An enthusiastic audience of donors, guests and business leaders gathered on January 26 in the Kravis Center’s Gimelstob Ballroom to celebrate the past and look to the future during the second annual reception for the Helen K. Persson Endowment Society.

Sponsored by Bernstein Global Wealth Management, the evening opened with welcoming remarks from William A. Meyer, Chairman of the Kravis Center’s Board of Directors. He thanked members of the endowment society for their decision to support the Kravis Center beyond their own lifetime.

Calling the endowment society’s namesake a “shining example of generosity to her community,” Mr. Meyer hailed Mrs. Persson for her inspiring “service, leadership and commitment to the long-term fiscal stability of the Kravis Center.”

In her comments to the crowd, Mrs. Persson recalled: “When Alex Dreyfoos asked me two years ago if I would lend my name to an endowment society at the Kravis Center, I was filled with great pride and humility. I was celebrating my 90th birthday, so the privilege of hearing the announcement of the establishment of the Helen K. Persson Endowment Society was music to my ears.”

Mrs. Persson led the audience with happy birthday wishes to Natalie G. Stone, a new endowment society member who turned 93. Natalie served as co-chair of the Kravis Center’s original Building Campaign Advisory Board, the Cocktails for Culture Committee and the Cultural Society Committee.

Mr. Meyer also recognized the Kravis Center’s original Building Campaign Advisory Board and Cocktails for Culture Committee members for “their vision and voracity in spearheading (our) early fundraising efforts.”

Following a fast-paced video highlighting the early days of construction and the evolution of the Kravis Center as a cultural beacon in our community, guest speakers from Bernstein Global Wealth Management, Joel R. Stevens II, Senior Vice President and Senior Managing Director, and Barry S. Berg, Principal, presented their perspective on timely charitable giving techniques.

Many of the reception attendees were Regional Arts subscribers who enjoyed a lecture by former Palm Beach Post music critic Sharon McDaniel prior to the Moscow State Radio Symphony concert. Ms. McDaniel’s lecture was sponsored by Nancy and Jay Parker.

For more information about the Helen K. Persson Endowment Society, please contact the Kravis Center Development department at 561-651-4230.

See who’s a part of the Helen K. Persson Endowment Society! Visit our Web site, www.kravis.org/society, to see a list of our members.
A Message From the CEO

It was my pleasure to greet and talk with many generous, dedicated, and devoted donors and patrons at the second annual Helen K. Persson Endowment Society Reception. The evening was a celebration of the past and a look to the future. We extended a warm welcome to the Regional Arts concert attendees who joined us, and we recognized the hard work, vision and voracity of members of the original Building Advisory Board and the Cocktails for Culture Committee in spearheading early fundraising efforts for the Kravis Center.

Ideas ahead of their time often take a good deal of uphill effort. Some never make it to the top. The Kravis Center has. But lest we forget, what so many worked so passionately to build, we must work with even greater passion to preserve. It was with this quest in mind, that Helen K. Persson, while celebrating her 90th birthday, two years ago, lent her name to establish an Endowment Society at the Kravis Center. “It was music to my ears,” Helen said, when Alex Dreyfoos asked her to champion our Endowment Society efforts. Right from the start she knew that the possibilities for creating a strong and healthy permanent endowment would ensure a vibrant future for the Kravis Center. Since the Society was created, we have been fortunate to receive several significant gifts from donors who have made the decision to support the Center beyond their own lifetime.

Now in our 18th season, we are continuing to implement our strategic plan, which includes building our permanent endowment. The endowment was established in 1992 and has a current market value of approximately $8 million. Income from a well-funded endowment can provide a stable foundation of financial support to buffer difficult financial years, allow the Kravis Center to keep ticket prices affordable for residents and visitors alike, and help to sustain our mission to enhance the quality of life in Palm Beach County.

