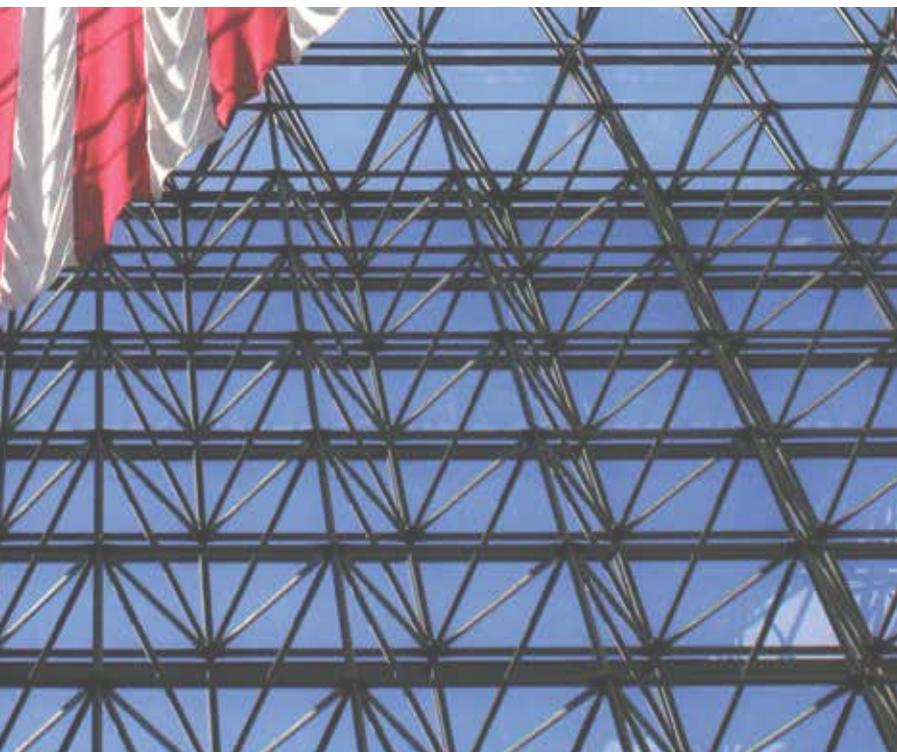




2012

ANNUAL REPORT



JOHN F. KENNEDY
LIBRARY FOUNDATION

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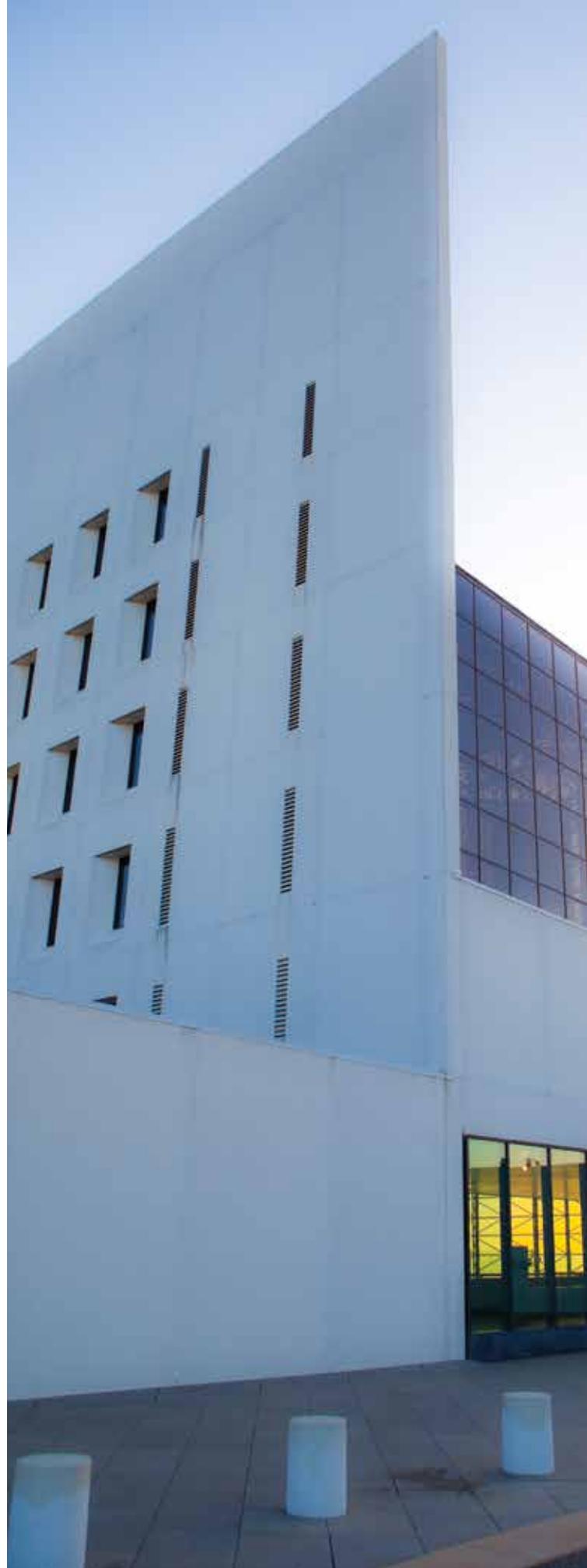
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Kenneth R. Feinberg,
Chairman, John F. Kennedy
Library Foundation

