2019 Spirit of North Carolina Application

Organization Name | GSM Services
Street Address | 1535 W. May Ave.
City/St: | Gastonia, NC
Zip: | 28052
United Way Name | United Way of Gaston Co.
Metro Size: | 4
Application Contact | Name: Donna Caskey
Email: donna@gsmsince1927.com

<table>
<thead>
<tr>
<th>Organization – Employee Size</th>
<th>Type of Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 25 Employees</td>
<td>_____ Financial/Banking Institutions</td>
</tr>
<tr>
<td>26-50 Employees</td>
<td>_____ Manufacturing</td>
</tr>
<tr>
<td>51-100 Employees</td>
<td>_____ Business Campaign</td>
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<tr>
<td>101-200 Employees</td>
<td>_____ City/County Municipality</td>
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<tr>
<td>x 201-300 Employees</td>
<td>_____ Higher Education</td>
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<td>301-500 Employees</td>
<td>_____ Hospital/Health System</td>
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<tr>
<td>501-750 Employees</td>
<td>_____ Retail</td>
</tr>
<tr>
<td>751-1000 Employees</td>
<td>_____ Not-for-Profit – 501(c)3</td>
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<tr>
<td>1001-1500 Employees</td>
<td>x Professional Services (small business, partnerships, LLC, accounting, architect, engineering firm, physician practices, attorneys, etc.)</td>
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<tr>
<td>1501-2000 Employees</td>
<td>_____ Gated Communities, or other unique groups</td>
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<td>2001-2500 Employees</td>
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<tr>
<td>2501-3500 Employees</td>
<td></td>
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<tr>
<td>3501-4000+ Employees</td>
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Standards of Excellence Checklist

[ ] 1. Community engagement and volunteer culture – OUTSIDE OF UW RELATIONSHIP
   Up to 5 Points
[ ] 2. Partnership WITH UW to raise community awareness of needs & foster a spirit of giving
   Up to 5 Points
[ ] 3. CEO, Senior, and General Leadership Involvement and Giving
   Up to 10 Points
[ ] 4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts
   Up to 5 Points
[ ] 5. Employee Campaign Coordination, Recognition and Incentive
   Up to 5 Points
[ ] 6. Participation Level
   Up to 10 Points
[ ] 7. Special Events
   Up to 10 Points

Signature of the nominating United Way CPO or his/her designee:

[Signature]

Printed Name

[Signature]
Organization Overview

If selected as a Spirit Winner, comments will made during the Awards Ceremony which highlight your organization’s culture and creative strategies that led to increased community engagement, impact and resources.

Briefly describe the philanthropic culture of the organization.

GSM Services is a third-generation company that has been in business since 1927. Today brothers Steven and Joel Long are co-owners of GSM Services. In addition to a strong work ethic, both Steven and Joel understand the importance of giving back to the community. They are involved in community organizations that include the Rotary Club, the Community Foundation, the Boys and Girls Club of Greater Gaston, Cancer Services of Gaston County, the Gaston Chamber, the Backpack Weekend Food Program, Off the Streets, Healthy Gaston and the United Way of Gaston County. One of our favorite philanthropic approach's is through our pink van. This van is used for many projects and proceeds from work performed using the van goes to Cancer Services of Gaston County. We are proud of the opportunities and partnerships we've had over the years.

GSM Services is a community partner to the United Way of Gaston County Greater Gaston Boys and Girls Club, Backpack Weekend Food Program, Community Foundation Run, Off The Streets, YMCA Trick or Trail, Healthy Gaston (gold level) Christmas Parade.

Share ONE creative strategy, engagement opportunity, volunteer activity OR special event that ignited campaign success

For our Employee Work Place Campaign we kicked off at our monthly safety meeting. Employees were told if they turned in their pledge form before they left the meeting they would be put into a drawing, which would be shown on Facebook Live. Every $2 pledged per week goes into the drawing. One employee pledged 35 times to improve his chances of winning. The winning employees received $500 and 1 day off with pay, second place won, $250, and third place won $150. At Every safety meeting we reminded employees about the UW campaign and encouraged them to make their pledge. Weekly constant contact reminders to pledge were sent out. We hunted down people who had not given and encouraged them to give. Every new hire was given a United Way packet and overview and encouraged to give if possible.

