

## 2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Reynolds American		
Address	401 North Main Street	City/State Winston-Salem, NC	Zip 27101
Name of Person Completing this	Don Wasowski	Phone 336-721-9353	E-mail don.wasowski@uwforyth.org
Name of Sponsoring United Way	United Way of Forsyth County		Metro Size 3C
United Way Contact for Questions	Don Wasowski	Phone 336-721-9353	E-mail don.wasowski@uwforyth.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"/>	1. Volunteer Culture
<input checked="" type="checkbox"/>	2. Partnership with Community
<input checked="" type="checkbox"/>	3. CEO/Senior 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, Incentive and Recognition
<input checked="" type="checkbox"/>	6. Overall Per Capita Gift
<input checked="" type="checkbox"/>	7. Participation Level
<p><b>Heads up: two new items!</b></p> <p>Please <b>do not</b> 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

<b>Organization Employee Size</b>  <i>Check the appropriate box for this application submission.</i>	<b>Type of Organization</b>  <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 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:**

Don Wasowski

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**Email:**

don.wasowski@uwforsyth.org

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## **Organizational Overview**

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

**Describe the mission, vision and philanthropic culture of your organization:**

Reynolds American Inc. (RAI) and its subsidiaries, including R.J. Reynolds Tobacco Company (R.J. Reynolds), are proud of the fact that they have been responsible corporate citizens of North Carolina and beyond for many years. In a tradition established by the company's founder, Richard Joshua Reynolds, their companies remain committed to using their resources to enhance the quality of life in the communities where employees live and work.

RAI has chosen United Way as their premier partner to make this vision a reality! This partnership goes back nearly seven decades. RAI is particularly proud of being the recipient for the 2014 United Way campaign of the "Excellence in Community Spirit" award. In 2015, Tommy Payne, President of Nicovum at RAI, served as the Chairman of the Community Campaign for UW Forsyth County.

**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)**

The theme of this year's RAI campaign was "Working Wonders Together". For the fourth year in a row, the Reynolds American Foundation matched employee giving dollar-for-dollar. Additionally this year, in the spirit of the campaign theme, the RAI Foundation offered a bonus incentive to encourage Business Units to "work wonders together" and increase their giving. Specifically, the RAI Foundation offered an incentive of \$5,000 additional \$'s for the campaign for each Business Unit that achieved an increase of +10% vs. last year in either donors or \$'s. Ten Business Units achieved this goal resulting in an additional \$50,000 for the campaign.

**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.)

- The Reynolds American Foundation matched employee giving dollar-for-dollar, added the Business Unit incentive and provided a \$100,000 "New Business Match" for the overall community campaign providing a projected \$1,325,608 to the Forsyth County community!
- The 2015 campaign featured 128 new donors, 54 new WLC members ( total of 182 WLC members ) and 28 new YLU members ( total of 138 YLU members).
- The overall campaign had a +9% increase, with a projected total of \$2,606,700, the largest corporate annual campaign in Forsyth County history!

## **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***

### **Days of Caring**

Employees of Reynolds American Inc. and its subsidiaries have participated in Days of Caring since 1994, when 100 employees participated. The company has allowed its employees to receive paid time off from their jobs to participate in the projects.

In 2015 the number grew to 700 + employees and retiree participants who completed more than 70 community projects during 5 days in September ( Sept.10-11 and Sept.16-18)

