

2016 Spirit of North Carolina Campaigning for Excellence



United Way
of North Carolina

| Application Form | | | |
|---------------------------------------|---------------------------------|------------|--------------------------------|
| Organization Name | Wingate University | | |
| Street Address | 220 North Camden Street | City/State | Wingate, NC |
| | | Zip | 28174 |
| Name of Person Completing Application | Ivy Allen | Phone | 704-226-5102 |
| | | E-mail | ifallen@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 type="checkbox"/> Financial/Banking Institutions <input type="checkbox"/> Manufacturing <input type="checkbox"/> Business Campaign <input type="checkbox"/> City/ County Municipality <input checked="" 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.org1800

Email

Organizational Overview

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

Describe the philanthropic culture of the organization:

Wingate University is a private, comprehensive liberal arts university, founded in 1896 and is located in Wingate, North Carolina. As of November 2016, their total student enrollment was nearly 3,200 students with 65% of those students being undergraduates.

The university has a very strong philanthropic culture. This is notably one of their strongest organizational characteristics as it is rooted in the Wingate University motto: Faith, Knowledge, and Service. In Dr. Rhett Brown's installation speech, given on April 17, 2016, he stated "Our purpose is a knowledge that informs our faith and leads us to serve others. That is the purpose of higher education at Wingate University".

The University doesn't only encourage their faculty and staff to participate in giving back to the community, but it strives to instill the spirit of "giving back to the community" within their students. This goes back for many years. The current president, Dr. Rhett Brown, graduated from what was then Wingate College in 1989 and actually began his career there. His first job was to launch the student service organization UCAN, a student-led organization with a mission of "Passionately serving the needs of the community, promoting advocacy about the social concern of our society and empowering Wingate University to make a difference".

Wingate University has also been recognized nationally for their community service culture. This university has been listed on the President's Higher Education Community Service Honor roll for a number of consecutive years: 2008, 2009, 2010, 2011, 2012. This is a national service award that recognizes institutions of higher education that support exemplary community service programs and raises the visibility of effective practices in campus community partnerships.

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.

Dr. Rhett Brown invited United Way to come speak at their annual Faculty/Staff Workshop where he gives his "State of the University" address. Richard Heines attended on behalf of United Way and was given a gracious amount of time to share information about the work and vision of United Way of Central Carolinas and to thank the university for their past support.

Dr. Nancy Randall, Vice Provost for Student Engagement, and Mr. Steve Poston, Vice President & Director of Athletics also spoke passionately, confirming the work being done in our community and the importance of Wingate University being part of the effort. They both serve on local United Way boards and Mr. Poston has previously served as campaign chair and is currently serving as board chair.

In order to stress further the local need and the impact United Way makes in the community the Statisticks video and the 2016 UWCC campaign video were shown. After which, without prompting, two faculty members stood up and endorsed both the United Way Campaign and the Union County United Way Day of Caring. This made for a very powerful message.

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

Wingate University stresses throughout the many aspects of their campus life, from administration to students, the important of getting involved and giving back to the community. The university's motto, "Faith, Knowledge, and Service" resonates within the staff and faculty and becomes ingrained in the students. For many students, that service work begins here in Union County during their years at Wingate University but they take the sense of volunteerism and service with them when they graduate and spread it throughout the state, the country, the world. The university has programs and experts in many fields and they use this knowledge to help identify and improve social conditions within our county. The areas in which they serve include, but are not limited to, economic, education & health.

- Wingate University is very active in supporting and making a difference in the community through United Way. They not only have faculty and administrators who serve on the board of directors, the community investment committee, and campaign committee but they are taking key leadership roles as board chair, and campaign chair, and committee chairs. Their expertise has been shared on taskforces such as "affordable housing".
- Wingate University president, Dr. Rhett Brown serves as ex-officio member on Monroe Union County Economic Development advisor board.
- Wingate University students assisted the Union County Health Department in preparing the Union County Health Assessment.
- Wingate University's pharmacy program partners with HealthQuest to assist people without prescription insurance or other reimbursement and who are without funds to purchase maintenance medications.
- Wingate University Physician Assistant professor, Dr. Roy Blank, not only volunteers his services to United Way agency, Community Health Services of Union County, but stated when originally asked, "Only if I can bring students". Now, both he and his students serve weekly at the diabetic free clinic.
- Wingate University president, Dr. Rhett Brown is strategizing with United Way and Union County Public Schools about ways to improve reading skills for children with the long-term goal of increasing the graduation rate for our students and thus improving social mobility in our county.
- Wingate University staff and faculty serve on many other health and human services agency volunteer boards.
- UCAN, a student led organization, provides year-round opportunities for students to serve at local non-profits and participate in other service programs.

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

United Way of Central Carolinas’ Union County office kicks off the annual campaign with a *Day of Caring*. This is an incredible morning when volunteers go out to the homes of the elderly, the disabled, and to non-profits to lend a helping hand. With over 1,300 volunteers involved, this is a huge opportunity not only to share information about the work United Way is doing in the community but to create enthusiasm for getting involved in the community.

Wingate University is monumental in making this event the huge success that it is yearly. This starts with Wingate University hosting the event at their beautiful Irwin Belk Stadium where there is plenty of seating, music, and cheerleaders...all provided by the wonderful staff and students of Wingate University. It doesn’t stop there, Wingate staff members participate on the Day of Caring committee to help ensure that the event goes smoothly and to get their students involved.

As registration for the event opens, Wingate University’s faculty is always one of the first teams to register. It’s then the students turn. Wingate’s student led UCAN organization, under the leadership of the university’s Resident Life and Involvement office, steps up and undertakes the task of getting student teams in place. These teams come from athletic groups, fraternities and sororities, clubs, etc.

