

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

Application Form			
Organization Name	U. S BANK: Charlotte Metro Region		
214 North Tryon Street, 27 th Floor		Charlotte, North Carolina	28202
Name of Person Completing Application	David Dulin	704 371 6242	ddulin@uwcentralcarolinas.org
Name of Sponsoring United Way	United Way of Central Carolinas		

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 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:

Shannon Young

Printed Name

Signature

syoung@uwcentralcarolinas.org

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

US Bank moved into Charlotte in 2005. It immediately became obvious that they were an organization that served their community. Their Bank nationally supports their communities. Their "Community Possible" platform states the following:

"We believe all people deserve the opportunity to dream, believe and achieve. The building blocks that make our country great: a stable job, a home to call your own and a community connected through culture, recreation and play- continue to be at the heart of possibility for all of us. Through US Bank's Community Possible Platform, we invest our time, resources and passion in economic development by supporting efforts to create stable jobs, better homes and vibrant communities."

This year marks a milestone of celebrating 30 years of partnership with the United Way. This year's theme of "**Invest-In Humankind**" is a reflection of their continued support at all of their locations throughout the country. 2015 results reveal:

- Raising 14 million to help people in need: \$8.7 million from employee contributions and special events and \$5.5 million from Foundation and corporate contributions
- 4500 volunteer hours benefitting United Ways nationally: that is 575 employees in 135 local United Ways

US Bank was awarded the Spirit of North Carolina Award last year. They expanded on their three campaign themes of Educate, Engage and Invest. They reminded their employees of their core values as demonstrated through their United Way giving:

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

Each employee can apply for the "*US Bank's Dollars for Doing*" that allows them to match dollars with agencies they have volunteered with. They have a Community Service Committee that offers their employees opportunities to get involved in the community year round. They hold a National US Bank Volunteer Day, where each employee gets eight hours of paid time off for volunteering in their community. In addition, those employees who give at least one percent of their annual salary receive an additional eight hours of paid time for community service. Also for those who donated 1% of their annual salary received an additional paid day off!

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

Successful Strategy:

US Bank has grown into two locations this year with 471 employees. That reflects 45 separate lines of business. Their strategies were: **Champion for every line of business, Heightened visibility for United Way and its partner agencies, multiple opportunities to learn and meet others engaged and friendly competition between groups.** Employees were asked to share their stories of how they or family and friends have been impacted by United Way partner agencies. They also were asked to share any of their volunteer or board involvement experiences. Campaign Champions in each area shared the "**2016 United Way Campaign: Invest in Humankind**" PowerPoint presentation. (Attached) Individual lines of business tracked their participation rates. Six teams achieved 100% participation. Also the team with the most overall engagement in the campaign was awarded a breakfast.

Successful engagement Opportunity:

Each year United Way of Central Carolinas has a "*Week to Fight Hunger*" event sponsored by our two Young Leaders Affinity Groups. North Carolina ranks sixth in the country with the highest percentage of citizens experiencing food hardships each month. Food insecurity levels in our city and surrounding areas have increased drastically. To help bring awareness to this problem we asked companies to collect canned goods. We made it fun by holding a Canned Castle Competition. (**picture attached**) US Bank was the winner. This event was a huge success and brought awareness to the community problem of hunger.

List 3 bullet-points highlighting numeric campaign success:

- Total number of donors went from 160 to 234: 46% increase
- Number of leadership donors went from 33 to 56: a 69% increase
- Leadership giving went from \$87,070 to 1\$73,354: a 100% increase

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

US Bank is fully immersed in the community. They follow their national model of “*Community Possible*,” which states:

“We invest our time, resources and passion in economic development by supporting efforts to create stable jobs, better homes and vibrant communities.”

As they have grown so has their engagement in the community. With heightened awareness of United Way and partner agencies more opportunities availed themselves. Each employee has eight hours of paid volunteer time. In addition, those employees who give at least one percent of their annual salary receive another eight hours of paid time for community service. US Bank encourages employee community involvement through the “*US Bank Volunteers Program*” where they provide access to benefits and events that support both company sponsored volunteer activities and individual interests. To make volunteering easy for employees they partner with VolunteerMatch. VolunteerMatch gives US Bank employees a wide variety of volunteer opportunities, assists in tracking the hours they contributed and allows US Bank to recognize employee volunteers that make an exceptional difference.

In addition, they have a Community Service Committee that collects, on a year round basis, the input of their associates interests in specific agencies. These are identified by one of their associates who has taken a specific interest in one of the agencies mentioned. With the information that is collected, the committee is then able to share the list with the associates and then the associates are able to view/pick the project of their choice. US Bank associates are not only volunteers but board members to the following organizations:

United Way of Central Carolinas, Community School of the Arts, Opera Carolina, Wake Enterprise, Y Achievers, Brookstone School, Inspire The Fire, Inc., Mira Via, The Salvation Army of Greater Charlotte, Autism Charlotte/Autism Foundation of the Carolinas, Carolina Speech and Hearing, Council for Children’s Rights, A Child’s Place, Safe Alliance, Cindy Mack Foundation, Circle De Luz, Charlotte Symphony, YMCA Camp Thunderbird, Urban Ministry and CommonWealth Charlotte.