Three NUMERICAL successes you wish to highlight:

• 2019 Campaign was up $10,757
• 42% of employees gave
• increased giving by 35 employees
Standard 1 – Up to 5 Points

Community engagement and volunteer culture within the community footprint. Exclude UW partnership and focus on other organizations that the company works with to build a stronger community.

For example:

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

Joel Long Co-owner and CEO of GSM Services works with our community to improve the economic status for the citizens of Gaston County. He does this by serving on the Economic Development Committee. He is past Chairman of the Greater Gaston Development Corporation, which helps to bring better job opportunities to Gaston County. He is past Board Member of Gaston County Travel and Tourism Chairman, Gaston Regional Chamber, Past Board Member. Joel was recently awarded the Judge William Gaston award given by the Gaston County Commissioners for going above and beyond in serving your community.

Steven Long Co-Owner of GSM Services works with our community through Rotary Club of Gastonia where he served as president and is a Paul Harris Fellow. He is consistently active in community groups which include, Community Foundation of Gaston County where he serves on their Next Generation committee. Steven’s financial expertise afforded him a place on the Advisory Board of Carolina Trust Bank.

GSM Services is a third-generation company that has been in business since 1927. Today, brothers Steven and Joel Long are co-owners of GSM Services. In addition to a strong work ethic, both Steven and Joel understand the importance of giving back to the community. Steven and Joel strive to set the wild and sometimes crazy philanthropic culture proving that volunteering and giving back to the community is not only very important but it can be really fun. This is a company you would be lucky to work for.

Yes, GSM employees have had the opportunity to work with charitable organizations such as the Gaston County School System, the Boys and Girls Clubs of Greater Gaston, Salvation Army, and the Shelter of Gaston County, Weekend Backpack Food Program, Ringing the bell for the Salvation Army, Off the Streets Program and recipient of the Barbara Wallace Inspiration Award, Christmas Parade, Community Foundation Run, Healthy Gaston Gold Level, Gaston Work Force Development Heroes Award, and the YMCA Trick or Trail Run. We are proud of the impact we’ve been able to make in our community, and we look forward to future opportunities to give back to Gaston County.

Building a volunteer culture not only benefits Gaston County but it is life changing for the volunteers themselves. By serving our community we are changing lives by giving people a hand up not a hand out. When people are self sufficient the community as a whole succeeds.

At GSM we know that our most valuable assets are our co-workers. We don’t want to be all work and no play so we make volunteering fun. Just look at the pictures from Gaston County Schools fundraiser, we have a penguin with us! We prove that volunteering and helping our community cannot only make one feel good but if you let your imagination run wild it can be very fun as well as fulfilling.

50% of our employees are involved in volunteering. These opportunities are, Packing backpacks for the Weekend Backpack Food Program, Ringing the bell all over Gaston County at Christmas time for the Salvation Army, Healthy Gaston and achieving their Gold Level recognition, Gaston County Schools Career Signing Day and Are You Smarter Than a Fifth Grader, Off the Streets Program, helps women to stay off of drugs and off the streets, and Rotary events through out the year.
Standard 2 – Up to 5 Points

Organization's partnership WITH UNITED WAY to raise community awareness of needs and foster a spirit of giving.

- How does this organization's philanthropic priorities align with the local United Way mission or initiative work? Where is synergy created because of United Way partnership?
- What innovative process, product, or programs were used to elevate community engagement and increase volunteer or giving action?
- Comment on year-round engagement that exists, if applicable.

GSM Services is a dedicated supporter of the United Way of Gaston County. We hold an Employee Work Place Campaign that includes all of our employees and their leadership emphasizes the importance of helping the community. This year's Campaign included a speaker from the Boys and Girls Club and was touching for the employees which in turn boosted the campaign. A team of volunteers for Day of Caring that helped the Adult Day Care. We washed windows and organized closets. This gave the GSM employees the opportunity to not only help finish a much needed project but it also gave them the opportunity to see first hand how important this organization is to the well being of our senior citizens.

