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Subject: One SC Fund: Midlands Gives/LowcountryUnites Event
Location: Spirit Communications Park
When: 5/3/2016 1:00:00 PM - 1:30:00 PM

Advance: Brandon Landrum
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APPROVED BY: NH on 4/29

EVENT: One SC Fund: Midlands Gives/LowcountryUnites Event

DATE: Tuesday, May 3, 2016

TIME: 1:00 PM

LOCATION: Spirit Communications Park, 1500 Hampton Street, Columbia, S.C.

LOCATION SET-UP:

SCHEDULING CONTACT:

JoAnn Turnquist
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Central Carolina Community Foundation
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ONSITE CONTACT:

PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Brian Symmes

PURPOSE: Gov. Haley will visit Midlands Gives headquarters at Spirit Communications Park to raise awareness of the ongoing need for donations to the One SC Fund. Two generous donors are supporting the One SC fund through Midlands Gives. The Cheerful Giver will donate \$1 to the One SC fund for every donation made to any of the 375+ nonprofits participating in Midlands Gives. And, the Lipscomb Family Foundation will match all donations, up to \$10,000, made to the One SC fund through Midlands Gives.

PRESS: Yes.

PUBLIC: Yes.

INVITED BY:

JoAnn Turnquist
President & CEO
Central Carolina Community Foundation

LENGTH OF SPEAKING: media availability.

SPEAKING ORDER/LINE-BY-LINE:

1:00-1:15 PM Gov. Haley arrives and visits the One SC Fund booth in the Nonprofit Marketplace
1:15-1:25 PM Media availability at the One SC Fund booth
1:30 PM Gov. Haley departs

BACKGROUND:

Giving Days

Who: Hosted by Central Carolina Community Foundation (Midlands Gives), Waccamaw Foundation, Coastal Carolina Foundation (Lowcountry Unite), and Eastern Carolinas Foundation (Big Give)

What: Giving days are 24-hour online giving events that bring the various regions together as one community, raising money and awareness for local nonprofits in their corresponding counties. The One SC Fund is enrolled as a participating nonprofit in the giving days above.

When: May 3, 2016 from 12:00 PM to 11:59 PM

Cheerful Giver Match

Who: An anonymous donor who goes by "The Cheerful Giver"

What: For every gift made to any nonprofit participating in Midlands Gives on May 3rd, the Cheerful Giver will donate \$1 to THE ONE SC FUND.

Lipscomb Family Foundation Match

Who: The Lipscomb Family Foundation was founded by Guy and Margaret Fant Lipscomb. The Foundation is led by second and third generations and giving is focused on fostering the positive development of young people in our community and contributing to community efforts in such a way as would encourage others to participate

What: The Lipscomb Family Foundation will match all donations made to the One SC Fund through Midlands Gives up to \$10,000

Social Media

- Official hashtags
 - #OneSC
 - #MidlandsGives
 - #lowcountryunite (For Charleston area giving day)
- Links:
 - www.midlandsgives.org
 - www.lowcountrygivingday.org

TALKING POINTS:**PRESS RELEASE:**

Press Contacts: Tracie Broom, Flock and Rally, 415.235.5718, tracie@flockandrally.com
Chloe Rodgers, Flock and Rally, 843.230.1611, chloe@flockandrally.com

MEDIA ADVISORY

Governor Haley and regional mayors including Steve Benjamin and Elise Partin to be on site at Midlands Gives 24-hour online giving day headquarters on Tuesday, May 3 at Spirit Communications Park

What: Midlands Gives is the annual, 24-hour local online giving challenge presented by Central Carolina Community Foundation, encouraging philanthropy in the Midlands and benefitting 383 local nonprofit organizations throughout the 11 Midlands counties served by the Foundation: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter Counties.

In 2015, Midlands Gives raised an astonishing \$1,543,032.65 for 251 charities, up from \$704,932.23 raised for 150 nonprofits in 2014, the event's inaugural year. Midlands Gives is one of almost 100 giving days that will be taking place in cities across America as part of Give Local America. Give online on May 3 at www.MidlandsGives.org.