This issue of Persson to Person expands on the timely charitable giving techniques presented at the reception by Joel R. Stevens II, Senior Vice President and Senior Managing Director, and Barry S. Berg, Principal of Bernstein Global Wealth Management, our generous sponsor of the evening.

We appreciate your thoughtful consideration and continued support.

Judith A. Mitchell
Chief Executive Officer
When you think about giving to a charitable organization, do you hesitate because you’re concerned about needing your assets in the future for you or your family? A gift in your will, called a bequest, could be the option you are looking for. This form of giving lets you help the Kravis Center in the future without parting with any of your assets today. Plus, your generosity will continue long after you’re gone.

What makes a charitable gift in a will perfect for anyone? Two special features:

1. It gives you some flexibility. A bequest lets you balance your philanthropic goals with your concerns about your future. Because you’re not actually parting with assets today, you don’t need to worry that you won’t have enough to live on in the future. Plus, you can change your mind at any time.

2. It lets you be sensible in your commitment. Your gift can be made as a percentage of your estate, allowing you to benefit the Kravis Center and loved ones in relative proportion.

How to Make a Gift in Your Will
☐ Decide what amount or percentage you want to give. A percentage gift ensures that the size of your gift will remain proportionate to the size of your estate, no matter how it fluctuates over the years.
☐ Take our official bequest language to your estate planning attorney to add to your will. Contact us at 561-651-4230 or visit www.kravis.org/bequestlanguage for our official language.
☐ Work with your estate planning attorney to update your existing estate plan with a codicil or to begin developing your estate plan.
☐ Notify us of your intention (we will honor your preferences regarding anonymity) so our staff can thank you for your future gift and keep you informed of our ongoing activities.

Endowment Society Reception

Avoid Surprises

As life changes, so should your will. To make sure the people and causes you care about receive what you intend, you need to make sure your will always matches your current wishes. For more information, send for our FREE guide, 15 Reasons to Update Your Will, by returning the enclosed reply card.
Naming the individuals and charities that will receive your assets after your lifetime can be a simple process, with most assets passing by the terms in your will. But if you would like to name or change a beneficiary, what should you do? The process is actually easier than you might think and can be done in a few quick steps.

1. **Locate a copy of your current will.** Pull out the copy of your will you have filed away at home. If you can’t find it, stop by your estate planning attorney’s office and request a copy of your existing will or contact the office and have one sent to you.

2. **Mark what you would like to change.** Look over your current will and determine if you’ve experienced any life changes—such as a death or birth in the family, a move, or a change in net worth—that would affect your current plan. If you want to remember the causes closest to your heart, decide if you would like to make a gift of cash, real estate or other property. Another popular way is to give us a percentage of your estate after other gift intentions to your loved ones have been fulfilled—many supporters choose to give 5 to 10 percent. You’ll need to take our official bequest language to your estate planning attorney to establish your gift. You can get this language by contacting us at 561-651-4230 or going to www.kravis.org/bequestlanguage.

3. **Meet with your estate planning attorney.** Do not attempt to change your will on your own. If you do, you may well invite an expensive will contest. This is the job of your estate planning attorney—to help you properly make changes to your will through a codicil. This document is a formal amendment that allows you to make additions or changes to your original will. Your codicil must be created with the same formalities as your will.

If you understand the urgency to update—or create—your estate plan but don’t know where to start, we’ve provided you with three actions to take right now to get things moving.

1. **Return the reply card to receive 15 Reasons to Update Your Will.** You’ll learn what life changes require a will update and how to begin the process.

2. **Locate a copy of your will and review it for any possible changes.** If you don’t have one yet, make it a priority to create one. Call your estate planning attorney for help to ensure that your wishes are properly fulfilled.

3. **Visit us at www.kravis.org/bequestlanguage, to get our official bequest language to take to your estate planning attorney if you want to add a gift to the Kravis Center in your will.**

Thank you for your support! Your gift, no matter the size, makes a big difference to our mission.

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**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.