GSM Services is engaged with UW year-round. Owner Steve Long is a board member, past chair of the finance committee and is incoming Board Chair. He and his brother Joel Long dedicated their time and effort from May until December to be our 2019 Campaign co-chairs. Their efforts were instrumental in getting into companies we have not had success with in the past. They also were the emcees for the inaugural Jingle Bell Gents Christmas fundraiser. Where $34,000 was raised in an hour and a half! Amy Anderson GSM Marketing Director volunteered her time and effort to help with social media and other marketing ideas. We do not have our own Marketing Director and this area is overlooked in our UW. Amy's help with marketing and social media was invaluable to us!
Standard 3 – Total Possible Points = 10
Up to 5 points for description and specific event details
Up to 5 points for increase in % of leadership giving or consistent/stable giving by leadership

CEO/Sr. Leadership & General Leadership Involvement & Giving
- Define leadership giving – company and/or united way criteria
- Describe role that senior leadership plays in “influencing” philanthropy, community support, & campaign activities
- List any specific events that are directed by the leadership team

Up to 5 Points:

United way of Gaston County’s Leadership giving levels are: Pillar, $500, David La Far Society, with 3 levels which are: Executive Level, $1,000-$1,999, President Level, $2,000-$4,999, Chairman Level, $5,000-$9,999 and Alexis de Tocqueville, $10,000 and up.

Senior leadership plays a very important role at GSM. Steven Long is a board member and chair of the finance committee. The Long brothers helped to promote the inaugural Jingle Bell Gents where $34,000 was raised in an hour and a half. Steven is on the Community Foundation Board promoting philanthropy in Gaston County, he serves on Girls on the Run Board, participates in the Community Foundation Run, he is in Rotary and a Paul Harris Fellow and sponsorship for X numbers of event sponsorships throughout the county.

GSM Services is engaged with UW year-round, owner Steve Long is a board member, past chair of the finance committee and is incoming Board Chair. He and his brother Joel Long dedicated their time and effort from May until December to be our 2019 Campaign co-chairs. Their efforts were instrumental in getting into companies we have not had success with in the past.


Complete the chart below. Up to 5 Points

2.5 points awarded for any positive % change in number of leadership givers.
First, determine % of leadership givers for 2019 = # of leadership givers in 2019 divided by 2019 total # of givers
Compare 2019% to 2018% and record % change in # of Leadership Givers
Any positive change in % of leadership givers is awarded 2.5 points.
An additional 2.5 points is awarded for 10% or greater increase in % change of leadership givers.

Judge’s discretion - Points awarded for consistent leadership giving for companies less than 100 employees- 2.5 points

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # of Givers</th>
<th># of Leadership Givers</th>
<th>% of Leadership Givers</th>
<th>% Change in # of Leadership Givers</th>
<th>Pts Awarded for positive % change</th>
<th>Pts Awarded 10% increase or greater</th>
<th>Pts Awarded Judge’s Discretion</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>96</td>
<td>17</td>
<td>18%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>61</td>
<td>9</td>
<td>15%</td>
<td></td>
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Provide comments regarding small companies (less than 100 employees) who have no change in % of Leadership Givers

The change in the # of Leadership givers is 89%.
Standard 4 – Up to 5 Points

Corporate or Foundation Contributions and Non-traditional/In-kind Support

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.

Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.

Sponsorships, Annual Meeting $500, Campaign Corporate gift which was raised from $3,000 to $6,000 in 2019. Employee Amy Anderson donated time and talent to marketing, social media, videos and Facebook live drawings for incentive prizes. Donna Caskey and Amy Anderson donated purses for our Women United event, Purse Power. Supplies for the Day of Caring are purchased by GSM. Steven and Joel were the emcees for the inaugural Jingle Bell Gents event where $34,000 was raised in an hour and a half.

