

**UNITED WAY OF GREENVILLE COUNTY
Palmetto Society
2011 FACT SHEET**



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

2011 Palmetto Society membership totaled:

3,748 members

\$6,717,088

46% of the annual community campaign

58% of employee and individual dollars

6 levels of the Palmetto Society

Tocqueville Society \$10,000+	119 members
Chairman's Circle \$7,500-\$9,999	3 members
President's Circle \$5,000-\$7,499	56 members
Executive's Circle \$2,500-\$4,999	355 members
Leader's Circle \$1,500-\$2,499	914 members
Director's Circle \$1,000-\$1,499	2,301 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	1,337 members
African American Leadership	200 members
Young Philanthropists (age 40 & under)	555 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

337 companies had Palmetto Society members in 2010. These companies resulted in total Palmetto Society contributions of over \$5.1 million. 60 companies ran specialized Palmetto Society workplace campaigns and saw an increase of 8% in Palmetto Society dollars.