



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" followed by a stylized "W".

John W. Rowe