As Chairman of the John F. Kennedy Library Foundation, I am delighted to extend my thanks to the individuals and institutions who provided financial support to the Foundation in 2012—the second year of our 50th anniversary celebration of the Kennedy presidency.

As the official national memorial to John F. Kennedy, we rely on you, our donors, to keep the voice and vitality of a great American leader alive for future generations. Your support directly funds the exhibitions, education programs, research opportunities, outreach, public programming, and new media development that make the Kennedy Library a vibrant institution and a source of inspiration for individuals across the nation and around the world.

In 2012, we expanded our Digital Archives, which is free and open to the public via the Internet, and held conversations with such luminaries as Madeleine Albright, Robert Caro, Eric Holder, David McCullough, Conan O'Brien, and Elizabeth Warren as part of the Kennedy Library Forum series. In the spring, Caroline Kennedy presented the Profile in Courage Award to the Iowa justices who set aside popular opinion to uphold marriage equality under the Iowa constitution, and to U.S. Ambassador to Syria Robert Ford for his courageous diplomacy. The Library paid tribute to President Kennedy's belief in science and space exploration with a new exhibit featuring *Freedom 7*, the space capsule piloted by Alan Shepard on America's first journey into space.

This work was possible and continues because of the extraordinary generosity of our donors and friends. In the past year:

- ▶ A robust 2012 May Dinner, spearheaded by co-chairs Peter and Carolyn Lynch and Gerard Doherty, raised \$1.8 million dollars.
- ▶ The President's Council, which represents the highest level of sustaining annual gifts, continued its leadership support and has grown to over 50 members.
- ▶ The successful launch of the New Frontier Network, led by honorary chair Conan O'Brien and co-chairs Jeannie Kedas and Stephen Kerrigan, raised an impressive \$49,325 as it engages the next generation of leadership.
- ▶ Our Annual Fund, led by Development Chair Emeritus Jill Ker Conway, provided an opportunity for unrestricted contributions at all levels, crucial to our success as an institution, and raised over \$100,000.

Thank you for standing with us. Your support champions President Kennedy's timeless ideals—the search for international peace and security, the struggle for civil and human rights, the advancement of science and technology, the promotion of public service, and the celebration of culture and the arts—and passes the torch to the next generation of leaders. It is an honor to include you as a partner in our work.

Kenneth R. Feinberg
Chairman
John F. Kennedy Library Foundation

2012 President's Council



THE PRESIDENT'S COUNCIL RECOGNIZES PHILANTHROPIC LEADERS WHO HONOR PRESIDENT KENNEDY'S LEGACY AND SPIRIT BY SUSTAINING AND BROADENING THE WORK OF THE KENNEDY LIBRARY THROUGH SIGNIFICANT ANNUAL GIFTS. THE KENNEDY LIBRARY SALUTES THESE SUPPORTERS.

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* indicates *Victura Society Member, the John F. Kennedy Library Foundation's planned-giving group*

† indicates *New Frontier Network*,
‡ indicates *NFN Leadership Donor*
Italics indicate in-kind contribution



Every effort is made for accuracy; however, errors occur. If there is a mistake with your recognition, please accept our heartfelt apologies, and contact the Development Office at devservices@jfkfoundation.org.



