

WHAT IF?



PBS FOUNDATION

WHAT

IF?



IT'S A SIMPLE BUT POWERFUL QUESTION

It challenges conventions, pushes limits, and inspires new ideas. It invites collaboration, cooperation, and communication. It launches the human imagination into worlds of possibility, inspiring innovation, change, and progress. It makes the future happen.

For more than 40 years, the Public Broadcasting Service (PBS) has championed this quest for knowledge and experience. No other organization has done more with the power of media to discover our shared history, exalt our experience of the arts, explore our relationships to each other and the world around us, and bridge the frontiers of science, technology, and medicine.

Those who ask—and answer—the great what-if questions of our time look to PBS to be engaged, educated, and enlightened. This spirit is at the heart of the PBS challenge to “Be More.”

But what if PBS itself could be more?

What if we could transform public television into an even stronger and more powerful institution? What if we could tap new technologies to reach and inspire more people? What if we could fund and develop all the compelling ideas we encounter?

Through the PBS Foundation, we can.



PBS FOUNDATION



BE MORE

INVOLVED

When you invest in the future of PBS, you will help preserve this national treasure and uphold a proud tradition of public television.

PBS, America's most trusted public institution, is a national treasure whose future is in your hands. Since 1969, PBS and its member stations have been inspiring, informing, and entertaining Americans with unparalleled programming and services, positively impacting the communities they serve.

The PBS Foundation was formed in 2004 to enlist philanthropic support and to strengthen PBS by securing extraordinary gifts and grants at the national level.

As a separate nonprofit, supporting organization, the Foundation works collaboratively with PBS member stations to seek extraordinary philanthropic support.

Working together, we can:

- Build exciting public and private partnerships that fully realize PBS's potential.
- Expand opportunities to develop and deliver PBS's trusted and valued content.
- Sustain and advance PBS's leadership in informing and engaging Americans through thoughtful and substantive content.
- Meet audience's expectations for content, giving them what they need when and where they need it.

- Strengthen PBS's reputation as a leader in the use of state-of-the-art technology.
- Continue to serve citizens in communities across the United States.

A Bold Vision for PBS

PBS and its member stations use media to strengthen the social, democratic, and cultural health of America. By inspiring and educating the American public through programming and services of the highest quality, PBS helps Americans to be more—more informed, connected, empowered.

Working collaboratively with member stations, the PBS Foundation aims to enlist philanthropic support for public broadcasting through special initiative funds and a permanent endowment to ensure that PBS can maintain and enhance its commitment to the American public for generations to come.

BUILDING A LEGACY

— **Paula A. Kerger**

President & Chief Executive Officer,
PBS

“PBS has a special relationship with the American people. As a nonprofit organization, we depend upon the public for support, and we measure our success not in dollars, but by the number of minds we open and the number of lives we touch.”

BE MORE



INNOVATIVE

Working together to build partnerships at the national level can create more resources that will benefit everyone at the local level.

The PBS Foundation raises money for the following:

- The **Endowment**, a fund to support PBS in perpetuity. A large endowment will ensure PBS's ability to continue to serve the American public through outstanding programs and services.
- **Program Venture Funds**, which help PBS develop innovative programming in four genres: children's programming and lifelong education; news and public affairs; arts, culture, and history; and science and nature.
- **Special Initiative Funds**, which are restricted for projects such as the Early Childhood Education Initiative, a bold plan to help PBS build upon its rich heritage as a champion for children; or for developing new projects, such as the proposed Initiative on Aging, which aims to reach and inspire older Americans who are redefining retirement by embarking on ambitious projects to improve their communities and their environment. Some initiatives relate to technology, such as PBS Engage (working title), a "Web channel" that uses the power of media to help citizens become more engaged in the world around them.
- **Discretionary Funds**, gifts that are not restricted for a particular purpose. The PBS Foundation Board of Directors designates this funding where it is most needed.

We encourage those who share our passion to join our work by supporting the PBS Foundation. Your contribution will help PBS—America's most trusted institution and a true national treasure—to continue using media as an instrument for teaching and learning now and for generations to come.

SECURING OUR FUTURE

— **Peter deCourcy Hero**
Founding Chair, PBS Foundation

"The PBS Foundation has the power to establish a culture of participation and collaboration among donors, producers, member stations, and viewing members alike. The opportunity for the PBS Foundation represents the opportunity for PBS itself. PBS convenes an engaged and passionate community, and the PBS Foundation provides the means to connect the creative ideas, inspiring visions, and enabling resources of the members within this community, endowing it not just financially but more significantly, with new institutions that transform it in ways that leave a permanent legacy."