### **Year-Round Volunteer Projects**

- Members of United Way of Forsyth County's Women's Leadership Council from RAI provided more than 470 hours of volunteer time at the "School of Hard Knocks," EOG proctoring, and the Summer Success Academy.
- Members of Young Leaders United (YLU) provided more than 800 volunteer hours through monthly YLU sponsored projects.
- In addition to the United Way campaign, RAI supports Race for the Cure, the March of Dimes campaign, the multiple sclerosis bike ride and The Salvation Army's Angel Tree Christmas program.
- RAI is a corporate sponsor of the Big Brothers Big Sisters annual Bowl-a-thon .
- In 2015 486 RAI employees spoke to middle -school children, educating them about ways to make good decisions and say "no" to tobacco through the " Right Decisions Right Now : Be Tobacco Free" program developed for RJR Tobacco Company.
- Company employees currently serve or have served on boards of several Partner Agencies, including the Red Cross of NWNC, Triad Family Services, The Enrichment Center, and the Mental Health Association in Forsyth County, among others.
- RAI has also held food drives to support Second Harvest Food Bank and collected 22,000 pounds of food in 2015 alone, along with multiple blood drives per year to support the American Red Cross.
- American Snuff Company's location in Memphis has had a partnership with Habitat for Humanity for 25+ years. In 2015, 22 volunteers did extensive work on a new home for a Memphis family and the American Snuff Charitable Trust donated \$13,500 to Habitat for Humanity in Memphis.
- Santa Fe Natural Tobacco's trade marketing team in Chicago helped the Forest Preserves of Cook County, Ill. manage a controlled fire to restore some of the natural habitat at Theodore Stone Forest.

**Conservatively Reynolds American employees gave more than \$800,000 in "sweat equity" during 2015.**

**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***

RAI held numerous employee meetings for all departments and locations, with United Way speakers and handouts. This included RAI manufacturing locations in North Carolina, Tennessee and Kentucky.

RAI hosted a very special Leadership Event for all Leadership givers in Sept. 2015. Employees were bused from their location to the Research & Development facility, where they heard from Cindy Gordineer ( President/CEO-United Way Forsyth County, Alana James ( Director-Community Based Collaborations ) about “Place Matters” a new initiative geared to 13 specific neighborhoods in Winston-Salem. Susan Cameron, President and CEO of Reynolds American Inc. also addressed the group and stressed the importance of United Way at RAI and urged all leaders to increase their donations if possible.

Following the luncheon, employees boarded busses and specialized routes were taken so they could see first-hand the neighborhoods involved in the “ Place Matters” initiative.

At a reception for Tocqueville donors (and potential donors), THE POINT, a mobile unit of Financial Pathways of The Piedmont that provides financial services for the community, was brought to RAI headquarters so that the Tocqueville donors could tour the unit and get information on the services provided.

Days of Caring are a great and effective way to raise awareness of community needs and the work of United Way partner agencies; all employees, regardless of employment level, are encouraged to join a team for a day of hard work and educational experiences.

Communication on community issues is a year-round effort at RAI; monthly United Way success stories and information are placed on “The Hub” (RAI’s internal communication platform), and education is included in the quarterly meetings that all employees attend.

In addition to matching all employees United Way donations dollar-for-dollar, the RAI Foundation also matches employees financial and volunteer services gifts to all non-profits up to \$7,000 per year.

**Standard 3 - CEO/Senior Leadership Involvement and 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 at RAI ( + Foundation “ match”).**

**CEO Susan Cameron - Cameron hosted a lunch/ Executive Leadership Panel event to recruit new members of the Women’s Leadership Council, and hosted a Lunch with Leaders as an incentive for new members of Young Leaders United. Cameron serves as the Honorary Chairman of the Women’s Leadership Council and has served on the National Women’s Leadership Council. Cameron also spoke at the Leadership Circle Luncheon and Tocqueville reception to show her support and commitment to the United Way.**

**Tommy Payne, President, Niconovum, serves on the Board of Directors and Executive Committee for United Way and was appointed the Chairman of the 2015 United Way of Forsyth County Community Campaign.**

**WLC : Cathy Peden ,VP HR Service Solutions and Kim Pickle, Senior Director serve on the Women’s Leadership Council steering committee. Debra Crew , President RJ Reynolds, Lisa Caldwell ,EVP/Chief HR Officer and Nancy Hawley, SVP Operations participated in the Executive Panel event.**

**YLU : Sara Walpole , Director, and Matt Reddick, Director, serve on the Young Leaders United steering committee.**

**Impact Councils: Nancy Hawley, SVP Operations and Leigh Ann Joyce currently serve on the community wide United Way Impact Council. Cathy Peden, VP HR Service Solutions is a member of the Investment Cabinet.**

