



2024 AFP NATIONAL  
PHILANTHROPY DAY

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AWARDS  
LUNCHEON  
CELEBRATION

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WEDNESDAY, NOVEMBER 13  
PASTIDES ALUMNI CENTER



## Welcome

Isabel Steen

*President, AFP-SC Central Carolina*

## Invocation

Lizzie Keegan

*Campus Staff Minister, Intervarsity Christian  
Fellowship University of South Carolina*

## Lunch

## Event Emcee

Dawndy Mercer Plank

*Motivational Speaker, Journalist &  
Digital Creator*

## Awards

## Closing Remarks

Isabel Steen

*President, AFP-SC Central Carolina  
University of South Carolina*

Elaine Arnold

*President-Elect, AFP-SC Central Carolina  
Hammond School*

*National Philanthropy Day is the special day set aside to recognize and pay tribute to the great contributions that philanthropy — and those active in the philanthropic community — have made to our lives, our communities and our world.*

*Locally, the Association of Fundraising Professionals has been celebrating National Philanthropy Day since 1990. Thank you for celebrating our 33rd National Philanthropy Day with us!*

## Presenting Sponsor



## Voice of Philanthropy Sponsor



## Supporting Philanthropist Sponsors



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Story First Marketing



**HAMMOND**

## Friend of Philanthropy Sponsors



the **Columbia**  
**Museum** of **ART**

## Media Sponsor

**SC Biz News**

## Outstanding Corporation

Walmart

*Nominated by Kassy Alia Ray of Serve & Connect*



Walmart is recognized for this year's Outstanding Corporation award due to its transformative impact on Serve & Connect. Serve and Connect's mission is to foster positive change through sustainable police-community partnerships. The organization is exemplified by the Greg's Groceries program, which packages nonperishable food boxes with police and community partners for distribution to those in need.

The program launched in 2017, with two agencies and 50 boxes. In 2021, it grew to partner with 28 agencies across SC and packed a total of 2,945 boxes that year. However, it struggled to meet the needs of partners and had challenges related to receiving items due to supply chain issues associated with the pandemic. That is where Walmart came in. They joined as a partner in 2022, providing financial contributions, resource donations (e.g., donation of food items), and volunteer support. With their partnership, the program expanded to more than 70 agencies across South Carolina and nearly 5,000 boxes packed that next year. Walmart also sponsored a statewide packing event that distributed 3,000 boxes and facilitated Serve & Connect's first out-of-state event in North Carolina, where 300 boxes were packed with assistance from over 25 Walmart staff volunteers.

Beyond Greg's Groceries, Walmart sponsors numerous community events, enhancing relationships between police and marginalized communities. For example, it has supported the Compassionate Acts Program, which provides 24/7 assistance to those in need. A notable example of Walmart's commitment is when Chad Thomas, a Walmart store manager in Forest Acres, SC, personally funded cartloads of food and supplies for three families facing extreme poverty. Walmart's generous support extends to police departments statewide, providing essential resources for community outreach initiatives, making it an invaluable partner in these efforts.

## Outstanding Rising Star

Regan Freeman, Development Director at Cola Town Bike Collective;  
Co-Founder and Executive Director at The Echo Project

*Nominated by David King of Cola Town Bike Collective*

Since joining the Cola Town Bike Collective (CTBC) as Development Director in April 2022, Regan has made a significant impact by launching a successful capital campaign to save the shop and purchase its building. He has also helped secure additional funding to improve the facility, ensuring a safe environment for staff and clients. Regan has written numerous grants and refined CTBC's messaging and strategic planning around its reliable transportation initiative, demonstrating his effectiveness as both a fundraiser and a thought partner.

His contributions earned him a spot in the Riley Institute's Diversity Leaders Initiative as a Riley Fellow, and he was profiled on the cover of USC's alumni magazine in 2022 highlighting his significant contributions and impact in the community. Additionally, as Executive Director of the Echo Project, Regan has raised over \$1 million through grassroots efforts and gained national media attention. With a relentless "can't stop, won't stop" attitude, he has tackled every challenge with determination, promising a bright future for himself and the organizations fortunate enough to work with him.



