

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	TOWN OF KERNERSVILLE		
Street Address	City/State	Zip	
134 E. MOUNTAIN STREET	NC	27284	
Name of Person Completing Application	Phone	E-mail	
Don Wasowski	336-721-9353	don.wasowski@uwforyth.org	
Name of Sponsoring United Way	UNITED WAY OF FORSYTH 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 video links or DVD for viewing by the Selection Committee. Submit DVDs to Anita Barker, 875 Walnut Street, Suite 150B, Cary, NC 27511.

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 25 employees <input type="checkbox"/> 26-50 employees <input type="checkbox"/> 51-100 employees <input type="checkbox"/> 101-200 employees <input checked="" 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 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:

____Donald Wasowski_____
Printed Name

Signature

____don.wasowski@uwforsyth.org_____
Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

The Town of Kernersville has a culture of providing for our community. “Providing for our community” encompasses many areas. Employees provide public safety services, solid waste collection, street maintenance and repair services, storm water management, community development and building inspections. As a municipality the Town can’t offer all the services needed within our community ourselves. Therefore, it also provides funding to several local organizations who provide community needed services. Those include the following:

- Shepherd’s Center who provide much needed senior services to Kernersville residents.
- Kernersville Cares for Kids who bring together community resources to support schools and other anti-drug programs that education and empower our youth to be drug free.
- Housing Grants
- Sister City Program who coordinate and provide community programs to foster an inclusive community.

The Town also offers support to employees to participate in civic organization and other non-profits like Rotary Club, Kiwanis Club, Lion’s Club, Special Olympics, Muscular Dystrophy, etc.

Describe a successful strategy, engagement opportunity, or volunteer activity that ignited campaign success; moving the community to invest, volunteer, or advocate and create lasting impact.

The Town of Kernersville has participated in the United Way for approximately 20 years. They have coordinated annual campaign meetings, employee agency tours, and community service projects. The success of the Town of Kernersville campaign is a direct result of its planning committee. The Committee is very active with employee engagement and appreciation events throughout the year. This commitment to employees from this committee in turn generates the commitment of employees.

The Town of Kernersville 2016 campaign meetings had a theme of the Olympics. The 2016 Olympic Challenge was to encourage employees to donate at least \$1.00 per week. The department with the highest percentage of employees pledging at least \$1.00 per week won the Olympic Challenge. A pizza lunch was coordinated for that segment of employees. The number of employees pledging at least \$52 or higher increased by 17.8% over the campaign in 2015.

List 3 bullet-points highlighting numeric campaign success:

- The 2016 campaign resulted in an increase of +10.1% in total dollars pledged from Town of Kernersville employees.
- The 2016 campaign resulted in an increase of +15.7% in the total number of employees pledging.
- The 2016 campaign generated a per capita increase of +9.7%

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 with the community to solve problems.
- Does the organization have a social responsibility policy or statement?
 - If so, provide some highlights of the mission.
- Is the organization 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

The Town of Kernersville cannot provide all the services the community needs without community involvement. There is top management commitment when it comes to volunteerism. In 2016, the Board of Aldermen approved for the Town to pay the dues of Department Heads to participate in civic organizations. This involvement is very important to the success of our community. This community commitment and involvement will in turn flow down to other employees within the organization.

The Town has a large number of employees involved in community civic organizations, Next Step Ministries (local battered women's shelter), Crisis Control, Shepherd Center, Special Olympics, American Cancer Society, Muscular Dystrophy Association and local churches, just to name a few. While there is not an official volunteer policy, there are a lot of events, meetings and coordinating of events that is acceptable by the Town to be completed on Town time by the employees. It's estimated that 60-70% of Town of Kernersville employees participate in some level of volunteerism in the community.

To further educate employees about the community, there is a day in which local non-profit organizations come in to speak with employees who are participating in the internal "Employee Academy".

Additionally, the Town has several outreach programs directed to Youth in the community through the Police. One such program is "Shop with a Cop" which provides the opportunity to provide Christmas gifts to kids who might not otherwise receive any presents. The kids are selected by the School Resource Officer Division. Another outreach effort "Lunch with a Cop" arranges for Police officers and youth in the community to eat lunch together and begin to build positive and trusting relationships.

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

The Town of Kernersville increases community awareness and fosters a “ spirit of giving “ among its employees by working jointly with United Way :

- **Inclusion of United Way representation and several other non-profits in the Annual Employee Safety and Wellness Fair. This provides employees the opportunity to ask questions and gain education on community issues/organizations geared to inspire healthier living.**
- **During the annual United Way campaign the Town holds more than 20 employee meetings to insure that all employees/all Departments are given the opportunity to hear about United Way work in the community and provided the chance to make a pledge.**
- **New employees are provided United Way information as part of the Town’s New Employee Packet.**
- **The Town encourages volunteerism at multiple non-profits including United Way partner agencies**

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 5 points

The Town of Kernersville is proud to say they have top management buy-in/support when it comes to the United Way. The Town Manager announces the campaign to the Departments. In a separate Department Head meeting, he also expresses his commitment to the Town’s campaign and encourages DH’s to do the same and pass it on to their employees.. Below is an example email sent by one of our Department Heads to his staff:

Team members:

Once again we all have the opportunity to make an additional positive impact and difference in the lives of others. The United Way campaign will kick off soon and information about the meetings etc is included in this email. The Town does a United Way Campaign for a variety of reasons which include having a one stop/one-time campaign to allow us all to contribute to various charities and organizations.

