

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	Mickey Truck Bodies Inc.		
Street Address 1305 Trinity Avenue	City/State High Point, NC	Zip 27260	
Name of Person Completing Application	Joe Barnes/ Gail Wells	Phone 336-883-1077	E-mail Joe.barnes@unitedwayhp.org
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 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

Printed Name

Bobby Smith

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:

Philanthropic Culture: Mickey Truck has 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 the community. Mickey Truck promotes a spirit of giving back to the community.

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.

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. We celebrated receiving the Highest Employee Participation Award for the 4th straight year, with a participation rate of 99.7%, and striving for a 100% rate this year (we achieved the 100%). Management shared with them that they are very proud of each employee that gave last year and challenged everyone to give again this year. Employees were reminded of the United Way Car Winner two years ago who was employed by Mickey and is still an employee. All employees received a breakfast biscuit and a drink. The energy and excitement carried throughout the two-week campaign.

List 3 bullet-points highlighting numeric campaign success:

Mickey Truck Bodies outstanding campaign highlights:

- Total Giving was \$129,974.42, up 6.92% and \$8,417.66 new dollars (Most dollars raised in our history)
- Corporate Gift was \$35,115.00, up 7.22% and \$2,365.00 new dollars
- 100% participation rate

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

Mickey Truck Bodies encourages employees to volunteer and help solve community problems by the following:

- Our employees are encouraged to volunteer at any of the agencies and 60% of the employees participate.
- 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

A part of Mickey's mission statement is "The Mickey Way" which promotes a spirit of giving back to the community. They consider this to be their social responsibility policy.

Mickey is seen as a philanthropic leader because each year the owners and employees increase their contributions and still maintain the 100% participation rate.

Mickey benefits by being informed and aware of community issues that they can help solve by being a member of the High Point Chamber and a Vision Member which is dedicated to making a positive difference in the community.

Mickey's volunteer policy is responsible for 60% of its employees volunteering and being engaged in the community. (See bullet points above)

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.
 - Specific rallies, events or programs
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
- Comment on year-round engagement that exists, if applicable.

Up to 5 points

During our 2016 Campaign, the principal communication methods were Kick-off event, company communications board, and a Thank You Luncheon...

Specific events held:

- **1 Kickoff meeting with all 327 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**
 - **Loaned Executive from United Way**
 - **Local United Way DVD with two stories**
 - **Preprinted Pledge Forms**
 - **Raffle for prizes (extra ticket given, if form turned in at meeting)**
- **Employees shared 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 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.**
- **Collected canned foods for the Salvation Army.**
- **Christmas toy drive for Hurricane Matthew victims.**
- **Sponsored a child at Christmas.**

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

Senior leadership plays a role in influencing philanthropy, community support and campaign activities by:

Giving of their time and supporting the Campaign by holding meetings with all employees and expressing their commitment to the United Way and how proud they are of our employees. It boosts the morale of the team to know they are helping and making a difference in our community. Mickey also promotes a positive impact regarding environmental issues, helping clean up efforts in our community. Mickey has a drawing at the end of the campaign giving away a lot of awards as a Thank you.

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

Dean Sink, Mickey Truck’s President /CEO, Carl Mickey, Jr., Kickoff Executive VP, and Gail Wells, VP of Human Resources endorsed the campaign by leading the 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

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 2.5points

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	327	14	-8.25%	-17 %	
2015	286	17	+6%		

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.

Leadership decreased because of retirement of 3 leadership givers.

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.

35,115 Corp. Gift, up 7.2% and \$2,365 new dollars

- **Corporate gift has increased every year for the past 8 years.**
- **VP has served on the allocation board for several years. A lot of time was spent outside of the office in meetings and visiting 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.**
- **Dean Sink and Carl Mickey, Jr. are Alex de Tocqueville donors. (\$10,000 & above).**
- **This is the major campaign for Mickey Truck Bodies and each year they increase the corporate and personal contributions they make.**
- **Allows time to have meetings, breakfast biscuits, pizza, visit agencies.**
- **Collection of Food for Salvation Army Drive**

Local corporate numbers are reported below unless indicated as statewide

Percentage change example: 2016 minus 2015 divided by 2015.

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

Year	Corporate Gift	Percent Change
2016	\$35,115.00	+7.22%
2015	\$32,750.00	

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

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 Care 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 Care 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 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

Talked to each employee and thanked them for past support and how proud we are of having 100% participation for two of the last three years. Talked about several agencies and how they touch the lives of so many. Such as, the back pack program because so many children only receive meals at school. That helped with food donations for the Salvation Army. Also, lifted up the Red Cross and the assistance it gives to not only to local victims, but wherever they are needed.

The Backpack program and the desire to help the children with hunger made a big impact on 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	\$94,859.42	+7.22%		327	\$306.00	-1.11%	
2015	\$88,806.76			288	\$308.36		

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

Through the outstanding leadership of Senior Management members Dean Sink, Carl Mickey, Jr. and Gail Wells and the generosity of the 327 Mickey employees, Mickey Truck Bodies achieved 100% participation again, as well as 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.

For any employee who was not at one of our employee meetings, we meet with them one on one and have pledge forms ready along with the tickets for the drawing.

We include all our temporary employees waiting to be hired in our meetings and let them know that we want to give them the opportunity to hear about United Way and participate when they are hired by Mickey. All of those employees pledged and are hired after 400 hours. The new deductions don't start until January so as they are hired we send those forms to United Way.

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	327	14%	327	+14.34%		100%	
2015	287		286			99.6%	

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