Including faculty, staff, and students, Wingate University consistently has the highest number of participants in the event and that number is always in the 300 range. Last year, they set a new record of participants as they had 393 volunteers serving others in their community. While you would think that getting that many students mobilized at 7:30am on a Saturday morning would be difficult, those students show up with smiling faces, enthusiastic, and ready to go out and make a difference. Why, because it is part of the culture at Wingate University.

Wingate University also makes a strong effort to keep their employees informed of community need and engagement opportunities. United Way was able to share information with all their faculty and staff at the annual “State of the University” address given by the WU president. To further inform their faculty and staff, the United Way campaign coordinator conducted a training for their campaign team.

In addition to the United Way Day of Caring, the university provides year-round opportunities and information on service for their students, such as:

- W’Engage - This is a new program that provides students with the chance to contribute to their communities, they also travel to U.S. areas to bring about positive social change and engage in weekly seminars to explore a single topic, such as poverty, hunger, education.
- UCAN – With their motto of “Live. Love. Serve Others.” this student-led organization provides year-round volunteer opportunities for students to be involved.

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

Wingate University president, Dr. Rhett Brown, conveys in word and action the importance of giving & volunteering to the community. Many of the Wingate University faculty/staff in leadership positions serve on local United Way boards and committees. In an address to his faculty and staff, he shared how strongly he felt about supporting United Way. He told them that if they found themselves having to decide between giving to their own annual fundraiser or United Way, that they should chose United Way.

In setting goals for their 2016 United Way campaign, Dr. Brown and Steve Poston (Director of Athletics & UW campaign coordinator) set the main goal as becoming a top ten (10) campaign. In striving to meet that goal, Dr. Brown made direct contact with each of his employees and Mr. Poston made certain his campaign team was trained.

Dr. Brown is also convening a group that will look at community needs and literacy to see how the university can use staff and students to make a difference to increase third grade literacy and education within the county.

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 | 162 | 7 | 4% | 0% | |
| 2015 | 121 | 5 | 4% | | |

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.

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.

Wingate University president, Dr. Rhett Brown has stressed the important of the United Way campaign as he spoke before faculty and staff saying that if they found themselves having to make a choice between giving to their own annual fundraiser or United Way, that they should chose United Way.

- Wingate University is gracious with their resources. They have hosted the annual Union County United Way Day of Caring at their Irwin Belk Stadium for the past ten (10) years.
- Promotes the Union County United Way Day of Caring on their electronic billboard on US Hwy 74.
- Provided interns for various activities in the past.
- United Way – Day of Caring promoted throughout their website.
- Volunteer hours for Wingate University volunteering in 2016 United Way activities are estimated to be \$37,973.

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 Wingate University Athletic Director, Steve Poston, has served as the campaign coordinator for several years. As an athletic director, he is excellent in getting his team motivated and prepared for their United Way Campaign.
- Mr. Poston and the university president began by setting the goal. To enable the campaign information to be shared more easily with each of the faculty/staff, teams based on their departments were created with one person chosen as team captain.
- There are four (4) activities which helped the campaign increase and be as successful as it was:
 - 1) The university president stressed before all faculty and staff the importance of giving to United Way
 - 2) The campaign coordinator planned a training for the campaign team where a United Way staff member shared information about the work of United Way and the overall goal was shared. The teams were provided with their previous year's total so that they were aware of where to set their team goal.
 - 3) The campaign team training included an agency speaker who shared a client story that related to Wingate University and also utilized videos.
 - 4) In addition to the initial remarks from the university president, he contacted each employee regarding the campaign.
- Each campaign team set their own incentive for giving. The most effective was that a homemade pie of choice would be baked by the team captain for the first person who turned in their pledge card. At the campaign team's training, before the training was even finished, someone raced in to complete their pledge card so they would be the winner of the homemade pie. That team captain knew what motivated her group.

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

Wingate University has always been a great supporter of United Way; however, the incoming president, Dr. Rhett Brown has an overwhelming passion for meeting the needs of and supporting the community. His staunch support of United Way combined with the culture of service which is ingrained within Wingate University provided the perfect opportunity for people to want to do more, to give more for their community through United Way.

The fact that faculty and staff members stood up to express their support of United Way at multiple meetings certainly had a positive impact on influencing people to give. There was no stronger influence than Dr. Brown’s encouraging people to support and serve through United Way.

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 | \$25,501 | 35.26% | | 361 | \$70.64 | 44% | |
| 2015 | \$18,853 | | | 385 | \$48.97 | | |

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

Wingate University has a very strong philanthropic culture. Serving others is one of the three pillars of their motto: Faith, Knowledge, and Service. The United Way Campaign is one of two fundraisers supported by the university, the other one being their own annual fund campaign.

To ensure that every employee heard the United Way message and had an opportunity give, teams were created based on the departments and a team captain was selected for one on one communications. In addition, the university president spoke about the campaign at an all faculty/staff meeting and expressed the need and desire of supporting United Way, going so far as to tell them if they couldn't give to both to choose United Way. Once the campaign began, the president made a special effort to contact the faculty and staff once again to stress the importance of supporting United Way.

United Way and agency speakers were invited to speak at multiple meetings to ensure that the majority of the employees heard about United Way and the impact their donations make in the community. It was important to have campaign materials readily available and each team captain received enough to share with their entire teams.

Multiple messaging avenues help ensure that employees had access to information and the opportunity to give.

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 | 361 | -6% | 162 | 34% | | 49% | |
| 2015 | 385 | | 121 | | | 31% | |

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