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

In the overall campaign, awareness, engagement, involvement and support was communicated through their three themes of Education, Engage and Invest. They increased the dialogue by encouraging their employees to share stories of their experiences and the importance of being involved with their community. Board participation was also encouraged throughout the campaign.

Communication during the campaign included, understanding the importance of the community, appreciating the core values, making sure that everyone was aware of the Volunteer Program, and encouraging employees to join the United Way Affinity groups by having presentations and Q&A's.

Through the Community Service Committee, year round engagement and community support is promoted. With every agency that received a corporate donation (mentioned in Standard 4) awareness was created around their work. These agencies included, Y Achievers, Brookstone School, The Salvation Army of Greater Charlotte, Autism Charlotte, Carolina Speech and Hearing Clinic, A Child’s Place, Safe Alliance, YMCA Camp Thunderbird and Urban Ministry. Similar to the previous year, US Bank did several projects during the year that included: Toy collection for Levine’s Children Hospital, walks for CROP Walk and Charlotte Family Housing, collections of money to provide School uniforms for A Child’s Place, serving lunches at the Salvation Army of Greater Charlotte’s Center of Hope Shelter, working on several Habitat for Humanity houses and participating in the Salvation Army of Greater Charlotte’s Silver Bells and Angel Tree Program.

The most unique event during the campaign, was the United Way Young Leaders sponsored event, *“Canned Castle Competition,”* which was part of the Week to Fight Hunger. The winner of this competition collected over 800 cans of food. (picture attached) As a result, the winner received a \$500 gift card, which was donated to A Child’s Place. As we know, North Carolina ranks sixth in the US in terms of the highest percentage of citizens experiencing food hardships each month. This focuses on food insecurity in our Charlotte region, which have increased dramatically over the last few years. Thanks to US Bank, one less child has to go hungry.

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

Again this year under the leadership of Dee O’Dell, Senior Vice President of National Corporate Banking, the campaign was another huge success. The campaign planning began early with leadership from each line of business attending a meeting. There were expectations set for increased leadership giving. Evidence of its success is that the number of leadership donors went from 33 in 2015 to 56 in 2016. Dollars went from \$87,070 to \$174,354.

Many of the US Bank’s leadership models service through their involvement in the community. Dee O’Dell is Co-Chair of the Economic Opportunity Task Force and is studying the issue of upward economic mobility. Charlotte regions rank 50 out of 50 on upward economic mobility. United Way is in partnership with this initiative, as well.

Other Executives are as follows:

Ed Martinez: Board of Hospitality of Charlotte, Butch Mayer: Board Member of Mira Via, Jon Lindvall: Board member of Catawba Lands Conservancy, Dee O’Dell: Board of YMCA Camp Thunderbird, Mark Harden: Advocate/Volunteer for YMCA, Tom James: Board of Hopeway Foundation and Council of the N.C. American Diabetes Foundation, Allison Burgun: Board of Charlotte Mothers of Multiples, John Bengough: Volunteer/Advocate for Ronald McDonald House and Goodwill Industries and Jim Kelligrew: Co-Founder of the Banking on our Community Fundraiser which brings financial institutions around worthy causes each year. They lead by example!

In addition, an entire team of Commercial Banking Executives serve as our Real Estate Industry Sector committee as part of our Regional Campaign Cabinet.

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	234	56	23.9%	+69.7%	
2015	160	33	20.6%		

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.

There were definitely more intentional requests for leadership giving. Management and Campaign Champions were reminded of how US Bank is committed nationally to the United Way. They were asked to consider joining one of our leadership circles. Our ECC, Dee O’ Dell along with three other employees on the leadership team and who are on the ADT level, were involved in the discussion. As the campaign success was being tracked during the month of September, the earliest totals were made up of Leadership donors. This was reported out to the rest of the associates because leading by example has a huge impact.

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.

United Way is the only organization that US Bank allows to run a workplace campaign. This year marks the 30th year of the partnership between United Way and US Bank. The campaign duration was for the entire month of September. They improved their pledging site to make it easier for their associates to use. They also improved their site to record their volunteer hours. This year’s campaign marked the strongest campaign to date!

Their national communication, as well as the local communication, was most effective of making the case of “Why United Way”. The PowerPoint presentation (attached) was sent to each Associate that outlined the reasons and importance of giving.

