

ISSUE ONE 2007

# impact

## Matters.

United  
Way



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# VOLUNTEERS WANTED!

## Midlands Area Non-Profits Need Your Time and Talent

Their idea of a good time is stuffing envelopes for United Way, and they love having the opportunity to do something different than what they've done their whole lives.

by Chelsey Karns, USC Journalism Student

For Nell Atwell and Eileen Branham, volunteering is the highlight of their lives. Both women are retired and live with other senior citizens at Christopher Towers.

"It gets me out of the apartment," said Atwell, 74. "It's really enjoyable to meet new people, to see people away from where we live."

Atwell and Branham are part of the Retired Senior Volunteer Program, a group that sends volunteers into the community.

"It makes you feel good," said Branham, 67. Atwell agrees. "It gives me that feeling that I'm helping someone," she said.

Sending Atwell and Branham to stuff envelopes on a Wednesday morning is just one way that groups like RSVP work with United Way of the Midland Volunteer Center. The Center, which was established last year, is a way to connect individuals who want to volunteer with organizations that need them.

Eric Roberts, manager of the Volunteer Center, is in charge of coordinating the efforts of individual and group volunteers. He said the center is a clearinghouse

of volunteers, in that other organizations can use the Volunteer Center as a resource for finding people to help them with what they need. His job is not only to talk to agencies that need volunteers, but also to mobilize volunteers effectively.

According to the Bureau of Labor Statistics, a volunteer's work is valued at \$18.77 an hour. This high price means that finding volunteers is crucial in order to save organizations money and allow them to reach others most effectively.

While both individuals and groups looking to serve are involved with the Volunteer Center, most individuals use the Center's online form to find opportunities. Roberts takes what individuals submit online and uses the information to find the best match for them with an organization. The online form asks for information about one's interests, as well as the hours and days the volunteer is available.

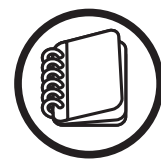
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## Community Sets Record!

Contributing \$10.9 Million  
to the 2006-2007  
United Way Campaign  
see page 4 for details.



United Way of the Midlands



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#### Acknowledgements:

United Way of the Midlands would like to thank Bertram Rantin and the students in his Journalism class at USC for writing many of the stories in this newsletter. We appreciate the donation of their time, effort and skills in helping us tell the stories of the people who work to unite people and resources to improve the quality of life in the Midlands.

**United Way staff editors:** Claudia Brooks, Joey Wallace and Emily Wardlaw



## The Midlands Reading Consortium:

### Developing Reading and Writing skills on the way to Happily Ever After

by Lauren Smith, USC Journalism Student

At South Kilbourne Elementary, the second grade class is serious about writing.

While the children were scrambling to put the finishing touches on books they had written in February, a very special guest came to visit — children's author Molly Jones, along with a special puppet friend of hers named Stomper. The children watched wide-eyed as Jones read "Something in the Air," a story she wrote about a family of three cats and a dog that is forced to find a new home.

Jones was brought to the school by the Midlands Reading Consortium (MRC), a volunteer initiative focused on increasing reading proficiency in kindergarten through second grade students. The MRC is working to close the achievement gap that exists within some Richland County School District One schools. The program partners with the schools to provide tutoring and assistance to the students. Eligibility for a school's participation in the program is determined by a number of factors, including students' performance on the Palmetto Achievement Challenge Test (PACT).

This year, the MRC launched programs in two Columbia elementary schools, South Kilbourne Elementary and Arden Elementary. Tutors come to those schools to help the students practice and learn reading and writing skills. Each tutor is trained in specific reading techniques to help their students. The hour-long sessions focus on the specific needs of each child.

Kathy Olson, executive director at United Way's Education, Job and Life Skills Community Council and tutor for the MRC, said that sometimes the children don't even realize that they are being tutored.

"One child realized halfway through the year that I was their tutor, and they said 'Wow, I have a tutor? I've always wanted a tutor!'" Olson said.



Children's author Molly Jones reads to second-grade students at South Kilbourne Elementary.

The program not only helps students with their reading skills, but also helps them become better writers as well. In February, the second graders wrote books and stories for the school district's literacy contest.