## Outstanding Fundraising Executive

LaTanza Duncan, Senior Director of Development, Principal Gifts  
at University of South Carolina

*Nominated by Marcus Fogle and Beth Well of University of South Carolina*



LaTanza Duncan is a dedicated fundraising professional with over 20 years of experience in frontline fundraising, mentoring, and training. LaTanza has been with USC for the last 5 years as a Senior Director of Development focusing on Principal level gifts. Donors love and trust her so much that she secured a \$1 million dollar gift in her first month at USC. In the last 5 years she has honored the wishes of many donors who have trusted her with over \$11 million dollars. Known for her donor-centric approach, LaTanza builds strong relationships, often going above and beyond to support donors.

Prior to her time at USC, LaTanza was the Chief Advancement Officer for Girl Scouts of SC - Mountain to Midlands. There she recruited, trained and supervised a 6 person staff responsible for raising over \$6 million annually. She developed strategies to achieve revenue and revitalized major giving initiatives from the CEO, Board and community leaders. She also revamped their annual giving, planned giving, and capital campaign initiatives. At the American Heart Association,

she held the role of Senior Director of Corporate Relations and managed a staff of 12, raising over \$35 million. She also volunteers with organizations like Delta Sigma Theta and Links Inc., and actively trains the next generation of fundraisers, exemplifying the qualities of an outstanding fundraising executive.

## Outstanding Marketing Professional in Support of Philanthropy

Lance Cooper, Director of Communications for the Office of Donor Relations  
at University of South Carolina

*Nominated by Beth Wells of University of South Carolina*

Lance Cooper, the Director of Communications for the Office of Donor Relations at USC, embodies the essence of philanthropy through impactful storytelling and visual communication. Leading a team of four, he collaborates with development directors and partners to meet diverse donor-related communication needs. His efforts have assisted development directors with securing over \$60 million dollars including the Joseph F. Rice School of Law and the Molinaroli College of Engineering and Computing to name a few. Lance and his team also did extensive work for a gala benefiting the Anne Frank Center, the college of Education and the McNair Foundation. He also created a donor birthday message that ended up on the National news.

Known for capturing memorable moments at USC home football games, he often adjusts his plans to seize storytelling opportunities. Previously, Lance spent six years as the Director of Public Relations and Marketing for the Oliver Gospel Mission, where he honed his skills in media and event marketing, earning national awards for his work. In addition to his work in higher education and non-profits, Lance has spent over 25 years in ministry communications for various churches. He is currently pursuing a master's in mass communications and recently presented at the CASE Donor Relations conference in Seattle. Additionally, he has volunteered his time for AFP, contributing to presentations and photography for the last five years, further showcasing his commitment to the field.





## Outstanding Philanthropists

Dr. Suzanne Thorpe and Dr. John Baynes

*Nominated by Columbia Museum of Art and South Carolina ETV*



Dr. Charlotte Dr. Suzanne Thorpe and Dr. John Baynes make Columbia and South Carolina a vibrant community by sharing their time, talents and treasure with numerous nonprofit organizations. Their generosity spans an array of causes including the Columbia Museum of Art, the SC Philharmonic, the Nickelodeon Theatre, Columbia Green, Golden K Kiwanis, ETV Endowment, SC ETV, SC Public Radio, SC Arts Foundation, the Nature Conservancy of South Carolina, and the University of South Carolina. Nominated by both the Columbia Museum of Art and SC ETV, Dr. Thorpe and Dr. Baynes are worthy recipients of this award.

