Corporate Philanthropy Champions
2015-2016
Who We Are

Central Carolina Community Foundation, the Midlands expert on philanthropy, is a nonprofit organization that links charitable people and businesses with areas of need in our community.

The Community Foundation’s mission is to promote, facilitate and increase philanthropy to create a sustainable impact within our community through responsible giving.

What We Do

Our donors are often looking to give back to the community but may not have time to research and vet every organization. We work with investors to ensure that their dollars support causes they believe in.

1) The Foundation receives gifts and bequests from individuals, families, businesses and organizations. These donations make up our $114 million philanthropic endowment.

2) The money is pooled and invested for maximum growth and impact.

3) We use the income generated to award grants that support charitable organizations in our community.

Our Impact

Through service and financial support, we’ve impact the community in the following ways:

1. **Invest in leadership to address important civic needs:** In 2015, we co-hosted a forum, in collaboration with Columbia College, to encourage character and courage in the 21st century through the use of philanthropy.

2. **Build a more connected community:** We have funded innovative philanthropic projects that will create a welcoming community, provide vibrant social offerings and offer superb public spaces.

3. **Support nonprofits across the Midlands and beyond:** Every year, the Foundation and our fundholders provide grants that support nonprofits across the Midlands and beyond. In 2014, 1,175 grants totaling $10,573,314 were distributed.

Since our inception over 30 years ago, we have awarded more than $100 million in grants through our stewardship of over 400 funds.

Who We Serve

The Community Foundation serves donors and organizations in the following 11 counties of the Midlands: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter.
What is a Corporate Philanthropy Champion (CPC)?

A Corporate Philanthropy Champion (CPC) is a corporation or local business that recognizes philanthropy as a necessary leadership function and is recognized by Central Carolina Community Foundation for its leadership and philanthropy impacting the Midlands.

A champion’s corporate giving program provides gifts in the form of cash contributions, donations of products or services or volunteerism to advance a cause, issue, or the work of a nonprofit organization.

Is my business eligible?

Businesses of all sizes and industries are eligible with a gift to Central Carolina Community Foundation. As good corporate citizens, CPC businesses possess courage and a commitment to using philanthropy as a catalyst for change in its community.

How are Champions recognized?

Champions are recognized annually for their philanthropic efforts. All champions receive a limited edition commemorative print that celebrates their contributions to philanthropy and a CPC seal to include on marketing materials. These tools will help you communicate your company’s commitment to corporate responsibility and contributions to the Midlands community.

Champions will receive additional recognition throughout the fiscal year during multiple highly publicized Community Foundation events. The following pages outline how the champions will be celebrated.

Why do we celebrate you?

We want to celebrate the businesses that responsibly manage and account for their impact on society. You are a critical part of our community and a driving force in our continued growth. Because you are a valued and respected neighbor, we want to publicly thank you for your social investment in our community and for making the Midlands a better place to work, live and play.
# RECOGNITION BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>$35,000</th>
<th>$25,000</th>
<th>$10,000</th>
<th>$7,500</th>
<th>$5,000</th>
<th>$2,500</th>
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<tr>
<td><strong>Year-Long Benefits</strong></td>
<td>Presenting</td>
<td>Premiere Plus</td>
<td>Premiere Prize</td>
<td>Platinum Partner Patron</td>
<td></td>
<td></td>
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<tr>
<td>CPC Seal and Print*</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>

**Best of Philanthropy**

<table>
<thead>
<tr>
<th>Event Recognition</th>
<th>In-Person</th>
<th>In-Person</th>
<th>In-Person</th>
<th>Verbal</th>
<th>Verbal</th>
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<tbody>
<tr>
<td>Social Media</td>
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<td>Individual</td>
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<td>Group</td>
<td>Group</td>
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<tr>
<td>Print</td>
<td>Logo</td>
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<tr>
<td>E-Blasts</td>
<td>Logo</td>
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<td>Logo</td>
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<td>Name</td>
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<tr>
<td>Event Component**</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>

**Complimentary Event Tickets**

| Event Component** | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

**Midlands Gives**

<table>
<thead>
<tr>
<th>Prize</th>
<th>Create Your Own Challenge</th>
<th>Create Your Own Challenge</th>
<th>$5,000 Challenge</th>
<th>$2,500 Challenge</th>
<th>2 $1,000 prizes</th>
<th>1 $1,000 prizes</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Individual</td>
<td>Individual</td>
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<td>Individual</td>
<td>Group</td>
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<td>Giving Guide</td>
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<tr>
<td>Midlands Gives Website</td>
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<tr>
<td>E-Blasts</td>
<td>Logo</td>
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<tr>
<td>Event Component**</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tr>
<tr>
<td>Employee Engagement Opportunity</td>
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<td>Yes</td>
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</table>

*May decline tangible benefits

**Optional

To view further explanation of the benefits, view the “Glossary,” on page 5.
Advertising: The Foundation receives in-kind advertising for Best of Philanthropy from Columbia Metropolitan Magazine. Other ads may be placed in The State, Free Times and Columbia Regional Business Report.

CCCF Website: Corporate Philanthropy Champions will be recognized on the Foundation’s website, www.yourfoundation.org. On average, our website is viewed by over 18,000 people each year.

CCCF Winter Newsletter: Our quarterly newsletter is mailed to over 2,500 households, businesses and nonprofits throughout the Midlands. The Winter edition, mailed beginning of December, will feature an article recognizing the Corporate Philanthropy Champions.

Complimentary Event Tickets: Best of Philanthropy event tickets are valued at $50 and include a cocktail reception with heavy hors d’oeuvres.

CPC Seal and Print: To thank you for your gift, Champions will receive a seal to include on marketing materials as well as a special limited edition framed print by a South Carolina artist.

