Please visit Carolina Ballet’s website for a list of all Campaign Gifts through October 31, 2018.
“Some 20 years ago, Carolina Ballet advertised for its Founding Artistic Director and made a commitment that this company would perform at the very highest level. Robert Weiss joined us because he believed in and shared that commitment. And boy, has he delivered! Almost from the beginning, Carolina Ballet has been recognized as one of the finest ballet companies in America. That has happened because of Ricky’s leadership commitment to excellence and the same commitment by staff, dancers, patrons and donors over all these years. But this is no time to rest on our laurels! Continued performance at the very highest level requires renewed commitment by all of us who love the ballet—that is the opportunity Choreographing Carolina Ballet’s Future offers. We urge you to make a multi-year commitment to the Annual Fund, make a special gift for Creative Capital, and if you haven’t already, include Carolina Ballet in your estate planning. With your generous commitment, this great ballet company can maintain its commitment to performing at the very highest level for many years to come.”

— Charlotte and Ward Purrington, Raleigh, NC

Ward is the Founder and Chairman Emeritus of Carolina Ballet. It is the steadfast dedication of Ward and Charlotte that this Company is looking to its next 20 years and beyond.

“Guy and I are delighted to be a part of Choreographing Carolina Ballet’s Future Campaign. I can’t think of a better way to honor the growth of the Company and our community over the past 20 years than by planning and securing the next 20! Having been subscribers and supporters since the first season, and now watching as our children are attending with spouses and friends, it is magical to see something so exceptional continued to be enjoyed and valued by the next generation. I can’t wait until I can take my three granddaughters to their first performances of The Nutcracker!”

— Mindy Solie, Emeritus Board Member, Durham, NC

“Steve and I relocated from NYC to the Triangle in April 2008. We fell in love with Governors Club in Chapel Hill. However, we were concerned about leaving the strong cultural community of Manhattan. Over time we were delighted to experience a vibrant arts community within the Triangle. We were especially impressed with Carolina Ballet. Under Ricky Weiss’s leadership, the excellent quality and creativity of choreography, dancing and new works were most impressive. I recently joined the Ballet’s board and wanted to support one of the best regional ballet companies in the country, to help continue its new works in the classical tradition. We will make a multi-year pledge to support the Capital Campaign to ensure Carolina Ballet has the resources to remain a leading ballet company in the United States.”

— Rochelle Prystowsky, Board member, Chapel Hill, NC
About Carolina Ballet

Carolina Ballet is one of America’s premier arts organizations, programming traditional ballets by legendary masters and new works by contemporary choreographers. The Ballet was launched as a professional company in 1998 under the direction of Founding Artistic Director/CEO Robert Weiss, and since 2017, has been co-directed by Weiss and Zalman Raffael. For more than 20 years, Carolina Ballet has garnered critical praise from the national and international media, staged more than 100 world-premiere ballets, and in 2018, chartered the School of Carolina Ballet.

As one of the Triangle’s largest performing arts institutions, Carolina Ballet’s economic value to the region is equally significant. Each season the Company employs more than 200 individuals working within the arts in North Carolina including craft artisans, dancers, musicians, technicians and administrators. Since the Ballet’s founding, more than one million people have experienced Carolina Ballet and contributed to the economic well-being of the region.

Starting with its inaugural season in 1998, Carolina Ballet and this community have accomplished something remarkable. The Company has grown from a budget of $1.2 million featuring 16 dancers and five apprentices in three programs to a $6 million budget featuring 38 dancers in eight programs including the magical holiday tradition, The Nutcracker.

Carolina Ballet’s vision is to bring the unique beauty, poetry and athletic power of classical dance to an ever-larger audience through constant innovation rooted in the 300-year tradition of classical ballet.

On Pointe With the Ballet
Since 1998

- Entertained more than 1,000,000 audience members.
- Taken the stage for more than 1,000 performances.
- Over 300 artists per year are involved within our productions.
- Over $7,500,000 per year impact on the local economy.
- Reached over 70,000 children through our extensive educational outreach programs.
- Danced on over 20,000 pointe shoes ($100 per pair).

Letter from the Artistic Directors

Having just celebrated our 20th Anniversary Season, it seems a proper time to contemplate Carolina Ballet’s future. The accomplishments of the past 20 years have been significant. However, we still have much to look forward to in the future and we can’t do it without you, the community, behind us.

