

**2016 Spirit of North Carolina
Campaigning for Excellence**



United Way
of North Carolina

Application Form			
Organization Name	Randolph County Government		
Street Address 725 McDowell Road	City/State Asheboro, NC	Zip 27205	
Name of Person Completing Application	Linda Cranford	336-625-4207	E-mail linda@uwrandolph.org
Name of Sponsoring United Way	United Way of Randolph County		

STANDARDS OF EXCELLENCE

**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"/>	1.	Overall Organizational Volunteer Culture
<input checked="" type="checkbox"/>	2.	Raising Community Awareness of Needs and Foster a Spirit of Giving
<input checked="" type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving
<input checked="" type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
<input checked="" type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive
<input checked="" type="checkbox"/>	6.	Overall Per Capita Gift
<input checked="" type="checkbox"/>	7.	Participation Level

You may 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 18, 2017.

AWARD CATEGORIES

<p style="text-align: center;">Organization Employee Size</p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>	<p style="text-align: center;">Type of Organization</p> <p style="text-align: center;"><i>Check the appropriate box for this application submission.</i></p>
<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input checked="" 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:

Elizabeth Mitchell

Printed Name



Signature

Email: Elizabeth@uwrandolph.org

Organizational Overview

This information will be used during the Awards Ceremony for winning companies.

Describe the philanthropic culture of your organization:

Randolph County employees believe in contributing to our economic vitality and quality of life with their time, their talents, and their gifts. Employees are encouraged to support United Way as well as to volunteer in the community wherever they are able.

The County's newly-minted **Strategic Plan** has a strong focus on community involvement, and employees see themselves as community partners. They have a long tradition of working year-round with non-profits, schools, business and industry, healthcare services, and the faith community to ensure that Randolph County continues to be a great place to live and work.

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)

For the first time in over 12 years, the Randolph County Government invited United Way speakers to employee campaign meetings. The opportunity to educate employees about United Way agencies and services, to explain how money is allocated to agencies and programs, and—importantly-- *to correct misunderstandings and rumor*, transformed the County campaign, and employee contributions increased nearly 69%.

List 3 bullet-points highlighting numeric campaign successes: (This will be shared at the Awards Banquet if selected as a winner)

- 68.62% increase in employee giving
- 67.47% increase in number of givers
- 55% increase in per capita gift

Standard 1 – Overall volunteer culture of the organization (this includes work with other community stakeholders, if applicable, as well as United Way.

- Describe how the organization works in collaboration in the community to solve problems.
- Does your organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Are you seen as a philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- What % of employees are engaged in volunteer work?
- Does the organization have a volunteer policy?

Up to 5 points

Part of Randolph County Government's mission is to ensure the safety, health, and welfare of the community. Randolph County employees have always been involved in the community, but the County's new Strategic Plan puts an official focus on community involvement. Other non-profits, the faith community, athletics, schools, businesses, the medical community, and a host of other stakeholders all benefit from the volunteer hours contributed by County employees.

Employees are encouraged to support events and activities, whether they are sponsored by the County Government itself or by individual County departments, and to volunteer in the community wherever they choose.

As an organization, County employees volunteer with the annual blood drive, hold food drives, host a Pink Day to support breast cancer awareness, and partner with the Chamber of Commerce for Leadership Randolph and Student Lift. But the bulk of volunteer activities take place within each department.

Each of the 19 County departments finds projects or opportunities to serve that are particularly relevant to their own employees. For example:

- The Health Department holds Diaper Drives for pregnant mothers, and Safe Kids Randolph to provide car seats and other devices to help prevent childhood injuries. They address domestic violence and childhood hunger by partnering closely with Family Crisis, Randolph Family Health Care, and Communities in Schools.
- Emergency Services holds an annual "Fill the Ambulance" drives at Christmas, and teaches CPR to businesses, clubs, and church groups.
- The Sheriff's Department, which teaches Child Abuse Reduction Effort (CARE) classes to every second grade in the entire county, collects used cell phones for victims of domestic violence at the Family Crisis Shelter. The Department also conducts Law Enforcement Awareness Academies to educate citizens about civil matters, patrol procedures, and crime prevention.

Throughout the year, County employees are volunteering with United Way agencies such as Christians United Outreach Center.* The Salvation Army * YMCA * Family Crisis * 4-H * Scouts * Communities in Schools * Senior Adults * and Randolph Family Health Center.

Salaried staff are given time to serve on local boards of directors and attend board meetings during the workday.

Individually, employees participate in a host of activities to improve the quality of life in Randolph County such as Asheboro's A³ Healthy Asheboro initiative, by coaching local athletic teams, as mentors in schools, by organizing benefits for Disabled Sportsmen, leading Scout troops, and serving in the faith community.

