

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		PPG Fiber Glass Products	
Address	940 Washburn Switch Road	City/State Shelby	Zip 28150
Name of Person Completing this Application	Leslie J. Cobb	Phone 704-482-7344	E-mail leslie.cobb@unitedway.org
Name of Sponsoring United Way	United Way of Cleveland County, Inc		Metro Size 4
United Way Contact for Questions	Leslie J. Cobb	Phone 704-482-7344	E-mail leslie.cobb@unitedway.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		
X	1.	Volunteer Culture
X	2.	Partnership with Community
X	3.	CEO/Senior Leadership and Involvement and Giving
X	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
X	5.	Employee Campaign Coordination, Incentive and Recognition
X	6.	Overall Per Capita Gift
X	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 type="checkbox"/> 201 - 500 employees <input checked="" 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:

Leslie J. Cobb

Email:

leslie.cobb@unitedway.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: PPG FiberGlass Products is a leader in its markets, is a streamlined, efficient manufacturer; and operates on the leading edge of new technologies and solutions.

Vision: It is our vision to continue being the world's leading coatings and specialty products and services company, serving customers in construction, consumer products, industrial and transportation markets and aftermarkets.

Philanthropic Culture: PPG Industries has set the benchmark for corporate philanthropy in Cleveland County, leading by example with decade's long support of meeting the needs of the people in Cleveland County.

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)

PPG FiberGlass encourages giving and have included an enhanced Fair Share leadership giving level which they call a Community Partner. They encourage all their employees to consider a gift of 2% of their gross pay. This year they had more that 1/3rd (193) of their 569 employees give at this level!

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.)

- PPG FiberGlass is the largest Employee and Corporate contributor in Cleveland County.
- PPG FiberGlass had 193 of its 569 employees (33.9%) give 2% or more of their gross pay as a contribution to United Way.
- PPG FiberGlass had 265 of its 569 employees (46.6%) give 1% or more and of their gross pay as a contribution to United Way.

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

PPG has a long history of community involvement. One of their newest projects is a partnership with the local faith community. The Potato Project encourages local participants to grow Idaho and Sweet potatoes for distribution to local food pantries. As a direct result of this project PPG took the initiative and launched a Community Garden. Seasonal produce from their garden is given to the Shelter for Women and Children, the Neal Senior Center and Life Enrichment Centers (Adult Day Care). This provides fresh produce at meal time, evokes warm memories of earlier days and a sense of sharing and involvement.

They also participated in United Ways Day of Caring by partnering with the Lion's Club Senior Housing Village. They did "handy man" projects for the residents and provided the residents a community cookout.

The company encourages its salary group to share their volunteer expertise to various agencies throughout the community and their Foundation provides support to many charities based on employee involvement.

The total number of hours, not including the United Way campaign, totals more than 2,000 hours and at \$22.55 an hour would equal a value of more than \$45,000.

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

Education and involvement is one of the keys to PPG's success. This year they started early with reverse tours. They brought in agency speakers for their pre-shift meetings on several dates to educate their employees about the wide range of United Way programs and services. They also had testimonials from employees who had benefited from past United Way support.

They gathered advice and insight from both hourly and salaried employee groups about how they could redesign this year's campaign. By implementing these recommendations, their campaign achieved a \$28,317 increase in giving.

Their Plant manager attended every employee meeting and shared his personal involvement and support of United Way and its agencies and challenged everyone to do what they could to help others this year.

Lastly, informal leaders met one on one with every employee to answer questions and give additional information about United Way and the campaign to insure each person received a personal touch and had a voice in this year's campaign.

In addition, they used their new hires program to make sure they signed up each new employee at their enrollment and enjoyed a very high % participation.

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 1.5% or more is considered a leadership gift.

Plant manager, Todd Douthit, is the reason we had a \$28,317 increase in employee giving. PPG Fiber Glass Products has been a leader in United Way support over the years, but Todd felt they could and should do even more to support the people in our community.