The guiding principles of this Campaign are our commitments to the future. The future is not only the next five years, but what this Company will mean and the role it will play in our community, our state and nationally for generations to come.

- Commitment to Our Company
  Carolina Ballet is committed to growing the Company alongside the amazing renaissance that Raleigh and the Triangle continue to experience. To this end, we look to increase the salaries of our dancers and staff. Adding to the number of weeks the dancers are employed will allow us to have more creative time, which will also better the lives of the artists who serve our community. As stewards of this company, we will invest in the infrastructure of Carolina Ballet with continued improvements in everything from our facilities to new technology which will assure us moving forward responsibly.

- Commitment to Our Art Form
  Carolina Ballet continues to lead the dance world today in the path of classical, neoclassical and modern classical ballet—eschewing fads and trends for the more difficult task of creating new work that grows out of the past, but is still relevant and speaks to us today. The reason the great artistic works of the past are timeless is because they are based on timeless principles. As the great French painter Eugene Delacroix said, “great art derives both from a humility before the past and a conviction that what has already been said is not enough.”

  We at Carolina Ballet have created more than 100 new works. In order for the art to survive, we must continue this process by making new work each year that moves the art form forward. All other creative artists, including painters, composers and writers, can create their work alone and take as much time as necessary to hone their ideas and inspiration. All ballets are created in collaboration with dancers. Choreographers, as the great George Balanchine once said, “work on union time.” This campaign will continue the number of exciting new works Carolina Ballet creates each year and reinforce the Ballet’s contributions to the relevancy and legacy of the art form.

- Commitment to Our Community
  Over the past 20 years, Carolina Ballet has brought ballet to tens of thousands of people across North Carolina. Through our collaborations with many corporations, foundations and individuals, we have introduced ballet to many people who have never seen it before—ages ranging from preschoolers to senior citizens—by traveling the state with such programs as Dancers in Schools, Cartwheels, Grow up Great, Moving Bodies/Learning Minds (through the Kennedy Center), Leadership Raleigh, and student matinees for The Nutcracker.

  Carolina Ballet is constantly striving to show just how accessible this rich art form can be for people of all ages and backgrounds. Classical, theatrical dance is beautiful movement to beautiful music, sometimes with a story and sometimes just for the sheer joy of the dance. As with all great artistic endeavors, ballet gives us the opportunity to open our minds to the possibility of hope, peace and harmony. It entertains the highest sense of who we can be as humans. Reaching out to more and more people is always at the forefront of our thinking. This campaign will help us to continue to achieve this goal.

Robert Weiss
Zalman Raffael
Sustaining and Elevating Professional Ballet in Our Community Now and Into the Future.

**BECOME A PART OF INVESTING IN OUR COMMUNITY**
By increasing the number of Legacy Gifts to the Company, we are ensuring the Ballet’s accessibility and sustainability in our community for generations to come.

**BECOME A PART OF THE CAMPAIGN and help us reach our $4,000,000 goal by including Carolina Ballet in your estate plans.**

Most professional dancers begin their training at the age of 6. Earning a position within one of the country’s top professional ballet companies means they will devote up to 8 hours a day to continually perfect their craft. The dedication of these dancers, as well as our talented designers and artisans who bring the productions we love to life season after season, are fulfilling not only their dreams but ours.

By including Carolina Ballet in your estate plans, your legacy lives on through the hard work and talent of our artists, and the ballets we bring to life—forever making you, the donor, a part of the Carolina Ballet family.

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**INVESTING IN OUR ARTISTS**

By building the Company’s annual operating budget to a sustainable $6 million, we will support and enhance the quality of life of our professional artists.

**BECOME A PART OF THE CAMPAIGN and help us reach our $5,000,000 goal by making a multi-year pledge to the Annual Fund.**

Any given year, from September through May, Carolina Ballet dancers take the stage for more than 80 performances—nearly double the performances and programs of professional companies with budgets twice, even three times the size of ours.

With your support, we will improve the quality of life for Carolina Ballet’s artists by offering increasingly competitive salaries and ensuring the Ballet’s presence and infrastructure grows alongside our vibrant community.

