

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Wayne Memorial Hospital		
Address	2700 Wayne Memorial Drive	City/State Goldsboro, NC	Zip 27530
Name of Person Completing this Application	Georgia Dees Dean Tino	Phone 919-731-6299 919-587-4725	E-mail Georgia.dees@waynehealth.org Dean.tino@waynehealth.org
Name of Sponsoring United Way	United Way of Wayne County		Metro Size IV
United Way Contact for Questions	Stephen Parr	Phone 919.735.3591	E-mail sparr@unitedwayne.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>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 type="checkbox"/> 101 - 200 employees <input type="checkbox"/> 201 - 500 employees <input type="checkbox"/> 501 - 1000 employees <input type="checkbox"/> 1001 - 1500 employees <input checked="" 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 type="checkbox"/> City/ County Municipality <input type="checkbox"/> Higher Education <input type="checkbox"/> School Campaigns <input checked="" 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:

Stephen R. Parr

Email:

sparr@unitedwayne.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:

Wayne Memorial Hospital is an independent community hospital committed to providing quality healthcare at a reasonable cost which is administered by compassionate, well-trained staff using the most current technology. We aim to be the No. 1 community provider for medical services based on our positive clinical outcomes, and we strive to be the regional employer of choice for health care professionals. We value our employees, and leadership works tirelessly to provide excellent benefits to reward employees' hard work and dedication. As such, we encourage our employees to share the benefits of their efforts and give back to our community on a personal level that works best for them.

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)

During our campaign's Coordinator's Luncheon we stressed the importance and ease of Fair-Share contributions. This was explained in a simple manner to be shared with staff. This resulted in a noticed increase in the number of those participating as fair-share -- 67 % of our investors are Fair-Share

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.)

- Fair Share Contributions increased 9%
- Leadership Investment Contributions increased 9%
- Total lives affected increased by 293 (\$14,633.40 increase in pledges)

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

Hospital employees are actively involved as volunteers with:

- United Way funded agencies – (Scouts, Meals on Wheels, Boys and Girls Club)
- Cures for the Colors
- KaBoom! Playground Build
- Alzheimer's NC
- Community Soup Kitchen
- Hospice
- Relay for Life
- GoWayneGo!
- Diabetes Awareness
- Wayne Action Teams for Community Health (health care for the uninsured)
- Family Y
- Churches
- Civic Organizations
- Schools

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

The Hospital is a major supporter of community causes, contributing volunteers and financial support to such programs as:

- United Way agencies
- The Arts Council
- Wayne County Chamber of Commerce – host health care hot topics and sponsor annual meeting
- Mount Olive Chamber of Commerce
- Relay for Life – team and financial support
- Alzheimer's Walk – team and financial support
- Community Soup Kitchen – annual hospital wide food drive
- Provide tours for school groups
- City Parks and Rec/KaBoom! playground build – provided all meals for all volunteers
- Contribute health and wellness information to church and civic clubs
- Host Junior Leadership program
- Participate in community health fairs
- Provide a fun but educational newsletter for all elementary-age students in Wayne County Public Schools

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.

Leadership giving increased significantly this year from last year.

Also, all members of our senior management team are committed to support of the United Way funded agencies. They contribute financially and allow the coordinating team the time necessary to plan and implement the yearly campaign and follow it through to completion.

Our CEO attends our kickoff lunch and thanks the departmental coordinators for their volunteer leadership.

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	543	340	62 %	8 %
2014	551	315	57 %	-1 %
2013	589	318		

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.

Senior management has kept the same core team in place for several years to coordinate our campaign. The team has a history of working well together and keeping the campaign running smoothly.

The team relies on coordinators from all areas of the hospital to provide more personal interaction with employees at the departmental level.

Our campaign usually is condensed into a two- to three-week time frame. We promote it to our employees by:

- Departmental staff meetings
- Posters
- Email blasts
- Weekly prize drawings
- Lunch-time agency fair

In addition, three hospital employees served as loaned executives to the campaign and two serve on the county’s marketing committee. We promote our successes on the hospital Facebook page.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$N/A	%
2014	\$N/A	%
2013	\$N/A	

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 coordinating committee meets regularly before and during the campaign. The committee decides on the theme, the goal, the events, the time line and the incentives that will be used during the campaign.

This year we chose the theme: Keep Good Growing. This built on the previous year's theme of ***Be the Good.***

We grew wheat grass in small pots and used them as the centerpieces at our department coordinators meeting. We used the growing grass to gauge our campaign success on our outdoor sign for the number of lives our campaign would impact.

We emphasized Fair Share giving, which each fair share investor is eligible for United Way of Wayne County's Fair Share Challenge to win a \$5,000 grand prize; WMH also offered a prize of travel to be given away to one lucky Fair Share giver.

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*

Our increase in “fair share” investors and leadership investors impacted our per capita increase. We also emphasized to directors the importance of having an enthusiastic, respected employee as the departmental coordinator.

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	\$211,892	8%	1700	\$124.64	7 %
2014	\$197,258	-2%	1700	\$116.03	-2 %
2013	\$201,351			\$118.44	

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***

The hospital introduces the United Way of Wayne County to all new employees every two weeks during orientation. They are provided a pledge form and information about the funded agencies at that time. Follow-up e-mails are sent to the new employees with campaign team information for any questions about the United Way. In addition, our Volunteer Services department makes our volunteers aware of our campaign. The United Way of Wayne County assists the hospital by reaching out to those employees who have retired reminding them of the importance of continued support.

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	1700	0%	543	0%	32%
2014	1700	0%	551	-6%	32%
2013	1700		589		35%

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