2015 Spirit of North Carolina
Campaigning for Excellence

Application Form
(www.unitedwaync.org)

Company/Organization Name
Alamance County Government

Address
342 S. Spring Street

City/State
Burlington

Zip
27215

Name of Person Completing this Application
Michelle Mills
Phone
336-570-6981
E-mail
Mmills@alamancelibraries.org

Name of Sponsoring United Way
United Way of Alamance County
Metro Size 155,000

United Way Contact for Questions
Lauren Berk
Phone
336-438-2000
E-mail
lberk@uwalamance.org

Does the company know a Spirit Application has been submitted on their behalf?
☒ Yes ☐ 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

☒ 1. Volunteer Culture
☒ 2. Partnership with Community
☐ 3. CEO/Senior Leadership and Involvement and Giving
☐ 4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
☐ 5. Employee Campaign Coordination, Incentive and Recognition
☒ 6. Overall Per Capita Gift
☐ 7. Participation Level

Heads up!
Please do not add pictures to the Standards Text Box. Instead, attach separate page with pictures labeling the corresponding Standard. (Attachment 1)

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.
## AWARD CATEGORIES

<table>
<thead>
<tr>
<th>Employee Size</th>
<th>Organization Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check the appropriate box for this application submission.</td>
<td>Check the appropriate box for this application submission.</td>
</tr>
<tr>
<td>Up to 50 employees</td>
<td>Financial/Banking Institutions</td>
</tr>
<tr>
<td>51 – 100 employees</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>101 - 200 employees</td>
<td>Business Campaign</td>
</tr>
<tr>
<td>201 - 500 employees</td>
<td>City/County Municipality</td>
</tr>
<tr>
<td>501 - 1000 employees</td>
<td>Higher Education</td>
</tr>
<tr>
<td>1001 - 1500 employees</td>
<td>School Campaigns</td>
</tr>
<tr>
<td>1501 - 2500 employees</td>
<td>Hospital/Health System</td>
</tr>
<tr>
<td>2501 - 5000 employees</td>
<td>Retail</td>
</tr>
<tr>
<td>5001+ employees</td>
<td>Not-for-Profit Agency - 501(C)3</td>
</tr>
<tr>
<td></td>
<td>Professional Services (small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</td>
</tr>
</tbody>
</table>

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
Describe the mission, vision and philanthropic culture of your organization:

Alamance County employees work diligently to serve the citizens and businesses within the community. Our mission is to “provide excellent services for the safety, health, education, and wellbeing of the public.” Alamance County employees are dedicated to serving the public, working collaboratively, and committed to learning and improving. We strive to make Alamance County better by offering health, safety, and educational opportunities to our community so that it is a better place to live and to work. This is our passion and the heart of what we do. We are committed to those we serve and work hard each day to make a difference.

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)

What made this year’s campaign successful was having the direct involvement of the County Manager and Department Heads in helping to encourage staff giving in a fun way. The goal was to increase pledge giving and raise over $10,000.00 on Fun Day. If employees reached this goal, Craig Honeycutt, the County Manager, agreed to have his head shaved. Certain department heads also volunteered to get a pie in the face if their department reached their individual goal in giving. County employees enjoyed seeing their supervisors and County management get involved in the United Way Campaign. Susan Osborne, Director of the Department of Social Services, was pied in the face after her employees reached their goal as well!

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.)

- Alamance County Government increased their participation 67 donors in 2014 to 79 donors in 2015, increasing their total percentage of participation by 17.91%.

- Alamance County Government employee gifts increased by 21.08% between 2014 and 2015 from $11,380.59 in 2014 to 13,792.08 in 2015.

- Alamance County Government raised $3,389.15 from special events like their Fun Day where they raised $10,000 in order to see their County Manager shave his head.
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

The foundation of Alamance County’s vision is to serve the public. In order to accomplish this we are committed to focusing our attention to the community because we receive our directions and purpose from those we serve. To effectively meet those needs, our employees need to be involved in local non-profits and organizations.

Our administration is very supportive of volunteering in our community and employees are committed to volunteering at numerous non-profits, resource fairs, forums and panel discussions throughout the County. Several representatives from different County Departments are also closely involved with our Community Council and serve on the boards or executive committees focusing on health, education, and financial stability.

In addition, staff volunteer at a variety of other organizations dedicated to improving the quality of life within the community. Some of these include, Partnership for Children, North Park in Motion, Chamber of Commerce Education Committee, Orange Enterprises, Ralph Scott Lifeservices, The Together House, Friendship Adult Day Services, Market at North Park Steering Committee, and numerous others. We feel our involvement in these organizations help make our County government a part of the larger collaborative effort taking place within Alamance.

In addition, each department head encourage a staff member to be a part of the United Way Committee. This committee is made up of 20 representatives who not only use much of their own time volunteering, but are also given work time to spend on United Way events, projects, and activities.

Volunteering is very much encouraged and supported by administration and many employees volunteer countless hours of their own time as well which shows the strong culture of giving back to the community that Alamance County promotes.
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*

Alamance County is dedicated to helping to spread the word of needs and ways to give back to the community. For example, in October a panel discussion was sponsored by a county department that had representatives from the Benevolence Farm, Department of Social Services, Sustainable Alamance, and Our Children’s Place. This helped to raise awareness about each organization and how the community can help.

