

SECOND CENTURY

CENTENNIAL CAMPAIGN UPDATE

SUMMER 2021

PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON



THE CAMPAIGN FOR CHARLESTON

A Centennial success story

Two and a half years ago, the Preservation Society launched a \$5 million Centennial campaign ~ our first ever major fundraising effort. Not only did we surprise ourselves by achieving that ambitious goal, we ended up exceeding it by a large margin, with pledges and gifts totaling \$6.3 million — right in the middle of the COVID pandemic. The success of this historic campaign is directly attributable to you: your support of our mission, your engagement with our work, and your overwhelming generosity.

We built the case for our “Campaign for Charleston” on three central pillars of concern: tourism, flooding, and over-development. Through an Advocacy endowment that will support additional advocacy staff and expand our presence throughout the city, the acquisition of mapping and outreach technologies that will allow us to gather and disseminate information more effectively, some monies for research and operational reserves, and a “Preservation Defense Fund” that will support issue-specific advocacy campaigns or — if necessary — litigation, we are primed and ready to strengthen our advocacy for the City.

What does this look like? We are currently in the process of hiring an Outreach Coordinator to join our wonderful and talented Advocacy team of Brian Turner, Erin Minnigan, and Anna-Catherine Carroll. This new staff member will help us develop relationships with diverse stakeholders and coalitions throughout the area, enhancing civic engagement and expanding the scope and effectiveness of existing PSC initiatives. Later this summer, we will be purchasing GIS software and hiring a staffer to build our GIS layers so that we can understand and share the true impacts of proposed projects. As pledge payments continue to come in, we will roll out additional initiatives and programs that campaign funds make possible. Together we will amplify the voices of those who advocate for a livable Charleston.

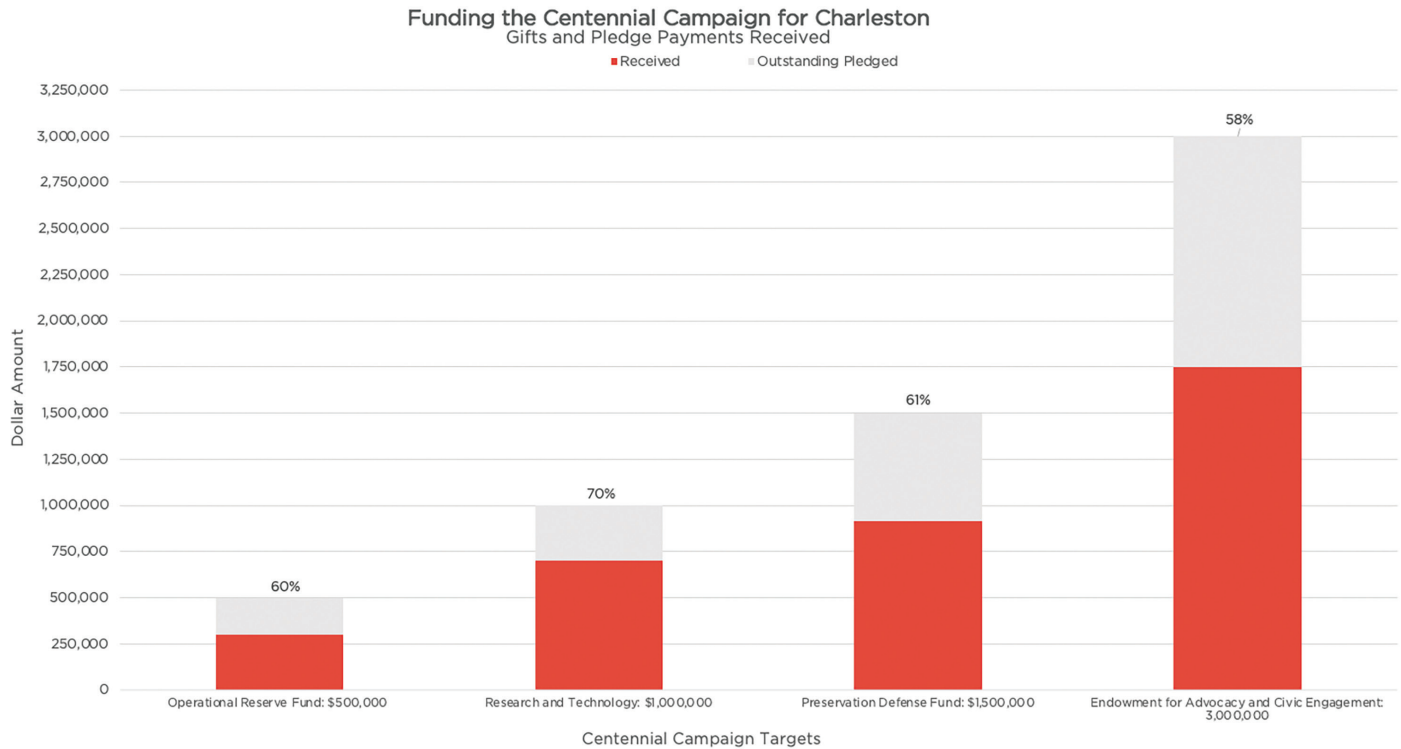
The other day, when I was cleaning up some campaign files, I came across a lunch receipt from Barsa dated July 19, 2019. At that lunch I had the initial conversation that eventually led to a \$1 million gift. It stands out as one of the transformational moments in a campaign that was full of them. There was the day when I realized that the early and enthusiastic support of our incredible Board meant that we might actually make a go of this. There was the commitment one afternoon from the leadership donor who gave us 250% of what we had asked for. There was the phone call I received about this time last year that officially put us across the \$5 million mark, and enabled us to increase our goal to \$6 million. There were the gifts — many of them — that I know were truly sacrificial for the givers, and I can only say to all of you, from my heart, that we are deeply grateful for your belief in us and we will do everything in our power to realize our shared hopes for this city.

