

# Donors Make a Difference

The support of donors like Shirley and Albert Small and Target has enabled the Kennedy Center to provide premier educational initiatives and performances.



ALBERT AND SHIRLEY SMALL

The Kennedy Center, National Symphony Orchestra, and Washington National Opera are very grateful for the longtime generosity of **Shirley and Albert Small**. Their partnership with the Kennedy Center extends back nearly four decades, throughout which they have

provided invaluable support to the artistic, educational, and endowment funds for the Kennedy Center, NSO, and WNO. Over the years, one main focus of their support has been the NSO Summer Music Institute. Every summer, the Orchestra hosts approximately 70 students from across the nation for four weeks of private lessons, rehearsals, master classes, and lectures. Designed to prepare aspiring young musicians for careers in symphonic music, this program relies almost entirely on patrons like the Smalls. Their continued support of the Institute has allowed more than 1,200 instrumentalists to foster their creativity and further their musical education.

In addition to their philanthropic support, the Smalls donate their time and energy on several advisory boards at the Center. Shirley has been a member of the National Committee for the Performing Arts since its inception more than 12 years ago, travelling the nation as an ambassador for the Kennedy Center. At the same time, Albert serves as Vice Chairman of the Center's Corporate Fund Board and is a member of the NSO Board of Directors. His entrepreneurial expertise and connections around Washington have shaped the direction of the Orchestra for almost 35 years. The Smalls are also members of the Roger L. Stevens Society and Distinguished Benefactors of the Performing Arts through their endowment support. The Smalls remarked, "We take great pride in supporting the many artistic and educational initiatives of the Kennedy Center. The Center and its mission are vital to the cultural development of Washington, and we are happy to have personally invested resources and time to ensure its success over the years."

The Kennedy Center is honored to salute Shirley and Albert as donors who continue to make a difference and thank them for their longstanding generosity and unparalleled loyalty.

**Target** stores have a deep commitment to the communities they serve. Since 1946, Target has given 5 percent of its income to organizations across the country. Today, that giving equals an astonishing \$3 million a week reinvested to strengthen families and communities throughout the country. In addition, as part of its new education initiative, Target is on track to reach \$1 billion in giving to education by the end of 2015.



"At Target, our local grants are making a difference in communities across the country," said Laysha Ward, President, Community Relations, Target. "We're proud to partner with the Kennedy Center as part of our ongoing commitment to strengthen communities where our guests and team members live and work."

Since 1996, Target has supported a number of projects at the Kennedy Center, including the unique Millennium Stage, which presents free performances to the public at 6 p.m. every day of the year. The Millennium Stage features artists performing in a range of genres—from music, dance, and theater, to storytelling and multimedia presentations. Since its inception in 1997, the Millennium Stage has welcomed more than 3 million visitors and hosted more than 45,000 artists from around the world.

Target's support of the Millennium Stage has opened avenues of cultural engagement for tens of thousands of young audience members. On June 23, 2011, Millennium Stage celebrated its 14th anniversary and ushered in a new era of arts interaction through a collaborative project with the indie rock sensations OK Go. At this event, 15 hand-held video recorders were shared with audience members who captured the proceedings from their own perspective. This footage has been edited to create a music video that stands as the first-ever Kennedy Center crowd-sourced arts project. To view the finished video, visit: <http://goo.gl/XjTt5>

Another milestone in the Kennedy Center's partnership with Target was reached in July 2010 when the company's name was inscribed on the Center's marble donor wall. As we enter into the 15th season of the Millennium Stage, we look forward to our sustained partnership together.