

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Old Dominion Freight Line, Inc.		
Address	500 Old Dominion Way	City/State Thomasville, NC	Zip 27360
Name of Person Completing this Application	Megan Yowell/Nadine Ramey/Joe Barnes	Phone 663-822-5333	E-mail Megan.yowell@odfl.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 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 style="color: red; margin: 0;">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 type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input checked="" type="checkbox"/> 1501 - 2500 employees <input type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input checked="" 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 Statement

To provide innovative solutions designed to exceed customer expectations, increase shareholder value and ensure the continued success of the OD Company and our family of employees.

Vision Statement

To be the premier transportation solutions company in domestic and global markets that we serve.

Philanthropic Culture

Old Dominion Freight Line's family-oriented culture supports and encourages philanthropic involvement. Employees are engaged throughout our community in a variety of activities, and consistently and energetically support company-led campaigns like OD's annual United Way Campaign and the Triad Holiday Concert Series canned food drive, which benefits the Salvation Army. These two events are shining examples of OD's corporate leadership. The annual Triad Holiday Concert Series has been established as a community tradition, fighting hunger in our community, raising over 500,000 cans of food last year alone. Furthermore, OD is consistently one of the area's top corporate donors to the United Way, setting the philanthropic bar year after year and breaking records as we go.

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)

Each year, ODFL's United Way campaign organizers brainstorm and plan around a theme, to mobilize and engage the company. This year's theme, the Race to End Hunger, was chosen to emphasize a particular need: food deserts, which impact our community to a significant degree.

To get things rolling, we start each campaign with a Kickoff Breakfast catered by local restaurants with enormous biscuits, fruit, and juice. For this year's breakfast, once everyone filled their plates, we jumped right into the theme. Two of our campaign volunteers, in full driver uniforms and helmets, raced shopping carts full of groceries through our breakroom (there may have been just a little tradin' paint).

When the race was over, our CEO David Congdon spoke, reminding the company how blessed we are to be in a position to give so much, and to help so many. It was clear to everyone listening that this is a topic close to David's heart- his concern over the level of need in the community, and his pride in the OD family that we consistently rise to these challenges, was clear in his tone.

Guest speakers from the United Way and their partner agencies spoke as well, giving us a first-hand glimpse into the needs of the community, and just how much impact we really do have. Joe Barnes reminded us that the success of the overall campaign relies heavily on OD, and challenged us to keep breaking records and making a difference.

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.)

- Total Giving was \$468,194.63, up 9.63% over last year. This is the most dollars raised in our history and the most dollars raised by a single entity for the United Way of Greater High Point's in its annual giving campaign history.
- Leadership Givers were 153, up 8 new givers a 5.52% increase over last year.
- Participation Rate was 67.36% with a total of 1,034 donors, up 13.5% over last 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 2013 is \$22.55 per hour) Include organizational incentives for participating in community volunteer activities.

Up to 5 points

Estimated No. of Volunteer Hours 6,000 *\$22.55 = \$135,300 Value of Volunteer Hours

ODFL's brand slogan is "Helping The World Keep Promises", not because it sounds catchy, but because that's what the OD family has always done. The above hours are an approximate estimation and following list is a conservative one.

- United Way:
 - Employees are encouraged during the United Way campaign to donate time to partner agencies year-round, as well as financial contributions.
 - Donated a truck and driver for the United Way CANpaign Kickoff food drive.
 - An OD representative serves on the United Way Board of Directors.
 - Service centers across the US hold separate campaigns to benefit their local United Way chapters, to meet the needs specific to their own communities
- Salvation Army:
 - Collected cans at each timeclock and throughout departments for the Salvation Army canned food drive.
 - Several departments hold friendly competitions to collect the most cans in support of the Salvation Army canned food drive.
 - Employees earn the ability to wear jeans via donations
 - Several raffles for prizes donated by employees, including customized ODFL and sports team quilts
 - Hot dog sale
 - Chili cookoff competition, proceeds support the canned food drive.
 - ODFL is an official sponsor and host of the annual Fox 8/Old Dominion Holiday Concerts
- JDRF
 - ODFL builds a team of walkers and collects sponsors from every shift. 2015's walk had almost 30 walkers, in the rain!
- John Yowell Old Dominion Family Spirit Award
 - John was COO and Vice President, and embodied the principles of generosity that OD lives by today. The award was created after his passing in 2010 to continue the tradition in his name, and to remind us of our responsibility to each other and the community.
 - Recognizes an individual, nominated by peers in the company, who exemplifies the OD family spirit of generosity and caring outside of ODFL's sponsored events and fundraisers.
- Departments and service centers hold individual fundraisers and benefit events throughout the year, far too many to list here. While these are not official, corporate-sponsored events, they are encouraged and supported by our upper management team as exemplifying the OD family spirit.