The MRC has focused largely on first and second graders, but plans are to eventually expand the program to the third grade.

"Third grade is that magic number. If reading and writing skills aren't implemented early, other educational skills may be harder to grasp later on," Olson said. The program also helps schools plan school-wide events such as visits from local authors.

"Bringing the authors to the classroom helps get the entire class involved," Olson said. "The children are exposed to various careers, and ... the importance of reading and writing in any career is also emphasized." South Kilbourne students gave high grades to their visitor. Second grade teacher Deborah Fleming said that Jones was "engaging."

To get involved with the Midlands Reading Consortium, call Kathy Olson at (803) 733-5412. Information about involvement can also be accessed through United Way of the Midlands Volunteer Center. The website is [www.uway.org/volunteer](http://www.uway.org/volunteer).

#### Volunteers Wanted... continued from page 1

"It's very flexible," Roberts said. "From families who want to do a weekend project, to professionals like accountants or lawyers who want to offer expert services over a longer period of time or employee groups who volunteer as part of team building projects, we can find a match for them."

That flexibility gives the Volunteer Center the ability to help more organizations, which is important because in a city like Columbia, most people only know about a few of the larger organizations.

"Harvest Hope Food Bank, Habitat for Humanity, the Red Cross—everyone knows them," Roberts said. "We want to increase exposure to all nonprofit and charitable organizations." Roberts also emphasized that the Center's special focus is on those 18 to 30 years old, because that is the age range of people least likely to volunteer. He aims to get people in that age bracket involved in lesser-known volunteer opportunities.

Roberts is also passionate about getting more groups involved with organizations. Most recently, students from Purdue University traveled to Columbia on their spring break and worked with the SC Epilepsy Foundation to assist with a St. Patrick's Day project. Other group efforts include three Department of Juvenile Justice schools producing Valentine's Day cards for senior citizens, Meals on Wheels and the Children's Hospital at Palmetto Richland.



## PARENTING PARTNERS

### Raising a child is not always easy, and when a child does not behave as a parent desires, discipline can sometimes go too far.

by Tsuyoshi Inajima, USC Journalism Student

Consider 2004, when 10,058 incidents of child abuse and neglect were reported to the S.C. Department of Social Services. That's about a third of the estimated cases, according to the U.S. Department of Health and Human Service.

ParentingPartners is one of the organizations making a difference in children's lives in South Carolina. A United Way of the Midlands partner agency and Prevent Child Abuse South Carolina affiliate, ParentingPartners mission is to preserve and strengthen families through parenting support services, child abuse prevention, education and advocacy. The agency provides programs including parenting education and home visitation services. Those at ParentingPartners believe good parenting changes everything.

The S.C. Department of Social Service usually identifies parents who have difficulties with their parenting roles and refers them for assistance. About 100 families receive home visits each month.

"It is an eye-opening and informative program," said Nicole Smith, who has received home visitation services for about six months.

Smith, a 19-year-old single mother of a 21-month baby, usually meets a trained home visitor, one to two hours per week.

"There are so many different topics we discuss, depending on families," said Valerie Brown, one of the agency's 13 home visitors.

Because each family's problems vary, Brown said the home visits are helpful in targeting particular issues. During her visits she stresses communication, self discipline, relaxation and educational skills.

"We are there as an agency to improve their lives," Angela Hartwell, ParentingPartners program director said. "We are not there to say 'Oh, you are bad parents. We know you did awful things.' We are there to help prevent the awful things from happening again."

Smith, who expects to finish the program in a month, feels she is a better parent as a result of her involvement. "I now know what is appropriate and what is not (in raising a child)," she said.

Program officials note that most clients usually address their problems the first time around. "It is very rare that we have the same client twice," said Brown.

ParentingPartners was approved as a certified partner agency last month by United Way's Board of Directors. "It makes huge differences when you are a partner agency of United Way of the Midlands," Hartwell said. "It says we are an agency that meets a certain community standard."

