

DIRECT AID | LOCAL IMPACT | PRACTICAL ESSENTIALS

Carolina Cares Essentials Kits

2026 Launch Funding Brief

The Poston Foundation is seeking launch support for Carolina Cares Essentials Kits, a practical direct-aid program providing essential items to individuals and families in Columbia and surrounding South Carolina communities facing hardship or resource gaps.



LAUNCH FUNDING GOAL

\$5,000

Gifts and sponsorships welcome at \$250, \$500, \$1,000, \$2,500, and \$5,000.

Planning estimate:
approximately \$25
all-in per Essentials Kit.

Final counts will reflect
pricing, in-kind support, and
responsible sourcing.



Support the Carolina Cares
Initiative

Scan to donate, sponsor Essentials Kits,
or learn more.

thepostonfoundation.org/carolina-cares

SPONSORSHIP LEVELS



COMMUNITY

\$250



SUPPORTING

\$500



IMPACT

\$1,000



LEAD

\$2,500



PRESENTING

\$5,000

Sponsors receive appropriate recognition and a post-distribution impact update.



\$25

Estimated all-in planning
cost per Essentials Kit



200

Approximate kits supported
by a fully funded \$5,000
launch budget



501(c)(3)

South Carolina public charity |
EIN 85-0559047



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The Need

During hardship or instability, basic necessities such as hygiene supplies, clean socks, water, snacks, first-aid basics, and resource information can be difficult to obtain. These gaps can affect health, dignity, mobility, work readiness, and access to services.



The Response

Carolina Cares addresses immediate resource gaps through practical Essentials Kits distributed through local outreach. The Foundation will document purchases, kit preparation, distribution, and program results to support responsible stewardship and future funding decisions.



Success Measures

Funds raised	Tracked
Supplies purchased	Receipts
Kits assembled	Counted
Kits distributed	Logged



What Funding Supports

- Approved supplies: hygiene items, socks, first-aid basics, snacks, water, seasonal items, resource cards, and packaging.
- Kit assembly using a clear checklist and simple inventory process.
- Distribution through local outreach and partner-informed channels.
- Records for grant readiness: receipts, budget-to-actual tracking, kit counts, distribution logs, and donor updates.



Working Budget

Hygiene items	\$1,500
Socks	\$800
Snacks / water	\$600
First-aid basics	\$400
Bags / packaging	\$300
Distribution / tracking / admin	\$1,400
TOTAL	\$5,000

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Carolina Cares Essentials Kit Sponsorship

Business & Community Sponsorship Opportunities

Support practical direct aid in South Carolina. Carolina Cares Essentials Kit Sponsorships help The Poston Foundation provide practical essential items to individuals and families facing hardship, instability, or immediate resource gaps. Sponsorship support helps fund approved supplies, kit preparation, distribution, and accountable program operations.



SPONSORSHIP LEVELS

Recognition benefits are cumulative and subject to the terms below.

\$250	COMMUNITY SPONSOR	Name acknowledgment on The Poston Foundation website, with consent; e-newsletter acknowledgment if issued; post-distribution impact update.
\$500	SUPPORTING SPONSOR	All Community Sponsor acknowledgments; name acknowledgment on select recognition materials when used; digital supporter badge upon request; event acknowledgment when applicable.
\$1,000	IMPACT SPONSOR	All Supporting Sponsor acknowledgments; logo acknowledgment on the website, with consent; social-media thank-you when appropriate.
\$2,500	LEAD SPONSOR	All Impact Sponsor acknowledgments; logo acknowledgment on event signage when used; featured charitable-supporter recognition when applicable.
\$5,000	PRESENTING SPONSOR	All Lead Sponsor acknowledgments; prominent charitable-supporter recognition; public thank-you at an event when applicable.

What Sponsorship Supports

- Practical essentials**
Hygiene items, socks, first-aid basics, snacks, water, seasonal items, resource information, packaging, and other approved supplies.
- Direct local distribution**
Kit preparation and distribution through local outreach and partner-informed channels.
- Responsible stewardship**
Purchases, kit preparation, distribution, and program results documented to support donor reporting and future funding decisions.



Support the Carolina Cares Initiative

Scan to sponsor Essentials
Kits, donate, or learn more.

thepostonfoundation.org/carolina-cares

Sponsorship / in-kind support

carolinacares@thepostonfoundation.org | 803-365-3054

\$5,000

2026 launch funding goal

501(c)(3)

South Carolina public charity | EIN 85-0559047

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*Sponsor recognition acknowledges charitable support and does not constitute advertising, endorsement, or guaranteed promotional exposure.
Recognition is subject to program activities, available materials, sponsor consent, and applicable Foundation policies.*



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Carolina Cares Initiative

Program & Organizational Overview

The Poston Foundation is a South Carolina 501(c)(3) public charity founded in 2020 and headquartered in Columbia. The Foundation's current program focus is the Carolina Cares Initiative, a practical direct-aid model designed to provide useful essentials to South Carolinians facing hardship, instability, financial stress, short-term crisis, or other immediate resource gaps.



