More than 450 donors, guests and business leaders attended the third annual event in honor of the Helen K. Persson Endowment Society, held on March 29 in the Kravis Center’s Gimelstob Ballroom. A highlight of the luncheon was the presentation of a memento of appreciation to the Endowment Society members who were in attendance. The signature memento is in recognition for their decision to support the Center beyond their own lifetime.

Sponsored by Bernstein Global Wealth Management, the luncheon opened with welcoming remarks from William A. Meyer, Chairman of the Kravis Center’s Board of Directors. He extended a warm welcome to Regional Arts Concert Series subscribers who would later attend the concert by pianist André Watts.

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

Meyer acknowledged members of the Kravis Center’s Board of Directors who were present at the event.

“I’d like to personally applaud and thank our Society members for choosing to make the ultimate gift that will keep on giving. Because of you, the Kravis Center will remain a bright shining jewel in our community for generations to come.”

—Helen K. Persson

continued on page 3
A Message From the CEO

The month of May is the time when we wish “safe travels” and “good wishes” to our donors and patrons as the performance season winds down for the summer. In the fall, when you return, our 20th anniversary season will be getting into full swing. As we approach this milestone in Kravis Center’s history, I am pleased to report that we are making great strides in building the capacity of our permanent endowment fund. The fund has a market value today of almost $10 million.

On March 29, at the third annual Helen K. Persson Endowment Reception, I was pleased to personally thank and recognize our Endowment Society members who realize that in the future, just as it is today, the vast majority of funds to support our mission will come from individuals with a passion to preserve what so many have worked diligently to build. An endowment gift is a special way to support the Kravis Center and a wonderful way to be recognized for a gift which you can make today and fund sometime in the future through your will or trust.

Many of you reading this newsletter remember when the Kravis Center was just a dream. For nearly two decades, that dream has been a reality—a reality made possible by unprecedented and generous community support, including donations large and small from many loyal donors. The Kravis Center really is “Yours. Truly.” And we are grateful to donors who choose not only to support our annual fundraising campaigns, but who have also made a commitment to the endowment fund to expand the Center’s permanent financial base. A strong and substantial endowment fund creates a predictable source of future income to sustain and grow our mission as a home to regional, national and international artists and performances. Going forward from our 20th anniversary season, gifts to the endowment fund will ensure future generations the joy of attending world-class productions and participating in innovative arts education programs.

We encourage you to consult your financial and legal advisors about the many ways available to best meet your financial and charitable goals. For more information, we welcome you to speak with our Development Department officers about the Kravis Center’s endowment.

We appreciate your continued support.

Judith A. Mitchell
Chief Executive Officer

Kravis Center Hosts Third Annual Reception

Jane Mitchell, Lee Wolf, Ava Coleman
David and Ingrid Kosowsky
Lila Landry, Nettie Bimbach, Cecelia Huberman
Fruema and Elliot Klorfein
Aline Raisler and Marylyn Beckwith
Ilene Arons and Maureen Gardella
The Kravis Center is a living monument to the creative power of thousands of hours of planning and personal commitment by a very diverse community. This cultural beacon is representative of how private enterprise can work together without compromise to enshrine the sacred covenant of the arts for future generations.

Four decades ago, my vision was for Palm Beach County to change from being just one of the great resort areas to truly one of the cultural centers in our country. It’s really come out even better than I imagined. The Kravis Center continues to be a source of inspiration for the beauty and enrichment of the arts, always building on great traditions as a steward for the future. Just 20 years ago, this parcel of downtown land in the city of West Palm Beach was vacant and barren. Today, it is a modern miracle and an ongoing tribute to an enlightened community that rallied to raise the money for the Center to open debt free.

This is a culmination of a dream for me. People count on the Center to be here, to continue to grow, and to find new meaning and new definitions for the arts at every performance. That’s quite a legacy. I believe that what so many so passionately worked to build must now fervently be preserved through our commitments to build the endowment fund. I have done it in my estate planning; I hope you will join me.

Join Me in Building a Legacy Through the Arts

continued from page 1

Directors. Those who were in attendance include David Kosowsky, Jane Mitchell, Joseph Sanches and Lee Wolf.

Stephen P. Emma, Director of Wealth Management Group, Southeastern U.S., of Bernstein Global Wealth Management, spoke to the audience about effective charitable giving in today’s environment, emphasizing that “reaching donors now is more important than ever.” Also on hand from Bernstein Global Wealth Management was Evan C. Deoul, who was recently appointed Senior Managing Director at the firm.

Many of the reception attendees enjoyed a lecture by Programming Associate Sharon McDaniel prior to the concert, which was also sponsored by Bernstein Global Wealth Management.

Building a Strong Foundation

The purpose of the Helen K. Persson Endowment Society is to build an endowment that will provide supplemental funding to help support the operation of the Kravis Center now and in the future. For more information, please contact the Kravis Center Development Department at 561-651-4230.
The Kravis Center Development Department’s “Show on the Road” continues to get rave reviews from members in the field of private wealth management. During the winter months, Development Director Diane Bergner and Planned Giving and Endowment Officer Margaret May Damen delivered the educational presentation to professional advisors at U.S. Trust, Bank of America Private Wealth Management and Bernstein Global Wealth Management.

The presentation is designed to update professionals about the Kravis Center’s endowment program and the changing environment of philanthropy in our community. The program highlights how current and deferred gifts can achieve a client’s charitable goals and ensure the Kravis Center continues to flourish, bringing world-class performances and educational programs to the community for generations to come.

Make Tax-Free Gifts From Your IRA!
If you’re looking for the most tax-effective gift to make to the Kravis Center, Congress extended a law that allows individuals 70½ or older to make tax-free gifts today using funds transferred directly from their IRAs to qualified charitable organizations like ours. You can transfer any amount up to $100,000 through the end of 2011.

Learn More About Your Benefits
Don’t let this tax-wise opportunity pass you by. To learn more, visit www.kravis.org/iraopportunity. Also, please feel free to contact us with questions or for help making your gift. We look forward to hearing from you.

The Secret to Maximizing Your Tax Advantages
Learn why your IRA makes an excellent charitable gift—and not such a great inheritance for your heirs—by requesting your FREE copy of Use Your IRA the Smart Way using the enclosed reply card.

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 501c(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 (#SC-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.