The County has also been represented at a variety of resource fairs open to the community. Just a few of these include Southern Alamance Resource Fair, Alamance Eldercare Fair, Kernodle Center Fair, Senior Health and Wellness Fair, Alamance Burlington School System events, career days, and activities.

Recently the Department of Social Services organized a resource fair that helped to connect families in need to local organizations for help. The County employees also sponsored the Alamance County 'Adopt a Ward' for Christmas and county libraries collect donations of food items for a homeless shelter and school items throughout the year.

One fun way the County helps support Veterans is by sponsoring and organizing our annual Veteran’s Parade. This is a wonderful way to honor those who serve and encourages our community to come out and recognize our veterans which could impact perception and support for them.

Each year the EMS Department sell shirts to the public and county employees to help raise awareness for breast cancer with the proceeds going to Little Pink Houses of Hope. Employees are also encouraged to participate in the many blood drives throughout the year.

Alamance County continues to work hard to develop a giving relationship with and to our community.
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Givers</th>
<th>Number of Leadership Givers</th>
<th>% of Leadership Givers</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>79</td>
<td>3</td>
<td>3.8%</td>
<td>-25%</td>
</tr>
<tr>
<td>2014</td>
<td>67</td>
<td>4</td>
<td>6%</td>
<td>-33%</td>
</tr>
<tr>
<td>2013</td>
<td>61</td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

Please indicate if you fall into the “N/A Category”
N/A

<table>
<thead>
<tr>
<th>Year</th>
<th>Corporate Gift</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>2014</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>2013</td>
<td>$0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Local corporate numbers are reported below unless indicated as □ statewide

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 United Way Committee works very hard to provide activities and incentives to help raise funds for the campaign. With the full support of management, the committee is able to offer a Caring Share Day Off each year to employees who donate one hour of their pay each month to United Way. In addition, employees are allowed to dress down each Monday if they donate at least $52.00. Each month the committee sells raffle tickets for a day off of work drawing and periodically does 50/50 raffles at County events.

The committee works hard to plan a United Way Fun Day each year that kick starts the United Way Campaign. Employees are able to purchase raffle tickets for a variety of baskets, gift cards, and items donated by each department and local businesses. In addition to the raffles, we also have a bake sale, car wash, and lunch for employees. The health department also uses this opportunity to do BP screenings and provide information about the Employee Assistance Program.

Throughout the year, the committee raffles off special items like 7 cubic yards of mulch with delivery donated by the Landfill, Panther tickets, carnations for Valentine’s Day and gift cards are just a few examples. One of the most popular fundraisers we do throughout the year is our BINGO. Employees buy BINGO cards for $2.00 with $1.00 going to the winner and the other to United Way. Each morning, a new number is emailed out and the person who reaches five across is the winner.

Our committee understands that our employees are not becoming wealthy working for County government so we strive to offer fun raffles and activities without putting too much pressure for employees to give. Our intent is to run a campaign that our fellow co-workers want to give to. Our local United Way does amazing work in our community so it makes it easy to give in order to help support the wonderful non-profits working in our County.
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*

Unfortunately, employee giving has decreased in the last few years perhaps due to low morale, economic issues in our county, and salary decreases. The United Way Committee worked very hard to make this year’s campaign fun to reenergize our group! Having the County Manager and Department Heads involved increased employee participation and helped to turn the tide of United Way giving to something much more fun. Each department tried to reach their goals and this helped to create a fun, positive campaign spirit. Each year we hope to build on this enthusiasm to increase our contributions to United Way. We want our employees to give because they believe in United Way and I truly believe we are making huge strides in that direction!

Local corporate numbers are reported below unless indicated as □ statewide

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employee Giving Amount</th>
<th>Percent Change</th>
<th>Total No. of Full-time Employees</th>
<th>Employee Per Capita</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$13,792.02</td>
<td>+21.08%</td>
<td>860</td>
<td>$16.04</td>
<td>+21.15 %</td>
</tr>
<tr>
<td>2014</td>
<td>$11,390.59</td>
<td>-5%</td>
<td>860</td>
<td>$13.25</td>
<td>-5.56 %</td>
</tr>
<tr>
<td>2013</td>
<td>$11,989.76</td>
<td>-20.73%</td>
<td>855</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 United Way Committee is made up of employees represented from departments throughout the County. We strive to communicate Countywide and in our individual departments the information to give to United Way. We are also a presence at our annual Employee Christmas lunch and Wellness Fair which all employees, past and present, are invited to. One of our retired employees won one of the raffles at our Wellness Fair table a few months ago. We constantly remind our employees about the opportunities to participate and give through reminder emails and our committee works hard to disseminate the information within each department. One easy way employees spread the word is through a badge given that our staff wear if they give $1.00 in order to dress down on Mondays. This badge is a good reminder that anyone can participate.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Employees</th>
<th>Percent Change</th>
<th>Total Number of Givers</th>
<th>Percent Change</th>
<th>Percent Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>860</td>
<td>0%</td>
<td>76</td>
<td>+13.43%</td>
<td>9.19%</td>
</tr>
<tr>
<td>2014</td>
<td>860</td>
<td>+0.58%</td>
<td>67</td>
<td>+9.84%</td>
<td>7.79%</td>
</tr>
<tr>
<td>2013</td>
<td>855</td>
<td>+1.3%</td>
<td>61</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Employee % change - 2015 number of employees minus 2014 number of employees divided by 2014 number of employees
Givers % Change – 2015 number of givers minus 2014 number of givers divided by the 2014 number