

**UNITED WAY OF GREENVILLE COUNTY
Palmetto Society
2010 FACT SHEET**



Palmetto Society members are individuals making contributions of \$1,000 or more annually. New members are encouraged to join at \$1,500.

2010 Palmetto Society membership totaled:

**3,604 members
\$6,448,474
46% of the annual community campaign
56% of employee and individual dollars**

6 levels of the Palmetto Society

Tocqueville Society \$10,000+	122 members
Chairman's Circle \$7,500-\$9,999	1 members
President's Circle \$5,000-\$7,499	45 members
Executive's Circle \$2,500-\$4,999	374 members
Leader's Circle \$1,500-\$2,499	924 members
Director's Circle \$1,000-\$1,499	2,138 members

Leadership Affinity Groups

These special target groups have been critical to the success of caring for our community. These groups seek to engage donors in conveying the message and get involved with the community through United Way.

Palmetto Society Affinity Groups:

Women's Leadership	1,214 members
African American Leadership	188 members
Young Philanthropists (age 40 & under)	534 members

YP 20's participants are under the age of 30 and make a minimum \$500 contribution with the commitment to grow their giving to \$1,000 by the time they reach age 30. Participants are included in all YP functions and are given special recognition as community leaders.

Dual Gifts are made by couples who wish to combine their gifts from two different workplaces. The combined gift must be \$1,000 or more with one spouse giving a minimum of \$100.

Workplace Campaigns

263 companies had Palmetto Society members in 2009. These companies resulted in total Palmetto Society contributions of over \$4.9 million. 43 companies ran specialized Palmetto Society workplace campaigns and saw an increase of 15% in Palmetto Society dollars.