The Kravis Center is celebrating its 20th Anniversary during the 2011-2012 season. Many of us remember the trek to the leaky teepee. Do you remember when artists struggled to perform in less-than-ideal conditions? For those of us who heard the resounding sounds of Copland’s “Fanfare for the Common Man” at the inaugural night festivities, indeed, it heralded the beginning of a cultural renaissance that continues to this day for the Palm Beach community. We invite you to celebrate our milestone and support our future through a gift to the Kravis Center’s permanent endowment fund.

Make Your Gift Last Forever
Annual support is the lifeblood of the Kravis Center. Each year we rely on your generous gift to help us meet our goals and make a difference in the lives of others.

But have you ever thought about what will happen when you’re gone? Without special measures, your support will end, and the loyalty you have shown us over the years will be irreplaceable. To ensure that our programs and funding do not suffer, please take time now to consider leaving an endowed gift—a generous statement that will truly last forever.

How It Works
When you make an endowed gift, only a small portion of your gift will be spent each year, allowing the remaining amount to continue growing. That portion of your gift will supplement our programs forever.

How sweet it is!

Future Artists and Audiences • ArtsCamp 2011
A Message From Our CEO

It is hard to believe that our 20th-anniversary season is in full swing. The Center opened its doors in 1992, debt-free, weathering the 1990 recession in great part due to the unconditional and generous support of individual donors who believed in our mission of providing quality entertainment to Palm Beach County and the surrounding region.

Throughout the last 20 years, even in times of slow economic growth, individual donors have been and remain our most dedicated supporters. We couldn’t do it without you! The Kravis Center really is “Yours. Truly.” The pictures on the front page of this issue of Persson to Person tell the story more vividly than any words could. It is hard to imagine our community without the Kravis Center. Indeed, our community expects us to be here in the future, building on great traditions as a cultural beacon for future generations.

Your annual support remains the lifeblood of the Kravis Center. And this season, our annual fundraising goal is $4.4 million. But that only takes care of the yearly operational budget. How do we prudently plan for the future? How will the Kravis Center continue its mission in good and bad economic times for decades to come? And how can you continue to express your voice, values and vision in perpetuity for what you so passionately support with your annual gift? The answer to all of these questions is a planned gift. A strong endowment fund, funded by planned gifts, provides the Kravis Center with fiscal stability and a predictable source of income in uncertain economic times. A strong endowment can also provide funding for us to create, lead and inspire excellence in the arts and cultural community.

As year-end approaches, we encourage you to consult your trusted advisors about planned and endowment gift options best suited to your family and philanthropic goals. For more information, we invite you to speak with our development officers about the Kravis Center’s endowment and how you can make a commitment to providing long-term support for the performing arts in our community.

We deeply appreciate your continued support.

Judith A. Mitchell
Chief Executive Officer

To learn more about endowing your gift and other options for supporting the Kravis Center visit kravis.org/giftplanning or contact the Kravis Center Development Department at 561-651-4230.

Save the Date!

February 15, 2012

Helen K. Persson
Endowment Society Luncheon

Prior to the Kravis on Broadway
La Cage Aux Folles Matinee

For more information call 561-651-4230.

Sponsored by

Bernstein Global Wealth Management

Time Is Running Out!

If you’re 70½ or older, your chance to make tax-free gifts from your IRA for 2011 ends Dec. 31. You can transfer up to $100,000 directly from your IRA to a qualified charity like the Kravis Center. The transfer generates neither taxable income nor a tax deduction, so you don’t have to itemize to take advantage of this opportunity. Contact us to learn more or to make your gift. You can also find a wealth of information on our website at kravis.org/iraopportunity.
In 2001, I retired as Chairman of John Hancock Financial Services and John Hancock Life Insurance Company after a 43-year career with the company. At John Hancock, values such as integrity, accountability and trust guided everything we did, from strategic planning to day-to-day decision-making.

