

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Morrisette Paper Company		
Address	5925 Summit Avenue	City/State Greensboro	Zip 27214
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"/>	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 <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 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 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:

Founded in 1962, Morrisette is a family-owned distributor of industrial packaging and facility solutions. Since 1962, our goals have not changed. We still strive to be customer-focused and solution-driven. Our founding tag line “we do what we say we will do” continues to define our culture. We pride ourselves on flexibility and the ability to adapt to any and every customer demand.

In order to address the needs of our employees and communities we live and work, Morrisette Paper has created “Roots”, a community outreach foundation that has allowed the company strengthen our United Way campaign at our headquarters in Greater Greensboro and to expand our campaign to all of our Morrisette Paper locations in the US: Charlotte, Raleigh, Hickory, Greenville (SC), and Roanoke (VA).

Headquartered in Greater Greensboro, Morrisette Paper Company raised over \$59,912 (a 54.59% 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)

Snack Facts were distributed during Morrisette Paper’s United Way Campaign. The snack bars (each with a poverty fact) were given to their 30 truck drivers and warehouse employees who were unable to make the campaign rally. For the first time, the truck drivers and warehouse employees were a part of the campaign and made aware of the rapidly growing poverty rate in our community by reading poverty facts provided on their free snack bar. (see attached photo)

The long time partner increased employee giving by 33.81% and increased their total campaign by 70.61%.

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 by 33.81% (from \$25,741 to \$34,445.14)
- A 1:1 corporate match (up to \$1,000) was introduced to the campaign resulting in a 119.78% corporate gift increase (from \$13,000 to \$31,675)
- Overall campaign increased by 70.61% (\$38,755 to \$66,120.14)

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

Morrisette Paper Company is committed to our community. Volunteerism has always been entrenched in Morrisette's philanthropic mission. Our founder, William Morrisette Sr., strongly believed in supporting others – giving them a hand up, not a hand out. We truly want the 6 communities we live and work in everyday to feel our support and love – and that's the main goal of our ROOTS community outreach program. We encourage all of our employees to participate in various volunteer activities in their local communities. As it relates to United Way, we have always participated in at least one volunteer campaign at our corporate headquarters in Greensboro. This year, Greensboro participated in MeaningFULL Meals and Trunk-or-Treat. Our 5 other branch locations also participated in United Way volunteer events this year, including food drives and Christmas Shoes.

Habitat For Humanity

Outside of United Way, another passion of ours is Habitat for Humanity. Steve Thomas, our Facility Solutions Specialist out of Charlotte, organizes all of the Habitat builds that Morrisette participates in and does a fantastic job fostering engagement. In 2015 alone, we participated in 4 builds in 4 locations (Greensboro, Raleigh, Hickory, Greenville). So far in 2016, we have already completed a build in our Roanoke, VA location. Not only are Habitat builds a great way generate the kind of culture that we strive to create as a company, but they also allow us to see firsthand the impact that our volunteer work has on other people and that is powerful!

MeaningFULL Meals

When the ECM, Dianne, was informed of the United Way MeaningFULL Meals program, a food drive for children at Wiley Elementary School receiving free or reduced lunch and were likely to spend their summers hungry, the 2nd annual MeaningFULL Meals food drive was conducted and was highly successful. More importantly, the children were excited and grateful to receive the food to share with their families throughout the summer.

Agency Bus Tour

Allison, wife of CEO Bill Morrisette, and their daughter Morgan, who also served on the campaign committee, both volunteered their time before the campaign to participate in UWGG's annual City Bus Ride and Annual Tour. Morgan stated after the tour, "It was such a fabulous eye-opening and invigorating experience." The experience certainly made an impression on the Morrisette's as well as the Morrisette Paper Company Campaign.

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

The launch of “Roots” foundation at Morrisette Paper Company and the new 1:1 employee gift match will make a significant impact in our fight against poverty.

During the campaign rally, CEO Bill Morrisette challenged employees to give and explained to the employees why he and his wife support United Way (both are Tocqueville donors). Along with the United Way representative, the director of United Way of Greater Greensboro’s African-American Male Initiative also attended and thanked the employees for the MeaningFULL Meals food donation for his students. He encouraged the employees to become volunteer mentors for the students and generated much interest. The committee provided the employees with breakfast and pledge forms. Prizes, such as gift cards, were also provided as incentive to participate in the rally.

Also, in order to engage the traveling sales team, CEO Bill Morrisette, challenged them during a Christmas holiday gathering to give at least \$500 annually to the campaign. New donors accepted the challenge and some sales team member who already gave, increased their pledge to meet the challenge.

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.

For over 7 years, Allison and Bill Morrisette have been committed to taking action toward a common good the leads to results as Tocqueville Society members. Their loyal commitment and tremendous impact have inspired them to expand their foundation and the United Way Campaign; extended campaigns to their 5 other locations in the US.

