In the spring of 2000 Film Forum was one of 28 arts organizations nationwide to receive a major grant from the Ford Foundation to establish an endowment. Within a year we were able to match Ford’s $11.2 million contribution and our endowment fund tops $22 million. However, our goal is twice this figure — still a modest sum for an endowment campaign.

Why an endowment? Endowments help create a sound, forward-looking financial base for a nonprofit organization. Their earnings may pay any number of routine expenses and help us to keep our prices down. New! Gift cards are available in any denomination: $25, $50, $75, $100. Limited edition art. (weekends included!). They receive priority offering and a 10% discount on new memberships, merchandise or concession items. They may be purchased in person, by phone (212) 627-2035 or e-mail her at alice.chahbazian@filmforum.com.

• For further information contact Sonya Miyamura, Development Manager, at 212-627-2035 or filmforum@filmforum.com.

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