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

Old Dominion Freight Line has a firm philanthropic relationship with the greater High Point area, fostered by the leadership of our upper management team and their dedication to our community. Our participation in the United Way CANpaign Kickoff, our leadership in the United Way Annual Giving Campaign and our role in the Salvation Army as a co-sponsor with Fox 8 are just a few examples of the ways in which we partner with our community to enrich the lives of our citizens and support those in need.

Five years ago, after the unexpected death of COO and Vice President John Yowell, we created an award in his memory: The John B. Yowell OD Family Spirit Award. Before his passing, John earned a reputation within OD and the High Point community for helping anyone and everyone who was in need. He ended every prayer with "and, God, please help us help others," and he sincerely meant it. John created the standard of generosity that underpins OD's family spirit, and OD's Senior Management, particularly our CEO David Congdon, wanted to honor John's memory in a way that would keep his legacy of giving alive. The Family Spirit award recognizes OD employees who embody the OD family spirit through their selfless dedication to helping others.

John B. Yowell Family Spirit Award nominations are submitted by OD employees' peers. During the application process, nominators describe the nominees' OD family spirit in both their position at OD and in their personal life, promoting the values of the OD Foundation of Success:

- Professional
- Reliable
- Innovative
- Courteous
- Ethical
- Responsive

The 2015 recipient, Tara Davidson, is a Sales Representative in our Cincinnati, OH Service Center who unquestionably embodies the OD family spirit. In particular, these two qualities stand out:

For "Courteous" her nominators wrote: *"Tara not only volunteers with different organizations, but she selflessly ensures that the employees and customers of OD are well taken care of. In her work with Mental Health of America, Tara helps organize a Christmas day dinner for the homeless of Northern Kentucky and Cincinnati. Each year, the event feeds 1,600 to 2,000 people. Not only do these families get to eat on Christmas, they get gifts, warm clothes, blankets and necessities that they need. During the holidays, Tara works tirelessly to ensure that these families have a special Christmas, spending 12 or more hours a week on her volunteer work."*

For Responsive, her nominators wrote: *"...She touches those around her in many ways and it is clear that her life is about making others' lives better..."*

We're humbled by the challenge of John's legacy, and proud to say that our employees live up to it, in High Point and local communities across the US.

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*

David Congdon, CEO and Chairman of ODFL’s Board, focused on ODFL’s leadership in the United Way campaign and emphasized the company’s involvement since the 1970s. Traditionally, OD’s senior executives and upper management have led the annual campaign, and enthusiastically endorse a culture of giving to the UW and other local agencies. David makes a point of discussing the United Way campaign at executive meetings leading up to the campaign, encouraging and challenging upper management to participate as fully as they are able. Several ODFL executives are members of the Alex de Tocqueville Society, giving at a level of \$10,000 or above each year.

Beyond their involvement with the United Way campaign, OD upper management spearhead the Salvation Army canned food drive each year, and Senior VP of Marketing Chip Overbey is instrumental in orchestrating the annual Holiday Concerts. In addition, senior management each year demonstrates their commitment to a culture of service by hosting, cooking for, and serving lunch for all ODFL employees – corporate and at all service centers – for our annual Employee Appreciation Day. Any food left over from these events is donated to a local shelter or food pantry as appropriate.

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	1034	153	14.8 %	-0.07 %
2014	911	145	15.9%	0.09 %
2013	831	121	14.6%	

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.

