

From: Danny Varat
To: 'dbroome@aging.sc.gov' <dbroome@aging.sc.gov>
CC: Lily Cogdill <LilyCogdill@scstatehouse.gov>
Date: 3/2/2017 8:23:58 AM
Subject: FW: Eldercare Trust Fund

Lily contacted Steve about this, but I'm not sure it got going. I'm copying her here too. We'd like to do this.

From: Morris, Steve [mailto:smorris@aging.sc.gov]
Sent: Friday, February 10, 2017 9:57 AM
To: Danny Varat
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.

Steve Morris
Executive Director
Lieutenant Governor's Office on Aging
1301 Gervias St. Suite 350
Columbia, SC 29201
(803) 734-9910
smorris@aging.sc.gov