



DEVELOPMENT COMMITTEE MEETING MINUTES

APRIL 30, 2026

12:30PM – 1:15PM

Alumni Center, 86 Wentworth Street

<https://cofc.zoom.us/j/84138453686>

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.

COMMITTEE MEMBERS IN ATTENDANCE: *Indicates non-voting Fellow

Bill Penney '89 Chair

Neil Draisin '65 Vice Chair

Susan Luna-Hazlewood '13*

Tom Martin

Catherine Murray-Smith

Tricia Ory '96, '97

John Radtke

Ryan Velasco '02

CHIEF EXECUTIVE OFFICER: Dan Frezza

VICE PRESIDENT DEVELOPMENT, LIAISON: Cathy Mahon '80

AGENDA:

- I. **Call to Order, FOIA Statement, Quorum & Welcome (Bill Penney '89)**
Meeting was called to order at 12:15PM
- II. **Approval of Minutes (Bill Penney '89)**
- III. **FY26 Commitments to Date/Pipeline Update (Cathy Mahon '80)**
 - \$34M in new commitments to date, toward new floor of \$30M
 - Gifts coming from broad range of constituents, with encouraging increased renewals from corporate and foundation partners and new gifts from alumni
 - Programs and scholarships are top areas of giving
- IV. **CofC Giving Day (Kevin Ragusa, Senior Director, Annual Giving Programs)**
 - Success defined: dollars, donors, engagement, momentum, narrative, culture
 - Raised \$1,106,832, a 55% increase over CofC Giving Day 2025
 - 2,776 total gifts (new record!) from 2,292 donors, second highest donor total ever
 - 422 faculty and staff donors, up from previous record of 333

- 1,675 new fiscal year donors, 46% above the previous year
- Engagement: multiple schools and units participated; 13 matches and challenges supported 226 designations, up 71% over last year; from 43 states and 8 countries
- Several key factors magnified success: President Hsu; Advancement Services; fully staffed AGO team; improved partnerships, matches and challenges
- Impact of schools and units: champions of the day; drivers of participation
- Looking ahead: continue those things that contribute to successful outcomes such as a broad communication plan; resources and toolkits; collaborations and partnerships; texting after giving; and different working groups
- Opportunities to improve: more matches and challenges; regional events and calls to action; reach more internal stakeholders

V. Campaign Update (Cathy Mahon '80)

- Still in quiet phase – but we go public at launch Nov. 5th
- Working goal \$300M, raised \$127M to date (*board interest in noting amount endowed during campaign counting period*)
- Three Key Elements for Successful Campaign
 1. Pipeline
 - Donors identified at multiple gift levels pre and post launch
 2. Brand & Message

President Hsu's three themes answer why CofC campaign now:

 - Achieve National Prominence
 - Enrich the Campus and City
 - Advance our Community
 3. Events and Engagement
 - Engagement growth leads to
 - Endowment growth, which leads to
 - Enrollment growth, which leads to
 - Reputational growth and philanthropic commitment

VI. Call to Action (Bill Penney '89)

- Make a note of the launch date, Nov. 5, 2026
- Support work of the Advancement and Regional team members
- Get involved in campaign road shows and city takeovers

VII. Adjournment (Bill Penney '89)

1:10PM meeting adjourned