

2015 Spirit of North Carolina Campaigning for Excellence

Application Form <i>(www.unitedwaync.org)</i>			
Company/Organization	Winston-Salem Transit Authority		
Address	1060 North Trade Street	City/State Winston Salem, NC	Zip 27101
Name of Person Completing this Application	Tina Carson-Wilkins	Phone 336.748.3243	E-mail tcarson-wilkins@wstransit.com
Name of Sponsoring United Way	United Way of Forsyth County		Metro Size 3C
United Way Contact for Questions	Don Wasowski	Phone 336-721-9353	E-mail Don.wasowski@uwforsoyth.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 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

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 checked="" 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 checked="" 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:

Don Wasowski

Email:

don.wasowski@uwforsyth.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:

The Winston-Salem Transit Authority has been the sole public transportation entity in Winston-Salem since December 1972. A community-minded organization, WSTA transports approximately 12,000 people each day. Believing that our employees are fortunate in having jobs that provide for us and for our families, we dedicate ourselves to helping the residents in Winston-Salem/Forsyth County and beyond the borders of our community. We are in the business of moving people on our fixed-route bus system and our paratransit service, which transports elderly and disabled citizens. We do so with the knowledge that there are some in our community who cannot afford to have a vehicle, and some people who care so much about our environment that they choose to use public transit. Although the latter does not reflect the majority of our ridership; discretionary passengers do utilize our service. Almost daily, we see passengers who have to deal with quite a lot of issues. Some have disabilities; endure homelessness; suffer from chronic illnesses; youths who may be headed down destructive paths because they do not have responsible parents and/or guardians, and those who are unable to fully provide for themselves and their loved ones because they are unemployed or underemployed. They ride our buses regularly. We serve them all with the knowledge that at any given day or time; that could be one of us. With that reality staring at us every single day, we choose to be givers and doers in 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)

A WSTA employee suffered the loss of her home due to a fire in Dec.2014. She lost everything; her home, clothing and all her possessions. When she shared with our employees that she was helped immensely by the American Red Cross, the Salvation Army and other local charities (some were United Way agencies and some were not), our folks came to understand that United Way agencies made a difference in the life of one of our own. Our campaign committee relied upon her “testimonial” to fuel the fire (pardon the pun) and get our campaign on track in 2015. Our campaign was tremendous. Our employees believe that the United Way of Forsyth County can be trusted to use the monies raised in our community to help the people of our community.

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.)

- The 2015 campaign generated a +37% increase vs. year ago reaching a record level of \$33,315
- Per capita giving increased by +33% vs. year ago. Employees who pledged in both 2014 and 2015 (92) had a +24% increase vs. last year.
- Strong participation rate at 68%

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

WSTA's history of volunteerism is tied primarily to the Salvation Army Boys & Girls Clubs in Winston-Salem:

- Annually, WSTA participates in the agency's Community Day Program at both Club locations. The community-oriented program requires WSTA to have staff and a bus on site to offer rides and information to those who attend their event.***
- A WSTA staff member, who has volunteered with the agency for over 15 years, also works with the students to write essays in preparation for college scholarships.***
- WSTA also partnered with the Salvation Army Boys & Girls Club in having certified counselors provide sensitivity training to all the Club members at both locations in preparation for an event that brought the disability community into the Club's environment.***

The volunteer hours are too many to measure, as this has been the organization WSTA has worked with over the course of 15 years. In general, WSTA staff work with the Clubs for approximately five hours per month. However, during events previously mentioned, the staff works with the agency for at least four hours for each Community Day event (of which there are two).

WSTA staff also work with the Career Skills Program at the Salvation Army Boys & Girls Club. This is an intense 12 to 14--week program that focuses on career exploration and goal setting. The program is designed by a group of volunteers who serve in an advisory capacity. The program meets with the students at least 3 hours, once per week. The sessions teach such lessons as how to set goals, developing a resume (working directly with Goodwill's Prosperity Center for this opportunity); verbal and nonverbal communication, etiquette training, peer counseling and life lessons, tours of local college campuses and work sites; all culminating in an awards celebration highlighting the completion of the program.

