

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Suddenlink Communications		
Address	2120 W. Arlington Blvd.	City/State Greenville, NC	Zip 27834
Name of Person Completing this Application	Lisa Stokes	Phone 252-757-2202	E-mail Lisa.stokes@suddenlink.com
Name of Sponsoring United Way	United Way of Pitt County		Metro Size 4
United Way Contact for Questions	John Bacon	Phone 252-758-1604 ext. 209	E-mail jbacon@uwpcnc.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.**

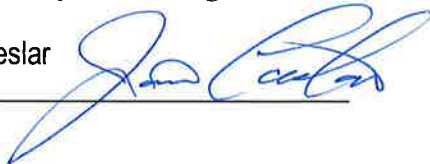
Application Standards Checklist	
<input type="checkbox"/>	1. Volunteer Culture
<input type="checkbox"/>	2. Partnership with Community
<input type="checkbox"/>	3. CEO/Senior Leadership and Involvement and Giving
<input type="checkbox"/>	4. Corporate or Foundation Contributions & Other Non-traditional 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 checked="" 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 type="checkbox"/> 2501 - 5000 employees <input type="checkbox"/> 5001 + employees	<input type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input checked="" 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:

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:



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)

This was the first all employee United Way Campaign. A United Way Campaign Committee was established to represent multiple departments. It was the work of these eight individuals and the Committee Chair which led to the success of this year's campaign.

The Committee Chairperson, Lisa Stokes, worked closely with John Bacon, Director of Development with United Way of Pitt County to put together an agency fair which consisted of twelve United Way of Pitt County partners to set up a booth and share information about their organization and how the United Way helps them and the people they serve. This fair was attended by majority of Suddenlink employees to get a better understanding of how the United Way helps those in need in Pitt County.

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.)

- A total of 77 employees pledge a donation.
- Total employee pledges--\$15,401 which is an increase of 651% over previous mini campaign.
- An average donation of \$200 (with 6 employees donating at the Community Friend Level - \$500)

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

As a part of Suddenlink's Corporate Citizenship culture, employees are encouraged to be active and giving members of our communities.

Suddenlink was the Presenting Sponsor of the Boys & Girls Club of Coastal Plain Games Room Tournament in April 2015. Suddenlink had 23 employees volunteer at this event with a total of 68 volunteer hours and estimated \$1,533 in donated time. Employees were responsible for officiating various games, assisting and coordinating the event and supervising children attending.

Suddenlink was also the Presenting Sponsor of the Boys & Girls Club of Coastal Plain Day for Kids event in September 2015. Suddenlink had 22 employees volunteer at this event with a total of 70 volunteer hours and estimated \$1,578 in donated time. Employees conducted some of the activities and stations the children participated in.

Suddenlink also held a book drive for the Boys & Girls Club of Coastal Plain and collected over 100 books to donate to their Summer Reading Program.

In 2015, employees volunteered over 1,200 hours for a total of **\$27,060** donated time throughout the communities we serve!

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

Suddenlink partners with The Salvation Army as a Presenting Sponsor for their annual food drive and angel tree program. Suddenlink donates \$7,500 in-kind trade to promote the food drive on our cable network. We also partner with local radio stations and hold radio remotes at the Greenville store location to promote the collection efforts. Suddenlink retail stores are drop-off locations. Suddenlink employees adopted approximately 10 angels to provide gifts for those in need during the Christmas holiday.

Stephanie Reynolds, Director of Training and Outcome Measurement with the Boys & Girls Club of Coastal Plain spoke to employees about volunteering during the Summer Reading Program, book drive as well as our sponsorship of their games tournament event and the Day for Kids event and how we can be involved.

In addition to holding an agency fair on the initial United Way Campaign kick-off date, John Bacon, Director of Development with United Way of Pitt County attended multiple all employee meetings to inform and educate employees on the United Way's mission during our campaign at which time we encouraged employees to make a donation.

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.

Jared Sonne, SVP of Operations along with Lisa Stokes, Executive Assistant spearheaded the Leadership Giving Campaign for the period of August thru December of 2015 and the overall employee giving campaign 2016.

During the campaign meetings, employees were encouraged to consider making a monetary donation at the end of the informational session given by John Bacon, Director of Development at United Way of Pitt County.

Six employees pledged to donate \$500 during this campaign!!

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	77	6	7.79 %	%
2014			%	%
2013				

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”

Suddenlink ranks the United Way a top priority in charitable giving efforts from a Corporate level. Suddenlink’s corporate gift of \$4,000 is an investment to assist in creating a meaningful change in the lives of families and children.

Resources to support the campaign- Suddenlink’s management team provides a great deal of support and resources to the campaign. Management sponsored all of the events and covered costs for prizes and promotional materials (approx. \$1,500 value).

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$4000	%
2014	\$	%
2013	\$	

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

In 2015 a Committee Chair, Lisa Stokes and Sub-Committee members met on a weekly basis to handle the strategy and logistics of the campaign. This allowed a cohesive approach to spread the word and get everything done.

Coordination of the agency fair and employee meetings were scheduled to promote increased engagement and awareness of employees. The agency fair and employee meetings were held to educate and engage employees regarding the United Way of Pitt County's mission and their partners.

During the agency fair and employee meetings, employees were encouraged to complete a pledge form whether they made a contribution or not. Just for completing the form (no donation), those employees would be eligible to win a \$25 Visa gift card. If the form was completed and they made a contribution, they would receive a United Way drawstring bag as well as be eligible to win one of the prizes below.

Prizes	Completed Form; No donation	\$5 per pay period donation (# of entries)	\$10 per pay period donation (# of entries)
(1) \$500 Best Buy gift card			1
(1) Hotel room @ Hilton			1
(4) ECU football ticket + parking pass		1	2
(2) Set of 4 ECU basketball tickets		1	2
(13) Parking spots: CC location		1	2
(2) \$50 visa gift cards		1	2
United Way Drawstring Bag		1	1
(4)\$25 visa gift cards	1		

Announcements regarding the winners of the above mentioned prizes and the total amount of giving was sent at the end of the campaign week via email.

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*

2015 was the first year for Suddenlink to hold an "official" United Way campaign. Holding the agency fair and all employee meetings to educate employees on the United Way of Pitt County's mission was key to our success.

The sub-committee members met weekly to discuss strategy and coordination of the agency fair and employee meetings that were held for 4 consecutive days to ensure all employees had an opportunity to attend and learn how they can help those in the communities we live and serve.

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	\$15,401	%	200	\$77.00	%
2014	\$	%		\$	%
2013	\$			\$	

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**

All Employee meetings were held over a number of days so provide flexibility so that each employee had an opportunity to participate and learn. Employees were encouraged to give a minimum of \$5-\$10 per pay period.

During new hire orientation, new employees are given the opportunity to make a contribution.

Communicating with employees on how their donation will impact the lives of those in our community and offered prizes to entice employees to get involved. In conjunction to asking for employees to get involved by making a monetary donation, they were also asked to consider volunteering their time.

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	200	%	77	%	38.5%
2014		%		%	%
2013					%

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