2012 Donors

THE KENNEDY LIBRARY FOUNDATION IS GRATEFUL TO ALL SUPPORTERS FOR THEIR 2012 CONTRIBUTIONS. ON BEHALF OF THE BOARD OF DIRECTORS, IT IS A PRIVILEGE TO RECOGNIZE THE SUPPORTERS BELOW WHOSE COMMITMENTS FOR THIS YEAR DIRECTLY LEAD TO THE FOUNDATION'S SUCCESS.

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† indicates New Frontier Network, †† indicates NFN Leadership Donor
Italics indicate in-kind contributions

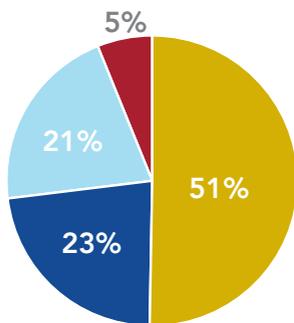
2012 Financial Report

For the fiscal year ending December 31, 2012, the Kennedy Library Foundation's net assets increased by \$2.0 million to \$44.0 million, which was primarily the result of the 12.2% return on the investment portfolio. Contributions totalled \$3.9 million, with \$1.8 million of unrestricted funds received from the Annual May Dinner. There were new fundraising initiatives during 2012 with the inauguration of the New Frontier Network for young supporters of the Foundation's mission, along with the newly redesigned Annual Fund program. The JFK50 campaign, which supports programs during the anniversary years, reached \$7.9 million of its three-year \$10 million goal. The Foundation continued to be supported by many partners who contributed \$1.7 million of in-kind donations for support of the digital archives, film footage digitization in the Museum, forum promotion and broadcasting and advertising placements. The Foundation also received significant royalty income from the publication of *Listening In: The Secret White House Recordings of John F. Kennedy*. The Foundation had funds available from its investments as a result of the five percent spending policy of \$1.6 million for the year ending December 31, 2012.

The Foundation's total expenses for the year ending December 31, 2012 were \$8.4 million. The 2012 programmatic financial support that the Foundation has provided to the Library include public forums, the installation of the *Freedom 7* Space Capsule, museum marketing and advertising support, digital archive staff and equipment, student intern program, and award-winning educational programs. The Foundation also supports the annual Profile in Courage Award, the New Frontier Award, and the Profile in Courage Essay Contest.

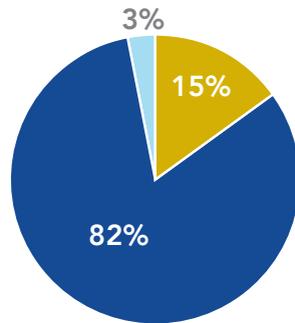
The Foundation's Form 990 and its financial statements, which are audited by PricewaterhouseCoopers LLP, are available upon request.

Revenues & Support \$7,630,117



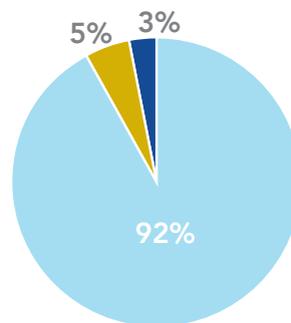
- ▶ Regular Contributions
- ▶ Spending Policy
- ▶ In-Kind Donations
- ▶ Other Revenue

Expenditures \$8,433,436



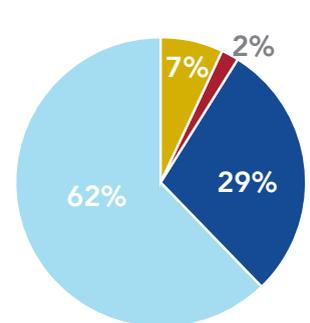
- ▶ Program Support
- ▶ Development
- ▶ Administration

Total Assets \$44,744,871



- ▶ Cash & Investments
- ▶ Pledge Receivables
- ▶ Equipment, Website & Other

Total Liabilities and Net Assets \$44,744,871



- ▶ Liabilities
- ▶ Unrestricted Net Assets
- ▶ Temporarily Restricted Net Assets
- ▶ Permanently Restricted Net Assets

JOHN F. KENNEDY
LIBRARY FOUNDATION

www.jfklibrary.org

John F. Kennedy Library Foundation
Columbia Point
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