Through the Bank’s Foundation, each market, where US Bank has a presence, is allotted an amount of the corporate dollars. Each location decides on how those dollars are allocated in their local communities. The Community Services Committee allocated \$110,000 to our local community. The beneficiaries included:

- United Way of Central Carolinas
- Community School of the Arts
- Opera Carolina
- Wake Enterprise
- Y Achievers program
- Brookstone School
- Inspire the Fire, Inc.
- Mira Via
- Salvation Army of Greater Charlotte
- Autism Foundation/Autism Foundation of the Carolinas
- Carolina Speech and Hearing Center
- Council for Children’s Rights
- A Child’s Place
- Safe Alliance
- Cindy Mack Foundation
- Circle de Luz
- Charlotte Symphony
- YMCA Camp Thunderbird
- Urban Ministry
- Common Wealth Charlotte

Also US Bank participated in the *United Way Week to Fight Hunger* event, sponsored by our two Young Leaders Groups. Through Social Media, individuals and companies were recruited to participate in a canned foods collection. It also involved a canned goods castle competition. US Bank won and collected over 800 items that went to Loaves and Fishes.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2016	\$9975	0%
2015	\$9975	

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

US Bank Leader Dee O'Dell began in the early summer recruiting Campaign Leaders/Champions in all of the different lines of business. He challenged the team and set a goal of \$150,000 for employee giving. The PowerPoint presentation that was shared at the meetings, (attached) gave more of an insight on the "Why United Way" message. Through heightened communication, multiple opportunities to get engaged and friendly competition, made this campaign fun and more inviting.

Through **Education**, the dialogue was increased and employees shared their stories and experiences with partner agencies. Presentations from partner agencies (Lunch N learns) along with additional sessions from our United Way Affinity Groups, perked interest. Through **Engagement**, all employees were connected with opportunities for community service. Through **Investing**, the ease of their new pledging site and a plea for all to respond made a difference. (Theme: Education. Engage. Invest.)

Friendly competition took place between teams based on a point system. Each employee received a point for making an election on their pledging site, a point for participating in an event and a point for logging in volunteer hours online. The winning team got a breakfast catered by Chic-Fil-A.

There were several special events that helped to increase their engagement:

- Wine/Beer Pull
- Annual Chili Cook Off
- Jeans Week
- Lunch N Learn about work of the Community Service Committee

These special events raised \$1329 for their campaign. In addition to their special events, their winnings from the Canned Castle Competition, allowed them make a donation of \$ 500.00 to our partner agency, A Child's Place.

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

Per Capita Giving was positively impacted by many factors. The factors included, more effective communication by the national corporate headquarters, making it clearer on the *Why of United Way*, nationally and locally communicating on how giving to the United Way connects to the company core values, improving their electronic pledging tool for greater ease of use, building on the theme from last year, **Educate** leads to **Engagement**, which leads to **Investment** and sending messages such as, "Each year the United Way network helps more than 51 million people across the country acquire child care and affordable housing." These messages were shared with every associate through their respective lines of business.

This year our theme of economic mobility, was the single most important issue on the minds of many in our Charlotte region. In collaboration with Foundation of the Carolina's Opportunity Task Force, it has been their main focus to study why Charlotte is the last out of 50 metro centers in upward economic mobility. United way is partnering with them on this study as well. I think more than ever before the public is seeing how United Way is more than a funder. We are bringing together community partners to work on critical issues. We have one out of six people in our community who live at the poverty level. These people lack hope and see no future. The children from these neighborhoods are at risk and are falling behind in school. Many are 12 to 14 months behind by pre- school level. Sixty percent of our third graders in the public school system do not read at grade level. One out of five people in our county have no health insurance. So the work of our partner agencies in these three areas drives economic mobility!

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	\$214,984	+81.8%	2.5	471	456.44	+54%	2.5
2015	\$118,193			400	\$295.48		

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

At the onset of the campaign the thought was how to make this fun and engaging everyone. So Champions were chosen from each line of business to share the message. All business units received the PowerPoint presentation (attached) During the campaign, there was a clear message and expectation shared with everyone. The campaign got a higher profile and United Way heightened its visibility. This happened through education, the dialogue was increased and a greater spotlight was put on how employees are engaged; more effort was put into getting employees engaged through encouragement of serving at an agency; employees were challenged with investing to make the goal of \$150,000; the online giving platform was made more user friendly; their Community Service Committee gave a higher visibility around year round engagement; friendly competition was created between lines of business; participation was tracked each week for each line of business; and an incentive was created based on a point system, which each employee received a point for making a contribution or an election online, a point for participating in an event and appoint for logging volunteer hours online. The winning team got a breakfast catered by Chic Fil A.

The number of donors increased by 46%. The participation rate with 74 new donors went from 40% to 49%. The goal of \$150,000.00 employee giving was surpassed by 43% reaching \$214,984.00.

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	471	+17.8%	234	+46 %	2.5	+49.7%	2.5
2015	400		160			40%	

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