Donors, guests and community leaders attended the March 6 luncheon to honor members of the Helen K. Persson Endowment Society. The event took place in the Kravis Center’s Gimelstob Ballroom.

Sponsored by Bernstein Global Wealth Management, the luncheon opened with welcoming remarks by William A. Meyer, Chairman of the Kravis Center’s Board of Directors. “I am pleased to report we are making great strides in building our endowment fund,” said Mr. Meyer. “The fund now has a market value of 11 million dollars and 115 members.” He recognized the generosity of Helen K. Persson in lending her name to the Center’s endowment effort. “It was music to her ears,” Mr. Meyer recalls Mrs. Persson as saying when the announcement of the establishment of the Helen K. Persson Endowment Society was made on the occasion of her 90th birthday. This March, Mrs. Persson celebrated her 95th birthday, and Mr. Meyer invited the audience to join him in sending heartfelt birthday wishes and a profound thank you for her great vision, generosity and commitment to the long-term fiscal stability of the Center.

Mr. Meyer acknowledged Founding Chairman and Lifetime Director, Alex Dreyfoos, and recognized members of the Center’s Board of Directors and Life Trustees who were in attendance including George T. Elmore, Barbara Evan Golden, Jane M. Mitchell and Stanley M. Rumbough Jr. He extended a special welcome to this year’s new Persson Society members, Debra A. Elmore, Elinore Lambert, Beth K. Schwartz, Louise and Michael Stein and Charles R. Williams, and presented a special commemorative endowment society memento to Ms. Schwartz and Mr. Williams who were in attendance.

Following remarks by Evan C. Deoul, Senior Managing Director of Bernstein Global Wealth Management, on how critical donor knowledge about gifting economics is to growing an endowment fund, he introduced guest speaker Travis A. Allen, Director, Wealth Management Group. Mr. Allen, in his commentary on Planning for a Bright Philanthropic Future, encouraged donors to evaluate their personal giving strategies in light of the recent massive rebound in stocks and the fact that interest rates are at an all-time low. “As the economy recovery continues,” said Mr. Allen, “so will the improvement in investor and donor psychology.”

Helen K. Persson
On March 6, at the fifth annual Helen K. Persson Endowment Society Luncheon, we recognized Society members who have chosen to support our future through a gift to the Kravis Center’s permanent endowment fund. For many of our loyal donors an endowment gift is the optimal way to align their giving goals with their financial and family estate planning goals. It is a wonderful way for us to recognize you for a gift today that will be funded in the future through your will or estate plan. On behalf of all of us at the Kravis Center, I want to personally thank Helen K. Persson Society members for their confidence, trust and investment in our mission. Now in our 21st season, I can’t imagine our community without the Kravis Center, and I am sure you and the nearly 500,000 people who visit the Center each season can’t either.

Endowment gifts help secure and sustain the Kravis Center’s mission to enhance the quality of life in Palm Beach County. The investment returns are used to support innovative programming, critical arts educational initiatives, and help keep ticket prices affordable for residents and visitors alike. Endowment gifts also provide a way for each and every person to have an ongoing voice in preserving the Kravis Center’s artistic heritage for future generations. We encourage you to consult with your legal and financial management advisors about the many ways to extend your generosity beyond your lifetime and support what has been meaningful during your life.

As always, we greatly appreciate your thoughtful consideration and continued support.

Judith A. Mitchell
Chief Executive Officer
Implementing an organized giving program often involves developing a framework that outlines a donor’s goals or aspirations. Some philanthropists articulate their intentions in mission statements; others identify priorities. Mission statements are often written statements that outline the core beliefs driving a person’s or family’s giving. For example, “The Jones Foundation’s mission is to improve the human condition among low income families.”

Priorities tend to be more specific, focusing on the types of activities a donor may consider funding. For example, “The Jones Foundation supports the arts by funding after school and summer fine arts programs for underprivileged communities in southern Florida.”

If you’re interested in crafting your own framework, start by considering five questions that will help you explore the reasons for your giving and your aspirations.

**VALUES** What is important to you and your family? Philanthropy can be a powerful way to communicate and actualize the core beliefs you wish to share with your family and/or your community. Example: Values can include the spiritual and/or ethical tenets that guide your decision making and your relationships.

**HISTORY** What was the impetus behind your engaging in philanthropy? It is helpful to your family and external parties to understand the intent behind your giving so they can assist you in implementing your plan.

**INTERESTS** What fields or issues interest you and/or your family? There are many laudable causes. Professional advisors can help if you wish to learn from other philanthropists’ experiences and hear from experts in particular fields.

**CONTEXT** What is happening in your targeted community or field? Understanding the issues you wish to affect and the players involved will allow you to make more informed decisions and may yield better results for your giving. You also may be able to build a network of peer philanthropists.

**GEOGRAPHY** Are there geographic limits to where you want your funding to go? For many philanthropists, starting and staying local is key. If you have strong feelings about what communities or countries should benefit from your philanthropy, it is important to articulate those preferences.

Building a framework for philanthropy is a dynamic process that can always be revisited. At the end of the day, though, it is important to formalize and properly implement your plan so that your giving can truly accomplish your philanthropic goals.

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Small Consistent Giving Grows Over Time

The Palm Beach County I returned to in 1998 was certainly not the county I had left some 19 years earlier to pursue my management and analytical career throughout the United States, ending with 11 years out west. By 1998, Palm Beach County had become the home of the world-class Kravis Center and the county was recognized as a cultural mecca in our state.

I grew up in South Florida – Boca Raton, actually – in a family that lived by the fundamental value of giving back to a community. In my youth I learned by example that it doesn’t so much matter how much you have, it matters what you do with what you have. These are the same values I practice today as a member of the Helen K. Persson Endowment Society and the Young Friends Executive Committee.

Having the opportunity to attend exciting and memorable performances at the Kravis Center is a joyful experience. It is the reason I choose to support the Center with a current gift to the Endowment Fund. I hope my action will encourage young people to realize at an early age how important it is to support organizations that bring joy into their lives, and to know that small consistent giving grows over time. In fact, the earlier one starts to give, the greater number of years those gifts have to grow into significant support that will help an organization expand its mission for the next generation.

Together, our gifts will ensure that future Kravis Center audiences enjoy the beauty of live performances like the ones that enrich our lives today.

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 Kravis Center Development Department’s “Show on the Road” continues to bring timely educational programs to professional advisors, highlighting the significance of the Kravis Center as an economic and cultural catalyst in the community. In February, Senior Development Director, Diane Bergner, JD, CAP®, Planned Giving and Endowment Officer Margaret May Damen, CFP®, CLU®, ChFC®, CAP®, and Development Officer Julie Hetherington spoke at Goldman Sachs, the law firm of Shutts and Bowen LLP and the tax firm WTAS LLC.