

# First Legacy Society Member Leaves Lasting Memory

*The Cliburn is saddened by the passing of Mary Cravens Wysong Haney. We honor her as the first official member of the Cliburn's Legacy Society, as she had the foresight in 1986 to give ownership of a permanent life insurance policy to the Cliburn. If you are interested in leaving a lasting legacy as Mary did, please contact Marianne Pohle at 817.738.6536. The following is a reprint of an article written in 2000 describing her gift.*



After beginning her sales career selling lemonade in Arlington and rocks in Colorado as a little girl, Mary Wysong knew she wanted to sell something that did not involve inventory. Consequently, she went into insurance and became a Chartered Life Underwriter and a Chartered Financial Consultant with Northwestern Mutual Life Insurance Company. Wysong served as a volunteer for early Van Cliburn International Piano Competitions:

“because they make unique, international contributions to Fort Worth and bring a broader spectrum to the community.”

In 1986, she bought a permanent life insurance policy with the Cliburn as the beneficiary and gave ownership of the policy to the Cliburn. Thus, she became the first member of the Cliburn Legacy Society. “I just wanted to inspire others,” she said. “This is a way of leveraging a relatively small gift into a significant gift later.” Each year, Wysong made contributions to the Cliburn equal to the yearly premium for the policy, and each

year the Cliburn paid the premiums. After 12 years, the yearly dividends equaled the annual premium, and the policy began to pay for itself.

At Wysong’s death, the life insurance policy will pay the Cliburn a benefit many times greater than the amount she contributed.

“Because I sell insurance, it is personally satisfying to know that I can make such a difference for the Cliburn in this way,” Wysong said, and suggested that people who have insurance policies they no longer need could donate those policies to the Cliburn. That donation would be tax-deductible on a cost basis or cash-surrender value—whichever is less.

“If people want to leverage their gifts, they should talk to their financial advisors,” Wysong said, “and discuss all their options. In this rapidly changing business world, I always recommend seeking counsel from well-established organizations so that people can make lasting decisions that are best for them.”

Her valuable advice and her generous gift to the Cliburn are lasting contributions. The Cliburn salutes Mary Wysong as a founding member of the Cliburn Legacy Society.