



United Way of North Carolina

### 2018 Spirit of North Carolina Application

Organization Name	Procter & Gamble Manufacturing Company		
Street Address	6200 Bryan Park Rd	City/St: Brown Summit	Zip: 27214
United Way Name	United Way of Greater Greensboro		
Application Contact	Name: Alyssa George	Email: george.a.4@pg.com	

Organization – Employee Size <i>Check the appropriate box</i>			Type of Organization <i>Check the appropriate box</i>	
<input type="checkbox"/>	Up to 25	employees	<input type="checkbox"/>	Financial/Banking Institutions
<input type="checkbox"/>	26-50	employees	<input checked="" type="checkbox"/>	Manufacturing
<input type="checkbox"/>	51-100	employees	<input type="checkbox"/>	Business Campaign
<input type="checkbox"/>	101-200	employees	<input type="checkbox"/>	City/ County Municipality
<input type="checkbox"/>	201-500	employees	<input type="checkbox"/>	Higher Education
<input type="checkbox"/>	501-1000	employees	<input type="checkbox"/>	Hospital/ Health System
<input checked="" type="checkbox"/>	1001-1500	employees	<input type="checkbox"/>	Retail
<input type="checkbox"/>	1501-2500	employees	<input type="checkbox"/>	Not-for-Profit Agency - 501(C)3
<input type="checkbox"/>	2501-5000	employees	<input type="checkbox"/>	Professional Services <i>(small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</i>
<input type="checkbox"/>	5001+	employees		

### Standards of Excellence Checklist

<input type="checkbox"/>	1.	Community engagement and volunteer culture – <b>OUTSIDE OF UW RELATIONSHIP</b> <i>Up to 5 Points</i>
<input type="checkbox"/>	2.	Partnership <b>WITH UW</b> to raise community awareness of needs & foster a spirit of giving <i>Up to 5 Points</i>
<input type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving <i>Up to 10 Points</i>
<input type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts <i>Up to 5 Points</i>
<input type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive <i>Up to 5 Points</i>
<input type="checkbox"/>	6.	Participation Level <i>Up to 10 Points</i>
<input type="checkbox"/>	7.	Special Events <i>Up to 10 Points</i>

Signature of the nominating United Way CPO or his/her designee:

Julia Thomas  
Printed Name

Signature

## Organization Overview

### Summary for use during Awards Ceremony

Briefly describe the philanthropic culture of the organization.

In P&G, it is our purpose to touch lives and improve life - this follows us outside of just the quality of our products but also in the way that we impact our community. It is our belief that if we have the means, we should financially give back to the community. And when we have the time and the skill, we should personally give back to the community. Our corporate organization also recognizes the work that we do locally by providing a partial match of donations from our campaign itself.

Share ONE creative strategy, engagement opportunity, volunteer activity OR special event that ignited campaign success

This year we really encouraged participation - one of the best things that we did was bring in Ice Queen, a local ice cream food truck, and made it an incentive providing P&G sponsored Ice Queen ice cream to all employees who logged into our campaign giving portal. This greatly increased our numbers because once people logged onto the website, most of them opted to give to our campaign once they saw the mission of our local United Way - to end the cycle of poverty.

Three NUMERICAL successes you wish to highlight:

- \$23k more given this year; a 12% increase, due in part to at least a \$10k increase in our corporate match
- \$6k more raised in special events - a 72% increase
- 3% increase in participation of giving

**Standard 1 – Community engagement and volunteer culture within the community footprint. Exclude UW partnership and focus on other organizations that the company works with to build a stronger community.**

**Up to 5 points**

**For example:**

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

P&G does most of our philanthropic work within United Way, but we are participants for other organizations in the community. As a company, we have a responsibility to give back to those in need - that is our policy here at P&G. We all live here in North Carolina and are responsible for lifting up our community as well, because when our community is at its peak, we are all performing at our peak. We do a lot of this work through our P&G affinity teams by supporting different drives and volunteer efforts out in the community. We benefit from supporting our community because it keeps us more in touch with what others need as well as give us a way to give back, especially for those of us who have grown up or currently still have family members who may have needed or still need assistance from the community.

We publicize opportunities to volunteer and give 8 hours of paid time a year to employees to volunteer and include this in some of the events that we provide for our employees. About 30% of our employees are regularly involved in volunteer work in our community and we have some of the leaders in our company serve on different boards in the community, including the Volunteer Center, Junior Achievements, and the Greensboro Symphony Orchestra's Vivace that they participate in in their spare time.

2018 was a hard year in Greensboro specifically, especially due to the tornado that hit earlier this year. P&G sent our Tide Loads of Hope truck to Greensboro to help support individuals who did not have power to help make sure that they had clean clothing. P&G also donated over 15 pallets of consumer goods to tornado relief including diapers, feminine products, antiperspirants and deodorants, toothpaste, etc. During this time, we also did our own bottled water drive to help support our local community for those who remained without housing or without water/power. We also dedicated one of our golf tournaments solely to raise money for tornado relief, raising almost \$3k that went directly to supporting individuals impacted by the tornado.

