



Dear Friend,

When my wife, Ginny, and I first became involved with the Danforth Plant Science Center nearly twenty years ago, I was struck by two things: the global importance of the work and its potential to help reinvent St. Louis. That combination hooked me early—and it's why the Danforth Center has remained such a meaningful part of our lives.

**Over the years, I've come to see that one of the most meaningful ways to support an organization you love is through a planned gift.** When I chaired an endowment effort at my church, I often explained it this way: take the amount you give annually—say, \$1,000—and multiply it by twenty. A \$20,000 gift set aside in an endowment can generate that same annual support forever. That's the power of planned giving. It's a way of ensuring that your generosity lives on in perpetuity.

In 2011, I made my own planned gift to the Danforth Center, designating the Center as a beneficiary of a portion of my IRA. It was so easy—no lawyers needed. You can also make a gift through your will, trust, or other financial accounts. The point is: there are simple, tax-wise ways to make a lasting difference—and your financial advisor or other trusted professional can help you figure out the best one for you. *(In the Danforth Center office, Parker Butler can share about the many ways a planned gift can be made and the impact that your gift will have on the important work happening at the Center.)*

**We are proud to be members of the William H. Danforth Legacy Society.** Bill was a wonderful man, and I'll always remember his deep respect for people and his extraordinary vision. When he passed away, his final estate gift helped launch the Future Forward campaign. Bill led by example, and we are humbled to follow in his footsteps.

**I hope you will consider joining us.** Together, through planned giving, we can ensure that the Danforth Center will feed the world, sustain the planet, and strengthen St. Louis for generations to come.

Sincerely,

A handwritten signature in black ink that reads "John".

John W. Rowe