<table>
<thead>
<tr>
<th>Year</th>
<th>Corporate Gift</th>
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<tbody>
<tr>
<td>2019</td>
<td>$6,000</td>
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Standard 5 – Up to 5 Points

Employee campaign coordination, recognition, and incentive

• Describe the work of the campaign coordinator and/or committee, listing successful planning tools, specific activities, and strategies 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
• Share any “social media” communication that propelled momentum and increased participation

This is a team effort starting with Steve and Joel Long (owners) Success starts with the company leaders and GSM is lead by the best philanthropic leaders in our community. Donna Caskey the ECC and team cheerleader, makes sure that every fall at the monthly safety meetings United Way has a very important roll at the meetings. This gives UW the chance to tell their story. Employees learn that without UW Gaston County would be a very different place and their donations really do make a difference. At this October meeting an employee came up to Leigh Spach, United Way Campaign and Donor Relations Manager, and told her that after hearing the participant in the Communities and Schools program tell her story he was so touched. He had never given before, but this presentation had made such an impression on him he had a change of heart and gave. With these presentations and the setting of a company goal that all employees understand made a real difference for GSM.

We kicked off at our United Way Employee Work Place Campaign at our monthly safety meeting. Employees were told that if they turned in their pledge form before they left the meeting they would be put into a drawing, which would be shown on Facebook Live. Every $2 pledged per week goes into the drawing. One employee pledged 35 times to improve his chances of winning. The winning employees received, $500 and a day off with pay, second place won, $250, and third place won $150. At Every safety meeting we reminded employees about the UW campaign and encouraged them to make their pledge. Weekly constant contact reminders to pledge were sent out. Employees were recognized on Facebook live for their success. Donna (ECC) would hunt down people who had not given and encourage them to give. Every new hire was given a United Way packet and overview and encouraged to give if possible.

Facebook Live, and Facebook posts about the impact UW is making on Gaston County with a donate now button.
Standard 6 – Total Possible Points = 10

Up to 5 points for description

5 points awarded for growth in number of givers

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, etc.

Up to 5 Points

GSM ensures that every employee is given the opportunity to participate and learn about the impact that UW has on Gaston County. This is done by having the UW kickoff at our monthly mandatory safety meeting. At these meetings, we have meaningful presentations which include success stories, told by the person that has benefited from UW giving them the tools they need to become self-sufficient.

Donna Caskey has a UW packet for new hires which includes a pledge card. Donna is now working on a packet for retirees and she hopes to have this implemented on or before the 2020 Employee Work Place Campaign kickoff.

Local corporate numbers are reported below unless indicated as statewide

5 Points Awarded for any increase in % participation, 2.5 Points Awarded for Stable Participation Level

First, calculate % Participation for 2019 and 2018: % Participation = # of givers divided by # of employees

Record any positive Change in % Participation - 2019 % participation minus 2018 % participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # of Givers</th>
<th>Total # of Employees</th>
<th>% Participation</th>
<th>% Increase Participation 2019 over 2018</th>
<th>5 pts awarded for any increase in % participation</th>
<th>2.5 pts awarded if Participation Level remained flat 2019 over 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>96</td>
<td>230</td>
<td>42%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>61</td>
<td>205</td>
<td>30%</td>
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Standard 7 – Up to 10 Points

Special Event

- Successful special events are often the catalysts that educate and energize campaigns. Share creative event details on **ONE outstanding special event** used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)

At our United Way Kickoff meeting we gave our coworkers an incentive that if they completed their pledge cards and turned them in at the end of our company meeting they would be entered into a drawing for three chances to win $100 cash. We had a great response and we did the drawing on Facebook Live and three coworkers won $100 cash. It impacted the donors because we gave them the incentive to win cash for completing and turning in the pledge cards before they left the company meeting.

In addition employees that turned in their pledge form before they left the meeting would be put into a drawing, if they pledged $2 per week. One employee pledged 35 times to improve his chances of winning. The winning employees received, $500 and 1 day off with pay, second place won, $250, and third place won $150. This contest also was posted on Facebook Live.

The result was that we had 87 pledge cards completed before the end of the two day company meeting. Our total number of pledge cards was 96, therefore we had 9 coworkers turn their pledge card in after this contest.