

**From:** JoAnn Turnquist <JoAnn@yourfoundation.org>  
**To:** Pisarik, HollyHollyPisarik@gov.sc.gov  
**CC:** Cherise ArrendaleCherise@yourfoundation.org  
Heather SherwinHeather@yourfoundation.org  
SC Flood Funds floodfund@yourfoundation.org  
**Date:** 11/12/2015 7:30:26 PM  
**Subject:** Re: CCCF Backgrounder.docx

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Hi Holly.

The name is fine - please add SC Flood Relief fund to the description.

Please also add the Regional Mayors to the background release as they endorsed this fund over two weeks ago. As they are on the front lines of local constituent service, it is important to keep them engaged.

We also need to be careful that folks don't assume that this fund will cover the entire gap costs of rebuilding. The overview implies that the purpose of the fund is to do just that - "The goal of the fund is to fill the gap..." If the fund doesn't fill the entire gap, it may be perceived as a flop. Perhaps we should say, "the goal of the fund is to help bridge the gap..." achievable and strong.

I'm back in Columbia and happy to talk.

Thanks!

JoAnn Turnquist  
Sent from my iPhone

On Nov 12, 2015, at 5:22 PM, Pisarik, Holly <HollyPisarik@gov.sc.gov> wrote:

I've attached an updated version with the blanks filled in. I am trying to get this out tonight for approval by some of the folks that have agreed to serve on the Advisory Committee. Their folks need to sign off on it before Monday's press conference. It would be helpful if you could let me know ASAP. Thanks.

-----Original Message-----

**From:** JoAnn Turnquist [mailto:JoAnn@yourfoundation.org]

**Sent:** Thursday, November 12, 2015 4:54 PM

**To:** Cherise Arrendale

**Cc:** Heather Sherwin; Pisarik, Holly; SC Flood Fund

Subject: CCCF Backgrounder.docx

Hi Cherise,

Attached is the background piece Holly referred to during our phone call this afternoon. Your thoughts are appreciated.

Thanks!

<CCCF Backgrounder.docx>