288 employees,
 - Served Breakfast Biscuits and drinks
 - United Way Agency Speaker and Mickey Sr. Mgmt. encouraged participation and talked about the agencies involved and how they help the community.
- 12 Best Practice Campaign Rallies included:
 - 15 to 20 employees per meeting
 - Agency speaker with client (SAB&GC and BBBS)
 - Preprinted Pledge Forms
 - Raffle for prizes (extra ticket given, if form turned in at meeting)
- Employees share personal experiences about the agency that helped them.
- Agency group tours.
- Distribute UW Partner Agency Guides throughout the year
- Post United Way memos- National Association of Letter Carriers Food Drive.
- We give T-Shirts to all caring gift givers with the Mickey Truck Bodies and United Way logo that the employees wear to work and they can see that message all year.
- We have a new hires program that gives them the opportunity to participate.
- We use partner agencies throughout the year as employee referrals.
- Had employees that were bell ringers at Christmas for Salvation Army.
- Sponsor a child at Christmas.

Standard 3 - CEO/Senior Leadership Involvement and 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.

Dean Sink, Mickey Truck’s President /CEO, Carl Mickey, Jr., Executive VP, and Gail Wells, VP of Human Resources endorsed the campaign by leading the Kickoff breakfast meeting with all employees. During this high energy meeting employees are thanked for their past generosity and their continued support.

Dean, Carl, and Gail also lead the “Thank You” Pizza lunch for all the employees and personally shake hands and say thank you to each employee.

Dean Sink and Carl Mickey, Jr. are Alex de Tocqueville donors. (\$10,000 & above). Carl Mickey, Jr. is a UWGHP Board member. They meet with each VP and ask them to consider a leadership gift.

CEO/Senior Leadership is also involved as follows:

- **Each year they increase their personal and corporate pledges.**
- **United Way Board of Directors member.**
- **Talking to employees about the importance of the United Way and what the agencies do to help our community and employees.**
- **Taking time to personally thank each employee for their donation and past and future support of the United Way.**
- **Giving paid vacation time, Gift Cards, Pizza lunches, other awards as a thank you.**
- **Management allows time away from work to participate in the UW Manufacturing Committee, to visit potential new UW prospects, make phone calls to other CEO’s to schedule meetings.**

Year	Total Number of Givers	Number of Leadership Givers	% of Leadership Givers	Percent Change
2015	286	17	17%	13 %
2014	277	15	18 %	15 %
2013	280	13	22 %	18 %

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.

\$32,750 Corp. Gift, up +8%, and \$2,750 new dollars

- Corporate gift has increased every year for the past 7 years
- VP of HR has served on the allocation board for several years. A lot of time was spent outside of the office in meetings and visiting the agencies and other companies to help promote them having a campaign drive.
- Executive VP Carl Mickey Jr. serves on the UW Board of Directors.
- Employees are allowed paid time off to visit agencies.

Year	Corporate Gift	Percent Change
2015	\$32,750	+0.9%

2014	\$30,000	+18%
2013	\$25,500	+31%
2012	\$19,500	+.14%

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

During the “Thank You Pizza lunch” all employees were recognized and thanked for achieving the goal of 99+% participation. We let them know this is their award and it shows the care, concern and compassion of Mickey Truck employees and that is why we will receive the Participation Award again this year.

The following incentives were offered:

Leadership Givers (\$1,000 and above)

- \$50 Gift Card handed out by Carl Mickey
- Breakfast and Thank You Pizza Lunch
- T-shirt with United Way and Mickey Truck Logos that were handed out during the awards luncheon.
- Entry in Vann York Car Giveaway (Winner last year from Mickey)
- United Way Caring Club Card
- UW Leadership Umbrella (1st Time Leadership Givers)

Caring Gift Givers (1 hour's pay per month or .6% of annual salary)

- Breakfast and Thank You Pizza Lunch
- T-shirt with United Way and Mickey Truck Logos that were handed out during the awards luncheon.
- 1 Ticket for a chance to win a prize for turning in form at meeting
- 1 Ticket for a chance to win a prize for giving Caring Gift
- 1 Ticket for a chance to win a prize for giving any amount
- Entry in Vann York Car Giveaway(Winner last year from Mickey)
- United Way Caring Club Card

All other givers

- Breakfast and Thank You Lunch
- 1 Ticket for a chance to win a prize for turning in form at meeting
- 1 Ticket for chance to win a prize for giving any amount

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*

Overall Per Capita Gift was \$314.34, and up +4%

Per Capita Giving 2015 of \$ 308.36-Per capita giving 14 of \$314.34=

Per Capita Giving 2014 of \$314.34 - Per capita giving 13 of \$303.18= $\$11.16/\$303.18= +4\%$

Per Capita Giving 2013 of \$303.18 - Per capita giving 12 of \$292.59= $\$10.59/\$292.59= +4\%$

Per capita giving was increased due to the following:

- Sr. Management lead Kickoff and Thank You Meetings
- Personalized Pledge Forms
- Sr. Management held individual meetings with all VP's to ask for a Leadership Gift
- 12 -Best Practice Campaign Rally Meetings
- Agency Speakers spoke at each meeting
- Great Incentives :
 - 1 T-shirt with United Way and Mickey Truck Logos.
 - 2 1 Ticket for a chance to win a prize for turning in form at meeting
 - 3 1 Ticket for a chance to win a prize for giving fair share
 - 4 1 Ticket for a chance to win a prize for giving any amount
 - 5 Vann York Car Giveaway (Winner last year from Mickey)
 - 6 United Way Caring Club Card announced at all meetings
 - 7 5 Paid Vacation Days
 - 8 7 Walmart Giftcards 1-\$100, 3- \$50, 3-\$25
 - 9 26 -additional T-Shirts Mickey/UW logo on them
 - 10 4 - \$25 Outback gift cards – 8 Food gift cards
 - 11 5 - \$25 Ruby Tuesday gift cards

Year	Total Employee Giving Amount	Percent Change	Total No. of Full-time Employees	Employee Per Capita	Percent Change
2015	\$88,806.76	.009	288	309.43	-.02%
2014	\$88,025.40	125	278	316.60	+.12%
2013	\$78,221.62	+24%	277	280.99	-.03%

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. **Up to 10 points***

Participation level was 99.3 %

Through the outstanding leadership of Senior Management members Dean Sink, Carl Mickey, Jr. and Gail Wells and the generosity of the 288 Mickey employees, Mickey Truck Bodies achieved 100% participation in 2013 and 2014 and 99+% in 2015.

These individuals conducted 12 small group employee meetings to educate their employees on the partner agencies supported by the United Way and the way these agencies help those in the community that need help the most. The employees attend a 30 min sit down meeting so they can listen to guest speakers from United Way Partner Agencies and are asked to complete their pledge form whether they give or not. Our employees are extremely generous when it comes to helping the less fortunate and our community. Our donations continue to grow yearly.

Year	Total Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015	288	+4%	286	+2.9%	99.3%
2014	278	+3%	278	+36%	100%
2013	277	+6%	277	+36%	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