BE MORE

ORIGINAL

An endowment will support PBS in perpetuity, ensuring that future generations of Americans will continue to benefit from the superior quality of programming that America has come to expect from PBS.

For more than 40 years, PBS has inspired and informed America through top-quality programming and educational services.

PBS uses the power of media to serve all Americans. This commitment has earned PBS the distinction as the nation's most trusted institution, above even courts of law and the government, according to the prestigious Roper Public Affairs & Media poll.

The programming delivered by PBS and its more than 350 member stations reaches more than 75 million people each week and includes some of the most respected shows on television:

- *Bill Moyers Journal*, *Charlie Rose*, *Frontline*, *PBS NewsHour*, and *Tavis Smiley* provide Americans with the most in-depth, and most trusted news and information on television.
- *Great Performances*, *Live from Lincoln Center*, *Masterpiece Theatre*, and the works of Ken Burns bring art, culture, and history into homes across America.
- *Nature* and *Nova* offer new insights into science, nature, and the environment, giving Americans a better understanding of the world around them.

No one compares to PBS when it comes to delivering children's programming that educates and enriches. This proud tradition includes classic programs such as *Sesame Street* as well as *Arthur* and *Curious George*.

To ensure PBS's success—now and into the future—the PBS Foundation has made building an endowment for PBS part of its core mission.



DEFINING AN AMERICAN INSTITUTION

— **Gwen Ifill**

Host, *Washington Week with Gwen Ifill & National Journal*
& Senior Correspondent,
PBS NewsHour

“As much as PBS has reflected the American identity in its programming, it has also defined that identity. The generations raised on PBS programs continue to interact with the network for valuable, honest, quality information to help them understand the world we live in and make decisions as adults. The level of confidence in our perspective and depth of lifelong connection to our programming are unrivalled. PBS has worked hard to earn Americans' trust and continues to be a good steward of that trust.”



BE MORE

CURIOUS

Your investment through the PBS Foundation ensures that PBS will continue its distinguished history of educational leadership and community service.

In the 21st century, PBS is more than television.

Today, Americans can stream or download PBS programs online, watch them on iPods and other digital devices, and order them through “video-on-demand” services.

PBS.org is one of the nation’s most popular “dot-org” Web sites, offering comprehensive companion sites for more than 1,800 PBS TV programs and scores of podcasts and blogs.

PBS alone has the structure, experience with technology, and trust of the American people to strengthen its value in the Digital Age. This is why the PBS Foundation has established a series of special initiative funds to help PBS realize its potential as the nation’s premier public service media organization in the 21st century.

An Invaluable Resource in the Classroom...

PBS is one of the nation’s leading educational organizations, offering an array of services for educators:

- It is the nation’s No. 1 source of classroom video, according to an annual survey by Grunwald Associates LLC, a highly respected market research group.
- In addition, PBS offers teachers thousands of free lesson plans—all correlated to state and national standards—through its new PBS Teachers Website.

PBS also operates PBS TeacherLine, a program that provides high-quality training for teachers through partnerships with more than 70 member stations and dozens of colleges and universities.

...and a Powerful Force in the Community.

PBS stations are also heavily involved in the communities they serve, spearheading literacy campaigns, conducting workshops for parents and children, and partnering with PTAs, Head Start, child care resource and referral agencies, state departments of education, library systems, family literacy and adult literacy centers, departments of health and social services, and many other organizations.

PBS and its stations reach diverse audiences through a combination of strong national content coupled with community engagement initiatives supported by stations and their local partners through diverse, multi-platform outreach efforts such as:

- Hip-Hop, Beyond Beats and Rhymes: a community outreach campaign that helped youth and the adults who care and work with them to explore the influence of hip-hop on youth culture.

- The Calling: follows six young Americans of different faiths in their journey to becoming clergy members. It creates a platform for public discourse to foster understanding of different faiths, backgrounds, races, and ethnicities.
- Colorín Colorado: helps the families and educators of English-language learners support the literacy development and school readiness of young children, with information for parents available in eleven languages.
- A Place of Our Own: supports child care providers and helps them better prepare children for school.

PBS operates as a national and a local enterprise. The national PBS organization supplies programming and other services to local stations, which supplement that work with local programs and services in their communities. The impact PBS has on communities nationwide makes it one of the best investments in social capital you can make.

