## 2018 Spirit of North Carolina Application

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>HanesBrands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
<td>1000 East Hanes Mill Road</td>
</tr>
<tr>
<td>United Way Name</td>
<td>United Way of Forsyth County, Inc.</td>
</tr>
<tr>
<td>Application Contact</td>
<td>Name: Mark Uren</td>
</tr>
</tbody>
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### Organization – Employee Size

<table>
<thead>
<tr>
<th>Check the appropriate box</th>
<th>Employees</th>
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<tbody>
<tr>
<td>□</td>
<td>Up to 25</td>
</tr>
<tr>
<td>□</td>
<td>26-50</td>
</tr>
<tr>
<td>□</td>
<td>51-100</td>
</tr>
<tr>
<td>□</td>
<td>101-200</td>
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<tr>
<td>□</td>
<td>201-500</td>
</tr>
<tr>
<td>□</td>
<td>501-1000</td>
</tr>
<tr>
<td>□</td>
<td>1001-1500</td>
</tr>
<tr>
<td>□</td>
<td>1501-2500</td>
</tr>
<tr>
<td>X</td>
<td>2501-5000</td>
</tr>
<tr>
<td>□</td>
<td>5001+</td>
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### Type of Organization

<table>
<thead>
<tr>
<th>Check the appropriate box</th>
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<tbody>
<tr>
<td>□</td>
<td>Financial/Banking Institutions</td>
</tr>
<tr>
<td>□</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>□</td>
<td>Business Campaign</td>
</tr>
<tr>
<td>□</td>
<td>City/County Municipality</td>
</tr>
<tr>
<td>□</td>
<td>Higher Education</td>
</tr>
<tr>
<td>□</td>
<td>Hospital/Health System</td>
</tr>
<tr>
<td>X</td>
<td>Retail</td>
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<tr>
<td>□</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>
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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:

Mark Uren

[Signature]
Organization Overview
Summary for use during Awards Ceremony

Briefly describe the philanthropic culture of the organization.

HanesBrands, Inc. corporate office is in Winston-Salem, North Carolina. Hanesbrands is one of the largest corporate givers to United Way of Forsyth County and have given more than $41 million since 1999 to help impact lives through education, financial stability, health and basic needs through our community campaign.

HanesBrands campaign raised $1.977 million by 2,279 employees. This generosity is a testament to how much employees care about their community. Their contributions are vital to helping United Way impact critical services to those in need.

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

HanesBrands has been one of United Way of Forsyth County’s top campaigns since the late 1990’s, raising more than $41 million for the community in the past 19 years.

They incorporate United Way into their culture by providing employees many opportunities to volunteer, give back and learn about ways to help our community throughout the year. They have active YLU & WLC chapters that meet internally as well as with the larger YLU and WLC groups community wide. In addition they provide employees with paid time off each year to participate in a day of caring event to support the United Way and our partners.

Three NUMERICAL successes you wish to highlight:

• Special events totaling more than $73,000
• 190 Leadership givers providing more than $333,500
• 28 Tocqueville givers providing $334,298
Standard 1 – 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.

Up to 5 points

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?

HanesBrands remains a leader in philanthropic giving in our community and consistently ranks in the top 2 companies for giving. Their expressed commitment to supporting their neighbors in times of need makes their company and our community a stronger and more vibrant place to work and live. Through the leadership and vision of CEO, Gerald Evans, HanesBrands, has a clear and concise focus to reach their goals

- Help people understand the community issues of education, financial stability and health
- Motivate people to care about the community issues and want to be a part of the solution.
- Help people understand the value of giving as an investment in their community.
- Show people United Way is the organization where their dollars have the greatest impact on community issues.

HanesBrands commitment to our community and the United Way go hand in hand. Their employee’s generosity and desire to build a strong community is showcased each year during their United Way campaign. They have been the benchmark corporate partner to United Way of Forsyth County over the past decade.

- The Tocqueville Society’s goal is to change lives through philanthropic leadership by focusing on the three building blocks for a better life: health, education, and financial stability.
- Tocqueville Leadership Society members are HBI’s and our community’s most generous supporters. Through their gifts, they create real, lasting change in the lives of countless men, women, and children in Forsyth County.
- Tocqueville Leadership Society donors are a key reason that HanesBrands has been able to achieve such tremendous levels of giving.
- The 2018 campaign included a wide range of activities over the course of several weeks, which makes it difficult to calculate the total volunteer hours, but below a few key special events are highlighted to demonstrate HanesBrands’ commitment to volunteerism.

- As part of the Annual Days of Caring, the company sent more than 400 employees to 13 agencies across Forsyth County to lend their services. They also took on two new projects this year.

400 volunteers x 4 hours x $22.55 = $36,080

- The Steering committee as well as other planning teams met weekly from June through September to plan the upcoming campaign and to visit the volunteer sites. The following does not include actual time at events.