Midlands Gives Headquarters will host a day full of free, family-friendly interactive events, including the following:

- Nonprofit Marketplace featuring tables manned by 70 local nonprofits from 8:00 a.m. to 8:00 p.m.
- **Regional Mayors' Pitching Contest, sponsored by Nephron, from 11:45 a.m. to 12:30 p.m., featuring 12 Midlands mayors pitching for their favorite causes**
- Live broadcasts by local TV and radio stations throughout the day, during which nonprofits supporters are encouraged to bring signs and cheer for their causes (5:00 a.m. to 10:00 a.m.; 12:00 p.m. to 12:30 p.m.; 4:00 p.m. to 7:30 p.m.; 11:00 p.m. to 11:30 p.m.)
- Food and drink concessions during lunch, 11:00 a.m. to 1:30 p.m.
- **Governor Nikki Haley on site for official visit between 1:00 p.m. and 2:00 p.m.**
- Happy Hour with food, beer and wine concessions, 4:00 p.m. to 8:00 p.m.
- A live concert during happy hour by the Heart n' Soul band, 5:00 p.m. to 8:00 p.m.
- A meet-and-greet with the Columbia Fireflies mascot, Mason, 5:30 p.m. to 6:30 p.m.
- Staff on site from midnight to midnight managing the online giving challenge
- **Nonprofits on site from 5:00 a.m. to midnight for media interviews**

When: 12:01 a.m. – 11:59 p.m., Tuesday, May 3, 2016

Where: Midlands Gives headquarters will be on the concourse level of Spirit Communications Park, in the new BullStreet development in downtown Columbia, S.C.

To view the full Midlands Gives day schedule and learn where local groups will be hosting their own giving stations, visit <https://midlandsgives.org/events>.

Press check-in is at the Midlands Gives welcome desk at the ballpark entrance plaza, where media will receive credentials and be directed to find the Flock and Rally PR team on the concourse or in the VIP room (McWaters Conference Room, next to Concessions). **Limited reserved parking for media will be provided** along the north side of the ballpark on Freed St., where Suite Parking is normally hosted during games.

Who: Central Carolina Community Foundation and 383 local 501c 3 nonprofits, to whom online donations can be made on May 3 via www.MidlandsGives.org.

Governor Nikki Haley is expected to be on site for an official visit between 1:00 and 2:00 p.m.

The Mayors' Pitching Contest (11:45 a.m. to 12:30 p.m.), sponsored by Nephron, will feature Columbia Mayor Benjamin; Cayce Mayor Elise Partin; Lexington Mayor Steve MacDougall; West Columbia Mayor Bobby Horton; Pine Ridge Mayor David Busby; Springdale Mayor Michael Bishop; Chapin Mayor Skip Wilson; Camden Mayor Tony Scully; Blythewood Mayor J. Michael Ross; and Ridgeway Mayor Charlene N. Herring, as well as Nephron's Lou Kennedy and Bill Kennedy.

Why: Midlands Gives has grown astronomically since launching in 2014; the excitement of tracking the leaderboard of total donations reaches a fever pitch as the day goes on. More than \$95,000 in prizes for the charities, donated by local Corporate Philanthropy Champions like Aflac and SCE&G, increase the anticipation even further. Now that headquarters is at the new ballpark and open to the public, an extremely vibrant and energetic atmosphere is expected for Midlands Gives, a fun and easy way for community members to give online and rally around their favorite local charities.

How: Giving online to any participating nonprofit organization during Midlands Gives is safe and easy via the Midlands Gives website. Visit <http://www.MidlandsGives.org>, select the nonprofit(s) you would like to support and make a contribution of just \$20 or more.

Website: <http://www.MidlandsGives.org>

Facebook: <https://www.facebook.com/CentralCarolinaCommunityFoundation>

Twitter: @CCCFtweets

#MidlandsGives