

2015 Spirit of North Carolina

Application Form <i>(available at www.unitedwaync.org)</i>			
Company/Organization Name	Piedmont Natural Gas		
Address	4720 Piedmont Row Dr.	City Charlotte	Zip 28210
Name of Person Completing this Application	Kristen Gandy	Phone	E-mail
Name of Sponsoring United Way	United Way of Central Carolinas		Metro Size
United Way Contact for Questions	Kristen Gandy	Phone 704.371.7144	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 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!

Application Standards Checklist		
<input checked="" type="checkbox"/>	1.	Volunteer Culture
<input checked="" type="checkbox"/>	2.	Partnership with the 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 or 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



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 (<i>Excluding United Ways</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:

Piedmont Natural Gas supports numerous community programs. Various initiatives listed below:

Focus Areas of the Piedmont Natural Gas Foundation:

- Environmental stewardship and energy sustainability
- K-12 science, technology, engineering and math (STEM) education
- Workforce development
- Health and human services
- Energy assistance programs

Energy Assistance Program

Piedmont supports many programs annually, including Share the Warmth, a program that assists neighbors who need help paying their home energy bills. Share the Warmth allows Piedmont, our community partners and our customers to help families in need pay their energy bills.

Community Outreach

Piedmont Natural Gas promotes the support of multiple initiatives to help our customers, employees, people and organizations in our communities.

Our Foundation

The Piedmont Natural Gas Foundation was established in 2004 to support nonprofit organizations. Since its inception, the Foundation has invested more than \$9 million in the communities we serve.

Community Managers

Piedmont's team of Community Relations Managers work in every city across our service territory to promote economic development and to represent the interests of our customers, our communities and our business partners.

List 3-5 bullet-points highlighting numeric campaign successes :(i.e., dollars raised, % increase over previous year, # of leadership givers, etc.)

- Met and surpassed company campaign goal in each of the past seven years
- Total (Employee) Dollars raised corporate wide \$673,574
- 100% Leadership participation
- Leadership giving has increased consistently...Charlotte area contributions are up over 75% since 2009

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)

Doing a kickoff event for all employees throughout the company, as well as encouraging at least one volunteer/community service opportunity at each location. The kickoff event had Chickfila breakfast provided for all of the employees with a "Bee United" theme.

STANDARD 1 – Volunteer Culture/Promotes Community Volunteerism

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

Financial contributions are just one way our company and our employees support our local communities. We regularly volunteer our time and expertise because we want to make a difference for people throughout our service area.

Although our employees volunteer and give throughout the year, our holiday Week of Giving is a tradition that allows employees to focus their efforts at such a critical time for many people in our communities.

The Employee Community Involvement Program gives employees eight paid hours each year to volunteer with organizations of their choice.

Our leaders are also setting the example and have embraced this commitment to our communities. Each member of our leadership team is asked to serve on a local nonprofit board. This challenge has resulted in valuable and long-lasting relationships in our communities, and it’s because of these relationships that we are able to respond to the most pressing needs within our communities. Our leaders serve on nonprofit boards of the following organizations:

American Cancer Society	Community School of the Arts
American Gas Foundation	Crisis Assistance Ministry
American Heart Association	Discovery Place
Apparo (formerly Npower)	First Tee of Charlotte
Arts & Science Council (ASC)	Gas Technology Institute
Asian Chamber of Commerce	Habitat for Humanity
Big Brothers/Big Sisters	Hospice and Palliative Care of Greater
Boys & Girls Club of Greater Charlotte	International House - Charlotte
Boy Scouts of America - Middle Tennessee Council	Junior Achievement
Boy Scouts of America - Mecklenburg County Council	Keystone Energy
Carolina Raptor Center (CRC)	Loaves and Fishes Food Bank
Catawba Lands Conservancy	March of Dimes - Greater Mecklenburg Chapter
Central Piedmont Community College Foundation	MeckEd
CPCC Executive Energy Advisory Board	Morrison YMCA
Charlotte Collegiate Football	NC Dance Theatre
Charlotte Community Affairs Professionals (CCAP)	NC Wildlife Federation
Charlotte Sports Event Advisory Board	Nevins Center
Charlotte Sports Foundation	Red Cross of the Greater Carolinas
Charlotte Steeplechase Association	Red Cross of Union County
Citizen Schools	Teach for America
Civic and Cultural Center of Pineville	TreesCharlotte
Community Culinary School of Charlotte	United Way of Central Carolinas

- PNG Leadership Council team on United Way boards:

<u>Organizations</u>	<u>Leadership</u>
Boy Scouts of America	Keith Napier
Boy Scouts of America	David Trusty
Crisis Assistance Ministry	Claire Taylor
Habitat for Humanity	Jose Simon
Hospice and Palliative Care of Greater Charlotte	Rob Pritchard
Morrison YMCA	Ron Mays
Morrison YMCA	John Sutphin
Red Cross of the Greater Carolinas	Victor Gaglio
Red Cross of Union County	Keith Maust
United Way of Central Carolinas	Bill Williams

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

Piedmont Natural Gas runs a ‘centralized’ campaign managed at the Charlotte headquarters but implemented at each location by ‘local’ PNG representatives. One of the key efforts was to ‘enable’ the PNG site and the local United Way office coordinate efforts. One of the first ‘set up’ efforts beginning approximately 4 to 6 months prior to scheduled kick-off is to ‘synchronize’ employee home sites with their local United Way and United Way member organizations.

