

From: Morris, Steve
To: 'Danny Varat' <DannyVarat@scstatehouse.gov>
Date: 2/16/2017 10:36:48 AM
Subject: RE: Eldercare Trust Fund

I will get set up. When next week-earlier the Better could he be in his office for an hour or so uninterrupted to film?

Steve Morris
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From: Danny Varat [mailto: DannyVarat@scstatehouse.gov]
Sent: Thursday, February 16, 2017 9:55 AM
To: Morris, Steve <smorris@aging.sc.gov>
Subject: RE: Eldercare Trust Fund

Steve, LG Bryant will appear in the PSA. Please let me know our next step. Thanks

DV

From: Morris, Steve [mailto:smorris@aging.sc.gov]
Sent: Friday, February 10, 2017 9:57 AM
To: Danny Varat <DannyVarat@scstatehouse.gov>
Subject: Eldercare Trust Fund

Danny,
The Eldercare Trust Fund is a Checkoff on SC Tax Returns. It is the 3rd line down on the I-330 Form. It Generates around \$10,000 a year.
In an effort to Increase we have contacted the SC Department of Revenue to make Giving easier. In addition we have decided to spend around \$2,500 to create a PSA announcement
To run for a month or two. Governor McMaster had agreed to do the PSA but thing kind of fell thru the cracks with recent events.
I think it should be done. Governor McMaster has a high name recognition but if Lt. Governor Bryant would rather be the face on the PSA I can get it set up. It should be done next week so we can get it started.
Please let me know your thoughts.
Steve
Gerry is getting the backup information on the Assessment Policy for me and I will get it to you Monday.

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