

Pei Kids, PACF announce start of endowment fund

LAWRENCE — PEI Kids, a Lawrence-based nonprofit organization that serves children in the Mercer County area, recently announced the establishment of an endowment fund. This announcement is being made in conjunction with the Princeton Area Community Foundation (PACF), the community foundation serving Mercer County and central New Jersey, who will be managing PEI Kids' endowment fund.

PEI Kids is dedicated to promoting and maintaining a safe environment for all children. The organization works with children, family and caregivers to provide prevention, education and intervention programs relating to personal safety, child and sexual abuse and the overall well-being of children. The endowment will enable PEI Kids to continue its path toward long-term security and success, creating new opportunities for financial growth and long-term planning. Prospective donors are able to contribute directly to the fund. The capital used to initiate the endowment was generated from profits from the organization's November 2006 fundraiser, "Tast-



Pictured are Princeton Area Community Foundation President Nancy Kieling, left, and Evelyn A. Gill, executive director of PEI Kids. The organizations recently established an endowment fund.

ing in Titusville," now an annual event, in addition to generous contributions made in honor of a board member's milestone birthday.

"We established an endowment in order to secure funds that will enable us to continue our programs and services for years to come," said Evelyn A. Gill, executive director of PEI Kids. "When selecting a foundation to manage the endowment, we were searching for one that would not have only our best financial interests in mind but also our mission. That is why PEI Kids has entered into a partnership with the Princeton Area Community Foundation."

The endowment fund will be in-

vested and monitored by the foundation. Monies from the fund will be invested into a permanent pool created specifically by PACF with the objective of achieving greater returns. Investment decisions are overseen by the foundation's Investment Committee. Additionally, PACF will provide support to PEI Kids by accepting different types of gifts, including appreciated securities, real estate, closely held stock, insurance policies, personal property and bequests.

"The Community Foundation helps people from all walks of life build charitable funds for the long-term benefit of central New Jersey," said PACF President Nancy Kieling. "Our motivation is simple:

no one knows what the region's needs will be in 20, 50 or 100 years but we do know that later generations will require substantial charitable resources to respond to the issues of their day. PACF offers people who care about organizations like PEI Kids a simple and secure way to make contributions." In addition to PEI Kids, PACF currently manages agency funds for various organizations, including The Arc Mercer, Trenton Area Soup Kitchen, Princeton Pro Musica and the Friends of the New Jersey State Museum.

For further information on the various options for an endowment gift to PEI Kids, contact Evelyn Gill at (609) 695-3739 or eagill@peikids.org.