- Each location held a campaign kickoff breakfast or luncheon, which included a speaker from a UW agency
- Each location held a wrap up celebration, which included a treat for employees that were present along with a presentation displaying the campaign results
- During the campaign kickoff celebration at our Corporate Office in Charlotte, all of the executive management team was present. The theme this year was “Bee United” with bumblebee branding and “buzz.”
- After each kickoff event, employees received a crafted UWay email, which contained the link for employees to make their e-pledge
- United Way brochures and stickers were also available in the break rooms for employees that donated to the campaign
- Other companywide volunteer/fundraising activities include:
 - Annual Week of Giving (see attachment)
 - Quarterly Blood Drives benefitting American Red Cross
 - Arts and Science Council Fundraising Campaign
 - American Heart Association Fundraising Campaign and Heart walk
 - March of Dimes Fundraising Campaign and March of Dimes

Volunteer Events held at United Way Partner agencies :

A Child’s Place
A Child’s Place
Second Harvest Food Bank
Boy Scouts
Boys and Girls Club
Second Harvest Food Bank
Hospice
Second Harvest Food Bank
Meals on Wheels
Shalom House of Anderson
Second Harvest Food Bank
A Childs Place
Crisis Assistance Ministry

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*

Office of the Chief Executive, Tom Skains:

1. Approves Campaign Chair and Co-Chair
2. Corresponds in writing to all employees the importance of United Way Campaign. CEO correspondence distributed to encourage employee donations
3. Attends and presides over campaign finale
4. Encourages (in a tangible way) staff leadership to participate in United Way events
5. As a result of his personal contribution, is a member of the Major Gifts Society

Piedmont Natural Gas Foundation

1. Since founding in 2004 had distributed over 9 million dollars to the Piedmont Natural Gas charitable community.
2. United Way of Central Carolinas (Charlotte) has been a direct recipient of greater than \$7.4 million since 2005.

Piedmont Natural Gas Senior/Top Tier Leadership

1. Attends and participate in Campaign events to encourage participation
2. This year’s campaign video highlighted two of PNG’s leaders – David Carpenter and Jane Lewis-Raymond. They gave their testimony of why they give and how giving is a part of PNG leadership and culture.
3. Senior staff participate in the local community as Board Members of local charities. While the number of employee participants is extensive (and listed in another section) the following lists only senior PNG Leadership affiliation: UPDATE

Organization

Boy Scouts of America
 Boy Scouts of America
 Crisis Assistance Ministry
 Habitat for Humanity
 Hospice and Palliative Care of Greater Charlotte
 Morrison YMCA
 Morrison YMCA
 Red Cross of the Greater Carolinas
 Red Cross of Union County
United Way of Central Carolinas

Leadership

Keith Napier
 David Trusty
 Claire Taylor
 Jose Simon
 Rob Pritchard
 Ron Mays
 John Sutphin
 Victor Gaglio
 Keith Maust
Bill Williams

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	813	100	12%	3 %
2014	781	97	12%	4%
2013	732	93	12%	

**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.

Piedmont Natural Gas not only provides an annual corporate gift to the United Way agencies in our service territory, the company also conducts an enterprise-wide employee giving campaign. For the past five years, Piedmont Natural Gas employees have surpassed the fundraising goal set by the internal United Way campaign committee, even during the economic downturn in recent years. These results reflect the dedication and commitment of our employees to the mission of the United Way.

In addition, the company also partners with local United Way member agencies within our service territory to provide volunteer opportunities during the annual campaign. These opportunities provide our employees up close and personal insight on how the dollars they commit to donate each year are making a difference in the lives of their neighbors in need. Some of the company’s past activities include sorting clothes at Crisis Assistance Ministry free store, reading to students at A Child’s Place Summer Camp as well as collecting books to donate to A Child’s Place.

Week of Giving 2014 by the numbers – Charlotte:

- Donated 820 pairs of underwear and 165 pairs of socks to Crisis Assistance Ministry
- Collected 6,201 pounds of food during our Second Harvest food drive
- Gave 47 units of blood during Red Cross blood drive
- Packed 500 care packages for NC soldiers stationed overseas with Operation North State
- Corporate – packed 500 dental kits that benefited the Salvation Army Center of Hope and Men’s Shelter of Charlotte
- Corporate – collected clothes and housing supplies to donate to Crisis Assistance Ministry
- Charlotte District – collected toys to donate at Ronald McDonald house during event the employees put together for kids at the house
- Fayetteville – taught kindergartners the importance of washing your hands and being health and safe through the American Red Cross Scrubby Bear Program
- Salisbury – sponsored canned food drive to benefit Rowan Helping Ministries
- New Bern – sponsored auction that benefitted the local United Way
- Greensboro – sponsored food drive to benefit local agencies
- Indian Trail – sponsored United Way Day of Caring, held a food drive and collected food supplies

Year	Corporate Gift	Percent Change
2015 (current)	\$94,000	0%
2014	\$94,000	0%
2013	\$94,000	0%

Note: United Way corporate gifts are funded through the Piedmont Natural Gas Foundation. The amount reflects the amount paid as a result of grants applied for by the United Way of Central Carolinas only.