Standard 2 – Organization’s partnership with United Way to raise community awareness of needs and foster a spirit of giving.

- Document ways in which the organization worked with United Way to generate enthusiasm for community involvement and support.
 - Specific rallies, events or programs
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
- Comment on year-round engagement that exists, if applicable.

Up to 5 points

Partnerships and Education Opened Eyes

County employees are very visible in the community and often come face to face with needs of our residents. Many employees have responded by volunteering, and have become heavily involved with specific United Way agencies as well as other community organizations.

The Diaper Drive, food drives and “Fill the Ambulance” drive, adopting children or the elderly for the holidays, or speaking and mentoring in schools, and many other county partnerships that foster a spirit of giving, are outgrowths of those employee volunteer relationships.

Despite their community service, there was still a lot about United Way services that many employees, especially newer employees, did not know about United Way services. They knew about the agencies, but didn’t really know all the things the agencies did.

Thanks to changes in the administrative team, United Way speakers were invited to speak to employees for the first time in about twelve years. Having them there to elaborate on many of the lesser-known United Way services, to answer questions about how agencies are funded, or about overhead expenses, and for speakers to be able to correct misinformation, really impacted employees and their understanding of how their contributions actually helped people in the community.

A lot of enthusiasm was also generated within the ranks. Employees who were long time volunteers for particular agencies or programs, or who had served on agency or United Way boards, were able to talk informally with other employees about their experiences, and to give specific examples of how United Way services helped address a specific need in the community.

Employee education became the key to not only improving the United Way Campaign, but also to opening employees’ eyes to the many needs our citizens face, and the many opportunities they had individually to make a difference in people’s lives.

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving

- Describe the role that senior leadership plays in “influencing” philanthropy, community support, and campaign activities
- How does the organization’s leadership in general promote a culture of giving?
- List any specific events **that are directed by the leadership team.**

Up to 6 points

Leadership Made the Difference

After a decade of ho-hum campaigns, some changes in the administrative team brought new enthusiasm to the County’s United Way Campaign. County Manager Hal Johnson, newly elected Sheriff Robert Graves, and Human Resources Specialist Ashley Skipper have been all-in “from the get-go”, as one employee stated, and have set out to improve the County’s United Way Campaign.

Both Johnson and Graves, and other senior management team members lead by example to promote a culture of giving through their personal United Way support and their commitment to community outreach.

- Mr. Johnson donated Personal Days Off as an incentive for giving.
- All United Way meetings are on the clock
- Employee education is the new norm
- Salaried employees may serve on local boards and attend board meetings on company time.

Sheriff Graves’s enthusiasm and support led the Sheriff’s Department to the most successful Campaign total ever.

- 400% increase in dollars raised
- Highest participation rate and most dollars raised among all 19 County departments

Finance Director Will Massie has served as United Way Board President. Other County employees have served on the United Way Community Investment Panel

HR Specialist Ashley Skipper directed the Campaign and the online auction, and arranged meetings so that every employee could hear a United Way speaker.

Complete the chart below. Up to 4 points

Any positive % change in leadership givers (2 points).

10% or greater increase in % of leadership givers receives additional points (2 points)

Use local corporate numbers if possible, otherwise indicate as statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership Givers	Points Awarded
2016	833	1	.001 %	% 0	
2015	768	1	% .001		

UW % of Leadership Givers - 2016 # of leadership givers divided by the 2016 total # of givers

UW Leadership Givers % Change - 2016 # of leadership givers minus the 2015 # of leadership givers divided by 2015 #

Outline any factors or information that could affect % of leadership givers.

Gifts of \$1000 or more are considered Leadership Gifts, but the majority of County employees are hourly workers whose salary range does not accommodate gifts at that level. There is one \$1000 donor, and there are several donors at the \$500 President’s Club level, which is recognized but is not considered Leadership.

Standard 4 - Corporate or Foundation Contributions and Other Non-traditional/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.

Up to 5 points. If your organization is Federal or Nonprofit and cannot legally provide a Corporate Gift, please provide information on in-kind gifts and other efforts below.

In-Kind Support

As a governmental organization, Randolph County Government cannot offer corporate gifts, but supports United Way by encouraging employees to give and to volunteer, and through fundraisers and in-kind gifts of community assistance and outreach.

In house fundraisers demonstrate the County’s support for United Way, and add several thousand dollars to the County’s campaign total each year.

- The annual Chili Cookoff has become an eagerly anticipated community tradition.
- The on-line auction, Chili Cookoff, Jeans Day, and a special raffle by the Sheriff’s Department raised over \$3000

One of the greatest **in-kind** gifts United Way receives from the County is time and manpower. Law enforcement, emergency services, health, and social services departments provide assistance for fundraisers, sporting events, health screenings, and other community activities as a function of their community outreach efforts.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	NA \$	NA %
2015	NA \$	

Percentage change example: 2016 minus 2015 divided by 2015.