As a member of two of the three Kravis Center operating committees—governance/nominating and finance—I believe that similar principles guide the mission of the Center. The dedication of the professional staff and volunteer leadership is a testament to their commitment to the sustainability of the Kravis Center mission to bring world-class performances and educational programs to the community for generations to come. Our community expects us to be here in the future to carry out this mission. Income generated from the corpus of a permanent endowment fund provides the Kravis Center with a fiscal buffer in uncertain economic times. In addition, a strong endowment fund contributes to the ongoing financial strength and stability of our organization and its ability to preserve America’s cultural heritage for the citizens and visitors to Palm Beach County.

In the nonprofit arena, just as in the corporate world, vision and fortitude will prevail when the underlying values are revered and upheld. For these reasons, I have chosen to include the Kravis Center in my estate planning.

Stephen L. Brown, FSA, CLU Emeritus
Kravis Center Board of Directors

Preserving the Kravis Center for Generations to Come

Over the summer, the Kravis Center Development Department continued its successful “Show on the Road” visual presentation that highlights the personal and financial benefits of charitable gifts made to the Kravis Center endowment. Diane Bergner, Senior Development Director, Julie L. Hetherington, Development Officer, and Margaret May Damen, Planned Giving and Endowment Officer, met with community leaders at Gunster, Frank Crystal and Co., and Wilmington Trust.

Early in September, Thalia E. White, Diane Bergner and Margaret May Damen participated in SmARTBiz, a capacity development training program sponsored by the Palm Beach County Cultural Council and the PNC Foundation. Damen presented a session on “Pitching Planned Gifts.”
Helen K. Persson Endowment Society

We wish to acknowledge and thank the members of the Helen K. Persson Endowment Society for their generosity and commitment to the long-term fiscal stability of the Kravis Center through bequests and/or planned gifts.

