

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Pitt County Schools		
Address	1717 W. Fifth St.	City/State Greenville, NC	Zip 27834
Name of Person Completing this Application	Brock Letchworth	Phone (252) 830-4219	E-mail Brock@pitt.k12.nc.us
Name of Sponsoring United Way	United Way of Pitt County		Metro Size Greenville – 4
United Way Contact for Questions	John Bacon	Phone (252) 758-1604	E-mail jbacon@uwpcnc.org
Does the company know a Spirit Application has been submitted on their behalf? X 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 type="checkbox"/>	1. Volunteer Culture
<input type="checkbox"/>	2. Partnership with Community
<input type="checkbox"/>	3. CEO/Senior Leadership and Involvement and Giving
<input type="checkbox"/>	4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input type="checkbox"/>	5. Employee Campaign Coordination, Incentive and Recognition
<input type="checkbox"/>	6. Overall Per Capita Gift
<input 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 type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input type="checkbox"/> 1501 - 2500 employees <input checked="" type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input checked="" 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:

Jim Cieslar



Email:

jcieslar@uwpcnc.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

Pitt County Schools will ensure that all students are provided a rigorous and personalized education that prepares them for the ever-changing challenges of the 21st Century.

Vision

Pitt County Schools; a system of excellence partnering with family and community to prepare students to function effectively in a rapidly changing world by developing global citizens through academic excellence.

Philanthropic Culture

The Pitt County School System focuses on character development and service learning in its efforts to prepare leaders who will make a positive impact on the world.

Many of our schools focus on a different character trait each month and highlight and demonstrate what it means to display this trait through initiatives and activities planned by the school counselors and administration. Traits include responsibility, respect, kindness, good judgement, courage, integrity, self-discipline, and perseverance. Some schools have also implemented Covey's Leader in Me program, an initiative that teaches children leadership, responsibility, accountability, problem solving, and self-direction by focusing on Franklin Covey's school transformation process utilizing the book, *The 7 Habits of Highly Effective People*. Efforts to promote good character are also evident through anti-bullying initiatives such as assemblies made possible through a partnership with the Peer Mediation Center of Eastern Carolina and the recent acceptance of Rachel's Challenge by every middle and high school in the district.

Examples of student service projects are also abundant in each of our 37 schools. Some of them include participation in food drives, toy collections, coat collections, watershed and highway cleanups, and hundreds of volunteer hours spent at local shelters, food banks, retirement communities and medical facilities. These service-learning initiatives have helped to foster a climate of care and consideration and led some students to go above and beyond to make their world a better place. One example includes a senior at a PCS high school who was inspired by a third-grade field trip to the Karen Beasley Sea Turtle Rescue and Rehabilitation Center to create the Love a Sea Turtle Foundation that now sponsors annual fundraising events, summer educational camps, the River Guardians cleanup initiative, and the Stow It-Don't Throw It Project aimed at preventing marine debris.

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)

One meaningful addition to the Pitt County Schools campaign that has played a large role in the drastic increase in contributions is the incentive for employees to receive an annual leave day with a donation of \$30 or more in a school or department that meets its pre-determined goal. This incentive not only motivated employees to donate \$30 to do their part, but it also created a team atmosphere in which the entire department or school worked together to meet their pre-determined goal so they would qualify for the extra annual leave day.

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.)

- 129 percent increase in money donated since 2013, and increase from 36% participation in 2014 to 50% participation in 2015.
- Largest dollar increase (\$27,274) in workplace campaigns in the county in 2014.
- Highest contributors were D.H. Conley High at \$4,860 and South Central High at \$4,708.

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

Many of Pitt County Schools' students and staff volunteer to assist local non-profits, charity, or faith-based organizations, while also logging volunteer hours in a clinical setting at the local Vidant Medical Center and East Carolina University's Brody School of Medicine. Some of the district's programs such as the Health Sciences Academy require a specific number of volunteer hours for students, while other students and staff donate their time and energy with only a goal of helping others.