The pair has donated generously to the Columbia Museum of Art in support of a variety of programs, exhibitions, and campaigns. Their humble leadership and committed peer networking have brought in hundreds of other gifts from those who have been inspired by their love of the

museum. They serve the museum on the board of directors and the Friends of African American Arts and Culture affinity group, and their support has been transformational in helping the museum carry out its mission in the community.

In addition to supporting the arts, Dr. Thorpe and Dr. Baynes – both retired from the University of South Carolina as professors in Chemistry and Biochemistry – believe strongly in the importance of public broadcasting to inform and educate all South Carolinians. They are supporters of the ETV Endowment, South Carolina ETV, and South Carolina Public Radio. Dr. Thorpe has also been instrumental in developing a public broadcasting resource, Reconstruction 360. The web and mobile application provides contemporary scholarship and education about the Reconstruction period to the public, students and educators. Because of their generous contribution, this enlightening and engaging content is available at no charge.

## Outstanding Volunteer Fundraiser

Peyton Bryant, Managing Partner at Trinity Partners

*Nominated by Maria DeHart of the United Way of the Midlands*

Peyton Bryant is a dedicated community champion and volunteer fundraiser who has significantly advanced the philanthropic spirit in the Midlands. A supporter of United Way of the Midlands since 2011, he has played a pivotal role in mobilizing CEOs and HR Directors to drive employee contributions through workplace giving during his tenures at BB&T, NAI Columbia and Trinity Partners. His leadership in the Young Leaders Society has fostered connections between current and future business leaders, while initiatives like Be a Book Bunny provided books to students during summer breaks. He is active in the Tocqueville Society and also serves on various boards, including the Columbia Chamber of Commerce, South Carolina Chapter of CCIM (Certified Commercial Investment Member), Heathwood Hall Episcopal School, Midlands Housing Trust Fund, and the Diaconate of Eastminster Presbyterian Church, and the Lions Club.



As co-chair of the Tocqueville Society since 2022, he revitalized the group, raising over \$1.5 million for the 2023 campaign and adding 31 new donors while incorporating educational programming for families. His enthusiastic participation in the Driving Down Main virtual charity golf tournament has raised over \$110,000 for the Midlands Reading Consortium. Additionally, he helped mobilize the Park to Give initiative, which has garnered over \$126,000. Currently, as a member of the Executive Committee for UWM's Campaign for Good, Peyton has helped raise over \$8.5 million in local funds to match a \$10 million gift from the MacKenzie Scott Foundation. Recognized with the AFP Volunteer Fundraiser of the Year award, Peyton's vision and hard work continue to inspire and make a lasting impact on the community.



We want to express our deepest gratitude for your support of National Philanthropy Day. Your attendance is a celebration of our collective achievements, as well as a testament to the unwavering commitment we share in advancing philanthropy and charitable engagement within our communities. Together, we are inspiring a future of generosity and positive change in the Midlands of South Carolina. Thank you!



## Meet our Emcee

# DAWNDY MERCER PLANK



After 35 years in newsrooms, Dawndy Mercer Plank has left the television anchor desk but not her position in front of the camera. She's still telling important stories as she represents several South Carolina companies, serving as a spokesperson through commercials, corporate videos, and social media. She is from Indianapolis, Indiana and began her television career in Green Bay, Wisconsin and Houston, Texas. The majority of her journalism career has taken place in South Carolina, the

state that won her heart. Dawndy is a frequent speaker and emcee throughout the state with the majority of her talks being given at churches. She leads a Bible study for USC girls and is an advocate for exercise and plant-based eating. She is married to Craig Plank – the man she says hung the moon in her world. Next to Craig and three children, Dawndy thinks horses are God's greatest gift to her.