Mrs. Dorothy Adler in memory of Herbert Adler
Gladys Alpert and Alpert Family Foundation in memory of Ferd Alpert
Mrs. Francis Appleton
Merrill L. and Helen S. Bank
Mrs. Leo M. Beckwith
Ms. Marilyn Zelnick Berman
Dr. Nettie Birnbach
Carol M. Birney in memory of my husband Thomas J. Birney
Mr. John J. Brogan
Betty G. and Larry E. Brown Children Arts Resource Endowment (C.A.R.E.) Fund
Mr. and Mrs. Jacob Brown
Mr. and Mrs. Stephen L. Brown
Mr. Frank O. Butler II
Mr. and Mrs. Iain Calder
Rose Smith Price Cooley
Janet Coulombe
Margaret May Damen CFP®, CLU®, ChFC®, CDFA, CAP®
Mrs. Evelyn Y. Davis
Evelyn Y. Davis Foundation
Sophie and Leonard Davis
Mrs. Arthur Stephen DeMoss
Mr. and Mrs. A. Ephraim Diamond
Mr. and Mrs. John Dodge
Margaret C. Donnelley
Mr. and Mrs. Alexander W. Dreyfous
Mr. and Mrs. E. Llloyd Eccleston
Mrs. Harriett M. Eckstein
Debra A. Elmore/A.K. Consulting
Mr. and Mrs. George Elmore
Dr. and Mrs. Marshall A. Falk
Ms. Carol R. Feinberg
Marjorie and Norman Felix
Stuart M. Fischman, Esq.
Miles and Shirley Fiterman
Leona and Leo Fleur in memory of Frieda and Louis Cohan
Florida Power & Light Company
Maureen J. Gardella
Mr. and Mrs. James B. Gaynor
Marjorie and Mark Gershwind and in honor of Mr. and Mrs. Sidney Jacobson
Herbert and Elaine Gimelstob
Barry H. and Elisa R. Goldman
Mr. and Mrs. Murray H. Goodman
Marcie Gorman-Althof
Mr. and Mrs. Lionel P. Greenbaum
John D. Herrick
Mrs. Grace E. Hokin
Mr. and Mrs. John H. Howard
Jeanne and Richard A. Kaskey, in memory of our beloved son, James Kaskey
Sylvia and Frederick Kenner
Mrs. Morton Kesten
Mr. and Mrs. Milton Klein
Dr. Elliott H. and Fruemma Klorfin
Mr. and Mrs. Sidney A. Kohl
Estate of Matthew R. Kornreich
Dr. and Mrs. David I. Kosowsky
Molly Foreman Kozel
Mr. and Mrs. Raymond F. Kravis
The Kravis Center’s Management Staff
Felice and Mervyn Kronfeld
Estate of Simone Kruger
In memory of Emma V. Lambrose
Mr. and Mrs. A. L. Levine
Vicki and Arthur Loring
Joseph and Florence Mandel
Family Foundation
Morton and Barbara Mandel
Family Foundation
Mr. and Mrs. Thomas A. Mann
Bernard and Chris Marden
Zelda Mason
Leni and Peter W. May
William A. Meyer
Robin Ellen Meyers
Harriet and Alan Miller
Mr. and Mrs. James P. Mitchell
Jane M. Mitchell
Robert M. and Mary Montgomery Memorial to Kimberly Bergalis
Francis K. Narins
Mrs. Clara Nevai
Mr. and Mrs. Arnold Newberger
Estate of Viola Odenheim
Ruth Optow in memory of Harold A. Optow
The Frank and Jennie M. Palen Foundation
Mr. and Mrs. A. T. Persson, Jr.
Helen K. Persson in memory of Chester E. Borek
Mr. and Mrs. Robert L. Peterson
Mr. and Mrs. Thomas R. Pledger
Mr. and Mrs. Benjamin M. Polayes
Daniel Edward Ponton
Mrs. Harold K. Raisler
Mr. Douglas P. Regan
Suzanne G. Reis
Mr. and Mrs. David B. Robb, Jr.
Mr. and Mrs. Eric F. Ross
Mr. and Mrs. Stanley M. Rumphou, Jr.
Mr. and Mrs. Samuel Salamson
Priscilla and Richard Schmeekl Foundation
Mr. and Mrs. Lewis M. Schott
Mrs. Natalie L. Secoles
Fred and Joan Siegel
Mr. and Mrs. William F. Spitznagel
Mr. and Mrs. Bernard Starkoff
State of Florida Fine Arts Endowment
Natalie G. Stone
Morris and Elfriede Stonzek Endowment Fund
Mr. Bernard Weinstein
The David A. and Shoshanna Wingate Foundation, Inc.
Lee and John M. Wolf
Arthur and Joyce Yeckes Charitable Trust
Mr. and Mrs. Kenneth Zeitz

We understand that planned gifts are personal matters, but it would be helpful to the Kravis Center to be aware of your plans. If you are comfortable doing so, please let us know when you have made this important decision so that we may honor you and your generosity in an appropriate manner.

MISSION STATEMENT

The Kravis Center’s mission is to enhance the quality of life in Palm Beach County by:
1. Presenting a diverse schedule of national and international artists and companies of the highest quality.
2. Offering comprehensive arts education programs.
3. Providing a Palm Beach County home for local and regional arts organizations in which to showcase their work.
4. Providing economic catalyst and community leadership in West Palm Beach, supporting efforts to increase travel and tourism in Palm Beach County.

The Raymond F. Kravis Center for the Performing Arts is a 501(c)(3) not-for-profit corporation and all gifts made to the Center are tax-deductible to the extent provided by state and federal law. 100% of such gifts are retained by the Center to support its operations. A COPY OF THE OFFICIAL REGISTRATION (#55-03470) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE OF FLORIDA 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

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The information in this publication is not intended as legal advice. For legal advice, please consult an attorney. Figures cited are examples for hypothetical purposes only and are subject to change. Reference to estate and income taxes include federal taxes only. State income/estate taxes or state law may impact your results.
You can establish an endowment now with an outright gift and add to it each year, or you can arrange future funding with a bequest or life income plan.

