For more than 26 years, the Kravis Center has truly enhanced the quality of the cultural and economic environment in Palm Beach County. Times have changed. The South Florida population has grown, local traffic has escalated and technology has advanced. Concurrent with these changes came increased national and international recognition of the Kravis Center as a premier performing arts center, and a key catalyst for the revitalization of downtown West Palm Beach.

Setting the stage for the next chapter in the Center’s history is Kravis 2020: The Future is Now. This $50 million project will not only improve the overall experience for visitors and modernize the Center, but also will better integrate the 10-acre campus into its urban surroundings. The goal is to create accessible and pedestrian-friendly urban park-like plazas that become common gathering spaces for the entertainment and enjoyment of all.

On the main plaza in front of the soaring glass-curtain façade will be a site-specific Endowment Fund donor recognition sculpture to honor Helen K. Persson Society members who have made a gift of $10,000 or more to the Center’s Endowment Fund. In 2015, the Kravis Center and Pratt Institute collaborated in a sculpture design competition at which the panel of judges selected Embrace, created by Robin Oglesbee-Venghaus. The artist describes his work as “representing the community of individual donors who are embracing—and through their generous donations—uplifting the arts.”

With great anticipation, we await the sculpture installation during Kravis 2020: The Future is Now.
It is with abundant gratitude and optimism that we celebrate the start of 2019. We are especially thrilled with the progress of our $50 million capital campaign: *Kravis 2020: The Future is Now*. This expansion project not only will improve the overall experience for visitors but also will better integrate the Kravis Center into its urban environment.

Thank you for your support of our mission to enhance the quality of life in Palm Beach County, and for your trust and confidence that the Center will remain one of South Florida’s premier performing arts institutions for future generations to enjoy.

Our mission-driven programs 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 strong and well-funded Endowment Fund.

In 2008, the Kravis Center established the Helen K. Persson Society, recognizing members whose financial commitment to the Endowment Fund will keep the Center fiscally sound for generations to come. I am pleased to report the Fund has a market value of $21.5 million, and the Persson Society has 146 members and 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 Persson Society. For readers who would like more information about the special benefits available to you and your family when making a gift to the Endowment Fund, we encourage you to consult with your professional advisors or speak to a member of our development staff.

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

Judith A. Mitchell
Chief Executive Officer
Whether you make your impact at the Kravis Center today or after your lifetime, your gift matters. Please contact us at endowment@kravis.org or 561.651.4320 to discuss your plans.

Time Your Impact: Give From Your IRA

A Simple Way to Leave a Legacy

If you’re interested in making a charitable gift to the Kravis Center, consider the benefits of a gift of life insurance. Learn more in our complimentary guide A Stress-Free Donation Option. Just return the enclosed reply card today.

An IRA is an appealing way to save for retirement: Make a contribution and enjoy tax savings. But eventually, that tax bill comes due—when you take your annual distributions and again when you leave your assets to heirs. If you want to avoid the tax bite and make an impact on our mission to enhance the quality of life in Palm Beach County, consider a gift to the Kravis Center from your IRA.

Make Your Gift Today

If you’re 70 ½ or older, you can use the IRA charitable rollover to make a tax-free gift to the Kravis Center. This law allows you to transfer any amount up to $100,000 annually directly to a qualified charitable organization without paying income tax on the distribution. Additional benefits include:

- You’ll see the difference you’re making today.
- You pay no income taxes on the gift. The transfer doesn’t generate taxable income or a tax deduction, so you benefit even if you don’t itemize your tax deductions.
- Your gift can satisfy all or part of your required minimum distribution.

Magnify Your Impact After Your Lifetime

Regardless of your age, you can give from your IRA by naming the Kravis Center as a beneficiary of your account. This is a great option for extending support from your IRA beyond your lifetime.

Here’s how:

1. Decide what percentage (1–100) you would like us to receive.
2. Contact your IRA administrator for a change-of-beneficiary form, or simply download a form from your provider’s website.
3. Name us and the gift percentage on the form.
4. Return the form to your IRA administrator.
5. Let us know about your plans so we can thank you and honor you as a member of the Helen K. Persson Society.
Enriching the Lives of Young People

As a donor and employee of the Kravis Center, I have seen firsthand the impact that live performing arts has on a child. When you greet children at the lobby door, their eyes light up as they take it all in and their mouths go “wow.” Our educational programs provide these children an opportunity that many would not otherwise have, and it is important for these programs to continue enriching the lives of young people.

Although I have had several careers, my position at the Kravis Center finally feels like home. Our Board of Directors and administration truly support and encourage us, and there is a family-like connection among our staff.

Because of the exceptional work environment and the Kravis Center’s mission, I feel strongly that it is important to do what I can to make sure the Center may go on beyond my lifetime. My endowment gift through a life insurance policy may now be small, but I am secure in the knowledge that over time the funds will grow and help to provide continuing programming and employment for the residents of this area.

Maureen J. Gardella
Director of Guest Services

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 AND FINANCIAL INFORMATION FOR THE RAYMOND F. KRAVIS CENTER FOR THE PERFORMING ARTS, INC., A FLORIDA BASED NONPROFIT CORPORATION (REGISTRATION NO. CH3470), MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR VISITING THEIR WEB SITE AT (www.FloridaConsumerHelp.com) REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. Federal Tax ID Number: 59-2245054

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