**United Way Campaign Cabinet: Ella Long, VP-Talent Management , Mitch Neuhauser, VP Assistant General Counsel, Cathy Peden, VP HR Service Solutions, Mark Peters, Chief Financial Officer and Brian Vail, Senior Manager, TM Insights all served on the 2015 United Way Campaign Cabinet.**

Year	Total Number of Givers	Number of Leadership Givers	% of Leadership Givers	Percent Change
2015	1,472	528	36%	+2%
2014	1,458	517	35%	+9%
2013	1,264	474	38%	

# of Givers includes retiree donors

UW % of Leadership Givers - 2015 number of leadership givers divided by the 2014 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.**

**The Reynolds American Foundation supported this year’s campaign in multiple ways :**

- **Matching all employee contributions dollar for dollar**
- **Providing an incentive totaling \$50,000 for Business Units to increase their giving by +10% vs. last year in either donors or dollars**
- **Aiding the overall Community Campaign effort by providing matching \$’s ( up to \$100,000) for any new corporate or employee campaigns secured this year by United Way of Forsyth County.**

**Tommy Payne, President of Niconovum at RAI, served as Chairman of the 2015 Community Campaign for United Way of Forsyth County.**

**Through the generosity of the Reynolds American Foundation, the United Way of Forsyth County was able to launch the Women’s Leadership Council a few years ago. The Foundation provided a \$1 million challenge grant to help women join the leadership circle or move to the next level of the leadership circle. This initial support has allowed the Women’s Leadership Council to flourish to a current membership of approx. 1200 women across the community.**

**The Reynolds American Foundation has also invested in a United Way pilot program aimed at youth tobacco prevention.**

**RAI conducted various events during the 2015 campaign to inform key groups about United Way initiatives:**

- **Leadership Circle luncheon/impact tour for approx. 400 employees educating about “Place Matters” initiative in 13 Winston-Salem neighborhoods**
- **Tocqueville Leadership Society reception which included THE POINT, a mobile unit providing financial stability services, on-site at RAI headquarters**
- **Women’s Leadership Council hosted an Executive Leadership Panel luncheon featuring key executives from RAI to encourage WLC membership.**

**The Young Leaders United group at RAI produced a video for the campaign which creatively provided information to employees about United Way work in the community. Many additional pieces were developed around the “Working Wonders Together ” campaign theme that were used on the HUB. (RAI intra-net).**

Year	Corporate Gift	Percent Change
2015	\$1,325,608	+9%
2014	\$1,215,310	+18%
2013	\$1,025,903	

*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***

#### **Employee Campaign Coordination**

The 2015 RAI campaign was chaired by Ella Long and Winton Jennette.

The 2015 Reynolds American United Way steering committee began planning this year's campaign in March and included 15-20 employees from all functions of the company.

The steering committee was responsible for development, planning, and execution of all aspects of the campaign including “ Days of Caring “, the Leadership Circle luncheon and the Tocqueville Leadership reception . The committee set its sights on increasing education of employees and increasing participation.

This included the development of key marketing elements ;

- A campaign video developed by the YLU group to educate employees on United Way initiatives in the community.
- Monthly facts /videos added to The Hub about how every dollar makes a difference to “ working wonders together”
- Educational info on The Hub and fliers detailing the United Way affinity groups and the various “ step-up” programs that are available
- Days of Caring and retiree materials

Steering committee members donated generously of their time and energy throughout the campaign providing outstanding leadership.

#### **Incentives**

- First time donors, those who increased their pledge by +10% or +\$100 and new members of WLC and YLU were eligible to participate in a raffle for a range of prizes from gift cards to a 50” smart TV. The campaign had 128 new donors, 118 employees who had an increase of +10% or more and 111 employees who increased their pledge by +\$100 or more.
- The RAI Foundation offered an incentive of \$5,000 additional \$'s for the campaign for each Business Unit that achieved an increase of +10% vs. last year in either donors or \$'s. Ten Business Units achieved this goal resulting in an additional \$50,000 for the campaign.
- Reynolds American Foundation matched all employee giving dollar for dollar for the fourth consecutive year.

