

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	National Gypsum		
Address	2001 Rexford Road	City/State Charlotte, NC	Zip 28203
Name of Person Completing this Application	Kristen Gandy	Phone 7043717144	E-mail kgandy@uwcentralcarolinas.org
Name of Sponsoring United Way	United Way of Central Carolinas		Metro Size 1C
United Way Contact for Questions	Kristen Gandy	Phone 7043717144	E-mail kgandy@uwcentralcarolinas.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 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:

Sean Garrett

Email:

sgarrett@uwcentralcarolinas.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:

National Gypsum's core values are the foundation for all its decisions and transactions with customers, business partners, the communities where plants are located, and, most importantly, with its associates. National Gypsum values its people and the communities they surround themselves in. Rather than setting a corporate social responsibility agenda, National Gypsum assesses its people and their volunteer interests to drive their philanthropic culture.

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)

This year, National Gypsum's United Way campaign team worked really hard to secure an amazing prize – an all expenses paid trip to the Super Bowl! They partnered with their vendors to secure two tickets to the Super Bowl, free airfare and a hotel room for three nights just a few miles from the stadium. They also gave two days of PTO to the winner so that they could enjoy the full weekend stay. All that was required to enter this raffle was a \$25 gift to the United Way campaign.

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.)

- National Gypsum has the highest participation at any of our 100+ employee companies at 97
- 3% increase from 2014 in total giving
- More participation in campaign events than ever!

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

National Gypsum Board/Volunteer involvement:

Betty Wicker – Right Moves for Youth (UWCC partner agency)

George Beckwith – Child Care Resource Center

John Mixson – Child Care Resource Center

Martin Brown – Crisis Assistance Ministry

Mundise Mortimer – Crisis Assistance Ministry

Beth Monroe – Girl Scouts Hornets' Nest Council

Kurt Stephenson – Boy Scouts of America

Nancy Spurlock – Salvation Army

Aside from United Way, National Gypsum also participates in fundraising, volunteering and supporting the following local charities/causes:

- Levine Children's Hospital
- Classroom Central
- Purple Heart Homes
- Camp Care
- Light the Night
- Arts and Science Council.

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

United Way Campaign Week was themed around football.

United Way Training Camp Schedule:

Monday – Kickoff

Tuesday – Team Pep Talk with United Way Ambassador Bene Benwikere (Carolina Panthers #25)

Wednesday – Locker Room Craft Fair

Thursday – Run Up The Score Bake Sale

Friday – Celebrate VICTORY Tailgate Party with leadership dunking booth and Super Bowl drawing

Other incentives to give: vacation day for any donor \$78 or above; raffles for Charlotte Knights company suite; Carolina Panthers tickets; Wells Fargo tournament

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.

Every year as we plan the campaign, National Gypsum selects a member from the senior leadership team to oversee the campaign. By doing such, they gain support from the leadership team across the board as well as engage different departments and teams with United Way year after year.

The leader for 2015 was no different – John Corsi led an enthusiastic and energized campaign that included several events and participation from team leaders. The leadership team serves breakfast for employees on the opening day of campaign, as well as provided support throughout the week. On the close of their campaign, John organized a dunking tank fundraiser allowing employees the chance to try and dunk their supervisors. On a September day that was very cold and rainy, their senior leadership team stepped up and had fun engaging the entire company to participate.

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	272	40	14.7%	8 %
2014	245	37	15%	5.7 %
2013	230	35	15%	

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.

National Gypsum provides United Way of Central Carolinas with a corporate gift of \$89,000. This is the largest corporate philanthropic gift that they give annually and have been committed to providing United Way with this unrestricted gift.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$89,000	0%
2014	\$89,000	0%
2013	\$89,000	

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

United Way Training Camp Schedule:

Monday – Kickoff

Tuesday – Team Pep Talk with United Way Ambassador Bene Benwikere (Carolina Panthers #25)

Wednesday – Locker Room Craft Fair

Thursday – Run Up The Score Bake Sale

Friday – Celebrate VICTORY Tailgate Party with leadership dunking booth and Super Bowl drawing

Incentives:

- vacation day for any donor \$78 or above

Raffles:

- Charlotte Knights company suite (6 tickets)
- Carolina Panthers tickets (4)
- Wells Fargo tournament tickets
- Two tickets, airfare, hotel, and PTO for the Super Bowl

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*

\$326 employee per capita. National Gypsum chooses to focus on employee participation rather than per capita giving as they rather that employees to be involved and give than push an amount per person. This is why the incentive giving day is set low – so they can focus on overall company participation.

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	\$90,657	2.81%	278	\$326	-7.8 %
2014	\$89,567	-9.67%	253	\$354	-9.3%
2013	\$97,277	32.8%	249	\$390	

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***

National Gypsum sets up their campaign week (described above) and gives all employees a chance to participate in the daily activities that have been planned by the campaign team. One event this year that the employees particularly enjoyed was the pizza lunch with our NFL ambassador, Bene Benwikere. The campaign team had photos of Bene printed out for all employees to get autographs and pose for a photo with him in front of a United Way step-and-repeat.

Natioanl Gypsum takes great pride in taking care of their employees, providing two days of lunch and a breakfast for everyone on site. The tailgate party to conclude the campaign allowed all employees time off to enjoy food, games and fellowship with their coworkers. Obviously the support shown to employees does not go unnoticed, as National Gypsum has the highest participation of any company campaign (over 100 employees) at United Way of Central Carolinas. UWCC considers them a model of what all major employers should be doing to appreciate and engage their employees in work culture and philanthropy.

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	278	1%	272	11%	97.4%
2014	253	5%	245	6.5%	96.8%
2013	249	-3%	230		92.3%

Employee % change - 2015 number of employees minus 2014 number of employees divided by 2014 number
Givers % Change – 2015 number of givers minus 20143 number of givers divided by the 2014 number