

SECOND CENTURY

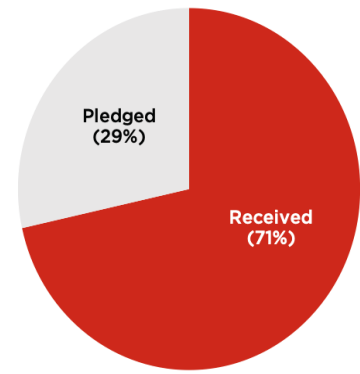
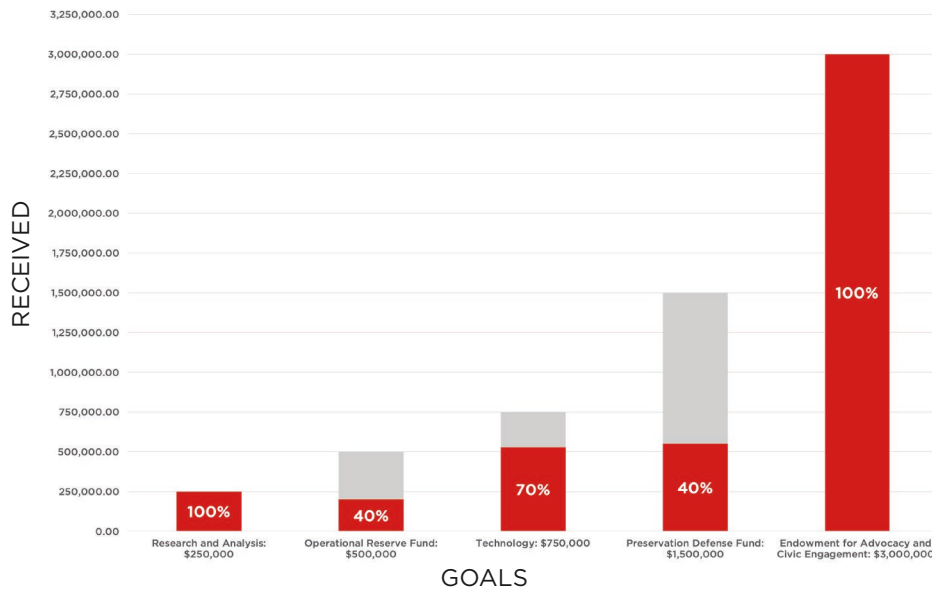
CENTENNIAL CAMPAIGN UPDATE
SUMMER 2022

PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON

YOUR DOLLARS IN ACTION

RECEIVED

PLEDGED



\$4.5 million

collected as of June 30, 2022

THE CAMPAIGN FOR CHARLESTON

Delivering impact

The energy inside the Preservation Society offices has been palpable all summer. Eighteen months after our Centennial Campaign, I am pleased to report that we have assembled a team with immense drive, hyper-focused on delivering impact across Charleston. Starting in 2019, you answered our challenge to kickstart that expansion.

Added financial resources have allowed us to grow in both resources and capabilities. From new outreach capacity to the use of more sophisticated technology, every department at the PSC has increased in effectiveness.

This momentum is most clearly reflected in our advocacy work. In early July we welcomed Sam Spence as our Director of Public Affairs. Sam will lead a team managing communications, strategic partnerships, and key policy initiatives. He is not only a committed preservationist, he brings new skillsets to the PSC with his background in journalism and politics as the former editor of the *Charleston City Paper*.

This newly created department will complement the tremendous work of our Preservation and Planning team, led ably by Director Erin Minnigan, which is also growing in staff and firepower. More than ever, we now have the resources to keep a watchful eye on development threats and the talent to lead the conversation on how growth can be managed in our world-class historic city.