25 volunteers x 18 weeks x 2hrs/week x $22.55 = $20,295
Standard 2 – Organization’s partnership WITH UNITED WAY to raise community awareness of needs and foster a spirit of giving.  Up to 5 points

- 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.

This year, HanesBrands Director, Human Resources & Inclusions/Diversity, Cheryl Lindsay, acted as 2018 campaign chair.

- HanesBrands employees serve on United Way’s Board of Directors, as well as provide leadership during the Community Investment Process by serving on United Way’s Impact Councils. This involvement allows numerous employees to be involved in a variety of United Way activities from fundraising, to volunteering and community investment. Those active with United Way are then the best ambassadors for the rest of the company and the greater community because they are able to see the direct impact their dollars make in our community.

- This year marked the seventh year that HBI utilized the e-pledge system. This allowed all Home Office employees to track campaign progress toward the 2018 goal in real time.

- The agency fair was a key event that connected agencies with HanesBrands staff, and provided information about volunteer and board leadership opportunities.

New Hires and Contract Employees
- All new employees are given the opportunity to give to United Way when they begin at HBI. Employees receive personalized pledge cards and contract employees also participate in the campaign.
Standard 3 - CEO/Sr. Leadership & General Leadership Involvement & Giving
Up to 5 points for description and specific event details
Up to 5 points for increase in leadership giving or consistent/stable giving by leadership

- 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:

A gift of $1,000 or more is considered a leadership gift.

Handsbrands Leadership Giving continues to be remarkably strong. Additionally, there were 28 Tocqueville leaders who contributed a total of more than $334,298 to the 2018 campaign. HBI employees are not only generous with their financial donations, they are giving of their time as well; this has fostered a strong connection between employees and the organizations who benefit from their generosity. Among incentives like access to prime seats at local sporting events, senior leadership also provides employees who give at the leadership level the opportunity to volunteer with a United Way agency of their choice to see first-hand, their dollars at work.

HBI’s senior leadership hosts a breakfast for leadership and Tocqueville prospects to learn more about the work and encourage them to support.

Complete the chart below. Up to 5 points

2.5 points awarded for any positive % change in number of leadership givers
Additional 2.5 points awarded for 10% or greater increase in number 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>% 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>2018</td>
<td>1661</td>
<td>205</td>
<td>-12.7%</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>885</td>
<td>235</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of Leadership Givers = 2018 # of leadership givers divided by 2018 total # of givers = % of Leadership Givers
Does the % increase from 2017 to 2018? If so, award 2.5 points – if greater than 10% award additional 2.5 points

Provide comments re: small companies (less than 100 employees) who have no change in Leadership Givers:

There was a significant increase in smaller donations from employees because of a push to get more employees involved in giving at some level.
Standard 4 — Corporate or Foundation Contributions and Non-traditional/In-kind Support  Up to 5 Points

- 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.

Hanesbrands made a very generous corporate gift of $900,000. HBI continues to lead the way in corporate giving. They tie this gift to their social responsibility work in our community and take great pride in providing this leadership.

<table>
<thead>
<tr>
<th>Year</th>
<th>Corporate Gift</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>$900,000</td>
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</table>
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 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

During a tough year including corporate restructuring, HBI continued to allocate employee time to serve and coordinate their annual United Way campaign. They use this as an opportunity for professional development with many younger associates.

Planning for this is year round and not only includes campaign, but also goes into planning for year round employee engagement.
Standard 6 – Participation Level

Up to 5 points for description

5 points awarded for growth in number of givers

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

This was the seventh year that HBI utilized e-pledge at the corporate headquarters, which allowed employees to see in real-time the progress of the campaign. Employees were also able to print off their confirmation of their pledge in order to be eligible for drawings during the month-long campaign. Distribution Center employees also participated and saw large increases in giving via special events, traditional paper forms, and raffles.

Each new hire is provided a pledge form when they begin their employment with Hanesbrands, and they are educated about HBI’s partnership with The United Way of Forsyth County. Furthermore, HBI continues to engage with retirees via events and solicitation by the Tocqueville council and directly by United Way.

Local corporate numbers are reported below unless indicated as statewide

5 Points Awarded for increase in % participation

% Participation = # of givers divided by # of employees
Change in % Participation - 2018 % participation minus 2017 % participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # of Givers</th>
<th>Total # of Employees</th>
<th>% Participation</th>
<th>Change in % Participation</th>
<th>5 pts awarded for increase in % participation</th>
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<tr>
<td>2018</td>
<td>1661</td>
<td>2279</td>
<td>73%</td>
<td>50%</td>
<td>5</td>
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<tr>
<td>2017</td>
<td>855</td>
<td>3698</td>
<td>23.15</td>
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</table>
• 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)

HBI conducted prospect breakfasts for both leadership and Tocqueville members, both events were planned by the campaign committees and were attended by the leadership team.

They conducted a product sale for employees and their families with the proceeds going to their campaign.