

# SECOND CENTURY

CENTENNIAL CAMPAIGN UPDATE

SUMMER 2023

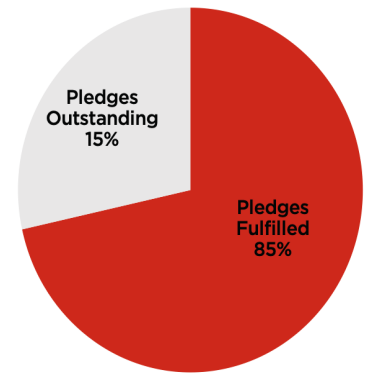
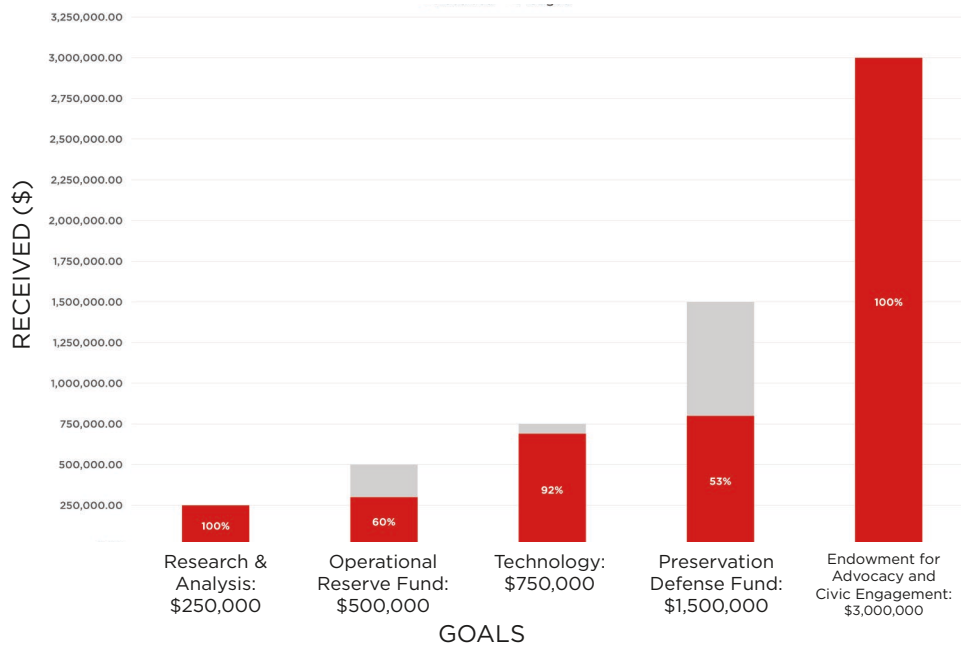
PRESERVATION  
ESTD SOCIETY 1920  
*of* CHARLESTON



## YOUR DOLLARS IN ACTION

RECEIVED

PLEGGED



# \$5,064,636

collected as of June 30, 2023,  
out of \$6 million raised.

## THE CAMPAIGN FOR CHARLESTON

### *Showcasing our impact*

Lately it has been plain to see that the Preservation Society is making real and tangible impacts on the most pressing issues facing Charleston. Enabled by our Centennial Campaign, staff are executing our work strategically, and we are stewarded by an engaged Board of Directors. In an era of shortsighted pressures, we have our eye on the long-term, drawing inspiration from our predecessors who fought to keep Charleston such an exceptional and cherished place.

Nowhere has our impact been more clearly on display than at Union Pier. We mobilized early, convincing Charleston City Council in 2020 to take a cautious approach in its Comprehensive Plan. We set forward our vision, worked in an unprecedented collaboration with our partners, and hired design and finance professionals of the highest caliber to conduct peer review and develop more humanistic alternatives.

The case we made resonated. We demanded better and mobilized the community to do the same. In the course of it all, we maintained integrity and showcased our ability to work proactively with others, not just cry foul. The Ports Authority is now stepping back, starting fresh, and I believe the PSC was instrumental in that region-wide victory.