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

Since 2004, the Winston-Salem Transit Authority has been the primary sponsor in an event that is designed solely for the disability community. The event, "Accessible Festival" has transformed from providing tethered- hot air balloon rides and meals to a few families the first year, to hosting as many as 700 people for a day filled with entertainment, food, snacks, a resource fair and lots of networking and fellowship. The festival is one of the very few events targeting people with disabilities and it is a labor of love sponsored financially by the Winston-Salem Transit Authority.

Although other agencies are encouraged to serve on the planning committee and financial sponsors are sought, too often no other agencies are willing to pay for the activities and food provided free for anyone who attends. WSTA has been able to partner with Pepsi, Hauser Rental Service, the City of Winston-Salem, and several of The Salvation Army Boys & Girls Club members to pull this event together. Pepsi donates free sodas; Hauser Rental offers a great discount to WSTA to use tents, popcorn and cotton candy machines, and the City of WS donated free use of video and arcade games. We could not operate the event without the help of Club members from the Boys & Girls Club because the students help serve lunch and snacks at the event. They have done so for approximately 9 years.

WSTA pays for advertising the event, arts and crafts supplies, a DJ, a photo booth, funnel cakes; and most importantly, a delicious lunch cooked on the spot by a caterer. WSTA also purchases promotional items that are specific to the event and distributes the items to all those who attend the festival. The planning committee recruits agencies to participate in the resource fair so families and individuals can get information on services and resources that will encourage those with disabilities to live life to its fullest.

This event takes a large chunk out of WSTA's annual marketing budget (approximately \$15,000 annually). Although the money could certainly be used elsewhere, this is an event that is sponsored each year because we truly care about our community, and want to do something to bring smiles to the faces of the men, women and children who too often have no outlets designed exclusively for their pleasure. Their smiles make the whole day worthwhile.

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 \$ 468.00 per year or more is considered a leadership gift internally at WSTA. WSTA has never, nor will we ever, dictate the amount of money our employees can/should give to this campaign. However, we ask those members of our campaign committee to consider giving a minimum of \$468.00 (\$9.00 per week) to our campaign. We do so because we want to set the standard of giving for all our coworkers.

Annually, our General Manager (Art Barnes) allows co-chairs, Tikiha Alston and Tina Carson-Wilkins to select an employee from each department at WSTA to serve on our committee. The departmental representatives are asked to help spread the word about our United Way Campaign and help in selling raffle tickets for our Pledge Day event. We have a zero dollar budget, so selling the raffle tickets allows us to purchase gift cards, and baskets, and other gift items to be raffled off on Pledge Day. The most sought after gift is the Day off with Pay. Mr. Barnes provides a “Day off with Pay” to go into the pot for our pledge day prizes/gifts. Because we have 5 departments, a day off with pay is donated to each department. Our largest department Fixed-Route has more employees than any other department at the company, so Mr. Barnes allows for 2 for that particular group of employees. All other departments only get one.

The campaign committee also recruits WSTA employees willing to donate their 6-month Dependent Pass to be raffled off to passengers. The Dependent Pass is provided to all full time WSTA employees. We can give it to anyone; family or friend, who rides the bus. The pass has a value of \$180.00, so the public really have an interest in getting them. Several of our employees, committee members included, donate the pass so we can raise more money for prizes/gifts. We also use the money to provide Subway gift cards to employees who are not at work on our Pledge Day. Any employee who donates will get a meal, which has been paid for by our company. The lunch is often catered, so our employees get a nice meal for pledging.

Additionally, anyone who pledges receives a gift, paid for through WSTA’s marketing department. The WSTA items are provided based on their level of giving (see Standard 4 for 2015 campaign incentive details).

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	126	40	32%	+43%
2014	130	28	22%	-7%
2013	135	30	22%	

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.

Leadership gift=\$468/year in 2015,\$416 in 2014/2013

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.

WSTA is a not-for-profit government entity. We are prohibited from making any Corporate gift.