In the 2014-15 school year, students in the Health Sciences Academy alone logged 38,650 volunteer hours, which has an economic impact of \$877,557. When considering other volunteer hours logged by students, Pitt County Schools annually exceeds \$1 million in its economic impact resulting from volunteering.

Additionally, Pitt County Schools staff participates in volunteer-led efforts and projects around the community, and many staff members serve on community agency boards, including the United Way of Pitt County, Communities in Schools, Martin-Pitt Partnership for Children, Partnership for Progress, the Boys and Girls Club of Pitt County, and the Pitt County Crimestoppers. Staff members are also actively involved in service organizations such as Rotary and Kiwanis.

Some examples of locations where our students and staff volunteer include: Vidant Medical Center; United Way of Pitt County; United Hospice of Eastern Carolina; Third Street Community Center; Sheppard Memorial Library; Pitt County Humane Society; Pitt County Animal Shelter; NC Packs 4 Patriots; Lucille Gorham Intergenerational Center; Greenville Museum of Art; Habitat for Humanity; Food Bank of Eastern North Carolina; Council on Aging; American Cancer Society; and the Dream Factory among many others.

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 Pitt County School System is Pitt County's third largest employer with more than 3,000 employees. Communication about the United Way and its benefits to the community required an organized and creative approach in order to effectively reach each of the district's schools, departments, and offices. The school system boosted its campaign through various forms of communication including email, video, and district meetings and events. Some examples include:

- A system-wide meeting of campaign coordinators was held to discuss the campaign process, incentives for giving and, most importantly, the impact that contributions have on our community and specifically the students we serve. District leaders and campaign coordinators also shared effective strategies for increasing donations among their colleagues.
- Each school held its own United Way kickoff event to generate support for the campaign. These kickoffs ranged from staff breakfasts to afternoon socials, and campaign coordinators and administrators organized the events.
- The district office held its own United Way kickoff meeting and challenged the various departments to collect the most donations. This created a positive rivalry that resulted in an increase in giving.
- An email from PCS Superintendent Dr. Ethan Lenker challenging all employees to contribute to this year's campaign.
- Regular email updates about effective campaign strategies and the status of various campaigns.
- Schools held campaign celebrations when they met their goal, awarding prizes to those who qualified based on their level of donation.
- A letter of thanks sent from Pitt County Schools Assistant Superintendent of Finance Michael Cowin to campaign coordinators.

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 \$500 or more is considered a leadership gift.

Much of Pitt County Schools’ efforts in the past couple of years focused on increasing the total number of donors, and it effectively led PCS to a 129 percent increase in donations. Pitt County Schools Assistant Superintendent of Finance Michael Cowin led these efforts by working closely with Superintendent Dr. Ethan Lenker and district public information coordinator Brock Letchworth in communicating and motivating employees to contribute at the leadership level. Some of their efforts included:

- An email from the superintendent challenging all employees to contribute.
- The organization of a leadership kickoff meeting at the local Boys and Girls Club to discuss campaign goals, incentives and the collection process.
- The addition of individual and school incentives for those who contribute a leadership gift and meet their site’s goal.
- Keeping all site campaign coordinators updated with their progress toward their site’s goal and reminders about deadlines and the collection process.
- The organization of site visits to provide staff with an overview of the United Way and its benefits to the community.
- Personal contact with administrators who were not successful in the previous year to discuss strategies for improvement.

The district will now turn its focus to motivating donors to contribute at the leadership level in an effort to continue the total amount of contributions by PCS employees.

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	1,207	5	.4%	-.1
2014	1,155	6	.5%	+.1
2013	808	3	.4%	n/a

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.

Pitt County Schools provided facilities and time for the district's United Way campaign, offering a venue for each school's kickoff meeting as well as meeting times and an additional annual leave day for donors who met a certain criteria.

