

2015 Spirit of North Carolina Campaigning for Excellence

| Application Form <i>(www.unitedwaync.org)</i> | | | |
|---|----------------------------------|------------------------------|--|
| Company/Organization Name | Syntec Seating Solutions | | |
| Address | 200 Swathmore Avenue | City/State High Point, NC | Zip 27263 |
| Name of Person Completing this Application | Shannon Clouse | Phone 336.862.7505 | E-mail Shannon.clouse@takata.com |
| Name of Sponsoring United Way | United Way of Greater High Point | | Metro Size |
| United Way Contact for Questions | Jane Liebscher/Gart Evans | Phone 336-899-0874 | E-mail Jane.liebscher@unitedwayhp.org |
| Does the company know a Spirit Application has been submitted on their behalf? X 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 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:

Bobby Smith

Email:

Bobby.smith@unitedwayhp.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:

Syntec's mission is to advance safety in school bus seating using proven technologies from industry leaders worldwide, and to drive the leading edge of innovation in the industry. As we continue to grow, we are committed to building customer loyalty through relationships and exceeding expectations for service, quality and cost.

Syntec is committed to providing customers, suppliers, employees, shareholders and other stakeholders with a mutually beneficial relationship. We accomplish this through engaging our employees with our business and the community.

Syntec and its employees have been a strong supporter of the United Way and other community initiatives. We support the idea of giving back to the community and are dedicated to making a difference in the lives of our employees, and community.

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 combination of our company wide kick-off luncheon, supported by United Way staff and partner agencies and our "small group meetings" with Syntec management established a receptive environment for the campaign. During the annual United Way Kickoff lunch, GM Tony Domabyl and UW Campaign Mgr. Gert Evans thanked all the Syntec Seating employees for their past support of UW and challenged them to do more. A guest speaker for a local partner agency, Open Door Ministries, shared his powerful story of how the United Way impacted his life. The energy and excitement of the kickoff luncheon carried throughout the two week 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.)

Syntec Seating Solutions outstanding campaign highlights:

- Total Giving was \$22,389.43, up 111% from previous year
- Leadership Givers were 4, up 1 new giver from previous year
- Participation Rate was up 179% from previous year

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

Syntec Seating Solutions encourages employees to volunteer and share their talents in support of various local community organizations. Syntec employees contribute to the community in the following ways:

- **Mentors and volunteers at in local schools (e.g. Oak Hill Elementary)**
- **Coaches for local youth sports leagues**
- **Red Cross blood drives and first-aid/CPR training**
- **Company food drives to assist local food banks**

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

During our 2015 Campaign, the principal communication methods were the Kick-off event, campaign agency speakers, Small group breakfasts and company communications board.

Specific events held:

- **1 Company- wide Kickoff meeting was held with all employees,**
 - **Management prepared and served lunch**
 - **United Way Agency Speaker and Syntec Seating Solutions Management team encouraged participation and talked about the agencies involved and how they help the community.**
- **12 “Small group” campaign rallies included:**
 - **15 to 20 employees per meeting**
 - **Senior management participation at every meeting**
 - **Food served to increased attendance at meetings**
 - **Preprinted customized Pledge Forms**
 - **Raffle for prizes**
 - **T-shirt give away**
 - **Paid Time Off (PTO) day give away for Caring Gift contributors**

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*

CEO/Senior Leadership was involved in every aspect of the campaign:

- Taking time to personally thank each employee for their donation and past and future support of the United Way.
- Attending all campaign meetings and talking to employees about the importance of the United Way and what the agencies do to help our community and employees.
- Each year they increase their personal pledges.
- Company sponsored “incentives” - Paid vacation time, breakfasts, lunches, other awards as a thank you.

Tony Domabyl, GM personally met with each salaried associate to review and complete their personalized pledge form and encouraged both participation and increase giving.

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 | 100 | 4 | 4 % | +25 % |
| 2014 | 31 | 3 | % | % |
| 2013 | 45 | 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”

Although Syntec was not able to make a company contribution due to corporate constraints, the company did directly support the campaign through the following actions:

- Incentive gifts included paid time off for each Caring Gift and raffle ticket for tablet computer based on participation level
- Lunches, Breakfasts and other items to motivate attendance at campaign/solicitation meetings
- Time from production schedule in order to conduct meetings on company time

Local corporate numbers are reported below unless indicated as statewide

| Year | Corporate Gift | Percent Change |
|------|----------------|----------------|
| 2015 | \$ | % |
| 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

The campaign coordinator (Shannon Clouse) organized and coordinated all campaign meetings, incentive gift procurements, food, and reporting.

During the plant wide kick-off luncheon and subsequent small group meetings all employees were thanked for their previous participation and encouraged to give and/or increase their level on giving. The following incentives were offered:

Leadership Givers (\$1,000 and above)

- Personal note from GM thanking employees for their leadership gift
- One additional PTO day
- T-shirt with United Way and Syntec Company logos that were handed out during the awards luncheon.
- Two raffle tickets for chance to win tablet computer
- Entry in Vann York Car Giveaway
- United Way Caring Club Card
- UW Leadership Umbrella (1st Time Leadership Givers)

Caring Gift Givers (1 hour's pay per month or .6% of annual salary)

- T-shirt with United Way and Syntec Company logos that were handed out during the awards luncheon.
- One PTO day
- 2 Two raffle tickets for chance to win tablet computer
- Entry in Vann York Car Giveaway
- United Way Caring Club Card

All other givers

- 1 Ticket for a chance to win prize

Prize (provided by company) that was raffled off- Microsoft Surface laptop/tablet

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*

Overall Per Capita Gift was \$150.26, and up +94%

Per capita giving was increased due to the following:

- Kick Off Luncheon w/ speaker from UW agency
- Held small group break out breakfast meetings to encourage giving and assist in filling out forms – Top Management participated in each session
- Personalized Pledge Forms
- Sr. Management held individual meetings with all salaried folks to encourage participation
- Great Incentives :
 - 1 T-shirt with United Way and Syntec Seating Solutions Logo.
 - 2 Up to 2 Tickets for a chance to win a prize tablet computer
 - 3 8 hours PTO
 - 4 Vann York Car Giveaway
 - 5 United Way Caring Club Card announced at all meetings

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 | \$22,389.43 | 111% | 149 | \$150.26 | 94.26 % |
| 2014 | \$10,559.09 | -2.65% | 130 | \$77.35 | -6.77 % |
| 2013 | \$10,846.68 | -6.49% | 120 | \$82.97 | -41.91 |

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***

Participation was encouraged in the following ways:

1. Provided lunch and made mandatory attendance at the kick-off meeting
2. Provided breakfast, time off the job and made mandatory small group campaign meetings
3. Encouraged the company's temp agencies to allow employees to attend campaign events and provide payroll deduction.
4. Modifying company's new hire orientation program to include awareness of company's commitment to the United Way provide payroll deduction form as part of new hire paperwork.

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 | 149 | 14.62% | 100 | 179% | 67% |
| 2014 | 130 | 8.33% | 31 | -31.11% | 23.9% |
| 2013 | 120 | 50% | 45 | -2.17% | 37.5% |

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