

\$LANCASTERLOCALS\$



Giving A Gift With The Power
To Transform A Community



About Lancaster, SC

At the heart of the Charlotte Metropolitan Area in South Carolina, the city of Lancaster is home to about 20,000 residents and hundreds of small businesses. During the pandemic, these local shops and restaurants were struggling to stay afloat without the in-person business they were accustomed to prior to the lockdown.

How Did Yiftee Help?

The City of Lancaster kicked off the \$LocalLancaster\$ program with generous gifts of \$300 for each city employee to allow them to support local businesses with over \$50k in circulation at launch. In the first week, \$13K of those cards were redeemed, going straight into the pockets of Lancaster's small businesses. Now, the city is recruiting other large employers to do the same.

Launch Results



40

Merchant Partnerships



178

Yiftee Cards Purchased



50K

Value of Cards Sold

"Lancaster was hit particularly hard by the onset of COVID-19, however, through the Yiftee program, the City of Lancaster was able to gift its employees while simultaneously stimulating the local economy through the support of small businesses."

- Lancaster County Chamber of Commerce