**If you would like to help, ParentingPartners needs volunteers to: facilitate group-parenting classes, mentor families, and assist with special events. To volunteer, contact United Way of the Midlands Volunteer Center manager, Eric Roberts, at 803-758-6987 or [eroberts@uway.org](mailto:eroberts@uway.org).**

## UNITED WAY HUMANITARIANS OF THE YEAR



United Way of the Midlands named W.T. (Bill) Cassels Jr. and W.T. (Tobin) Cassels III its 2006 Humanitarians of the Year, an award which honors those who demonstrate extraordinary leadership in philanthropy and human services and who exert a major impact on changing and improving conditions for Midlands' residents.

**The Casselses' leadership and financial support through United Way of the Midlands has provided creative solutions to critical human service issues...**

"Instead of honoring you for your giving, we are thanking you for your heart. It's a heart of love, a heart of compassion, a heart of giving, not so you'll be recognized but so others will be benefited," said Bill Jones, provost and senior vice president of Columbia International University.

Recent examples of the Casselses' philanthropy include multi-year support for quality childcare for at-risk children and a United Way challenge grant that produced over \$300,000 in leadership gifts. The Casselses' leadership and financial support through United Way of the Midlands has provided creative solutions to critical human service issues and has earned them the 2006 Humanitarian of the Year Award.

# UNITED WAY CAMPAIGN

2006-2007 Campaign  
Sets New Fundraising Record

by Kaitlin Bennett



## Shaw Industries

by Nadja Sergev, USC Journalism Student

For Barbara Harper-Tucker, supporting United Way has become as much a part of life as coming to work each day. The Shaw Industries employee of 33 years is part of a long-standing company tradition of providing support for United Way's annual campaign.

"Shaw Industries is a caring and a giving plant," said Harper-Tucker, a training instructor for quality control at the plant and a United Way campaign team member of 12 years. "United Way has helped people that I know, so it's more personal to me."

Shaw Industries, a subsidiary of Berkshire Hathaway, is located in Columbia on St. Andrews road and is a floor manufacturing firm that makes fibers for carpet. The factory has been in Columbia since the 1960s.

"Shaw Industries is very focused on community involvement, and value is added to the company through participating in United Way," said Butch McCray, Shaw Industries' Senior Human Resources Manager and the company's employee campaign coordinator.

As at many other companies, Shaw employees can choose to become "Fair Share" givers, meaning that employees who pledged one hour's pay each month are considered to be "Fair Share" Givers at the site. In order to thank those who participate, and to encourage giving, Shaw offers incentives to participate like prime parking spaces, gift cards and Shaw gifts.

This year, 55 percent of the employees were Fair Share givers, bringing the company's total contribution to \$38,420. The corporate office contributed an additional \$5,000 to bring the final figure to \$43,000.

"We have committed ourselves in contributing to United Way, and hopefully the new generation of employees feels the same way," Harper-Tucker said.

Shaw's new generation of employees now have another way to become involved with the community through United Way of the Midlands Young Leaders Society (YLS). This is a new, unique and dynamic group that offers its members multiple avenues to become involved with various United Way agencies, to directly make a difference in peoples' lives, and to ultimately become leaders in our Midlands community.

For more information on YLS, see page 7.

by United Way of America in 1972 to honor persons who achieve high levels of personal giving.

Money raised through the campaign goes to priority areas that have been identified by a community needs assessment committee. Money is distributed among four councils: the Food, Shelter, Safety and Transportation; Education, Job and Life Skills; Families, Individuals and Children; and Health and Recovery.

"United Way really identifies what is needed most and the providers who serve that population most efficiently," Davis said.

One such priority was the need for a program to target the area's high drop out rates. Money from past campaigns has helped fund the Truancy Mediation Program. During a two-year period, the program helped 90 percent of the youth involved improve their class attendance and behavior in school.

Running a yearly campaign is a project of epic proportions involving more than a hundred and fifty volunteers and United Way staffers, along with the employees involved in hundreds of workplace campaigns. Such an effort requires many long hours, and keeping up each others' spirits is crucial to the success of the campaign.

"One thing that stood out during campaign was Judy's ability to make the meetings fun," Gray said. "She really keeps people interested and excited in what we're doing."

