

STATE CAMPAIGN FACTS

LAST YEAR'S TOTAL GIVING:	\$506,450 Statewide \$301,955 Midlands
LAST YEAR'S PARTICIPATION:	12%
AVERAGE GIFT:	\$79.45
WHAT IF?	<p>A. 28,000 Midlands employees gave \$ 0.50 a week (\$1 per pay period) X 24 pay periods = \$672,000</p> <p>B. 28,000 Midlands employees gave \$1 a week (\$2 per pay period) X 24 pay periods = \$1,344,000</p>
GOALS:	
Financial	State - \$625,000 Midlands - \$350,000
Non-Financial	(50) Leadership Givers 30% Participation/4,500 new givers

KEY DATES:

Selected CEO Breakfast	June 8
Leadership Giving Coordinators	June 12
ECC Training Dates:	July 20, 25 and August 3
Calls on Agency Heads	June 1 - 30
Day of Caring / Kick-off	September 14
Campaign Report Luncheon	October 26
Campaign End Date	November 30

State Campaign Team

Gregg Morton, President, AT&T SC
Dave Leopard

Public Service Sector Chair
State Government Chair

Team Members:

Jo Ann Anderson
Judy Davis
Sam Griswold
Mike LeFever
Inez Tenenbaum

Bobby Bowers
Ben Duncan
Phil Grose
Wendell Price
Jesse Washington

Betsy Carpentier
Frank Fusco
Eddie Gunn
Eddie Shannon

Janie Davis
Randy Grant
Baron Holmes
Roger Stroup

For questions or to report results in the Midlands region, call Paul Beazley at 803.733.5404 or email pbeazley@uway.org. Also find more information about the United Way of the Midlands at www.uway.org. Also please check the state website at www.uwasc.org.