We will be issuing these updates regularly, so that you can see your dollars at work. In the meantime, you know where to find us, and if you do come up to the office at 147 King Street for any reason, be sure to stop in the Shop first to see what local makers Andy Archie is featuring!

On behalf of the entire Board and staff of the Preservation Society, many, many thanks for your generous support!

Elizabeth K. Cahill

Elizabeth Kirkland Cahill
Board Chair



YOUR DOLLARS AT WORK

Despite an unprecedented and challenging year, I am pleased to report that we just ended our fiscal year in a position of great strength. Thanks to the talent and hard work of our incredible staff and the generous annual support of our membership, The Society's foundation is strong. We are excited to build on this footing with the targeted goals of our Centennial Campaign.

Thanks to your generous support, we have received more than 60% of our pledged commitments, which has allowed us to begin recruiting new staff and accelerate our Endowment for Advocacy and Civic Engagement. To date, this endowment balance stands at \$1.75 million and we are projected to fully fund the endowment this fiscal year.

We are immensely grateful for your generous support and for helping us secure a better future for Charleston. We look forward to reporting on the many great things you have helped us accomplish. Together we will secure a better future for Charleston.

Total Gifts and Pledges: \$6,331,231
 Total Received to date: \$3,665,395
 Outstanding Pledge Commitments: \$2,015,836
 Planned Gift Commitments: \$650,000

Kristopher B. King
Executive Director

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of CHARLESTON

147 KING STREET
CHARLESTON, SC 29401

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The Preservation Society of Charleston serves as a strong advocacy leader for citizens concerned about preserving Charleston's distinctive character, quality of life, and diverse neighborhoods.

UPCOMING ENGAGEMENT OPPORTUNITIES

FALL TOURS & MASTER SERIES

October 7 - November 6, 2021 | Charleston, South Carolina

101ST ANNUAL MEETING

October 28, 2021 | Riviera Theatre, Charleston, South Carolina

68TH CAROLOPOLIS AWARDS

February 2, 2022 | Sottile Theatre, Charleston, South Carolina