**Standard 2 – Organization’s partnership WITH UNITED WAY to raise community awareness of needs and foster a spirit of giving.** **Up to 5 points**

- How does this organization’s philanthropic priorities align with the local United Way mission or initiative work? Where is synergy created because of United Way partnership?
- What innovative process, product, or programs were used to elevate community engagement and increase volunteer or giving action?
- Comment on year-round engagement that exists, if applicable.

It is our belief at P&G that when we lift up those in need around us, we lift up our community. It is our company’s purpose to touch lives and improve life, and we believe that this is a part of our responsibility as citizens in our communities as well. Knowing that Greensboro faces much higher rates of poverty than the federal level and a large community around us that faces specific needs, with some of these challenges having been faced by our own employees in this community, we truly believe that we can help make an impact by giving back in a variety of ways.

We have a committed partnership with United Way in order to help impact our community. On top of our regular campaign, this year we also held several special events and hosted several volunteer opportunities inside and outside of work to support the work that United Way does. Our special events included:

- two golf tournaments (with our spring one specifically supporting tornado relief)
- a silent auction of items located at the plant
- selling tickets to our Family Fun Day for additional guests with all ticket sales going to United Way
- a "mystery basket" raffle
- a parking lot auction for preferred spots in our parking lot

On top of this, we regularly communicate opportunities to volunteer outside of work for United Way including the Human Race (a local 5k where you can race in support of and fundraise for any nonprofit in Greensboro) with all P&G proceeds going to United Way and hosting 4 trunks at United Way’s Trunk-or-Treat, our second time participating.

Within the plant, we also hold regular drives - this year we did a clothing drive for United Way’s Family Success Center through our women’s network of both professional clothes and back-to-school clothes for children. We also took part of our site-wide team building days to give back through United Way with laundry kits going to the Family Success Center and other materials. We also had the opportunity to make some kits as well that involved personal care items, predominantly made from items that are touched by hands here in our manufacturing sites.

**Standard 3 - CEO/Sr. Leadership & General Leadership Involvement & Giving**

**Total Possible Points = 10**

**Up to 5 points for description and specific event details**

**Up to 5 points for increase in leadership giving or consistent/stable giving by leadership**

- Define leadership giving – company and/or united way criteria
- Describe role that senior leadership plays in “influencing” philanthropy, community support, & campaign activities
- List any specific events **that are directed by the leadership team**

**Up to 5 points:**

Leadership giving at P&G is \$1,000/year.

Our senior leadership encourages participation by individually communicating with their teams and giving time for people to participate in our campaigns. They give our community involvement team time to plan and they truly consider United Way part of the work.

Our leadership teams make sure that on our annual site-wide day, a day we take off to review company performance results, that we also make community involvement a part of the day. They are passionate members of our community, and we have some that come out to attend our different volunteer events. Our two plant managers made sure this year that in their high-level communication meetings United Way was a significant portion of the information and expressed their commitment to United Way.

**Complete the chart below. Up to 5 points**

*2.5 points awarded for **any** positive % change in number of leadership givers*

*Additional 2.5 points awarded for 10% or greater increase in number of leadership givers*

***Judge’s discretion** - Points awarded for consistent leadership giving for companies less than 100 employees- 2.5 points*

Year	Total # of Givers	# of Leadership Givers	% Change in # of Leadership Givers	Pts Awarded for positive % change	Pts Awarded – 10% increase or greater	Pts Awarded – Judge’s Discretion	Total Points
2018	482	94	0.16%				
2017	422	81					

**% of Leadership Givers = 2018 # of leadership givers divided by 2018 total # of givers = % of Leadership Givers**

**Does the % increase from 2017 to 2018? If so, award 2.5 points – if greater than 10% award additional 2.5 points**

**Provide comments re: small companies (less than 100 employees) who have no change in Leadership Givers:**

The increase in the number of leadership givers was a great improvement for us this year - we had many of our legacy employees retire in the year prior that were large contributors to our leadership giving numbers. Many other employees stepped up and even new employees to the site (and the state) felt moved by our campaign this year and gave at the leadership level.

**Standard 4 – Corporate or Foundation Contributions and Non-traditional/In-kind Support    Up to 5 Points**

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.

*Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.*

This year, due to the giving of our employees and the increase that we saw we will be increasing our corporate gift at least another \$10k, to \$140k. This number may increase within the next few weeks as we continue to evaluate the impact of our campaign.

P&G also sponsored a United Way Young Leaders engagement event last spring and will be sponsoring the MLK Day of Service on 1/21/19.

Aside from hosting 4 trunks at this past fall’s Trunk-or-Treat, P&G also donated hundreds of travel-sized toothpastes (valued at \$9,500), to go with toothbrushes that had been donated by a local dentist, to include in the children’s goodie bags to ensure their teeth stay clean after eating all of their Halloween candy!

