

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	U. S. Bank: Charlotte Metro Region		
Address	214 North Tryon Street, 27th Floor	City/State	Zip
		Charlotte, North Carolina	28202
Name of Person Completing this Application	David H. Dulin	Phone	E-mail
		704 371 6242	ddulin@uwcentralcarolinas.org
Name of Sponsoring United Way	United Way of Central Carolinas		Metro Size 1C
United Way Contact for Questions	David H. Dulin	Phone	E-mail
		704 371 6242	ddulin@uwcentralcarolinas.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 and 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>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

<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>
<input type="checkbox"/> Up to 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 checked="" type="checkbox"/> Financial/Banking Institutions <input 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:

Sean Garrett

Email:

sgarrett@uwcentralcarolinas.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:

Since U.S. Bank's move into the Charlotte area in 2005 it became evident of their intent to get involved with the community. Their charitable giving through their Foundation/Corporate match program, employee giving and state grants reached over 44.5 million nationally. In 2011 U. S. Bank was awarded the 2011 United Way Spirit of America Award. Through their volunteerism they provided over 260,000 volunteer hours of service nationally. Each employee is eligible for 16 hours of paid time off for volunteer projects. In addition those employees who contribute at least one percent of their annual salary receive an additional eight hours of paid time for community service. They have a Community Service Committee that keeps employees engaged with projects year round. They also hold a national US Bank Volunteer Day. Their national theme this year was Giving with Purpose. Locally it was "Your Investment, Big Difference" : Educate Engage Invest" They reminded their employees of their core values are demonstrated through their United Way involvement:

We invest our hearts and minds to power human potential:

- We do the right thing
- We power potential
- We stay a step ahead
- We draw strength from Diversity
- We put people first

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)

Over the past several years, the number of employees has tripled. While they had conducted a United Way campaign in prior years, it lacked energy, focus and enthusiasm. It was time for a new approach. The U.S. Bank team, under the leadership of Dee O'Dell decided it was the year to reintroduce employees to the many opportunities to support our community through the United Way. This was effectively communicated to the Senior Leadership and to all of the employees to kick off the campaign.

They decided on the theme:

"EDUCATE, ENGAGE, INVEST." This multifaceted /holistic approach provided opportunities for education and engagement before asking people to pledge. They carefully crafted a communication with this theme that included a calendar of activities, periodic updates, featured stories of personal employee engagement, and a friendly competition involving teams. We are a competitive bunch so the winner of the team competition received a Chic- Fil- A sponsored breakfast. See presentation PowerPoint attached!

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

The strategy of this year's campaign was to offer a holistic approach to philanthropy. The strategy involved helping put their employees on a path as follows: **education** and **awareness** lead to a community **connection**, which leads to **engagement**, which leads to **investment of time, talent and treasure**. We held a comprehensive presentation on our Young Leaders Affinity Group which speaks to engagement and volunteer activity. Their Community Service Community is considering many of these options. They held multiple on-site volunteer activities including snack pack and sandwich making and writing Holiday cards to service men and women. As mentioned before each employee gets sixteen hours of paid time for community service. In addition employees who contribute at least 1% of their annual salary get another eight hours of paid time for community service. They encouraged the involvement by breaking down into teams based on each line of business. For every event they attended they received a point. The team with the highest points received a free catered breakfast.

Their employees spent over 2,500 hours volunteering in the community. At the rate of \$22.55 per volunteer hour that is a \$56,375.00 value. Please see the list of year round volunteer activities under the following **Standard 2**:

U.S. Bank encourages employees to fill leadership position with organizations across the community: ECC Dee O'Dell is Co-Chair of the Charlotte Mecklenburg Economic Mobility Task Force. Tom James is a founding member of the Board of Directors for the Hope Way Foundation; a new residential mental health facility opening in 2016. Roger Plott serves on the Board of Directors for the Salvation Army of Greater Charlotte. Jim Kelligrew in 2012 organized an event called Banking on our Community. It is sponsored by the area's large financial institutions. It has raised nearly one million dollars in its three year history for local charities. It continues to grow each year.