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

Prizes:

All donors at Piedmont were entered in a drawing for one of these prizes (winner's choice):

- 3 – \$100 gift certificates
- 6 - \$50 gift certificate
- 8 – Kindle Fire HD
- 2 – 10,100 Rewards and Recognition points

All participants at Piedmont were entered in a drawing for one of these prizes (winner's choice):

- 4 - \$100 gift certificate
- 4 - \$50 gift certificate
- 1 - Flat screen television
- 2 – 10,100 Rewards and Recognition points

All Fairshare donors at Piedmont received one extra vacation day

All donors at our Charlotte areas office were entered into drawings for the prizes below.

- 8 – Family 4 pack of tickets to a Charlotte Knights game
- 8 – Four tickets to a Charlotte Checkers game

Key Point: Each year Piedmont Natural Gas selects a Campaign Co-Chair who will rise to Chair position the following year. Note that the Chair and Co-Chair have responsibility for all Campaign activities (planning through execution) for all PNG locations in a 3 state area.

- In addition to the campaign chair spearheading the campaign, the campaign chair was assisted by the campaign co-chair, campaign coordinators, and core committee.
- The campaign chair, campaign coordinators and core committee were carefully selected and given clear expectations on their roles and responsibilities four months prior to the campaign kickoff.
- Each location had an assigned campaign coordinator(s), who was empowered to provide communication, plan kick-off and wrap-up events, coordinate prizes and incentives, and create volunteer opportunities for the employees at their respective location.
- Our corporate office had a dedicated core committee, consisting of employee volunteers that coordinated kick-off and wrap-up events, communications to employees, prizes and incentives, reporting, and volunteer opportunities.
- Both the campaign coordinators and core committee participated in bi-weekly conference calls several months prior to the campaign to plan events.

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*

Key (additional) Point regarding per Capita Gift from Piedmont Natural Gas employees within the United Way of Central Carolinas footprint: In spite of economic slowdown, low natural gas prices, and local United Way issues; Piedmont Natural Gas employees have increased per capita giving over the past 5 years greater than 20%.

- This year our focus for the campaign was participation; and in an effort to increase participation, we promoted awareness of the campaign through the following tools:
 - Dedicated, local campaign coordinators. Each location had one or more assigned campaign coordinator(s), who was/were empowered to provide communication, plan kick-off and wrap-up events, coordinate prizes and incentives, and create volunteer opportunities for the employees at their respective location
 - In addition to the local campaign coordinators at our resource centers, our corporate office had a dedicated core committee, consisting of employee volunteers that coordinated kick-off and wrap-up events, prizes and incentives, and volunteer opportunities.
 - Volunteer opportunities: Through volunteerism we were able to build awareness about the campaign and engage our employees with more face-to-face opportunities with the clients of the United Way agencies.

Year	Total Employee Giving Amount	Percent Change	Total No. of Full-time Employees	Employee Per Capita	Percent Change
2015 (current)	\$340,794	1.9%	813	\$419	-2%
2014	\$336,771	1%	781	\$431	-5 %
2013	\$333,198	4%	732	\$455	-1%

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***

Key (additional) Points Regarding Participation levels:

First: Piedmont Natural Gas manages participation on multiple levels. 1.) Response rate which has increased by approximately 4 % over the past three years. 2.) Giving levels noted below. (we use the participation numbers from the reports you provided so I would think this would be fine)

Second: From an overall corporate perspective (all locations) participation level has been consistent in spite of economic conditions and business downturns...a tribute to the campaign team diligence. The number of givers has consistently risen while PNG continues to add new employees.

- All employees at Piedmont had the opportunity to participate in United Way campaign by attending the Kickoff luncheon/breakfast at their work locations
- After each kickoff event, each employee received an e-pledge email allowing them to submit donations electronically to the United Way organization of their choice
- If an employee was unable to give dollars, they had opportunity to participate in a volunteer event for a United Way agency near their work location
- All volunteer events were broadcasted companywide via enterprise wide Communications meetings, company intranet and emails.
- On a weekly basis, United Way sent reminder emails to all employees who had not donated prior to the end of the campaign.

Year	Total Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015 (current)	813	(3.3)%	462	.65%	56.8%
2014	781	(1.1)%	459	5.5%	58.7%
2013	732	(3.6)%	435	1.6%	59.4%