DELIVERING MORE THAN TELEVISION

— Board Member,
PBS Foundation

“Embarking on a venture with PBS is not simply ‘the right thing to do’—it’s also good business. PBS represents a rich diversity of perspectives and ideas, serves as a strong conduit for igniting conversation, creativity, and community involvement, and inspires public trust, admiration, and respect. We’re proud of our partnership with PBS and our connection to the values embodied by this powerful force in American media.”



BE MORE

ENGAGED

Support of the PBS Foundation will further extend PBS's reach, creating lasting and measurable impact on the social, democratic, and cultural health of America.

Beyond exceptional programming and innovative digital media services, PBS makes a real difference in the lives of its viewers. It has developed and supported innovative solutions to society's greatest challenges and has inspired Americans to "be more."

An investment in PBS is an investment in America's future. Consider just some of the stories of PBS's local impact:

- After watching an episode of PBS's *Jean-Michel Cousteau: Ocean Adventures* that depicted the northwestern Hawaiian Islands' struggle against pollution, President George W. Bush declared the region a national monument in June 2006.
- As a kid, Desmond Richardson danced hip-hop in the streets of New York, never dreaming a career in the arts was possible. Then he discovered *Great Performances* on PBS. Today, Desmond—a veteran of Broadway and the San Francisco and Washington ballets—is one of the world's most acclaimed modern dancers.
- In October 2006, the U.S. military requested DVDs of PBS's *Frontline* report on "The Return of the Taliban" and gave them to Afghan president Hamid Karzai and his advisers.

- PBS stations have helped more than 1 million adults and 8 million children by providing parents and caregivers with training in child development, literacy, and school readiness; distributing free books; and holding family events.

Too often, these stories are not shared from station to station or at the national level. On the flip side, too many local stations do not have PBS's national statistics at their fingertips.

The PBS Foundation reaches out to the entire system, drawing together local and national resources to tell the complete PBS story. In addition to seeking support for PBS, the PBS Foundation is also developing its role as a convener within America's large public television system of local stations, independent producers, and the organizations that support them.

The PBS Foundation is uniquely positioned to not only aggregate and share amazing stories of impact from around the public television system, but also to ensure their continuance.



CREATING A LASTING IMPACT

PBS has ambitious plans for the future, and the PBS Foundation wants to help it realize these goals. The Foundation is seeking individuals who have the means and the will to help PBS build its legacy as a leading source of public media in America. Join us and help us imagine the possibilities!



BE MORE

INSPIRED

With your investment in
the power of public
broadcasting, you
enable PBS to plan
for a bright future,
pursue big dreams,
and continue a
tradition of excellence.

By investing in the future of PBS, you are helping to preserve this public resource for generations to come. The PBS Foundation will ensure your support leaves a legacy of:

- Thoughtful, trusted, award-winning content that respects its audience's intelligence and reflects its diversity;
- Acclaimed, research-based children's programming that helps children succeed in school;
- Educational services and resources that help teachers and caregivers impact millions of children's lives;
- One of the most visited dot-orgs in the nation, PBS.org provides reliable information and discussion opportunities for countless subjects;
- Local station resources and services that create opportunities for citizens to connect with their neighbors, communities, and the world;
- A history of technological leadership such as PBS's role in pioneering Closed Captioning and the Descriptive Video Service;
- Innovative new services that make our content available when, where, and how the public wants it.



CONTRIBUTING TO OUR LEGACY

— **Linda Brown**

Former Board Member, PBS Foundation &
President, The Ridgestone Foundation

"We consider certain things infrastructure-related grants at Ridgestone and in that category would be public television. If we did not have it, access to many ideas would be empty. Life moves on in those moments where we are inspired despite ourselves, and this is what public television provides."

BE MORE

EXTRAORDINARY



What if you could build a legacy for the future of public television? What if you could make your own lasting impact on an American institution? What would you create?

Join in the PBS tradition of inspiration, innovation, and positive social impact and make the provocative possibilities of “what if?” the thrilling realities of “what’s next.”

When you support the PBS Foundation, you help PBS achieve its highest potential. If you have a commitment to the future of this invaluable national resource and a vision for a special legacy you want to create, the PBS Foundation wants to hear from you.

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WHAT'S NEXT?

BE MORE

CONNECTED



Be more



PBS.



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Mixed Sources

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