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

Under the guidance of their Community Service Committee their employees have been engaged year round in the community. These activities included:

- Collection drive of toys, games and toiletries for children patients at Levine Children's Hospital for them to have during their stay.
- Participation in several walk/run events: Yellow Brick Road which benefitted Charlotte Family Housing and the Charlotte CROP HUNGER Walk.
- Collection drive for Care packages for military members overseas.
- Collection of money to provide school uniforms for A Child's Place; which benefits homeless children in the Charlotte Mecklenburg School System.
- Fielded several teams for a charity bowling tournament with proceeds going to Loaves & Fishes Food Pantry
- Made and served lunches for the Salvation Army of Greater Charlotte Center if Hope Shelter for women and children.
- Participated in several Habitat for Humanity builds doing painting, drywall and framing.
- They finished the year with the Salvation Army Silver Bells and Angel Tree programs. They adopted 60 Angels (children) and 15 Silver Bells (Seniors) which brightened up their Holiday Season! Twenty five bicycles, two tricycles and a scooter were provided for the children. Also their employees volunteered at the Salvation Army Distribution Center to help get the donated items to the families.

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 \$1,000.00 or more is considered a leadership gift.

Under the leadership of Dee O’ Dell; Senior Vice President, the campaign was planned and executed with a new approach. The theme of **Education, Engage and Invest** re- introduced the entire Bank to the United Way. Senior Leadership was invited to a meeting with our United Way Executive Director Sean Garrett on September 14th. This was the day before the general campaign kick-off. The campaign plan was introduced and the expectation was set. Each line of business (20) was represented. Each Senior Leader was to be the “Champion” for their line of business. Leadership level giving was emphasized as well as the Leadership Step Up Program. All Senior Leadership was reminded that the core values of the company align with our United Way core values. Also there would be a friendly competition based on a point system between teams.

Our Executive Director spoke on the importance of giving and leadership. He spoke about how as more people get engaged the more change can take place. He emphasized their Leadership roles were critical to success.

Also Senior Leadership encourages and participates in the employee led Community Service Committee that organizes year round volunteer events.

In addition ECC and Senior Vice President serves as Co- Chair of the Economic Mobility Task Force, Senior Vice President Tom James is the founding member of the Board of Directors for HopeWay Foundation; a new residential mental health facility opening in 2016, Jim Kelligrew; Senior Vice President is the co- founder for the Banking on Our Community Fundraiser which brings financial institutions together around several worthy causes. Senior Leaders lead by example!

As you can see below Leadership giving increased to 34 donors contributing \$89,370. That is a 221% increase over the prior year!!

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	146	34	23	+209 %
2014	69	11	16	-21 %
2013	128	14	11	

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”
United Way is the only charitable organization allowed to run a workplace campaign at U.S. Bank. It all starts at the top with the national headquarters support. In 2011 US bank was the recipient of the national United Way Spirit of America Award. Their United Way support is expected to exceed the 2014 employee contribution level of 13 million this year.

Through the bank’s Foundation each market they serve is allocated an amount based on their market share. The Charlotte Metro Region received 80,000 to allocate to local non- profits based on the feedback and involvement of their employees. Those employees who make the nominations either serve on the Boards of these organizations or are significant volunteers.

Along with the United Way of Central Carolinas, the list of recipients of corporate funding dollars were:

- YMCA of Greater Charlotte- Y Achievers Program
- YMCA of Greater Charlotte- Camp Thunderbird
- The Salvation Army of greater Charlotte
- Kids Rein
- A Child’s Place
- Autism Charlotte
- Community School of the Arts
- Cindy-Mackie Foundation
- Youth Educational Society
- Safe Alliance
- Brookstone Schools
- Charlotte Speech and Hearing
- The Learning Collaborative
- Council for Children’s Rights

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$9,975	-33%
2014	\$14,975	-27%
2013	\$20,500	

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

Through the leadership of the ECC Dee O' Dell a new approach was instituted this year to refocus and rejuvenate their efforts. The United Way and its partner agencies were given four weeks of heightened visibility. Initially he introduced the theme: **"Educate, Engage, Invest"** to the Senior Leaders from each line of business. They would then be appointed the United Way Champion in their respective areas.

Educate:

Presentation by our partner agency: A Center for Community Transitions

Presentation by our partner agency: YWCA Central Carolinas

Presentation by our United Way Volunteer Coordinator on our Young Leaders Initiative

Discussion sessions on ongoing volunteer and leadership options

Engage:

Onsite volunteer events to make snack packs for homeless children, sandwiches for homeless at Men's Shelter and make cards for service men and women.

Annual Chili cook off and Jeans weeks raised money for the overall campaign.

Meeting to highlight the ongoing work of the Community Service Committee

Incentives:

A friendly competition took place between teams (lines of business) based on a point system. Each participant received a point for attending an engagement event and for going to their online system to invest. The winning team received a breakfast catered by Chic-Fil-A. Also anyone that contributed 1% of their base pay received an additional paid day off.