Leadership giving increased by 36.35% (from 5 leaders to 10)
 Leadership giving accounts for 75% of total employee 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	43	10	23%	60%
2014	34	5	14.7%	25%
2013	30	4		

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.

Back in February, 2015, Dianne Bridger (Director of Human Resources), Allison Morrisette (HR Assistant and wife of CEO), and Morgan Morrisette (Marketing Associate) got together to discuss Morrisette’s community outreach endeavors. They knew something had to change. They wanted to make a greater impact and involve all 6 of their branches (not just the corporate branch as they had previously been doing). United Way has been our primary outreach focus corporately in Greensboro for over 15 years.

The founder (Bill Morrisette’s father), was a big fan of United Way and the work they do to better the community as a whole. As such, Dianne, Allison, and Morgan decided to create a more formal, branded, company-wide community outreach program called ROOTS. Never before has Morrisette had a formalized community outreach program. The name itself, ROOTS, has significant meaning – it ties into the tree logo, represents their heritage, and evokes a sense of community in that they are “dug into the ground” and here to stay.

Dianne, Allison, and Morgan head up the ROOTS community outreach program and have a designated “Campaign Coordinator” at each of the 5 other branch locations that assist with all ROOTS activities at their respective branches. Formalizing and organizing our community outreach efforts through ROOTS really helped the United Way campaigns succeed.

Put in place from the very inception of the ROOTS community outreach program is the corporate match incentive. This incentive really generated interest amongst employees who were unfamiliar with United Way. The company matches every \$1 donated by any employee, up to \$1,000. On top of the corporate match incentive, Morrisette Paper increased their marketing and communication efforts. They distributed ROOTS newsletters and had ROOTS presentations at two company-wide sales meetings where they discussed their efforts and goals.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$31,675	143.65%
2014	\$13,000	3%
2013	\$12,650	

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

Quote from Morgan Morrisette (Marketing Associate and Campaign Committee Member):

“On top of campaign formalization, organization, and the corporate match incentive, we also increased our marketing efforts. The ROOTS committee sent out numerous newsletters updating employees on our campaign efforts. The newsletters also recognized and highlighted each branch’s campaign participation, sparking a welcomed competitive spirit amongst the branches. We also sent out a detailed PowerPoint presentation describing the work of United Way for those that were not familiar with the organization or were not at our kickoff meeting in February. After that presentation was sent out, we saw a spike in donations, proving that it is very important that employees understand what the United Way stands for. The United Way truly is a wonderful “umbrella” organization that supports a handful of very important, diverse causes that anyone can get behind. In a sense, United Way doesn’t “leave anyone out”.

We also incentivized sales reps with the “President’s Challenge”. At our Christmas Sales Meeting in December, 2015, our President, Bill Morrisette Jr, spoke about the importance of United Way and the impact it has on our communities. He urged all sales reps to donate at least \$500 – and it was a game-changer. So far, 32 reps have committed to donating to United Way. This is in comparison to just 6 reps that donated the previous year - wow!

Since this was our first time running a company-wide campaign, we as a young committee of 3 have learned a lot over the past year about running a United Way campaign across a geographically spread-out company. For 2016, we have mapped out a game plan that we believe will spark even greater interest amongst the workforce. We will do a better job showcasing specific employees and formalizing branch-level competition. We will also better communicate with and educate our “Campaign Coordinators”, as well as equip them with more effective tools to run an even more successful campaign.

That being said, I am so proud of Morrisette. Our participation increased four-fold this year. Employee donations increased from roughly \$26,000 to \$35,000. As a company, Morrisette donated roughly \$112,000 to 6 different United Way locations, which is a 182% increase over last year. The two key monetary incentives, coupled with an organized, formal program and enhanced marketing/communication techniques, had a profound impact on our company’s campaign.”

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 successful.

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	\$34,445	33.81%	60	\$574.09	34%
2014	\$25,741	10.5%	60	\$429.02	10.52%
2013	\$23,290			\$388.17	

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***

Morrisette Paper's strength is its culture of family. Several employees have worked for Morrisette Paper for decades due to the company's loyalty and care of its employees. As a result, the committee along with the CEO are able to make face to face asks to all team members throughout the campaign, during meetings, and distributing paper pledge forms. The participation rate will continue to grow as the year-round "Roots" committee prepares for continued volunteer projects that will keep employees engaged. The "Roots" newsletter will also provide stories of impact from the United Way Campaign so that employees can better understand the meaningful difference they make in the community through United Way.

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	60	0%	43	26.47%	71.67%
2014	60	0%	34	13.33%	56.67%
2013	60		30		50%

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



SNACK FACTS



MEANINGFULL MEALS FOOD DRIVE