Each school and department was encouraged to provide assets to help with the campaign, and these included incentives generated by school leadership and campaign coordinators along with flyers or posters to advertise the campaign. Each school or office had one coordinator for employee and/or student giving, and the time these coordinators put into the effort was astounding considering our districtwide campaign lasted only three weeks.

As a public school system, Pitt County Schools is unable to provide a direct corporate gift, but the district's schools and departments found other ways to generate funding. Some of these included the incentives offered by the district such as an annual leave day, a television, and a Google Chromebook as well as school-based incentive such as a jeans day for students and staff. Some schools also made their campaigns more successful by incorporating friendly competition between grade levels.

Local corporate numbers are reported below unless indicated as statewide

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

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

Ideas for incentives were generated prior to and shared during the United Way kickoff events held by campaign coordinators at each school, department, and office in the district. Many of the schools utilized unique strategies for increasing campaign contributions, engaging both employees and students in the process. For example:

- The district provided an extra annual leave day to any employee who donated at least \$30 to the campaign and whose school or department met its goal.
- Employees who donated at least \$60 to the campaign received an extra annual leave day and qualified for a drawing for a 39-inch flat screen television.
- Donations of at least \$120 earned employees an extra annual leave day, qualified them for the television, and earned them an opportunity to win a personal Google Chromebook and a cart of Chromebooks for their school or a school of their choice.
- Site campaign coordinators also qualified for drawings for three \$50 gift cards if their site met or exceeded its goal.
- Some schools and departments provided a jean day if the school or department met or exceeded its goal.
- Administrators at some schools took the highest donor out to lunch, while some administrators also offered prime parking spots or early leave passes for staff who met a certain donation level.
- Several schools and departments obtained donations from local businesses to hold their own drawings for those who donated at least a designated amount.
- Some schools held raffles for gift baskets and other donated prizes, while others used jeans days as an opportunity to raise funds for their 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*

Since 2013, the Pitt County School System has experienced a **129 percent increase** in the funds raised to support the United Way. This increase has been the result of providing incentives for giving and an increased communications effort on the ways in which the United Way benefits the community and, more specifically, the students we serve.

In 2014, the \$27,274 increase in giving was the largest dollar increase in workplace campaign results in the county. The upward trend continued in 2015 with a 13 percent increase in giving, including 28 of 45 school buildings or departments that met their individual goals.

Leading the way has been D.H. Conley High School which has raised nearly \$10,000 during the past two years (\$5,072 in 2014 & \$4,860 in 2015). South Central High School has also paced our district by increasing its contributions from \$3,469 in 2014 to \$4,708 in 2015.

Other schools that experienced considerable increases in donations from 2014 were:

- J.H. Rose High went from \$530 to \$1,895.
- G.R. Whitfield went from \$256 to \$1,625.
- Hope Middle went from \$400 to \$2,143.
- Lakeforest Elementary went from \$761 to \$2,025.
- Wellcome Middle went from \$480 to \$1,387.
- Chicod School went from \$157 to \$1,622.

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	\$61,138	+13%	3,125	\$23.42	+37.7 %
2014	\$53,948	+98%	3,165	\$17	+112.5 %
2013	\$26,674		3,165	\$8	

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***

Pitt County Schools provides an opportunity for all employees to participate by enabling them to participate in payroll deductions and making time available during school and department staff meetings. Each site campaign coordinator was provided pledge forms to distribute and detailed instructions for employees to help with the completion of these forms. Additionally, employees were provided links for online giving to make the donation process as convenient as possible.

Meetings were held by all site campaign coordinators to ensure that employees understood the process and the benefits of giving.

All new hires in the district are provided with an overview of the United Way of Pitt County and details on how they can contribute along with the pledge forms and link for online giving.

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	3,125	-1.2%	1,207	+4.5%	50%
2014	3,165	0%	1,155	+42.9%	36%
2013	3,165		808		26%

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