On November 15, 2013, the Palm Beach Chapter of the Association of Fundraising Professionals celebrated National Philanthropy Day in Palm Beach County. More than 300 community leaders and guests attended the event to honor individuals, foundations and corporations for their outstanding philanthropic contributions.

“The Aunt Helen’s entire life represented the core values with which we should all embrace.”

—Daria Stowell

The Lifetime Achievement Award recognized a true champion of the arts and humanities, the late Helen K. Persson for her invaluable contribution to the cultural fabric of Palm Beach County. Mrs. Persson, who passed away on June 17, 2013, served on the Kravis Center’s Board of Directors for 15 years and was elected a Life Trustee. The Persson Rehearsal Hall is named after her, as is the Helen K. Persson Society, which recognizes donors to the Center’s permanent endowment.

In accepting the award on behalf of family members, Mrs. Persson’s niece Daria Stowell said, “Aunt Helen’s entire life represented the core values with which we should all embrace, as they serve us well as we live out the rest of our lives: 1. Family and friends, 2. Faith, 3. Tremendous moral character, and 4. Giving back.”

Robert Sorgini, Esq., Personal Representative of the estate, joined Mrs. Persson’s niece Denise Karpelenia-Ghattas and her husband, Habeeb Ghattas; Mrs. Persson’s sister-in-law Loretta Karpelenia; and Daria Stowell and her husband, David Stowell, to celebrate Mrs. Persson’s legacy in the arts, education and health care.

At the luncheon, Barbara and Jerome Golden received the Outstanding Philanthropist Award in recognition for their generous support of the Kravis Center and the Golden Center for Behavioral Health. Dr. Barbara Golden has been a member of the Kravis Center’s Board of Directors since 2006 and chairs the Education Advisory Committee. In 2003, the Goldens made a $1 million gift to the Center’s Encore Campaign, as well as a recent additional $1 million gift that will help the Center continue to provide a comprehensive arts education program to the community.

Contact us at 561-651-4230 to learn more about how you can help the Kravis Center for the Performing Arts today!
People count on the Kravis Center to be here. It is a cultural hallmark where residents and tourists of all ages enjoy world-class performances and participate in innovative arts education programs. Since opening our doors in November 1992, the Center is really “yours truly,” serving as a catalyst where all members of the community gather for enjoyment of the arts and culture created by local, national and international artists.

Our mission-driven activities to enhance the quality of life in Palm Beach County remain one of the benchmarks by which we measure success. To continue to present a diverse schedule of performances and education programs relevant to community needs requires a predictable source of income in ever-changing economic times. We have a fiduciary responsibility to our donors—past, present and future—to build a strong endowment fund to ensure that the Kravis Center and the performing arts in our community will endure and flourish.

In 2008, the Kravis Center established the Helen K. Persson Society, recognizing members whose financial commitments to the permanent endowment will keep the Center fiscally sound for generations to come. I am pleased to report the fund has a market value of $11 million, and the Society has 119 members and is growing. If you have named the Kravis Center as a beneficiary in your will or estate plan, we would like to hear from you and invite you to join the Society.

With the passing of Helen Persson on June 17, 2013, we at the Kravis Center lost a dear friend and remarkable lady who was truly a champion of the arts and humanities. By graciously lending her name to the Kravis Center’s endowment effort, her legacy of generosity to the Center and her community will endure forever.

We encourage you to consult your professional advisors or speak with a member of our development staff about the benefits of including an endowment gift in your estate plan.

We appreciate your thoughtful consideration and continued support.

Judith A. Mitchell
Chief Executive Officer

Kravis in the Community

The Kravis Center Development Department is a valued resource to professional advisors when they meet with their wealth holders to discuss the benefits of charitable giving techniques.

This past fall, Julie Hetherington, Development Officer, and Margaret May Damen, CFP®, CLU®, ChFC®, CAP®, Planned Giving and Endowment Officer, gave the informative “Show on the Road” to professional advisors at the firm of Holyfield & Thomas, LLC, Certified Public Accountants and Advisors in West Palm Beach, Florida.

Now in its fourth season, the department’s outreach program, “Show on the Road,” is a visual presentation that highlights the 21-year history of the Kravis Center’s educational, economic and cultural impact in the community, and illustrates meaningful ways that corporations can partner with the Center to enhance the quality of life in Palm Beach County.

FREE Must-Have Guide!