ORGANIZATION AT A GLANCE

Legal Name	The Poston Foundation	Current Program	Carolina Cares Initiative
Status	501(c)(3) public charity	Current Project	Carolina Cares Essentials Kit Initiative
EIN	85-0559047	Geographic Focus	South Carolina
Founded	2020	12-Month Program Plan	\$30,000
Headquarters	Columbia, South Carolina	Planning Target	Approximately 1,000 kits*
Governance	Three-member Board of Directors	Primary Contact	Eric Chalmers Poston, Founder & Executive Director

HOW CAROLINA CARES WORKS

A simple, repeatable operating cycle designed for practical aid and accountable execution.

1 Receive Support Accept grants, charitable contributions, sponsorships, and approved in-kind supplies.	2 Procure Supplies Purchase or receive practical essentials based on need, season, pricing, and availability.	3 Assemble Kits Prepare standardized or semi-standardized kits using documented supply categories.
4 Distribute Aid Provide kits directly or through appropriate community touchpoints and partner-supported channels.	5 Document Activity Maintain records of funds, purchases, supplies, kit counts, in-kind support, and distributions.	6 Report Results Provide concise narrative and financial summaries for leadership, donors, sponsors, and funders.

POTENTIAL ESSENTIALS KIT CONTENTS

Hygiene & Dignity

Soap, oral-care products, deodorant, wipes, feminine hygiene products, hand sanitizer, and socks.

Clothing Basics

Socks and other practical clothing items selected for the season and distribution context.

Food & Water

Shelf-stable snacks, bottled water, and similar ready-to-use provisions.

Resource Information

Relevant local service information when suitable and reasonably current.

Health & Safety

Basic first-aid supplies and appropriate protective or seasonal items.

Other Essentials

Additional useful items based on need, availability, available funding, and distribution conditions.



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Stewardship, Capacity & Program Plan

Success will be recorded, not merely described.

Responsible Stewardship

The Poston Foundation is building Carolina Cares around conservative claims, documented spending, clear use-of-funds records, and concise reporting. Accountability measures are intended to protect both donor confidence and recipient dignity.

- **Funds received:** Tracked by source, amount, date, restriction, and acknowledgment status.
- **Purchases:** Supported by receipts, invoices, vendor records, and budget categories.
- **Kit preparation:** Documented through kit counts and supply or inventory records where practical.
- **Distribution:** Logged by date, location or partner, and kit count without unnecessary recipient identification.
- **In-kind support:** Recorded when appropriate to document donated supplies and program value.
- **Reporting:** Budget-to-actual review and concise narrative/financial summaries prepared for supporters and funders.

12-Month Program Plan

The current program plan is structured around a \$30,000 twelve-month project designed to build practical distribution capacity while maintaining a lean, volunteer-supported operating model.

\$30,000 Total twelve-month program plan	~1,000 Essentials Kits planning target*
\$25 Estimated average direct-supply cost per kit	93% Approximate share allocated to direct program costs
7% Approximate share for limited administrative infrastructure	0 Personnel compensation charged to this project budget

FUNDING PLAN

\$30,000 for direct supplies, distribution, documentation, and responsible administration.

Budget Category	Purpose	Amount
Essentials Kit supplies	Hygiene, personal-care, clothing basics, first-aid, food, water, seasonal items, resource materials, and related contents.	\$25,000
Distribution & other direct costs	Packing materials, local transportation, printing, storage, distribution support, and other direct project needs.	\$3,000
Administrative & indirect support	Donation tracking, recordkeeping, reporting, communications, compliance support, and limited program administration.	\$2,000
TOTAL PROJECT	Twelve-month Carolina Cares Essentials Kits program plan.	\$30,000

ORGANIZATIONAL CAPACITY & WAYS TO PARTICIPATE

Organizational Capacity

- Governed by a three-member Board of Directors.
- Adopted governance policies, internal controls, and recordkeeping procedures intended to support compliance and responsible stewardship.
- Lean, volunteer-supported implementation model centered on practical inputs and manageable complexity.
- Capacity to receive grants, charitable contributions, sponsorships, and approved in-kind support.
- Program design structured for direct or partner-supported distribution and concise funder reporting.

Ways to Participate

- Program grants and charitable contributions
- Carolina Cares Essentials Kit Sponsorships
- In-kind donations of appropriate supplies
- Volunteer kit-packing support
- Distribution and referral partnerships
- Local business, civic, church, and community collaboration