

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization Name	Westcott Automotive Group		
Address 2410	South Church Street	Burlington	27216
Name of Person Completing this Application	Robyn Grinstead	336-228-0141	E-mail robyng@davidwestcott.com
Name of Sponsoring United Way	United Way of Alamance County		Metro Size 4
United Way Contact for Questions	Lauren Burk	336-438-2000	lberk@uwalamance.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 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 style="color: red; margin: 0;">Heads up!</p> <p style="margin: 0;">Please do not add pictures to the Standards Text Box. Instead, attach separate page with pictures labeling the corresponding Standard. (Attachment 1)</p> <p style="margin: 0;">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 checked="" 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 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 type="checkbox"/> Hospital/ Health System <input checked="" 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:

Heidi Norwick

Email:

hnorwick@uwalamance.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:

Our mission is to help serve and give back to our 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)

We are a participating Auto Dealership in the Great Alamance Auto Giveaway incentive program. Individuals can enter the contest by giving \$52 up to four times, totaling \$208. Our employees are very proud to be part of this incentive program that raises about \$200,000 for the campaign and of our 100% participation rate!

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.)

- Since 2010, Westcott Automotive Group has had 100% participation from their employees.
- The average gift increased 7.93% from \$83.38 in 2014 to \$89.99 in 2015.
- Westcott raised \$5,139.32 in 2015, up 2.75% from 2014.

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

Westcott Automotive Group encourages our employees to give back. We support multiple organizations like the American Cancer Society, Boy Scouts, and Little Pink houses—all causes that are very important to our employees.

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

We have supported United Way of Alamance County for 35 years and have been an Great Alamance Auto Giveaway dealership for 11 years.

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.

Management at Westcott is extremely supportive of United Way of Alamance County. Our owner, Greg Westcott, attended both kick-offs and spoke about how important United Way is to our community to all of our employees. During the lunch after the kick-off, Greg talked with employees about United Way and answered questions. He is a vocal supporter and is extremely proud of our support of United Way.

Greg also works with Little Pink Houses of Hope, an organization fighting breast cancer. He talks openly about his work on the Board of Little Pink Houses of Hope and encourages employees to get involved in causes they care about.

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	46	1	2.17%	0 %
2014	48	1	2.08 %	0 %
2013	46	1		

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.

Westcott supports United Way with a \$1,000 corporate gift as a sponsorship and has for at least years and years.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$1000.00	0%
2014	\$1,000.00	0%
2013	\$1,000.00	

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

We began our involvement with the United Way 35 years ago .This is very near and dear to each employee here because it assist so many facets of the community.

For the past 11 years we have participated in the Auto Rally and have been privileged to award 3 vehicles to lucky winners.

Our annual campaign begins with speakers from different agencies supported by United Way. We then have a catered luncheon while our employees fill out their contribution form.

After all the paper work is completed and turned in we have a drawing of our own in appreciation for reaching our goal of 100% participation. Being involved with United Way gives our company the opportunity to give back to the community and to fellowship with our work family.

Looking forward to many more successful campaigns!

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*

We continue to have a very strong relationship with United Way. For 35 years we have supported their work and we continue to every year. We are proud of our involvement and support.

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	\$4,139.32	0%	46	\$	0 %
2014	\$3,723.00	0 %	46	\$	0%
2013	\$3,602.00	0	43	\$	0

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***

Our company has had 100% employee participation for all of the 35 years that we have been involved.

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	46	0%	46	0%	100%
2014	48	0%	48	0%	100%
2013	46	0%	46	0%	100%

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