

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name		Procter & Gamble	
Address	100 Swing Road	City/State Greensboro	Zip 27409
Name of Person Completing this Application	Tamarind Stewart	Phone 336-378-5020	E-mail tamarind.stewart@unitedwaygso.org
Name of Sponsoring United Way	United Way of Greater Greensboro		Metro Size 1A
United Way Contact for Questions	Tamarind Stewart	Phone 336-378-5020	E-mail tamarind.stewart@unitedwaygso.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"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<p>1. Volunteer Culture</p> <p>2. Partnership with Community</p> <p>3. CEO/Senior Leadership and Involvement and Giving</p> <p>4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts</p> <p>5. Employee Campaign Coordination, Incentive and Recognition</p> <p>6. Overall Per Capita Gift</p> <p>7. Participation Level</p> <p style="text-align: center;">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:

Tamarind Stewart, Senior Campaign Manager

Email:

tamarind.stewart@unitedwaygso.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:

Israel-based Teva entered the Triad in 2011 by acquiring Procter & Gamble production facility at 100 S. Swing Road, along with 200+ employees, under a joint venture that had Teva producing P&G's NyQuil, DayQuil and Pepto-Bismol products.

However, during July of 2014, P&G bought back that facility and land for \$18.6 million and hired back those 200+ workers. The sale meant that Teva, the world's largest producer of generic medications, had effectively exited the Triad and a second P&G plant in Greater Greensboro would once again partner with United Way of Greater Greensboro to help improve social conditions in the community for those who need it most.

For 175 years, P&G has served consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®️, Ambi Pur®️, Ariel®️, Bounty®️, Charmin®️, Crest®️, Dawn®️, Downy®️, Fairy®️, Febreze®️, Gain®️, Gillette®️, Head & Shoulders®️, Lenor®️, Olay®️, Oral-B®️, Pampers®️, Pantene®️, SK-II®️, Tide®️, Vicks®️, and Whisper®️. The P&G community includes operations in approximately 70 countries worldwide.

Greensboro Personal Health Care's (PHC) Mission: *We will provide branded products and service of superior quality and value that improve the lives of the world's consumers, now and for generations to come.*

Greensboro PHC's Vision: *To transform into a world-class continuously operated Over the Counter (OTC) manufacturing facility that values flexibility and diligence, and rewards the contributions of every employee while improving the lives of the world's consumers and the communities in which we live.*

With no campaign in 2014 due to the transition from Teva back to P&G, United Way of Greater Greensboro was elated to welcome back P&G Swing Road as a corporate partner in our fight to break the cycle of poverty.

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)

DEPLOYMENT DAY

P&G utilized their "Deployment Day", when the workforce goes off site to set the corporate course for the year, to reintroduce United Way of Greater Greensboro to their workforce. The LIVE UNITED message and focus to break the cycle of poverty was shared by the UWGG President & CEO, Live United T-Shirts were given away as prizes, and every employee had the opportunity to give throughout the campaign.

As a result of the 100% Awareness Campaign, participation at the plant increased from 5.33% in 2013 to 98% in 2015.

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.)

- \$65,855.04 overall dollars raised (2,331% increase over 2013 campaign results; no campaign in 2014)
- New Corporate Gift (\$25,000) endorsed by the Plant Manager, Phillip Burns, who is also a Leadership Donor.
- 1,008% increase in donors (from 12 to 133 donors); from 5.33% participation (2013) to 98% (2015)

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. Include organizational incentives for participating in community volunteer activities.

Up to 5 points

Estimated value of volunteer time for 2015 was \$22.55 per hour.

P&G employees volunteer on charitable projects, giving back to the communities where we live and work.

In its first year back as a P&G owned plant, the ECM, Sarah Patterson, immediately engaged the employees with the following community events:

- Served a hot meal at the Pathways Family Shelter March 2015.
- Held a clothes drive for the Women's Resource Center – May 2015.
- Held a "Tools for School" drive for less fortunate children – August 2015
- Holiday Projects – collected canned goods for the Greensboro Urban Ministry, sponsored an Adopt-A-Senior Tree to assist with grocery store items & collected unwrapped toys for children less fortunate.

Sarah and her team have plans for employees to participate in future volunteer opportunities scheduled throughout the year.

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 of Greater Greensboro Annual Campaign- 100% Awareness Campaign
As a United Way Worldwide GCL, there was both online and physical presence throughout the campaign, especially with the introduction of United Way during the annual “Deployment Day”, where the President & CEO of United Way of Greater Greensboro was able to speak and inspire 200+ plant employees all at once.

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.

The local Plant Manager encouraged all employees to participate in the United Way Campaign during “Deployment Day”. In fact, before the campaign began, he made a leadership gift to the campaign to show his commitment to our mission and community. As a result, leadership giving increased from 2 leaders in 2013, to 11 leaders in 2015 (an increase of 450%). Leadership gifts make up 39% of employee giving (\$15,928).

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	133	11	8 %	NA %
2014	NA			
2013	12	2		

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”

Under the ownership of Teva, the Swing Road Plant did not provide a corporate gift. However, under the leadership of the P&G Swing Road plant manager, a corporate gift from P&G in the amount of \$25,000 was endorsed for 2015 to support our focus to break the cycle of poverty in our community.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$25,000	NA%
2014	NA	
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

The ECM of P&G Swing Road, Sarah Patterson, was imperative to the success of this campaign. As a well respected team member and Site Human Resources Coordinator, she coordinated the “Deployment Day” United Way presentation to ensure all employees were inspired to participate in this year’s campaign. Signage and special events kept employees engaged throughout the campaign.

Combined Golf Tournament- P&G Swing Road and P&G Brown Summit, both located in Greater Greensboro, co-sponsored a Golf Tournament to benefit United Way of Greater Greensboro (final tally pending)

Chili cookoff and bake sale

Fair Share- incentives were given to employees participating in P&G’s Fair Share Contributor program where employees donate 1% of their salary/wage annually to the United Way Campaign.

Sarah sent plant employees a "Did You Know" email to provide them with examples of the impact their dollars make throughout the campaign as well as provide awareness regarding the rapidly growing poverty rates in our community.

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*

In March 2014, the Board of Directors tackled the question, “What social issue should United Way of Greater Greensboro address in order to create the greatest possible community change, and in doing so create powerful focus for the organization and community to rally behind.” After extensive research and comprehensive discourse, the Board identified poverty as the issue United Way of Greater Greensboro should focus. And with poverty on the rise in our community (1 in 5 people living in poverty in Greater Greensboro), opportunities for individuals and families to succeed are directly affected.

Our focus on poverty allowed our campaign message to be clear and concise. Donors rallied behind our strategic plan to break the cycle of poverty that is affecting our entire community.

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	\$40,855.04	NA%	212	\$192.71	NA %
2014	\$0	0%	0	\$0	0 %
2013	\$1,773.30			\$81.91	

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***

Through paper pledging, P&G ensure that all employees had the opportunity to contribute to the campaign through “Deployment Day” and being approached by a team members to encourage them to consider participating. Paper pledging also allowed the ECM to track participation throughout the campaign, as well as how many women employees signed-up to participate in UWGG’s BB&T Step Into Women’s Leadership Matching Grant program.

The ECM’s goal was 40% participation for 2015. The plant exceeded the goal with a 62.74% participation (156.85% to goal)!

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	212	NA%	133	NA%	62.74%
2014	NA				
2013	225		12		5.33%

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