Local corporate numbers are reported below unless indicated as statewide

Year	Corporate Gift	Percent Change
2015	\$	%
2014	\$	%
2013	\$	

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

WSTA's United Way Campaign Committee is comprised of individuals who have the desire to work on a campaign and help us spread the word about our Pledge Day event. They are required to attend the meetings, sell raffle tickets and assist in choosing what incentives WSTA will provide and the menu for our pledge day lunch.

They must also take the pledge cards with them wherever they go, so they can encourage employees to pledge early. Those who pledge early are often placed in a drawing for football tickets to Wake Forest and WSSU games; concerts, and even trips to a destination of their choosing. All these prizes are solicited as a donation by our marketing department. The co-chairs are responsible for selecting the right team each year. We design our own posters, fliers about our specific day; we create and print all our own raffles tickets. We also send out letters asking for support from local businesses, restaurants and agencies for gifts/prizes.

On Pledge Day, one of our co-chairs sits solicits donations, while the other co-chair leads the campaign committee in serving the employees who have donated or pledged. It is run like a machine because while one co-chair has no problem asking for money/pledges, the other prefers to encourage the team to stay focused, and dish out the meals. Unfortunately some of our employees have no time to sit down and eat lunch because of their work schedule; therefore, we arrange to deliver the meals to them. One of our campaign committee members takes those orders and we send the food to them at our other facility. Typically, these are coworkers who have already signed their pledge cards. If someone wants to pledge but was unavailable on that day, a co-chair will approach to ask if they plan to pledge. If the employee pledges, they will get a Subway gift card to get a meal on the company.

Our marketing department is very supportive of our efforts. Each year, we are given a list of items to provide as thank you incentives for our employees who pledge. Those who pledge the most \$9.00 or more will receive a WSTA-embroidered jacket, selected each year by the campaign committee. The jackets and other items differ from one year to the next. In the 2015 campaign, the incentives were a fleece hat & scarf set for those giving \$25 - \$40.00; an igloo lunch bag and hat/scarf set for a pledge of \$52 - \$156.00; a backpack OR long-sleeve polo shirt and hat/scarf set for a pledge of \$208 - \$416.00; a jacket and hat/scarf set for a pledge of \$468.00 or more. Any pledge over \$1040.00 requires the employee will receive one of each of the incentive gifts.

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 campaign committee was highly motivated to raise more money this year than last year. Every year, the new campaign committee attempts to be better than committees in the past. It's a pride thing!

As noted in the "organizational overview", a key element that impacted employee donations in the 2015 campaign was the unfortunate tragedy suffered by one of our employees in Dec. 2014 of losing everything in a horrible fire. The first hand experience related by this employee of the help she received from various non-profit agencies, including several United Way partners, provided our employees living proof that their donations can and do make a difference in the community.

Per capita giving overall increased by +33% on this year's campaign. Significantly, the 92 employees who donated on both the 2014 and 2015 campaigns had a year to year increase in giving of + 24% (from an average of \$221 in 2014, to an average of \$274 in 2015). This increased generosity from repeat donors was the backbone of the success of the campaign.

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	\$33,315	+37%	185	\$180	+33%
2014	\$24,388	-4%	180	\$135	-23%
2013	\$25,422		175	\$145	

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***

WSTA's General Manager, Mr. Barnes, requires all department heads to comply with the United Way Campaign by ensuring a departmental representative is present at all campaign committee meetings. He also mandates that all committee members are allowed to participate in the Pledge Day event, which means they will not have to work "their regular shift" elsewhere and then come and participate in pledge day events. The committee members are assigned to work the event from 8 -4 or 5pm each year. Even when some departments are short-staffed, they are required to have their department represented at this annual event.

Additionally, Mr. Barnes budgets for the "Days off with Pay" per department for the Pledge Day raffle in WSTA's annual budget. He also allows for the Pledge Day meal to be paid for by the company.

All new employees are encouraged to participate in the campaign One of our co-chairs is asked to speak to the new hires in a meeting held just for them. At this meeting, the new employees are encouraged to give to the company's United Way campaign and they are given the specifics on what the campaign is about, and how their participation will help our community.

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	185	+3%	126	-3%	68%
2014	180	+3%	130	-4%	72%
2013	175		135		77%

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

WSTA "PLEDGE DAY " (see Standard 5)