#### **Recognition**

A thank-you letter was posted on The Hub thanking all employees for their participation and support of the United Way campaign. Additionally, thanking employees for their ongoing generosity to United Way was a part of all employee meetings. Co-chairman Ella Long sent an individual hand written note to each Officer and Tocqueville level donor who pledged this year.

## 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\***

**RAI and its employees have a long history and tradition of supporting the community and United Way. Each year, they are able to exceed goal and expectations. In 2015, RAI again achieved outstanding results, having the largest campaign in company history and in Forsyth County history - on top of having achieved those milestones last year as well! The foundation of support that RAI has laid over the last seven decades only continues to grow each and every year. Below are a few highlights.**

- **Campaign Co- Chairs Ella Long and Winton Jennette provided strong leadership for the total campaign and coordinated the efforts of the Steering Committee ( 15-20 employees) on all aspects of the campaign.**
- **President and CEO, Susan Cameron set the tone at the top of the importance of contributing generously and supporting the United Way. She serves as a role model for all employees.**
- **The Reynolds American Foundation supported this year's campaign in multiple ways that encouraged employee giving :**  
  - Matching all employee contributions dollar for dollar**
  - Providing an incentive totaling \$50,000 for Business Units to increase their giving by +10% vs. last year in either donors or dollars**
- **This year's campaign included a strong incentive effort .First time donors, those who increased their pledge by +10% or +\$100 and new members of WLC and YLU were eligible to participate in a raffle for a range of prizes from gift cards to a 50" smart TV. The campaign had 128 new donors, 118 employees who had an increase of +10% or more and 111 employees who increased their pledge by +\$100 or more.**
- **Informing employees about United Way's work in the community is an essential element of the campaign. The 2015 campaign included :**  
  - Leadership Circle luncheon/impact tour for approx. 400 employees educating about United Way's "Place Matters" initiative.**

**Tocqueville Leadership Society reception which included THE POINT, a mobile unit providing financial stability services, on-site at RAI headquarters**

**Women's Leadership Council hosted an Executive Leadership Panel luncheon featuring key executives from RAI to encourage WLC membership**

Year	Total Employee Giving Amount	Percent Change	Total No. of Full-time Employees	Employee Per Capita	Percent Change
2015	\$1,138,145	+12%	2897	\$392.87	+4%
2014	\$1,012,472	+13%	2689	\$376.52	+10%
2013	\$894,460		2621	\$341.26	

# of employees excludes Trade Marketing Field personnel

*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\***

Each year, all employees are encouraged to attend a United Way meetings and events. Reynolds also has continuous giving; if an employee does not make any changes to his or her pledge it rolls over from year to year. This helps prevent any supporters from “falling through the cracks.” The RAI campaign is an “e-pledge” campaign, thus a majority of the employees are provided an e-mail with a personalized link at the outset of the campaign to facilitate easy participation.

As part of this year’s campaign, employees participated in:

- Days of Caring Projects
- Women’s Leadership Council Executive Panel/ luncheons
- Young Leaders United events
- Leadership Circle luncheon/impact tour
- Tocqueville Reception
- Manufacturing Facilities group meetings

All of these activities brought attention to United Way services in our community and encouraged employees to participate with both their time and dollars.

Retirees are invited to participate if desired in the Days of Caring project. In November, 2015 a mailing was conducted to approx. 1500 retirees ( with information letter and pledge card) urging retirees to donate to the campaign. RAI retirees are projected to donate approx. \$100,000 to this year’s campaign.

RAI has a new hires program that allows a United Way representative to address all new hires during their orientation, and the opportunity to sign-up for payroll deduction with their first paycheck!

Year	Total Number of Employees	Percent Change	Total Number of Givers	Percent Change	Percent Participation
2015	2897	+8%	1,303	+10%	45%
2014	2689	+3%	1,185	+10%	44%
2013	2621		1,079		41%

*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*

*# of employees excludes Trade Marketing Field personnel*

RAI "DAYS OF CARING " ( see Standard 1)