Eblasts: The Foundation’s emails are sent to over 800 subscribers monthly.

Employee Engagement Opportunity: Customized to fit your business’s needs, Foundation staff members will plan an opportunity to help your employees participate in philanthropy.

Event Component: Sponsor a component of one Foundation event, including but not limited to: t-shirts, favors, trainings, happy hour events and Midlands Gives giving stations. Additional costs may apply.

Event Recognition: Champions will be recognized at the Foundation’s Best of Philanthropy event in one of three ways: invitation for in-person participation in the program presentation, verbal mention of your business by our MC or listing on signage at the event.

Giving Guide: The Midlands Gives Giving Guide is published each April and includes information about the event, recognition of our Corporate Champions and a directory of participating nonprofits. Over 10,000 copies are printed and distributed to the local community via media partners and the participating nonprofits.

Midlands Gives Website: Corporate Philanthropy Champions will be recognized on the Midlands Gives website, www.midlandsgives.org. In 2015, over 17,000 people visited the website on giving day.

Print Materials: The Foundation’s print materials include event invitations, newsletters and postcards. Champions will be recognized on any print materials developed for Best of Philanthropy.

Prizes: Midlands Gives prizes provide extra incentive for community members to give and add to the total earnings of the nonprofits. The sponsoring business name is included in the name of the prize. Prizes are promoted before and during event. Further description can be found on page 7.

Social Media: Posts thanking Champions will be posted to the Foundation’s social media accounts on Facebook, Twitter and Instagram. The Foundation has over 3,500 followers across social media platforms.
About the Event: Each year, Central Carolina Community Foundation and Columbia Metropolitan Magazine host the Best of Philanthropy Awards to honor ordinary people in our community who are making a difference.

Date/Time: November 5, 2015, 7:00 PM until 9:00 PM

Location: 701 Whaley, Columbia SC

Award Categories: Individual/Family, Local Business, Student/Student Group and Young Professional

Winner Recognition: Best of Philanthropy winners are honored at the Foundation’s annual event. They are also profiled in the November issue of Columbia Metropolitan Magazine and receive a $1,000 donation made in their name to the nonprofit organization of their choice in the Midlands.

Who Attends: Approximately 300 people attend the event each year, including Foundation board members and fundholders along with friends and family of the winners and our sponsors.

Previous Winners: Heart ’n Soul Band, CASA Quarterbacks, Michelle James, Ann Driggers, Kenneth Shuler, Columbia Eye Clinic, Kenneth Long, Richland Northeast High School HOPE 365, Swansea High School JAG Students. A complete list can be found under Community Impact at www.yourfoundation.org.

Event Promotion: The event is promoted through ads in Columbia Metropolitan Magazine, The State Newspaper and other publications throughout the Midlands. The Foundation also promotes through social media channels, newsletters, and e-mails.
Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits.

**Date/Time:** Tuesday, May 3, 2016, 12:00 AM until 11:59 PM

**Who Participates:** Midlands Gives is a community “all-play.” Community members make donations to their favorite nonprofits. Businesses and other funders sponsor prizes. Media outlets assist in spreading the word and provide live updates during the event day. Last year, 251 501(c)(3) nonprofit organizations enrolled to receive donations, reaching more than 7,500 donors.

**Who is Impacted:** The entire community. Midlands Gives not only raises money for a wide variety of nonprofits to carry out their missions but also helps them deepen their relationship with community members.

**Reasons to Give:** With a minimum donation of only $20, Midlands Gives is an opportunity for anyone to be a philanthropist. The day of giving brings the local community together as one, creating a sense of regional pride and community collaboration.

**Prizes:** Sponsored prizes provide incentives for community members to give during the event and increases their donations. Some examples of past year prizes:

- **Power Hours:** Awarded to the nonprofit who has the most unique donors during a designated hour.
- **C-Note Challenge:** A match for all donations set during a certain time period.
- **First 100 Gifts:** Awarded to the first organization to receive 100 unique gifts.

**Event Promotion:** Participating nonprofits promote Midlands Gives to their audience through social media, newsletters, emails, direct mail and other creative approaches. Midlands Gives is promoted heavily on social media and also through print media, radio and television. In 2015, 5,540 tweets mentioned #MidlandsGives, reaching 1,468,013 news feeds. Television coverage of the event reach 3,251,966 viewers.

**2015 Results:**

- **raised $1,543,023 in 24 hours**
- **11,392 gifts to 251 local nonprofits**
- **3,392 donors gave to a nonprofit they had never given to before**
- **5PM saw the most donations 1,396 gifts producing over $141,258**
- **Most gifts were given between 6 AM and 7 PM.**

**Organizations Raised an Average $5,866**
OTHER EVENTS

The Community Foundation hosts a variety of events each year, including educational opportunities and luncheons for our supporters. And, we’re always interested in new ideas. You may consider one of these events as an alternative sponsorship opportunity.

Contact Heather Sherwin at 803.978.7831 or heather@yourfoundation.org to set up a meeting to discuss which event or seminar best fits your marketing and communications strategy.

**Educational Events:** As the expert on philanthropy, the Community Foundation seeks out educational opportunities, such as workshops and forums, to help the community learn more about giving wisely and improving the community.

**Social Events:** From receptions and luncheons honoring individuals making a difference to networking receptions intended to introduce like-minded people, the Foundation welcomes opportunities to bring people together in social events.

**Speakers:** The Community Foundation invites speakers to come to the Midlands and share their expertise in a variety of areas. Previous speakers have covered topics such as raising generous children, sharing inspiring giving stories and multi-generational philanthropy.

Ron Lieber,  
*New York Times*  
“Your Money” columnist &  
Author of *The Opposite of Spoiled*

Barbara Bonner,  
Author of *Inspiring Generosity*