Another fun aspect of campaign is the friendly competition among workplace campaigns. Those who participated in this year's campaign and achieved high levels of giving will be recognized at United Way of the Midlands Community Assembly on May 10 from 7:30 a.m. to 9:30 a.m. at the Marriott Columbia. For more information on the Community Assembly, see page 8.

## LOOKING AHEAD 2007-2008

United Way staff members already are optimistic about the 2007-2008 campaign.

Last year's Campaign Chair Judy Davis will transition into Chair of the Board of Directors after handpicking her replacements: Campaign Co-chairs Mary Kennemur and Steve Morrison. The duo made a two-year commitment to help lead United Way of the Midlands fundraising efforts.

"Steve and I are both leadership givers who want to ensure results from our volunteer investment of time and financial resources," Kennemur said. "We embrace United Way's new method of targeting resources to impact our community's most critical needs. So we decided to take a novel approach and say "Yes, we'll do it together—and we'll do it for two years."

Next year's campaign will be another step forward in the effort to unite people and resources to improve the quality of life in the Midlands. We all have a stake in the health of this community—our children, our neighbors, coworkers and businesses. The consequences of hunger, homelessness, school dropouts and violence are felt by everyone.

"Thank you in advance for being part of the United Way process," Kennemur said. "By investing and directing resources toward root causes of community problems, we make certain your support produces lasting change."

United Way of the Midlands concluded the 2006-2007 campaign after raising a record \$10.9 million, a 5 percent increase compared to the 2005-2006 total, and promising better lives and an even greater commitment to the work ahead. This year's campaign was an amazing success, and that success becomes much more impressive after looking back on the obstacles overcome by everyone involved.

by Kaitlin Bennett, USC Journalism Student

Campaign director Mike Gray did not begin his new job until several months into the campaign while volunteer campaign chair Ann Caulkins – former publisher of *The State* newspaper – relocated to Charlotte in mid-year to become publisher at *The Charlotte Observer*.

But Gray hailed new chair Judy Davis as more than up for the challenges she faced. He said that Davis, the executive

vice president and chief legal officer for Blue Cross Blue Shield in Columbia, spent well over 170 hours working on the campaign.

Her significant leadership and direction were recognized in November as she was selected as the Outstanding Volunteer Fundraiser in the Midlands by the Association of Fundraising Professionals. Davis also helped increase the size of the volunteer team from 30 to 167.

A major challenge faced by this year's team in addition to staff and volunteer transitions was a significant change in United Way of the Midlands' designation policy. In 2006, to ensure greater accountability and that dollars raised in the local area stayed here, the Board of Directors voted to limit designations to certified partner agencies. Previously, designations had been open to all 501(c)(3) organizations.

In addition to the change in designation policy, Gray and Davis identified another priority—increasing leadership giving, and the result was United Way's having close to 100 members of the Tocqueville Society, donors who exceed the \$10,000 level of giving. The Tocqueville Society was founded

## KeenanSuggs

Like many working women, Susan Madden works hard to devote herself to her family and her job. What makes Susan different, however, is her devotion to another cause that is very dear to her: United Way.

Madden has worked for KeenanSuggs Insurance for nearly eight years, for seven years she has led KeenanSuggs' fundraising efforts for the community through United Way of the Midlands.

"Our philosophy here is that we're all part of the same community, and it's important to help in any way we can," she said. "You never know when someone you know can benefit from the one of the services United Way provides. Working together for United Way helps all of us strengthen our community."

Workplace campaigns like the one Susan runs at KeenanSuggs make up about 75 percent of the money raised by United Way of the Midlands each year. And with a limited staff, United Way depends on dedicated people like Susan to run those campaigns. Such a commitment requires not only her time, but qualities like enthusiasm, creativity and initiative are critical to a successful campaign as well.

All of KeenanSuggs' 60 employees help with the two-week campaign. Each year before the campaign, the office starts with a kickoff organized by Madden. She realizes that, in the effort to get people involved, creativity goes a long way. So each year, the campaign features a different theme.

"We like to motivate our employees each year and get them excited and willing to work for United Way." So one year, the company

All of KeenanSuggs' employees help with the two-week campaign.

hosted a luncheon for its employees and gave them tours of Harvest Hope Food Bank. The goal was to educate donors about where their money was going. "We do whatever it takes to get the company excited and willing to work for United Way," said Madden. "We also want to give them an idea of how many areas that United Way touches in our community."