The United Way is one of two major campaigns that receive ODFL’s focus each year. Traditionally led by senior management, the baton has been passed to the next generation of ODFL’s family: niece and nephews of CEO David Congdon. The United Way has a unique and special place in ODFL’s culture of giving.

- ODFL provides a team of volunteers to plan and execute the annual campaign, working “on the clock”.
- Management has positioned ODFL as a pacesetter organization, setting a high bar for other corporate donors each year.
- OD purchases the themed campaign T-shirts given free each year to each employee who donates \$1 or more per week
- OD offers a full day paid vacation time as thanks for each employee who is able to donate at the leadership level or above.
- OD donates unclaimed freight items collected throughout the year for use in raffles and campaign contest prizes (past giveaways have included full luggage sets, power tools, and even kayaks!).
- OD representatives serve on the United Way Board of Directors
- OD donates a tractor-trailer and a paid driver for the CANpaign kickoff which results in the collection of over 100,000 pounds of food in a one-day blitz.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$30,000	0%
2014	\$30,000	0%
2013	\$30,000	

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

35 ODFL employees from various departments, including management, volunteered to plan and organize the campaign. We divided into 7 separate committees to cover specific sets of responsibilities, each with its own committee head answering to the campaign coordinator:

- Logistics & Meeting Setup/Clean Up
- Documents & Forms
- Prizes & Tickets
- Food & Beverage
- Scheduling & Speeches
- Theme, Games & Give-Aways
- T-Shirts

We held 22 separate meetings over 6 days to ensure that every ODFL employee was able to attend the Kickoff Breakfast and one campaign education meeting. Meetings included attendance gifts, door prizes, games (with prizes for all participants) and the final raffle for an unbelievable list of prizes! Employees earned raffle tickets and prize access based on their donation level:

Leadership Givers (\$1,000 and above)

- T-shirt with Race to End Hunger theme
- Entry in Vann York Car Giveaway
- United Way Caring Club Card
- UW Leadership Umbrella (1st Time Leadership Givers)
- 6 Raffle Tickets for prizes listed below
- 1 Day Vacation
- 1 Ticket for Apple Watch Sport Drawing (2 winners)

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

- T-shirt with Race to End Hunger theme
- Entry in Vann York Car Giveaway
- United Way Caring Club Card
- 4 Raffle Tickets for prizes listed below
- ½ Day Vacation
- 1 Ticket for 55" Samsung LED TV Drawing (1 winner)

\$1 per week (\$52 a year)

- T-shirt with Race to End Hunger theme
- 2 Raffle Tickets for prizes listed below

Several years ago, United Way of Greater High Point decided to name the Leadership Cup in honor of ODFL because we were winning it year after year. To give other organizations an opportunity to be recognized for their Leadership Givers, United Way now gives the next largest number of Leadership Givers, second to ODFL, the ODFL Leadership Cup. That is something we are very proud of and talk about in each of our meetings!

Prizes that were raffled off:

- Vacation Day (10 winners)
- 55" Samsung LED TV (2 winners)
- iPad Nano and \$15 iTunes Gift Card
- Toshiba Encore 2 Write Tablet
- Bose Soundlink Mini Bluetooth Speaker
- Logitech Keyboard Folio for iPad MINI (3 winners)
- Logitech Keyboard & Mouse
- Bosch Radio (2 winners)
- \$50 Home Depot Gift Card (3 winners)
- 1 Hour Swedish Massage
- \$24 QT Nails Gift Certificate
- Pedicure at Tulip Nails Gift Certificate
- \$25 Starbucks Gift Card
- Indianapolis 500 Hat & 2 Glasses Set
- Signed Jeff Gordon Hat (3 winners)
- Keurig Mini K-Cup Plus (4 winners)
- Black & Decker Toaster Oven
- Black & Decker Coffee Pot
- Black & Decker Stainless Steel Toaster (4 winners)
- Bissell Proheat 2x Premier Carpet Cleaner
- Bissell ReadyClean Powerbrush Carpet Cleaner (2 winners)
- Panasonic Canister Vacuum (2 winners)
- Panasonic Bagless Upright Vacuum (2 winners)
- "PIG" soft sided Picnic Basket Bag with Apron & \$50 Harris Teeter Gift Card
- Rubbermaid Stainless Steel Trash Can
- Snap-on Cordless Ratchet Set (8 winners)
- Drill - Alltrade Pro 3/8" - 3.2 Amp Reversible (4 winners)
- Drill - Black & Decker Cordless Matrix 20V (4 winners)
- Wagner Power Painter (4 winners)