It is in the lifeblood of our organization to demand better for Charleston the way we did at Union Pier. We are busy putting to work lessons we learned in that campaign and hyper-aware of the complexity of the city's current challenges. But the grassroots movement that made Charleston famous is helping us to meet this moment.

With immense gratitude,

Brian Roberts Turner  
President & CEO



*The Preservation Society of Charleston was there, on June 16, when the fresh start was announced for Union Pier*

***"It is in the  
lifeblood of our  
organization to  
demand better  
for Charleston..."***

*Acceptance of this report represents your concurrence that our civic engagement work, over and above the addition of staff resources, is consistent with your intent as a donor to the Centennial Campaign. Please contact Courtney Theis, our Director of Advancement at [ctheis@preservationsociety.org](mailto:ctheis@preservationsociety.org) if you have any questions or objections.*

## MAKING CONNECTIONS

Increasing connections across Charleston has been an all-hands-on-deck effort this year. Centennial contributions have not only facilitated that everyday engagement, but also focused resources on ambitious projects to help knit under-told stories back into the mainstream understanding of Charleston's historical narrative.

Community-focused work laid the foundation for the successful launch of the Black Business of Charleston Oral History Project at Burke High School, in partnership with the District 20 Principals Collaboration Program. Generous contributions continue to sustain collection of invaluable first-hand oral histories.

Extensive advocacy around the initial Union Pier project took Preservation Society staff into community meetings several days a week during the first half of 2023. Working with established neighborhood leaders, young community organizers, and nonprofit partners alike, the relationships were pivotal to successfully organize opposition that forced the initial plans to be shelved.



## VISUALIZING CHANGE

Proposals for out-of-scale building projects have become all-too-common at many public meetings in recent years. Sometimes, the buildings are so misguided the renderings speak for themselves. But more often, high-profile, well-funded project teams have become so skilled at navigating the design approval process that effective advocacy can be difficult.

But with your help, the Preservation Society is helping cut through these misleading claims.

Over the past year, the Preservation Society has partnered with an independent graphical interface systems (GIS) contractor to render large-scale projects in their true contexts, making clear the potential for negative impacts in our historic districts. You may have seen our work during our successful push for a rethink on Union Pier. There is more to come.

## IN DEFENSE

While the Preservation Society works to make deep, meaningful connections with local residents, building professionals, and local leaders to minimize conflict, taking legal action can be a necessary step. The fact is that litigation is sometimes the only way to stop an insensitive or illegal action, or to simply make sure members' interests are represented in an existing lawsuit.

In those situations, we remain grateful for Centennial donors' support of our Preservation Defense Fund.

Over the past year, the fund has been tapped on a number of projects, including the ongoing case at 295 Calhoun St., where a developer has been denied BAR-L approval four times, and filed multiple lawsuits challenging the board's well-reasoned denials.

In June, the Preservation Society filed a motion to intervene in the case, formally indicating our interest in the outcome of the dispute. We will keep members up to date on the latest developments.



## ADVANCING OUR TECHNOLOGY

Maintaining a comprehensive filing system to track contributions, campaign forecasts, donation histories, and more, is a challenge for any nonprofit organization. But over the past year, with the help of Centennial Campaign donors, Manager of Advancement and Planned Giving Rebecca Hoffman has spearheaded the project of migrating the Preservation Society donor file to a system that better integrates long-term giving, member interactions, and even organizational email communications and program ticketing.

Through this new relationship management system, called EveryAction, the Preservation Society will be able to quickly and efficiently track member details and efficiently cross-reference the information to ensure we're set up to maximize our impact as an organization.

PRESERVATION  
ESTD SOCIETY 1920  
*of* CHARLESTON

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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.*

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## UPCOMING ENGAGEMENT OPPORTUNITIES

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### **THE FALL TOURS**

October 11 – November 4, 2023 | Charleston, South Carolina

### **103<sup>rd</sup> ANNUAL MEETING**

October 17, 2023 | *Save the Date*

### **70<sup>th</sup> ANNUAL CAROLOPOLIS AWARDS**

February 29, 2024 | *Save the Date*

### **CHARLESTON SYMPOSIUM**

March 8-10, 2024 | *Save the Date*