# Past Award Winners

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## Outstanding Foundation or Corporation

2023 - Southeastern Freight Lines  
2022 - Sisters of Charity Foundation of SC  
2021 - Dominion Energy  
2020 - BlueCross BlueShield of South Carolina  
2019 - AgFirst Farm Credit Bank Foundation  
2018 - The Boeing Company  
2017 - Aflac  
2016 - Michael J. Mungo Foundation  
2015 - Wells Fargo  
2014 - Colonial Life  
2013 - Palmetto Citizens Federal Credit Union  
2012 - SCANA  
2011 - Enterprise Holdings  
2010 - B106.7  
2009 - Palmetto Health Foundation  
2008 - Bose  
2007 - Publix Super Markets Foundation  
2006 - Fort Jackson  
2005 - BlueCross BlueShield of South Carolina  
2004 - First Citizens Bank  
2003 - RIGGS  
2002 - Westinghouse  
2001 - BlueCross BlueShield of South Carolina  
2000 - Columbia Mall  
1999 - United Parcel Service  
1998 - SCT - Systems & Computer Technology  
1997 - Diamant Boart  
1996 - Wachovia Bank  
1995 - NationsBank  
1994 - Nelson, Mullins, Riley & Scarborough, PA  
1993 - Colonial Life & Accident Insurance  
1992 - Southern Bell  
1991 - SCANA

## Outstanding Volunteer Fundraiser

2023 - Tod Augsburger  
and Brittany Owen  
2021 - Kelly Hoppmann  
2019 - Dr. Todd Crump  
2017 - Zoë Miller and Brianna Kennedy  
2016 - Mike Brenan and Sara Fawcett  
2015 - Mollie Taylor  
2014 - Bishop Redfern II  
2013 - Barbara and Roger Blau  
2012 - Sharon Bryant and Michael Seezen  
2012 - Ron and Hannah Rogers  
2011 - Bill McDaniels

2010 - Pamela Lackey & Scott Shockley  
2009 - Steve Morrison and Mary Kennemur  
2008 - Dr. Charley and Beebe James  
2007 - Edward Mullins, Jr.  
2006 - Judith M. Davis, J.D.  
2005 - Terry K. Schmoyer, Jr.  
2004 - Jim Hart  
2003 - John H. Lumpkin  
2002 - Charles T. Cole, Jr.  
2001 - Samuel J. Tenenbaum  
2000 - Robert Staton  
1999 - Charles H. Dickerson  
1998 - D. Murray Price  
1997 - Leonard Price  
1996 - Key Powell  
1995 - Charlotte Lunsford Berry  
1994 - George Fant  
1993 - John Fling  
1992 - Kirkman Finlay  
1991 - Hugh C. Lane, Jr.

## Outstanding Philanthropist

2023 - Dr. Charlotte Lindler  
Ellis  
2022 - Deans & Peter Fawcett  
2021 - Ron and Hannan Rogers  
2019 - JT Gandolfo  
2018 - Darnall W. and Susan F. Boyd Foundation, Inc.  
2017 - Major General Robert Livingston and Barbara  
Livingston  
2016 - Frank and Sarah Brown  
2015 - Norman and Gerry Sue Arnold  
2014 - Debbie Zvejnieks  
2013 - Melissa and Joe Blanchard  
2012 - Ron and Hannah Rogers  
2011 - Phillip Edwards  
2010 - Mr. & Mrs. William P. Kennedy  
2009 - Darla D. Moore  
2008 - Dr. Colgate "Coke" W. Darden III  
2007 - Thomas Bates  
2006 - Louise Rogers Slater  
2005 - Harriott Faucette  
2004 - R. Roy Pearce  
2003 - John D. Baker  
2002 - W. Tobin Cassels  
2001 - Joyce Martin Hampton  
2000 - Charlotte Lunsford Berry



### Outstanding Philanthropist *(Continued)*

1999 – George W. (Bill) Rogers  
1998 – William T. Cassels  
1997 – Michael Mungo  
1996 – Deems Haltiwanger  
1995 – John & Lois West  
1994 – Frank Sumner Smith  
1993 – Homozel Mickel Daniel  
1992 – Mr. & Mrs. Guy Lipscomb  
1991 – Cindy & Evan Nord

