



# 2011-2012

United Way  
of the Midlands



## Pacesetter Campaigns

Pacesetters are a select group of companies and organizations that choose to complete United Way campaigns by August 31, 2011. They literally “set the pace” for the upcoming campaign, helping to ensure at least 30% of the campaign is secured when the campaign kicks off. To qualify as a pacesetter, the company must commit to at least a 10% increase in participation or employee giving.

### Benefits for Participating Organizations

- Community-wide publicity and awareness including highlights at the Campaign Kickoff event, website recognition and inclusion in the 2011 annual report.
- Displays leadership in the community and inspires others to be involved.
- Enhanced organization and employee pride.

### CEO Commitments

- Provide active and visible support.
- Appoint an enthusiastic Employee Campaign Coordinator or a team of coordinators to attend training at United Way of the Midlands, organize and run your company’s campaign.
- Conduct a separate leadership giving campaign.
- Promote investing in United Way through Community Impact.
- Ensure the campaign plan includes best practices.

### 2010 Pacesetters

AgFirst  
 Farm Credit Bank ~ Alston  
 Wilkes Society ~ American Red Cross  
 Associates in Education and Business ~ BB&T  
 BlueCross BlueShield of South Carolina ~ Bose Corporation  
 Boy Scouts, Indian Waters Council ~ Capital Senior Center  
 Carpenter Technology Corporation ~ Century 21 - The Moore Group  
 Chernoff Newman ~ City of Orangeburg ~ City Year Columbia ~ Coldwell  
 Banker - Middleton and Associates, Realtors ~ Colonial Life ~ Columbia Cooling  
 and Heating ~ Columbia Housing Authority ~ Community Mediation Center ~ Council  
 of Government ~ Dickerson Center for Children ~ EC&M Company ~ Enterprise Holdings  
 Family Connection of South Carolina ~ Family Service Center of South Carolina ~ First  
 Citizens Bank ~ First Community Bank ~ Foster Law Firm ~ Four Morganelis, Inc.  
 Free Medical Clinic ~ Girl Scouts of South Carolina - Mountains to Midlands ~ Grass  
 to Garden ~ Growing Home Southeast ~ Harvest Hope Food Bank ~ Haynsworth Sinkler  
 Boyd, P.A. ~ Kinard Enterprise of Orangeburg ~ Lutheran Family Services ~ Monro  
 Muffler Brake and Service ~ Ogletree Deakins ~ Palmetto AIDS Life Support Services  
 PHT Services ~ Rachele's Island Events for Causes ~ St. Lawrence Place ~ SC  
 Campaign to Prevent Teen Pregnancy ~ SCANA Corporation  
 SCB&T ~ Security Federal Bank ~ Senior Resources, Inc.  
 South Carolina Education Oversight Committee  
 South Carolina Workers' Compensation Commission  
 Southeastern Freight Lines, Inc. ~ State Farm - Bill  
 Carter Agent ~ Trevett's Direct Digital Print and  
 Mail Service ~ United Way of the Midlands  
 United Way of the Midlands Financial  
 Stability Council

Questions about the  
 pacesetter program?  
 Contact Amanda Helton  
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 or 803-758-6990.

Advocate

Volunteer

Give



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