



COLLEGE OF
CHARLESTON
FOUNDATION

DEVELOPMENT COMMITTEE MEETING MINUTES
SEPTEMBER 12, 2024
TATE 202
1:00 - 1:45 PM

The mission of the College of Charleston Foundation is to promote programs of education, research, student development, and faculty development for the exclusive benefit of the College of Charleston

**Indicates non-voting Fellow, ** Indicates Chair of Finance Committee*

COMMITTEE MEMBERS:

Bill Penney '89 Chair

Charles Mosteller '81 Vice Chair

Neil Draisin '65

Jean Johnson

Catherine Murray-Smith

Tricia Ory** '96, '97

Cynthia Thompson

Ed Tuccio '91

Susan Luna- Hazlewood '13-non-voting

Ryan Morris '08, '21-non-voting

Victoria Thompson '15-non-voting

EXECUTIVE DIRECTOR: Dan Frezza

LIAISON: Cathy Mahon '80

EX-OFFICIO: Andrew Hsu, Suzanne Austin, J.R. Barnhart, Beth Burke, '94, Alicia Caudill, Jimmie Foster, Courtney Howard, John Loonan, Matt Roberts

AGENDA:

I. CALL TO ORDER, QUORUM, FOIA STATEMENT, WELCOME

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II. APPROVAL OF MINUTES (Bill)

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III. FY24 COMMITMENTS / FY 25 GOALS (Cathy)

- FY24 New Commitment \$26, 968, 376 vs. FY23 New Commitments \$29, 597, 654
- **Difference Makers**
 - a. New leadership & restructure
 - b. Donor visits increased by 23% (751 vs 607)

- c. Open positions filled (front line fundraisers, technical and operational staff)
- d. Added staff/bench strength to University Events and Advancement Communications
- e. Investments in prospect research and screening tools
- f. Team approach to professional development coursework
- g. An experienced, close-oriented team and portfolio carrying, principal gift fundraising CAO
- **Grow in Annual Leadership Gifts-Fiscal Year '23 to '24**
 - a. Gifts between \$1k- \$9k grew 10%
 - b. Number of gifts at these levels grew by 141
 - c. More gift officers road work and "bundled" asks
- **Growth in Major Gifts-Fiscal Year '23 to FY '24**
 - a. Raised more gifts between \$50k and \$149k
 - b. Rebuilt gift momentum at \$150K to \$499k
 - c. Gifts in these bands grew by total of 28%
 - d. Number of gifts at these levels grew by 18
- **Growth in Principal Gifts-FY '23 to FY '24**
 - a. Gifts of \$500,000+ grew by 125%
 - b. Represents an increase of \$4, 169,922

FY2025 Goals

- \$30M new commitments
- 10% alumni participation
- Signature weekends/events
 - *Homecoming, Gratitude Gala, 11/14-16
 - *Enhanced regional gatherings in Southeast, Mid-Atlantic, Northeast
- Stand up a Regional Advancement Team
- Recruit School & Unit Annual Giving Officer and Parent Fundraiser
- Backfill School of Business Director of Development

IV. CAMPAIGN PLANNING UPDATE (Cathy)

V. CLOSING REMARKS (Bill)

VI. ADJOURNMENT