Year	Corporate Gift
2018	\$140,000.00

**Standard 5 – Employee campaign coordination, recognition, and incentive**

**Up to 5 points**

- Describe the work of the campaign coordinator and/or committee, *listing successful planning tools, specific activities, and strategies* that propelled the campaign to success
- Detail how the *employees were recognized* within the workforce for their investment of time and resources
- Share any *specific incentives* used that proved to be effective in building motivation and resolve to give
- Share any “social media” communication that propelled momentum and increased participation

Our community involvement team met on a biweekly basis to discuss any and all strategies - special events, incentives, etc. We had a calendar that we used to manage all activities and a planner for any outstanding activities that needed to be completed before different events. We also had our interns this summer plan a very successful Silent Auction that raised over \$5,000. With everyone from the community involvement team pitching in, a great amount of work was done, including managing all special events, manning all information tables, supporting all touchpoints where we spoke about the campaign, and volunteering before and after normal work hours to help make everything a success.

Our campaign team had a special lunch and were given a gift from our HR organization to thank them and recognized in a public email to the entire site.

To encourage participation, we had many incentives that we provided to our givers. At any giving level, donors received some sort of gift, either P&G product or a gift card of various amounts. At our "Agent of Change" level (one hour of pay, per month), that is a larger “gift” from P&G, and at our "Leadership" level (\$1,000/annually), that is an even larger “gift”. For our Agents of Change, there is also a raffle for a preferred parking spot, and for our Leadership givers there is a raffle for two different parking spots. There was also a weekly drawing for any participants in the campaign. This year we also did an ice cream giveaway, which will be detailed below.

We did regular email blasts for the site and had the campaign information up on TVs all over the site. This include a "did you know" campaign with stats from United Way about impact, poverty, and giving.

**Standard 6 – Participation Level**

**Total Possible Points for Standard 6 = 10**

**Up to 5 points for description**

**5 points awarded for growth in number of givers**

How does the organization ensure that all employees have an opportunity to participate in the United Way campaign? **List specific steps** taken to reach and educate all employees.

- Describe any **efforts for outreach with specific groups such as new hires, seasonal employees, retirees, etc.**

**Up to 5 points**

At P&G we have a few ways that we encourage everyone to participate:

- 1) Starting with our new hires and transferred employees, everyone must go through a half hour training when they are new to the plant where we explain our community involvement and our relationship with United Way. We explain how the campaign works and what time of year we have events, the campaign itself, and other opportunities to get involved.
- 2) Every year we hold different "kick-offs" that all employees attend so that everyone knows when the campaign has started. Regular e-blasts go out and there are signs around the plant for everyone's awareness. There is regular access to the computer lab to participate at any time, and the link is also mobile friendly for anyone who does not want to or does not have access to a computer.
- 3) We hold our leadership accountable for the participation of their separate departments - publishing numbers on a weekly basis for participation.
- 4) We kick off every new calendar year with gifts to our United Way donors - this helps reinforce publicly that we appreciate when an employee gives, regardless of the amount.

**Local** corporate numbers are reported below unless indicated as  statewide

**5 Points Awarded for increase in % participation**

**% Participation = # of givers divided by # of employees**

**Change in % Participation - 2018 % participation minus 2017 % participation**

Year	Total # of Givers	Total # of Employees	% Participation	Change in % Participation	5 pts awarded for increase in % participation
2018	482	1214	39.7%	9.8%	<input type="checkbox"/>
2017	422	1167	36.2%		



- Successful special events are often the catalysts that educate and energize campaigns. Share creative event details on **ONE outstanding special event** used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)

This year we decided to reward our participants with ice cream from the Ice Queen ice cream truck - the concept was simple: If you participated in the first two weeks, you would get two free ice cream coupons to the ice cream truck. If you participated after that, you would get one free coupon. We brought the Ice Queen truck four times from October 16th-October 25th to the site for two hours. This had an exceptional impact on our campaign. The first trigger was that the ice cream truck brought more awareness to the campaign - when everyone saw the truck, they thought of United Way. Especially here in Browns Summit, which is located 20 minutes north of downtown, getting a food truck is an extremely rare opportunity. The second trigger was our team sitting in front of the cafeteria handing out tickets to our participants, everyone who went to go get lunch had to stop and see the free ice cream coupons. The third trigger was all the people coming back in the plant with their treats, and it stirred up quite a buzz for the campaign.

Over a similar 11-day period in 2017 at the same point in the campaign (at the third week) we only saw a \$30k and a 54 donor increase in participation. In the 2018 campaign, we saw a \$55k and a 271 donor increase in participation. This got a lot of buzz going about the campaign and significantly increased the conversation around the United Way campaign and people's participation.

Many people loved this and it really drew an increase in participation at the site - they've asked for it to come back again next year!