He leads by example. He chairs the Finance Committee, serves on the United Way’s Board of Directors, Nominating Committee, Golf Tournament Committee, Fund Distribution Committee and Executive Committee. He also took the leadership role in shaping the changes in this year’s PPG employee campaign.

Todd asked all employees to consider the Fair Share leadership level of 2% of gross wages/salaries (verses our highest of 1.5%) and personalized their pledge forms to show how little would come out of each paycheck. To encourage giving he offered a day off with pay for anyone who gave at the 2 % level. His employees responded with 193 hourly and salary employees giving at the 2% level and an additional 3 gave 1.5%.

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	411	196	47.7 %	16.0 %
2014	406	169	41.6 %	5.0 %
2013	402	161	40.0 %	

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.

Please indicate if you fall into the “N/A Category”

The company made a \$5,000 host sponsor gift for our local United Way Golf Tournament and solicited their suppliers for an additional \$24,200 in sponsorships. In addition, they and their suppliers provided a majority of the donated prizes.

To encourage increased giving, PPG offered a 12 hour day off with pay for 2% level givers. This year’s response (193 givers) will cost PPG approximately \$48,000 in increased expenses (at a time when they are under tremendous pressure to cut costs!)

To encourage United Way giving in the public schools, PPG sponsored \$1,600 in incentive money for four schools to use in their employee campaigns.

PPG has always been one of our largest corporate contributors. Several years ago they had to downsize the workforce from 1800 employees (when they set a corporate gift of \$20,000) to 569 employees today. This year the foundation made a corporate gift of \$15,000 and with their other sponsorship contributions they are our largest corporate supporter.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$15,000	0.0%
2014	\$15,000	0.0%
2013	\$15,000	

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

This year all employees were asked to provide “leadership in giving” by considering a gift of 2% and were given the ultimate recognition, a 12 hour day off with pay. This positive incentive was well received as 33.9% (just over one third) of the workforce gave at this level.

In addition to the days off with pay, additional incentives were provided for all givers at all levels of giving. These incentives were paid for from a budget of approximately \$10,000.

These incentives will add up to more than \$58,000 in a year when the company is under strict budget constraints.

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*

PPG Fiber Glass Products increase increased their per capita giving from \$414.33 to \$452.45 in the 2015 campaign. Because of changes in campaign approach and adoption of new best practices, they were able to grow their per capita by \$38.12.

They encouraged giving at a 2% (of gross pay) top level of giving and offered it as a leadership level for all employees to consider. They offered a day off with pay for all those who gave at that level. The Plant Manager participated in all group meetings and shared his personal support. They personalized all employee pledge forms so they could see how little the deduction would be in each paycheck and offered many other best practices to recognize and reward giving.

The company has gone through a tough downsizing with a reduction of 2/3's of the employees 5 years ago. But they continue to increase their generosity. To connect with the needs of our community they invited our agency speakers to all pre shift meetings so that the employees could get a good understanding of the other challenges in our community and how everyone could make a difference in someone else's life.

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	\$257,444	12.4%	569	\$452.45	9.2 %
2014	\$229,127	4.8%	553	\$414.33	2.7 %
2013	\$218,733		542	\$403.57	

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***

To promote generous giving and high per capita giving, our community does not push for 100% participation. We encourage companies to have a 70% - 75% participation rate. PPG fell in the middle of that range with a 72.2% participation rate.

PPG works hard at encouraging giving and really goes the extra mile in educating its workforce about the agencies and the work they do and asks their employees to consider giving and, if possible, to give generously. As a result, almost 3/4ths gave and of those givers, 193 (47%) gave at the 2% (of gross pay) giver level! This is especially strong since about 90% of their employees are hourly wage earners!

We are very proud of their high participation rate and extremely high level of leadership givers. A strong new hires program has close to an 80% participation level and since most new employees don't have much vacation time close to 45% of the new employees give at the 2% level to gain the day off with pay that is offered.

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	569	2.9%	411	1.2%	72.2%
2014	553	2.0%	406	.9%	73.4%
2013	542		402		74.2%

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