What does the future hold for United Way and KeenanSuggs? Leadership and support are what Madden is hoping for. "We are leaders in the community and think it is important that we all help each other to build a better community."

KeenanSuggs is proud to be a part of increasing the financial and volunteer resources necessary to help United Way of the Midlands do what matters—make a positive difference in our community. If you are interested in starting a workplace campaign in your company, please call Mike Gray at 733-5422.



by Brad Maxwell, USC Journalism Student

Twenty people tugging a 200,000 pound UPS-A300 airplane with a rope across a runway isn't an everyday sight at the UPS air ramp in West Columbia.

It's also not the way Adam Davis expects to spend his workday. But on May 5, he'll join 19 of his co-workers as they tug a plane for charity.

"It really is an opportunity to do something together outside of work," said the BB&T employee. "It's really fun, it builds camaraderie, and it's for a good cause."

Davis and other BB&T employees will go up against more than 30 other teams from the area when UPS holds its annual Tug-A-Plane event, which kicks off at 9 a.m. and continues until 3 p.m.

For the past 10 years, UPS has teamed with United Way of the Midlands in sponsoring the event that brings together community members for family fun and competition—while raising money for a good cause at the same time.

Local businesses and organizations compete in teams of 20, with at least five female members, to see who can pull the plane the fastest. Eagle Aviation is the 2006 defending champion, having completed last year's tug in 10.84 seconds.

"It's a real unique experience," Kourtney Mott, UPS Communications Supervisor, said of the event. All total, the event has raised more than \$140,000 for United Way. Companies raise that money in order to participate, and all the proceeds go to United Way of the Midlands' Community Impact Fund.

Admission to this year's Tug-A-Plane is free and open

to the public. Other activities will include a "kiddie" tug-a-plane, giant slides, a moon walk, face painting and law enforcement displays. There will be lots of food including hot dogs, hamburgers, pizza, ice cream and snow-cones.

Melissa Bullard, Campaign Division Director for United Way of the Midlands, described the event as a "carnival atmosphere."

"There is a lot to do and friendly banter between teams," Bullard said.



For more information on the United Way of the Midlands Edisto Council and its programs, contact Smith at 803-531-9990 or by email at [dsmith@uway.org](mailto:dsmith@uway.org).

## Soup, Suds and Salvation

Every Thursday on Nottingham Road in Orangeburg, the Salvation Army is stirring up support for those in need with its Soup, Suds and Salvation project.

Sponsored by United Way of the Midlands Edisto Council, the program allows people to do a small load of laundry while enjoying a hot meal and a Christian music devotional from 11:30 a.m. to 1:30 p.m. One week's menu featured fried pork chops, barbecue pork chops, wing tips, rice, boiled cabbage, biscuits and dessert, for example. Each week, about 40 people turn out for fellowship along with a wonderful meal provided by a mix of Salvation Army employees and volunteers.

United Way Account Manager Debra Smith, on hand to help cook, serve and clean up, said she believes in the program and its message. "We had a great turnout and hope to increase our number of recipients," Smith said. "This is truly a wonderful program, and I am thankful for all who help make this a success. I truly enjoyed meeting and serving everyone!"

Smith supports the activities of a volunteer board, chaired by Samuel Erwin, to coordinate fundraising and facilitate collaboration among Orangeburg and Calhoun Counties' non-profit agency partners.

Sponsorship opportunities, beginning at \$150, are available for companies wishing to display advertisements.

If your company is interested in participating or if you simply need more information, call the Tug-A-Plane Hotline at (803)-822-6515. A rain date is scheduled for May 19.

The event takes place at UPS air ramp—just off Highway 302 near the airport in West Columbia.