You help us with your support and we want to help you. Return the enclosed survey to request your copy of What to Do in the First 48 Hours When You Lose a Loved One.
Kravis Center Founding Chairman Alexander W. Dreyfoos is leading the effort to grow the Center’s permanent endowment. The permanent endowment was established in 1992, the year the Center opened, and has a market value of $11 million. “For the Center to thrive and continue to be a source of inspiration for the beauty and enrichment of the arts,” Mr. Dreyfoos says, “we need a well-funded endowment that provides a solid foundation of fiscal stability for the future.”

Mr. Dreyfoos is widely recognized and honored for his fundraising achievements, especially his work to raise money to have a world-class performing arts center built in Palm Beach County. In 1982, Mr. Dreyfoos became Chairman of the Kravis Center, a position he held until stepping down at the end of the 2006–2007 season. As Founding Chairman and current board member, he continues to participate in the Kravis Center’s evolution and enrichment of the community. During his tenure as Chairman, funds raised through the Kravis Center’s original Building Campaign, Annual Campaign, the original Cohen Pavilion, Endowment and Encore Campaign total more than $177 million.

Since moving to Palm Beach County in 1968, Mr. Dreyfoos has been a dedicated arts advocate. In his role as Chair of the Center’s Endowment effort, Mr. Dreyfoos once again lends his unique leadership talents of enthusiasm, clarity and optimism to ensure a great future for the Kravis Center and its mission to enhance the quality of life in Palm Beach County.

FREE! Our Gift to You

You know you need an estate plan, but the process can seem overwhelming. Visit www.kravis.org/giftplanning and download our Personal Estate Planning Kit to get a free lesson book and electronic record book that will take you through the process step by step.

Save the Date!

March 5, 2014
Helen K. Persson Society Luncheon

Honoring members for their current or deferred gift to the permanent endowment fund.

Prior to the Kravis On Broadway Sister Act, Broadway’s feel-amazing musical comedy smash!

For more information, call 561-651-4230.

Luncheon sponsored by:
Charitable giving is a passion for many individuals. Donors are motivated to give for a number of reasons. As the past few years have demonstrated, nonprofit organizations are not immune from scandals. While not foolproof, there are steps that potential donors can take to help ensure that their gifts, whether made during life or after death, are going to organizations that are well managed and positioned for long-term success.

There are a few simple questions that a donor can ask before making a donation to a charitable organization.

Can the organization clearly describe its mission and what it does?
If a charity struggles to articulate its mission and its programs, it will probably struggle to deliver those programs.

Can the charity define its short-term and long-term goals?
If an organization cannot determine if it is succeeding, how can donors be sure it is an organization worth their time and investment? Good organizations relish the opportunity to talk about their short- and long-term strategies and their impact in the community.

Are there signs that indicate the organization is financially healthy and well run?
A charitable organization that is managed in a fiscally responsible and successful manner improves its odds of long-term viability. A potential donor should look at how the organization spends its money. Websites such as www.guidestar.org make it easy to view an organization’s tax returns and expenses.

Performing basic due diligence can go a long way to help ensure that charitable gifts support organizations that are well run, fiscally sound and successful.

The Importance of Due Diligence in Philanthropy

Michael J. Bracci, President, Northern Trust Palm Beach/Treasure Coast Region

Northern Trust is a premier wealth management firm that specializes in goals-based financial advice. We offer clients insightful perspectives and creative thinking, backed by innovative technology and a strong fiduciary ethos. Northern Trust is ranked among the top 10 U.S. wealth managers with $206 billion in assets under management as of March 31, 2013, and more than 70 wealth management offices in the United States and abroad. The Financial Times Group has named Northern Trust Best Private Bank in the USA for four consecutive years. In 2012, Northern Trust was also named Best Private Bank globally for Innovation and Best Private Bank for Socially Responsible Investing.

About Northern Trust

Northern Trust Corporation (Nasdaq: NTRS) is a leading provider of investment management, asset and fund administration, banking solutions and fiduciary services for corporations, institutions and affluent individuals worldwide. Northern Trust, a financial holding company based in Chicago, has offices in 18 U.S. states and 16 international locations in North America, Europe, the Middle East and the Asia-Pacific region. As of March 31, 2013, Northern Trust had assets under custody of US $810.2 billion. For more than 120 years, Northern Trust has earned distinction as an industry leader in combining exceptional service and expertise with innovative products and technology. For more information, visit www.northerntrust.com or follow us on Twitter @NorthernTrust.

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 (#CH-3470) 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. Federal Tax ID Number: 59-2245054

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