Use a plus or minus sign to show a positive or negative % change.

Standard 5 – Employee campaign coordination, recognition and incentive

- Describe the work of the campaign coordinator and/or committee, listing successful planning tools, specific activities, and events 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

Up to 5 points

Transformation

This was a transformational year for the Randolph County Government's United Way Campaign. The strong support and encouragement from the County Manager and administrative team, and a "we can do better than this" expectation, brought new enthusiasm to planning for the 2016 Campaign.

Planning: Weeks in advance, Campaign co-coordinator Ashley Skipper compiled a Campaign Team with a representative from each of the 19 County departments who became official "cheerleaders" for their departments, setting goals, finding meeting dates, and getting employees involved.

Focus: Early on, the team decided to focus on employee education and in-house competition among departments. The bi-monthly newsletter, *The Crier*, began promoting the Campaign.

Incentives: The County Manager donated paid Personal Days as an incentive, and each department created additional incentives within their department. Caring Share donors drew for a Staycation Package, Biltmore tickets, sports passes, Zoo tickets, and restaurant and gasoline cards.

Special Events: The annual Chili Cook-Off generated enthusiasm, and Ashley Skipper led the charge in organizing an online auction that raised over \$2000. Each department donated items, and Ms. Skipper also obtained significant donations from the community. Jeans Day tickets sold for \$5 each. A special raffle by the Sheriff's Department raised \$755.

Speakers and Employee Testimonials: The single most significant factor in the Campaign's success was inviting United Way speakers to employee meetings and arranging meetings so that every employee could participate. Employees working a shift during a scheduled meeting were assigned to another meeting. In addition to United Way speakers, Sheriff's Department employees, who were closely involved with United Way agencies and programs as volunteers, shared their personal experiences with agency services, which really resonated with employees.

Recognition: Email blasts recognized Campaign Team members and prize winners.

Outcome: The result was the most successful Campaign in over a decade. Employee giving increased almost 69%, the number of givers increased almost 68%, participation grew by 48%, and the per capita gift increased by 55%.

Standard 6 - Overall Per Capita Gift

- Describe event or strategic action that positively affected per capita employee giving
- Was a specific community issue at the center of employee giving? If so, explain.

Up to 6 points

Again, employee education changed a lot of opinions and opened employees' eyes to how their dollars actually helped people in the community. That, combined with an enthusiastic, energized Campaign, increased the number of donors by 67% and increased per capita gift by over 55%.

Local corporate numbers are reported below unless indicated as statewide

Year	Total Employee Giving Amount	% Change	Points Awarded	Total No. of Full-time Employees	Employee Per Capita	% Change	Points Awarded
2016	\$19,961	+68.62%		833	\$23.96	+55.48%	
2015	\$11,838			768	\$15.41		

Percentage change example: 2016 minus 2015 divided by 2015.

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.

2 Points are awarded for positive percent change in Total Employee Giving Amount

2 Points are awarded for positive percent change in Employee Per Capita Amount

Total possible points for Standard 6 = 10

Standard 7 – Participation Level

- 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.

Up to 6 points

67% Increase!

County Manager Hal Johnson, and “New Sheriff in Town” Robert Graves, looked at past United Way Campaigns and simply said, “We can do better than this”. Good leadership from the top, a focus on educating employees about United Way, and an enthusiastic Campaign Team combined to give new emphasis to annual Campaign and increased overall participation by 67%.

- The County’s bi-monthly news magazine, *The Crier*, promoted United Way prior to the Campaign.
- A representative from each department served on the Campaign Team and communicated regularly with department employees.
- Every employee attended Campaign meetings with a United Way speaker.
- Frequent communications promoted incentives and created competition among departments

Factors contributing to the solid participation rate:

- Management support
- A strong culture of supporting the community
- Attractive incentives
- Frequent, conveniently scheduled, and well-planned meetings
- United Way Speakers and employee testimonials
- High expectations
- Year-round community involvement
- Advance promotion and regular updates

Local corporate numbers are reported below unless indicated as statewide

Year	Total # of Employees	% Change	Total Number of Givers	% Change	Points Awarded	% Participation	Points Awarded
2016	833	+12.87 %	139	% +67.47		16.69%	
2015	738		83			11.25%	

Employee % change – 2016 number of employees minus 2015 number of employees divided by 2015 number

Givers % Change – 2016 number of givers minus 2015 number of givers divided by the 2015 number

2 Points are awarded for positive percent change in Number of Givers

2 Points are awarded for positive percent change in Percent of Participation

Total possible points for Standard 7 = 10