**Fund Your Endowment Now**

1. **Cash.** The simplest way to make your gift is to write a check. By doing this you may be entitled to an income tax deduction.

2. **Appreciated assets.** If you make an outright gift of an appreciated asset that you’ve owned longer than one year, you may be entitled to an income tax deduction for the full fair market value of the asset, while eliminating the capital gains tax on the asset’s appreciation.

3. **Fund Your Endowment in the Future**

   3. **Retirement plan assets.** Because retirement plan assets may be taxed heavily after your death—in some cases nearly 60 percent—consider naming us as the beneficiary of the plan. Note: The tax rules regarding retirement plans can be complex, so consult your tax advisor before making this type of gift.

   4. **Life income gifts.** Some gift arrangements, such as a charitable gift annuity and a charitable remainder trust, will pay income to you and/or another beneficiary typically for life. Thereafter, the assets can be distributed to your endowed fund.

   5. **Bequests.** You may decide that the best way to make a lasting difference is to remember us in your will or living trust. Your bequest can be a specific amount or a percentage of your residuary estate.

**Getting Started**

We will be pleased to help you create an endowment and achieve timeless recognition for yourself or a loved one. Just arrange a meeting with our representative—without obligation.

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**Ways to Make Your Gift**

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**Don’t Forget to Include Safety Language!**

Nationwide, millions of dollars directed to permanent endowments are sitting idle in bank accounts. Why? Because the funds can’t be used for their original purpose, which has now become obsolete. This is why we encourage you to include a statement that allows our board to redistribute these funds to another area if your original intent becomes obsolete. We can provide you and your attorney with the appropriate language.

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Raymond F. Kravis Center for the Performing Arts
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West Palm Beach, FL 33401
561-651-4230 • Fax: 561-833-3901
endowment@kravis.org
kravis.org/giftplanning
Many of us are lucky to have a role model we admire—a parent who has supported you through life’s ups and downs, a friend who shares your interests and values and is there when you need a hand. Or maybe you have children who inspire you and challenge you to look to the future.

During life’s important moments—birthdays, anniversaries, graduations—special people deserve equally special gifts. Endowments and memorials are unique gifts that last a lifetime and far beyond.

Endowment Fund Basics
You can fund an endowment using cash, securities or other assets. You establish and fund the endowment and each year a small portion of that fund is used. The balance is invested for the future and the fund is intended to last in perpetuity.

Specifying Your Gift’s Purpose
When you establish an endowment, the gift can be used for a specific purpose or to meet general needs.

From our standpoint, an unrestricted gift is often the most beneficial because we can apply the funds to our most urgent needs.

However, we also realize that you might want to use your gift for a particular activity. If your expressed purpose is feasible and the fund is adequate, we can fulfill your intent. We urge you to consult us in advance to discuss your specific goals.

Along those same lines, upon request, we can identify some of our most critical needs for your consideration. We are happy to work with you to determine the ideal goal and identify the resources needed to reach that goal.

Where the Name Appears
Your gift can be recognized in several ways. For instance, your name or the name of your loved one might be printed in a report or inscribed on a plaque. For a sizable gift, the honored name might be placed on a room, a wing or even a building. We will determine the appropriate form of recognition based on your wishes, our circumstances and the purpose of the gift.

When you want a gift to reflect the admiration and respect you have for the recipient, material objects just don’t measure up. Creating a named endowment for your loved one is the perfect way to honor the person far into the future.

It’s a common myth that you have to be extremely wealthy to leave a generous gift. The truth is even those of more modest means can create memorial gifts to honor important people in their lives.

For example:
- An Alabama businessman founded a Reading Is Fundamental chapter named after his late wife.
- An Iowa woman created a veterinary scholarship in honor of the two veterinarians who lovingly cared for her cats for many years.
- A New York couple funded a city park in remembrance of their son, who died at age 21.
- Members of an Alabama YMCA camp constructed a chapel on the camp grounds in memory of four young counselors who were killed in a car-train collision.

Please contact us to discuss ways that you can honor someone special through a gift to us.