# THANKYOU!

2006-2007 Company and Employee Giving

**\$1,000,000+**  
BlueCross BlueShield of South Carolina

**\$500,000 - \$999,999**  
SCANA

**\$300,000-\$499,999**  
Palmetto Health  
SC State Government - Midlands  
United Parcel Service, Inc.

**\$200,000 - \$299,999**  
Colonial Supplemental Insurance  
Nelson Mullins Riley & Scarborough, LLP  
Publix Super Markets

**\$100,000 - \$199,999**  
Bank of America, N.A.  
BellSouth  
Eastman Chemical Company  
Enterprise Rent-A-Car  
First Citizens Bank  
International Paper  
Kraft Foods, Inc.  
Michelin North America  
The State  
University of South Carolina  
Wachovia Bank, N.A.  
Westinghouse Electric Company

**\$50,000 - \$99,999**  
AgFirst Farm Credit Bank  
BB&T

Bi-Lo Stores  
Bose Corporation  
City of Columbia  
CMC Steel South Carolina  
Cooper Tools  
Edens & Avant, LLC  
Intel  
Providence Hospital  
Richland School District Two  
Schneider Electric  
Southeastern Freight Lines  
Trane

**\$25,000 - \$49,999**

Bonitz  
Carolina First/The South Financial Group  
Colliers Keenan Inc.  
Columbia Housing Authority  
Elliott Davis, LLC  
Grant Thornton LLP  
IBM  
Invista—Winnboro Plant  
Lexington County School District Five  
Lexington County School District One  
Lexington Medical Center  
Mashburn Construction Company, Inc.  
McNair Law Firm, P.A.

Nationwide Insurance Companies  
Netbank  
Richland School District One  
S C Federal Credit Union  
Shaw Industries  
The National Bank of South Carolina  
Time Warner Cable  
United Way of the Midlands, SC  
WIS Television

**\$10,000 - \$24,999**

Albermarle Corporation  
Babcock Center, Inc.  
Baker & Baker Foundation  
Belk  
Best Buy Stores  
Boyd Management, Inc.  
Central Electric Power  
Chemoff Newman  
City of Orangeburg  
Consolidated Systems, Inc.  
Corporate Express  
Cox Industries  
Eagle Aviation  
G & P Trucking Company, Inc.  
Gregory Electric, Inc.  
Haynsworth Sinkler Boyd, P.A.  
Kroger Grocery Stores  
Lamson & Sessions  
Lang Mekra North America  
Law Office of Richard Harpootlian  
Lexington County

Macy's  
Marvin Company  
Midlands Technical College  
NCR  
Nexsen Pruet, LLC  
Pfizer Corporation  
Pioneer Frozen Food—South Carolina  
Pontiac Foods  
RECO USA  
Regions Bank  
Richland County Government  
S C State Credit Union  
SCANA - EDISTO  
South Carolina Bank & Trust  
Target Stores  
Temple-Inland  
Terminix Service  
The Loxreen Company, Inc.  
The Wolfe Co., Inc.  
US Food Service  
Wal-Mart/Sams  
Washington Savannah River  
Zachry Construction Corp.

**\$5,000 - \$9,999**

Bancard Machinery Company  
Carolina Ceramics, Inc.  
Chatham Steel Corporation

Columbia Heart Clinic  
Community Bankshares, Inc.  
Companion Technologies  
County of Orangeburg  
Deloitte & Touche LLP  
Do IT Best Corp.  
Eaton Electrical  
Family Service Center of SC  
FB Johnston Graphics  
Federal Mogul Friction Products  
FedEx—USC-A  
First Community Bank  
FN Manufacturing, Inc.  
Heathwood Hall Episcopal School  
IndyMac Bank  
J.C. Penney Co., Inc.  
Johnson & Johnson  
KeenanSuggs  
Lexington County School District Two  
MarketSearch Corporation  
McCrory Construction Company  
Merill Lynch  
Mid-Carolina Electric Cooperative  
Miller-Valentine Group  
Norfolk Southern Foundation  
Palmetto Citizens Federal Credit Union  
Regional Medical Center  
Richland County Public Library  
S C Chamber of Commerce  
S C Hospital Association  
Smith Barney Inc.  
South Carolina Community Bank  
Southeastern Concrete  
State Farm Administration Office of South Carolina  
Sysco Food Services of Columbia  
T M Floyd & Company, Inc.  
The Gannett Foundation  
The R.L. Bryan Company  
Town of Lexington  
Washington Savannah River—Edisto  
Wilbur Smith Associates