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*

This year’s campaign was led by Dee O’Dell: Senior Vice President. His goal was to reenergize and refocus their efforts on all that our United Way can offer. He first laid out a campaign plan through effective communication that demonstrated the following:

United Way of Central Carolinas core values aligns with the core values of US Bank

Through the campaign theme of: “Educate, Engage and Invest” a broader holistic approach was taken.

This multifaceted approach created more opportunities for education and engagement.

This created a much more positive environment where employees felt called to give.

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	\$129,226	+203%	329	\$392.78	+202 %
2014	\$42,539	-21%	327	\$130.08	-54 %
2013	\$53,736		190	\$282.82	

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***

As mentioned previously an entire new approach was instituted with this year's campaign. The approach was taken that through education and awareness employees would find their passion and connection which would lead to increased engagement and investment of their resources of time talent and treasure. This approach not only will take place annually with the annual campaign but through year round strategies. Their Community Service Committee will give their mission a greater visibility during the year. They will promote more meaningful engagement throughout the year.

Four weeks of heightened visibility, multiple events and an effective communication plan with sharing personal employee stories was very effective. Each employee was given explicit instructions on how to pledge through their own online pledging system.

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	329	+0.006%	146	+116%	44.4%
2014	327	+72%	69	-46%	21%
2013	190		128		67%

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

Attachment 1: PPT (Page 1 of 4)

Slide 1

2016 United Way Campaign
U.S. Bank - Charlotte
September 2015

United Way

“Your Investment, Big Difference.”

EDUCATE **ENGAGE** **INVEST**

usbank

Slide 2

U.S. Bank – Charlotte Overview

Record number of employees in Charlotte

- In the Hearst Tower
- Working from home

Record number of new employees

Increasing number of business lines represented

Opportunity to connect people

- To each other
- To other business lines
- To the community
- To the core values of U.S. Bank

We invest our hearts and minds to power human potential

- We do the right thing.
- We power potential
- We stay a step ahead
- We draw strength from diversity
- We put people first

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usbank

Attachment 1: PPT (Page 2 of 4)

Slide 3

United Way Campaign Overview

Goals

- Educate, through multiple opportunities to learn
- Engage, by providing tangible opportunities to do things together during this campaign
- Invest, by encouraging maximum participation in accessing the website to make election

Senior Leader Engagement

Champions from each line of business

Four weeks of heightened visibility for United Way and its partner agencies

Friendly competition between group

- Measured by percentage participation
- Engagement
- Investment

September 15th – October 15th

Announcement on October 16th

Prize for winning group will be catered breakfast from Chick-fil-A

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Slide 4

United Way Campaign Outline

Monday September 14

- Senior Leadership meeting
- Designation of Champion for each team

Tuesday September 15

- Dee will send out a blanket email to introduce the campaign plans to associates

Our Communities, Our Stories

- Throughout the campaign, stories from employees on how they were impacted by United Way partner agencies, family or friends impacted by partner agencies, experiences of serving as a volunteer, etc.

Education:

- September 24th 8:30am – United Way + a partner agency
- October 1st – United Way + a partner agency
- October 8th – Young Leaders Initiative (under 40)
- Ongoing – Discussions about connecting people to volunteer or leadership options

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Attachment 1: PPT (Page 3 of 4)

Slide 5

United Way Campaign Outline - Continued

Volunteer Events

- Multiple on site events to volunteer
 - Snack pack or sandwich making
 - Cards for service men and women
- Annual Chili cook off
- Coincides with Jeans week
- Highlight ongoing work of the Community Service Committee

Friendly Competition

- A competition will take place between teams based on a point system. Each employee gets a point for attending an event, and a point for responding to their online system. The winning team gets a breakfast catered by Chick-fil-A.

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Slide 6

Campaign Materials and Communication

Materials: Campaign materials to be displayed throughout office

Communication

- Explanation of importance to our community
- Connection to Core Values
- Everyone gets eight hours or more to use for community service
- Encourage people to log community service hours on the HR system
- Explanation of rewards for donating 1% of base pay = additional day off

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Attachment 1: PPT (Page 4 of 4)

Slide 7

Sean Garrett – CEO of United Way of the Central Carolinas



- Named Charlotte's United Way Executive Director in January 2015, began work on March 1st
- Previously VP of Development for United Way Worldwide in New York City
- A New York native whose family moved to Atlanta when he was 11
- He has worked with United Ways since college with stops in Madison, Wis., Chicago and New York
- Credits his parents' dedication to service as the reason he decided to go to work for United Way
- His father worked for nonprofits, including United Way, all his life, and his mother is a teacher of special needs children
- "At a very early age in my life," Garrett said, "I was brought into an environment where we worked with others"
- Sean and his wife Emily have two young children



Attachment 2: Marquee (Page 1 of 1)