This is much more efficient than allowing every possible charity/ entity to come in and make presentations. It is good for the Town’s operations and it is respectful of our time. I know most of you contribute to various organizations and efforts based on your preferences and situations. I applaud that and thank you for doing that. We are not in any way trying to intrude into your methods or details regarding contributions.

But we would like to encourage you to consider giving to any appropriate organization that you and your family want thru the United Way Campaign. By giving to the United Way, we continue to show the community that we support them and will help them. And this is in addition to what we do every day to help keep our citizens, neighbors, family, and community safe. Please consider giving as your situation allows.

Please consider helping others (and possibly ourselves) in our community by designating some funds to go to an organization/entity of your choice.

Thank you for attending, for considering, for giving, and for all that you do every day to make our community safer and a better place to live.

Complete the chart below. Up to 5 points

Any positive % change in leadership givers is awarded 2.5 points.

10% or greater increase in % of leadership givers receives an additional 2.5 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	125	1	.8%	0%	
2015	108	1	.9%		

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.

The Town’s campaign this year was focused on increasing the total number of givers/participation. The thought process for this focus was if they can increase the givers, the overall total dollars pledged would increase. The campaign results proved that to be a successful strategy overall though it impacted the % Leadership givers as a % of total givers.

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

As a local government organization the Town of Kernersville cannot provide a Corporate gift to United Way. However the Town Manager/Management supports the United Way effort by :

- Offering “paid time off” as one of the incentives for the employee campaign each year
- Providing the Employee Action Committee budget support and providing adequate time for the Committee to meet and plan a strong campaign each year
- Supporting and facilitating the production of an internal video to support the United Way campaign.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$0	0%
2015	\$0	

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

The Town's Employee Action Committee coordinates the Town's United Way Campaign each year. This committee focuses on employee engagement and employee appreciation events throughout the year. This committee takes a lot of pride in their United Way Campaign. They start planning around August of each year by attending any kickoff event/meeting conducted by United Way of Forsyth County. Usually a few committee members attend and bring back the excitement, spirit and wonderful ideas shared from those attending.

The next step is the time intensive planning meeting. This is where committee member thinks of their theme of choice. They try to make the theme match that of the County's Theme or something that is currently going on in society. Below is a list of some recent campaign themes:

- 2013 – Paying It Forward
- 2014 – Building a Stronger Community Together
- 2015 – Super Heroes
- 2016 – Olympics

As indicated previously, this year the Committee developed the "Olympic Challenge " to coincide with the overall theme. The 2016 Olympic Challenge was to encourage employees to donate at least \$1.00 per week. The department with the highest percentage of employees pledging at least \$1.00 per week won the Olympic Challenge. A pizza lunch was coordinated for that segment of employees. The number of employees pledging at least \$52 or higher increased by 17.8% over the campaign in 2015.

There are several incentives used to build motivation and encourage employee participation to pledge. These incentives include, vacation days, challenges, gift certificates, lunches, bragging rights, etc. The Committee members themselves obtain many of the gift certificates/other incentives from local businesses.

The Town Manager and Human Resources Director show their appreciation to the Employee Action Committee by providing them a "thank you " luncheon. This committee is also recognized for their efforts to all employees at the Town's annual Employee Appreciation Luncheon.

Standard 6 - Overall Per Capita Gift

- Describe events 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 5 points

The Town's Olympic Challenge directly affected the increase in the per capita gift. The focus was on the increase of total givers, which in turn, increased the total dollars pledged. This Challenge was highly publicized throughout the organization with updates disseminated among the employees frequently to keep the excitement going. There were even fun "competitive" emails going back and forth among departments. Below are examples from some of those emails:

- *"Ok, Its getting close for the pizza party!! All public service employees, if you have not turned in your united way pledge form please do so by 5:00pm today. We are getting down to the wire and it is neck and neck with Town Hall/Recreation. We need to maintain our run of the highest percentage raised! LETS GO PUBLIC SERVICES!!!"*
- *"We are going to win!!!"*
- *"We've got this!!!! See the below email. PS is only one form away from regaining first place. Please remind employees of your Department to make sure their forms are turn in if they'd like to help us out."*
- *"Well there was no win for the PD, but hey if there is a such thing as a moral victory....there was a pretty substantial increase of participation from last year for the department."*
- *"On behalf of the Employee Action Committee I would like to CONGRATULATE every department in the Town Hall building and Parks & Recreation department for their tremendous effort during the 2016 United Way Campaign! The competition was tight but Town Hall/Parks & Rec pulled it out in the last few days."*

I also want to Thank ALL the other departments for their great work as well. You are also winners! But the biggest winners are all the people that will be helped by your generous donations!"

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	\$13981	10.10%	2.5	257	\$54.40	9.67%	2.5
2015	\$12698			256	\$49.60		

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.

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

2.5 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 5 points

The primary vehicle that allows employee participation in the United Way campaign are the annual employee meetings. Specifically, over a 2 week period, more than 20 individual Department meetings are conducted. This allows each employee to be educated about the Campaign and the importance of the United Way to the Town of Kernersville. The meetings are small/ more personal thus allowing any employee to ask questions they may have. The meetings are quickly paced to be respectful of the time of the employees.

All pledge forms are electronically filled-in with the employee information. This ensures all employees have attended a meeting and all employees have the opportunity to easily pledge.

All new employees receive a United Way brochure in their new employee packet. They are personally informed by the Town Human Resources Assistant of the Town's commitment to United Way and the timing of our annual campaign. They are also invited to participate in planning and sharing of ideas.

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	257	.39%	125	15.74%	2.5	48.64%	2.5
2015	256		108			42.19%	

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

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

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

Total possible points for Standard 7 = 10



Standard 1: Town of Kernersville “ Shop with a Cop”