“Our momentum is most clearly reflected in our advocacy work”

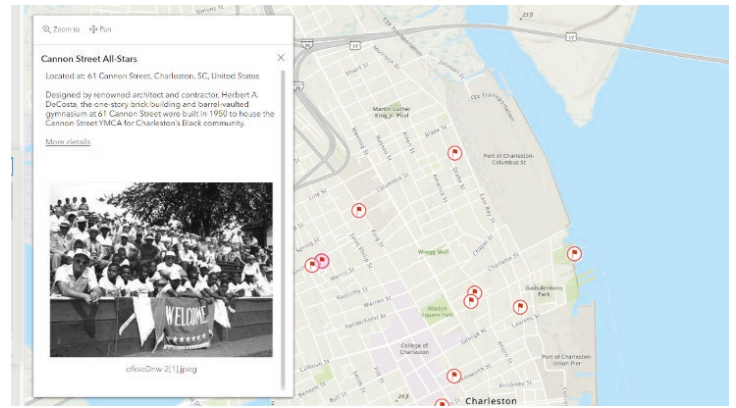
Our Advancement Department, led by recently promoted Director Courtney Theis, has effectively leveraged the success of the Campaign, not only stabilized us financially, but helped us spur our community of donors and members into action. We set a new record in annual giving in 2021 and promptly broke that record in 2022. Our goals were further augmented by our Preservation Society Shop and its focus on support for local makers. Director of Retail Operations Andy Archie reports that his team far exceeded previous sales records, surpassing the \$2 million mark in the last fiscal year.

Finally, I am pleased to inform you that we have received more than 70% of \$6.33 million pledged during the Centennial Campaign. This unprecedented level of giving has allowed the PSC to fully fund our ambitious \$3 million goal for our Endowment for Advocacy and Civic Engagement.

Our strength as an organization, activated by Centennial Campaign donors like you, has empowered not only our staff, but the entire city. With your generous support and a great team in place, I am confident of our continued ability to help shape Charleston for another century to come.

With immense gratitude,

Brian Roberts Turner
President and CEO



IN THE COMMUNITY

Generous donor support has allowed the PSC to become a recognized thought leader among local nonprofits and communities that are experiencing intense development pressures. Outreach coordinator Kelly Vicario's day-to-day community-building is among the many aspects of PSC work supported by Centennial campaign donors. Over just the past year, Kelly has built a diverse network of more than a dozen community-focused nonprofits and organizations, including historic settlement communities, which the PSC has helped to gain historic district designation.

Most recently, our outreach has expanded opportunities regionwide within the business community with membership in the Charleston Metro Chamber of Commerce. The Preservation Society is also a member of the One Region coalition, contributing to conversations that dive into the research and analysis of the Charleston area as we consider infrastructure, affordability, and quality of place. We join other partners from across the Tricounty, working to inform policy beyond the peninsula, standing firm on intense development and growth.

ONLINE, INTERACTIVE

Ongoing research work is gaining new life, amplified by the leveraging of online technology to better tell unique stories uncovered while diving through archives, poring over primary source documents. Through Centennial campaign support, PSC has worked alongside GIS professionals to enhance our Charleston Justice Journey research project to be more accessible and interactive.

Sharing the stories of sites significant to African American history in Charleston, it is our hope that the Justice Journey project will serve as an important component in the work of connecting these sites to the historic built environment. The new-look map we plan to launch by early fall will enable users to access the project with a more intuitive interface easily accessed by desktop and mobile devices. The Preservation Society plans to use crowdsourcing technology to continue adding to the launch collection of Justice Journey sites, endeavoring to ensure that it represents local residents, community figures, and local cultural touchstones alike.

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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.

UPCOMING ENGAGEMENT OPPORTUNITIES

THE FALL TOURS & MASTERS SERIES

October 5 - October 29, 2022 | Charleston, South Carolina

ANNUAL MEETING

October 19, 2022 | Riviera Theater, Charleston, South Carolina

PSC MEMBER APPRECIATION DAY

December 3, 2022 | Preservation Society Retail Shop, Charleston, South Carolina

CAROLOPOLIS AWARDS

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

CHARLESTON HERITAGE SYMPOSIUM

March 10 - March 12, 2022 | Charleston, South Carolina