**\$1,000 - \$4,999**

Abbot Laboratories  
Alcoa  
Allied Air Enterprises Inc.  
AllSouth Federal Credit Union  
Allstate Insurance Company  
Alston Wilkes Society  
American Heart Association  
American Red Cross - Blood Service  
American Red Cross - Central Chapter  
American Solid Woven Corporation  
Andersen Logistics  
Associates in Education  
AT&T Operator Services

Auto-Owners Insurance  
Bank Meridian, N.A.  
Boy Scouts, Indian Waters Council  
Boys & Girls Clubs of the Midlands  
Capital Senior Center  
Carolina Bridge  
Carolina National Bank and Trust  
Carpenter Technology Corporation  
CCM Investment Advisors, LLC  
Central Midlands Council of Governments  
Central SC Alliance  
Cingular Wireless  
City of West Columbia  
Clafin University  
Columbia College  
Columbia Metropolitan Airport  
Columbia Urban League  
Courtney Management  
Day & Zimmermann @ Vorian  
Derrick, Stubbs & Stith, LLP  
Eastman Chemical Company Edisto  
Eau Claire Cooperative Health Centers, Inc.  
Elett Brothers, Inc.  
Fairfield County Behavioral Health Services  
Fairfield County Schools  
FedEx - CAE-R  
FedEx Ground Inc.  
Fisher & Phillips, LLP  
Foster Divilana Corporation  
General Motors  
Girl Scout Council of the Congaree Area, Inc.  
Greater Columbia Chamber of Commerce  
Hagemeyer North America  
Hammond School  
Harco Track Technologies  
Harvest Hope Food Bank  
HealthSouth  
Hobart Food Equipment  
HSBC - North America  
Ikon Office Solutions—Office Products  
Image Resource Group  
Instrument and Valve Services  
Intertape Polymer Group  
Johnson Controls, Inc.  
Johnson, Toal & Battiste  
Lamar Advertising of Columbia  
Lockheed Martin  
Lowes  
LRADAC  
Lutheran Theological Seminary  
Mayer Industries, Inc.  
McGregor & Company, LLP  
Mental Illness Recovery Center, Inc.  
Microsoft

Municipal Association of SC  
Newberry County Memorial Hospital  
Newberry County School District  
Ogletree, Deakins, Nash, Smoak & Stewart  
Orangeburg Calhoun Technical College  
Orangeburg Consolidated School District Five  
Orangeburg Consolidated School District Four  
Orangeburg Consolidated School District Three  
Orangeburg County Disabilities & Special Needs Board  
Owen Steel Company  
Palmetto Center for Women  
Parenting Partners  
Parker Poe Adams & Bernstein  
PHT Services, Ltd.  
Prevent Child Abuse South Carolina  
Protection & Advocacy for People with Disabilities  
Richland County First Steps  
Richland County Recreation Commission  
Rinehart Family Foundation  
S C Bar  
Salvation Army  
Sandhills School  
Sara Lee Bakery Group  
Seaco, Inc.  
Senior Resources, Inc.  
Sistercare, Inc.  
South Carolina Federal Credit Union  
—Orangeburg  
South Carolina State University  
South Carolina Student Loan Corp  
South University  
Sowell Gray Stepp & Laffitte  
Specialty Minerals, Inc.  
St. Paul's Travelers  
The Cooperative Ministry  
The Electric Cooperatives of SC  
Total Comfort Service Center  
Town of Winnboro  
Turner, Padgett, Graham & Laney  
Union Switch & Signal  
United Way Association of South Carolina  
Volunteers of America of the Carolinas  
Vulcan Materials Company  
W O Blackstone & Co., Inc.  
W. B. Guimarin & Company, Inc.  
WACH-TV-57  
Wackenhut Corporation  
Wells Fargo  
Wills of South Carolina  
Xerox Corporation

## What Is YLS?

**YLS is not a "what" but a "who." United Way of the Midlands Young Leaders Society (YLS) is for young leaders age 25-45 in the Midlands community who contribute a gift of \$1,000 or more through United Way annually.**

### Mission

To foster participation, commitment, growth and education of our members to further the goals and objectives of United Way of the Midlands by sustaining a leadership society that focuses on young professionals.