- Worx 14" Weed Eater
- Dewalt Hand Saw - 5 in 1 (2 winners)
- Bushnell Scope 9x40mm (4 winners)
- WARN Powersports Winch for ATV with steel rope
- Waterpik - Electric Water Flossers (3 winners)
- Conair Curling/Hot Roller Set & \$25 Target Gift Card
- 5 OD gift bags with various themes (5 winners)
- Handmade OD Lap Quilt with Racing Theme
- OD Glass Desk Clock
- OD Die Cast Truck Model (4 winners)
- OD Wooden Ruck (4 winners)
- OD Bumpster Bluetooth Speaker (5 winners)
- Assigned Parking Space (12 winners, one per month)
- Soft Sided Coolers with 2 wheels (6 winners)
- Large Luggage (5 winners)
- Small Luggage (3 winners)

Prizes for Leadership Givers Only:

- Indianapolis Racetrack Panoramic Picture Limited Addition
- Vacation Beach Condo Weekend (Myrtle Beach)
- Coca Cola Vintage Bicycle
- \$150 Lowe's Home Improvement Gift Card (2 winners)
- NIKE Golf Bag
- Toshiba Satellite Click 2 Pro Laptop
- 4 Tickets to Bank of America 500 NASCAR Race
- Winchester Bandit Gun Safe
- Kayak - Aruba 8 SS Sundolphin 8 foot

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*

OD LOVES to eat. Our events throughout the year, for various fundraisers or just to get together as a family, all center around sharing food... so hearing that the High Point area suffers an inordinate number of food deserts really hit home for all of us.

In addition to this, we were privileged to hear Mark Craven speak in person at our breakfast kickoff about his need, and his experience with the United Way giving a literal Helping Hand. To follow that up with his story once again being told in this year’s campaign video drove home the message that truly anyone could find themselves needing any one of the services United Way helps to fund and keep available to the community.

The following factors impacted our increase in per capita giving this year:

- CEO David Congdon led our kickoff
- Personalized pledge forms
- Personalized calculation of Caring Gift amount
- 22 separate campaign meetings to ensure attendance
- Agency speakers spoke at each meeting
- Awesome t-shirts!
- Better coordination and organization of campaign events
- Advance announcements to build engagement with the campaign
- Amazing incentives and “thank you” gifts: see Standard 5

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	\$438,112.63	10.33%	1535	\$285.42	15.01 %
2014	\$397,083.94	19.18%	1600	\$248.18	-9.27%
2013	\$333,180.23			\$273.55	

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***

OD's campaign this year was structured to ensure that all employees at all three High Point-area locations were able to attend an educational meeting and participate in the giveaways, incentives and "thank-you's".

- 2 catered kickoff breakfast meetings
- 5 days of educational campaign meetings
 - 10 corporate meetings staggered through 5 days
 - 1 meeting for night crew, assisted by night-shift management, at which we served dinner
 - 2 meetings at the Thomasville warehouse location, at which we served lunch
 - 7 meetings at the Greensboro service center, at which we served breakfast and lunch.
- Each meeting was an hour long to include games, prizes, the UW campaign video, an agency guest speaker, and time dedicated to helping employees complete and turn in their donation forms on-site.
- All new hires, contractors, and interns are encouraged to donate
 - We keep blank donation forms on hand
 - Eligible for prizes and incentives
- Easy payroll deduction is an option for donation- allows employees to stagger their gift throughout the year.

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	1535	-4.06%	1034	13.5%	67.36%
2014	1600	31.36%	911	9.63%	56.94%
2013	1218		831		68.23%

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