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**INVESTING IN OUR PERFORMANCES**

By growing the Ballet’s Creative Capital Fund annually to a sustainable $200,000, we will continue to expand our repertoire with new works, restage the classics with rich costumes and scenery, and increase the number of programs featuring live music.

**BECOME A PART OF THE CAMPAIGN and help us reach our $1,000,000 goal by making a special gift in support of the Creative Capital Fund.**

We dream large! In our desire to reach out across our art form and provide yet another way to experience ballet, we are working to bring live music back to our performances.

With your support, we will fill the big theater with the sound and excitement of lush orchestral accompaniment for each of our four Raleigh Memorial Auditorium programs.

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**JUDY AND STEVE ZELNAK’S MATCHING CAMPAIGN GIFT CHALLENGES**

**$750,000 Matching Gift Challenge**
Join the Zelnak’s challenge with any new or increased gift in support of the Annual Fund.

**Live Music Challenge**
The cost of an orchestra accompaniment at Raleigh Memorial Auditorium will be matched by the Zelnaks.

**$2,000,000 Legacy Gift Challenge**
Every new dollar committed to the Ballet’s Artistic Director’s Society will be matched up to $2 million by a legacy gift from the Zelnaks.

For more information about the Campaign, please visit carolinaballet.com or call 919-747-8457.
Judy and Steve Zelnak

The pas de deux is the heart and soul of every ballet. This dance is the product of artistic vision and collaboration using the strengths of two individuals dancing together to create a harmonious whole.

You could equally speak of Judy and Steve Zelnak in those same terms. They flawlessly unite as one in support of their philanthropic goals for our community, executing each step with heart and precision.

Judy is quick to oversimplify her connection to ballet. “I have always had a passion for the arts. For me, Carolina Ballet is an artistic feast from the moment the curtain goes up. The sheer beauty and grace of the dancers enhanced by the costuming, music, lighting and scenery is exhilarating. We are so fortunate to have our gifted Founding Artistic Director Robert “Ricky” Weiss. The choreography is always spectacular.” Spend any time with Judy and her inherent artistic sensibilities quickly surface. Color, light, the briefest step or gesture—no detail escapes her discerning eye.

Steve’s relationship with ballet is quite different. His discerning eye is turned toward the vision. Although it was over seven years ago, Steve remembers like it was yesterday when he connected with the Ballet. “Judy and I were at Eve and Sherwood Smith’s home. They were hosting a party for Carolina Ballet. At one point during the evening, Ricky began to talk about ballet. He spoke not only with a passion for Carolina Ballet but of his vision for the Company. I quickly recognized in Ricky the same qualities of the many individuals I have respected and worked with in business. I may not have Judy’s discerning artistic eye; however, I appreciate and understand the athleticism, dedication and exceptional physical conditioning of these dancers, and the commitment and tenacity it takes to lead a company like this.”

In a case of life imitating art, behind the scenes and out of the spotlight Judy and Steve Zelnak were becoming principal partners within the Carolina Ballet family, beginning in 2013.

Three years later, the Zelnaks made a historic five-year, $750,000 leadership gift challenge on the cusp of the Company’s 20th Anniversary. Like all of their endeavors, this generous challenge bore their trademark emphasis on “need” and “impact.” Their leadership gift would meet the Ballet’s most pressing need: financial stability (a tenuous balancing act all too common for professional ballet companies across the country). Their challenge would encourage new and increased support for Carolina Ballet at a level not seen since its 1998 founding—impacting the Company’s long-term sustainability and paving the way for the Ballet’s future for the next 20 years and beyond.

IN RESPONSE TO THE TREMENDOUS SHOWING OF SUPPORT TOWARD THEIR $750,000 MATCHING CHALLENGE, JUDY AND STEVE HAVE MADE TWO ADDITIONAL MATCHING CHALLENGES: A LIVE MUSIC CHALLENGE AND A $2,000,000 LEGACY GIFT CHALLENGE!

“Steve and I both recognize what a unique gift Carolina Ballet is to our community. It is a cultural jewel and economic asset that we need to foster, not just now, but for the future. This was the impetus for our commitment. The Ballet is an important part of the cultural fabric that makes Raleigh and our area unique. It is our hope that an increasing number of individuals and businesses will join us and the many other current supporters in lifting Carolina Ballet to an even higher level.”

—Judy Zelnak, Carolina Ballet Board Member