### Why join?

The Young Leaders Society was recently formed to provide community involvement and personal development opportunities. Members will enjoy many exclusive opportunities throughout the year. Activities will include fulfilling volunteer projects, networking and business opportunities and other fun special events. YLS programs will give members the opportunity to meet other like-minded civic and business leaders and become acquainted with Columbia's prominent philanthropists.

**New members may join through the Step-Up program for \$250. For more information about YLS, please contact Melissa Bullard at [mbullard@uway.org](mailto:mbullard@uway.org) or Rion Skinner at [rskinner@uway.org](mailto:rskinner@uway.org).**

### YSL Steering Committee

- |   |  |
|---|--|
| <b>Cindy Burton*</b><br>Chair<br>Bank of America      | <b>David Lominack</b><br>Carolina First        |
| <b>Jill Armbruster</b><br>The Boudreaux Group         | <b>Joy E. Middleton</b><br>Grant Thornton, LLP |
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| <b>Kristie Cross</b><br>Grant Thornton                | <b>Michael Seezen</b><br>McNair Law Firm       |
| <b>Krista Hampton</b><br>City of Columbia             | <b>Tim Upton</b><br>AT&T                       |
| <b>Kevin Lindler</b><br>First Citizens Bank           | <b>Brandy Vermillion</b><br>Publix             |



# Community Assembly Celebrating Citizen Influencers

For more information and to register, visit [www.uway.org](http://www.uway.org)



Mark Rozeen

**Thursday,  
May 10, 2007**  
Marriott Columbia  
1200 Hampton Street  
Columbia, SC 29201

**Registration and Breakfast:**

7:30 a.m.

**Program:**

8:00-9:30 a.m.

**Panel Discussion:**

9:45-11 a.m.

**Awards:**

Alyce Kemp DeWitt Award  
Community Impact Awards  
Campaign Awards

**Keynote address:**

Mark Rozeen, VP, Research & Strategy  
GolinHarris, New York, NY

Exploring the practices, preferences, predilections and passions of **ProActivists** the most highly valued, hotly pursued and slippery stakeholders so critical to the success of non-profit organizations and corporate brands.

**Supporting Sponsor:** \$300

Program recognition and reserved table for 8

**Individual Tickets:** \$10.00

**Contact Claudia Brooks:**

803-733-5441 or  
cbrooks@uway.org

These generous companies are helping to make this event possible.



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**PLEDGE CARD**

NAME (PLEASE PRINT): \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ MY PLEDGE/GIFT: \$ \_\_\_\_\_

**Direct Bill:** *Minimum \$500.00 is required and will be invoiced monthly.* TOTAL DIRECT BILL CONTRIBUTION: \$ \_\_\_\_\_

**Credit Card:**  MasterCard  Visa  American Express

CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

NAME AS PRINTED ON CARD \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
*(A minimum gift of \$50.00 is required. Name and address and phone number for the card must match above information.)*

**Check Enclosed:** \$ \_\_\_\_\_ *(Make check payable to United Way of the Midlands)*

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Investment Choice:**

**Community Impact Fund:**  **Midlands:** serving Richland, Lexington, Newberry, Fairfield (9998)  
 **Edisto:** serving Orangeburg and Calhoun (9547)

**Midlands Community Councils:** Choose from ONE of the following Target Impact Areas:  
 Investing in Families, Individuals and Children—FIC (9557)  Promoting Health and Recover—H&R (9558)  
 Providing Education, Job and Life Skills — EJLS (9559)  Meeting Food, Shelter, Safety and Trans. Needs—FSST (9560)

**Specific Impact:**  
 Release my name and address to organizations I've chosen  yes  no  
 Certified Partner Agencies (for a list of agencies, visit [www.uway.org](http://www.uway.org)—\$50.00 minimum contribution required to designate)

AGENCY NAME	CODE #	AMOUNT

Please fill pledge card out completely. Mail to: **United Way of the Midlands, 1800 Main Street, Columbia, SC 29201.**



1800 Main Street  
Columbia, SC 29201  
**(803) 733-5400 or 1-866-GET-UWAY**  
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