

From: JoAnn Turnquist <JoAnn@yourfoundation.org>

To: Pisarik, HollyHollyPisarik@gov.sc.gov

CC: Heather SherwinHeather@yourfoundation.org
SC Flood FundsCFloodFund@yourfoundation.org
Cherise ArrendaleCherise@yourfoundation.org

Date: 11/12/2015 5:39:15 PM

Subject: Re: CCCF Backgrounder.docx

Attachments: Regional Mayors Urge Public to Donate to S.C. Flood Relief Fund at CCCF - release v.3.docx
ATT00001.htm

Hi Holly.

Thank you for producing a comprehensive overview.

Three thoughts-

1. As we discussed, the name's association with the Confederate flag removal earlier this summer may be confusing.
2. As the regional mayors have already endorsed the fund, we should include them as supporters. (See pasted email below)
3. The fund will be used for relief and recovery with an emphasis on repairing and rebuilding. Temporary housing and other recovery programs may be funded while homes are being repaired and rebuilt.

Your thoughts are appreciated!

Here is the updated press release with list of regional mayors supporting the CCCF fund as of 3 hours ago.

CCCF has signed off on docs as approved. JoAnn can be one of the people to take questions after presser about the fund, including: the challenge match, how much is in the fund, how it will be deployed.

Tracie Broom

Partner, Flock and Rally: Events + Communications for Mayors conference

Hello!

Michael and Elise: the attached media advisory will go out this afternoon to media; please let me know requested changes asap.

Michael, please note that CCCF would love for Mayor Benjamin to announce in his closing

remarks the breaking news that a \$100,000 matching gift was just made by the Lipscomb Family Foundation. This is noted in the Run of Show and in the press release.

We'd like to wait to announce this matching gift until the end of press conference.

The press release including matching gift info will go out via email at the close of the press conference. I'm adding the list of mayors to the press release but am waiting on confirmed list, so please review for now and I'll add that list later today and resend with any further change requests.

Michael, Elise and JoAnn: How would y'all like to structure a Q&A period after the closing remarks?

Thank you!

Best,
Tracie

MEDIA ADVISORY

Regional Mayors Forum Urges Public to Donate to S.C. Flood Relief Fund at Central Carolina Community Foundation to Address Long-Term Needs

100% of donations go directly to local, non-profit organizations providing flood relief in Midlands

WHAT: The Regional Mayors Forum – a collaborative of all mayors in Richland and Lexington Counties, as well as mayors from Sumter and Camden, S.C. – will urge the public to donate to the S.C. Flood Relief Fund at Central Carolina Community Foundation, where 100% of donations go directly to local, non-profit organizations providing flood relief in Midlands. To make a donation, visit www.yourfoundation.org/SCFloodRelief.

WHEN: Thursday, October 29, 2015, 3:00 p.m.

WHERE: Coble Plaza at Riverfront Park, under the gazebo by the canal breach. [211 Gervais St.](#), Columbia, S.C. 29201. Free parking in S.C. State Museum parking lot or garage.

WHY: Many communities and individuals in the Midlands are still in severe crisis due to the massive, 1,000-year flood of early October 2015. Based on knowledge shared by leaders in Nashville (2010 flood) and Bismarck, ND (2011 flood), it may be years before the region recovers. For over 30 years, the Central Carolina Community Foundation has been the trusted vehicle for philanthropy in the Midlands, connecting donors with areas of need every day. With the S.C. Flood Relief Fund, the Foundation is using its expertise to be the conduit for donations to help flood victims over the long term. Central Carolina Community Foundation's partnership with the Regional Mayors Forum will increase the Foundation's understanding of community needs, since the mayors will be able to provide critical information from constituents and help the Foundation deploy funds for long-term rebuilding.

WHO: Steve Benjamin , Mayor of the City of Columbia; Elise Partin , Mayor of the City of

Cayce; JoAnn Turnquist , President & CEO of Central Carolina Community Foundation; other members of the Regional Mayors Forum; and regional dignitaries. The Regional Mayors Forum is a collaborative of all mayors in Richland and Lexington Counties, as well as mayors from Sumter and Camden, S.C. Started six years ago by the Mayor of the City of Columbia, the Forum has focused on relationship building and communication. Understanding that we are one region, the Mayors have now taken the group to a more formal level by working with EngenuitySC to focus on collaborative actions that enhance each of our cities and lead to a stronger, more competitive and prosperous Midlands.

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