### Outstanding Volunteer Group Fundraiser

2022 – Friends of African American Art & Culture  
2020 – Columbia City of Women  
2019 – Palladium  
2018 – USC Dance Marathan  
2017 – BlueCross BlueShield of SC Employees  
2016 – Palmetto Health Foundation Board  
2015 – Junior League of Columbia  
2014 – Pink Posse  
2013 – Richland Library Friends  
2012 – Rotary Club of Vista Night  
2011 – Women in Philanthropy  
2010 – Young Leaders Society  
2009 – Colonial Life  
2008 – USC Dance Marathon Committee  
2007 – Jack & Jill of America, Inc. Columbia Chapter  
2006 – March for Meals 5K  
Riverbanks Steering Committee  
2005 – Palmetto Cycling Coalition  
2004 – Share Your Holiday Sponsors  
2003 – Columbia Sertoma Club

### Outstanding Fundraising Executive

2023 – Jennifer McCormack  
2022 – Jacqueline Campbell-  
Lawrence 2021 – Beth Norris Well  
2020 – Tanika Epps & Andrew Boozar  
2019 – Mary Dell Hayes  
2018 – Wendy Broderick, CFRE  
2017 – GB Olsen  
2016 – Louis Fawcett  
2015 – Maria H. DeHart  
2014 – Ginny Waller  
2013 – Denise Holland  
2012 – Kathy Hill, CFRE  
2011 – Mary Balbach

2010 – Anita Floyd  
2009 – Love Collins III  
2008 – Michael Gray  
2007 – James P. LaRose, CFRE  
2006 – Ann Akerman  
2005 – Melodie A. Hunnicutt  
2004 – Ken Trogden, Jr.  
2003 – Michael Miller, CFRE  
2002 – Rainie Jueschke, CFRE  
2001 – Denise Davis Wilkinson  
2000 – John Whitehead  
1999 – Mac Bennett

### Outstanding Marketing Professional in Support of Philanthropy

2023 – Bill Grant  
2022 – Teresa Coles  
2021 – Cherise Arrendale  
2019 – Judi Gaston  
2018 – Nimai Garrett  
2017 – David Campbell  
2016 – Ashley Dusenbury  
2015 – Joey Wallace

### Outstanding Rising Star

2023 – Cassidy Green  
2022 – Isabel Steen

Thank you to our volunteer Awards  
Selection Committee for their  
contributions!

#### Awards Selection Committee

Association of Fundraising Professionals,  
SC Lowcountry Chapter



# Fundraising Support When You Need It Most

AFP membership and support from the fundraising community is essential to any fundraiser, even in the best of times. But in the toughest of times—after the events of September 11, the Great Recession, and most recently during the pandemic—AFP membership is **CRITICAL**.

## Why Join AFP?

1

### **Stay on top of your fundraising game.**

As an AFP member, you'll have access to resources and tools created by and compiled from top fundraisers from around the world.

2

### **Get custom solutions to your unique challenges.**

AFP's breadth of experience and diversity allows you to hear different perspectives from experienced fundraisers.

3

### **Connect with fellow fundraisers.**

It's important to reach out directly to your colleagues—for advice, tips and reassurance. AFP is YOUR community that allows you to discuss and share with colleagues around the world or around the block through our local Chapter.

4

### **Learn the latest government policies and ethical practices.**

AFP offers leadership that advances the profession, such as supporting legislation like the CARES Act, and ensures that ethics remain at the forefront of fundraising.



## Guidance. Experience. Community. Leadership.

This is what AFP offers to fundraisers of every cause, of every specialty, of every experience level. **Join today and stay connected.**

*Join by November 30th and save \$50!*

# AFF Central Carolina Chapter Board of Directors

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Assistant Director of  
Development, College of Social  
Work University of South  
Carolina



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Director of Institutional  
Advancement  
Hammond School



**Beth Well- Past  
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## **National Philanthropy Day<sup>®</sup>**

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