



**Dear One Percent Club Members:**

Philanthropists, perhaps more than most people, understand the concept of “So, what have you done for us lately?” This is why the One Percent Club always looks ahead—even when we pause—as now—to reflect on how far we have come.

In 2003, we increased membership an impressive 18 percent, from 602 to 713, thanks to your active campaigning. In terms of “what have you done for us lately,” we’re hoping for a 25 percent membership gain this year. That’s a “stretch” goal, but we can achieve it through personal contacts—and with the help of our newly revised website—[www.onepercentclub.org](http://www.onepercentclub.org). It explains our mission, without hard sell. It also links to many useful informational resources.

Our annual dinner, at the Minneapolis Club, was a highlight of last year. It featured remarks by the Campbell brothers, Jim and Jon. Jim Campbell, retired chairman of Wells-Fargo Bank Minnesota, cited a tradition of volunteering to maintain the bond between community and commerce. Jon Campbell, who succeeded Jim at Wells-Fargo, spoke of the need to create a vision of what Minnesota will be.

With last year’s gains, we also suffered two losses—Ken Dayton and Jim Shannon. Ken Dayton, 80, died on July 20. Retired CEO of Dayton-Hudson Corp., he was a first signatory and founding member of the One Percent Club. As a corporate leader, he guided Dayton-Hudson’s policy of donating 5 percent of pre-tax profits to charity. Dayton and his wife, Judy, also were significant private contributors to the arts, education and other causes. Jim Shannon, 82, died Aug. 28. He was a Catholic priest, bishop and president of the College of St. Thomas before resigning in 1968, when he found himself in conflict with church teaching on birth control. In lay life, he married, earned a law degree and established himself as a leading philanthropist personally and in his role as head of the General Mills Foundation.

Since “the past is prologue,” Ken Dayton and Jim Shannon offer good examples, as we anticipate being asked anew, “What have you done for us lately?”



Walter Pratt  
Chair for 2003



John Lavander  
Chair for 2004



**Enrollment**

I/We agree to contribute 1% or more of my/our net worth annually, or 5% of income, whichever is greater, to the tax-deductible causes of my/our choice. I/We understand this entitles me/us to membership in an association of 1% givers who believe strongly in the wisdom of philanthropy.

- You may use my/our name(s) as a member even in publications
- You may use my/our name(s) on The 1% Club Brochure
- You may use my/our name(s) on a confidential list used only to recruit new members
- You may use my/our name(s) verbally, but never in print
- I/We wish to remain anonymous for now

Signature(s) \_\_\_\_\_

Name(s) \_\_\_\_\_

(Please print)

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How did you hear about the 1% Club?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***Please tear off and send to a friend.***

[www.onepercentclub.org](http://www.onepercentclub.org)

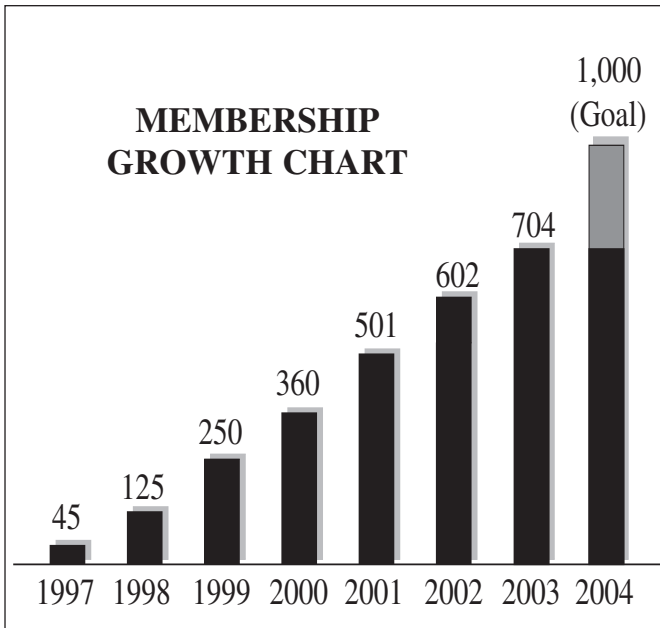


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## MEMBERSHIP SURVEY RESULTS 2003

If we project the giving of those who increased their giving because they joined the 1% Club to the total membership, it would mean that we increased giving in 2003 by \$12 million. In 1999 we increased giving by \$7 million, in 2000 by \$17 million, in 2001 by \$12 million, in 2002 by \$9 million, and in 2003 by \$12 million **Therefore, since the 1% Club started counting, we have increased giving by a cumulative total of \$57 million.**

## SUMMARY OF SURVEY STATISTICS

Number of members surveyed	685
Number of respondents	177
Average gift	\$180,200
Median gift	\$40,000
Total giving of 177 respondents	\$31,893,000
Median net worth of 1% Givers	\$4.8 million
% who increased giving from 2002	68%
% who decreased giving from 2002	19%
% who gave the same from 2002	13%
% said they increased their giving as a result of joining the 1% Club	30%

In the survey we did 4 years ago, 65% of those completing the survey stated by joining the 1% Club they increased their contributions.

## MEDIAN GIFT BY YEAR SURVEYED

2000	\$67,000
2001	\$38,000
2002	\$48,000
2003	\$40,000

## **Jim and Jon Campbell Keynote Speakers at 2003 Annual Dinner Event**

Speaking to the One Percent Club annual dinner, James and Jon Campbell credited their parents and other leaders in Byron, Minnesota, for demonstrating to them the strong bond between community and commerce. “Everybody was a volunteer,” Jim Campbell noted.

The Campbells were introduced by Walter Pratt, Board Chair, who opened by reporting an 11 percent gain in membership—up 68 to 670 this year—and noting that Joe Selvaggio, executive director, received a \$100,000 Humphrey-Institute fellowship to probe the status of philanthropy in the region. Pratt also recalled the late Ken Dayton’s philanthropic leadership and presented membership-recruitment awards to John Lavander and his wife, Nan Owen, and to Mike and Debbie Ducar.

Speaking first, Jim Campbell described how his father and other business leaders in Byron linked commerce and community. President of the local bank, the father also served as village treasurer, 20-year school board member and chairman of a Red Feather drive. The father and his wife, a teacher, also were hands-on in the nitty and often gritty job of janitor for Byron Methodist Church, where their pastor emphasized, “Share the wealth with those in need.”

Jim Campbell followed up Pratt’s comments about Ken Dayton by remarking on Dayton’s “vitality and legacy of giving.” This included his work in the One Percent Club “... special, because it’s a living thing.” Jim Campbell also spoke of Dayton’s “incredible counsel and guidance [when] “I arrived in Minneapolis with no bank ... only a hole in the ground ... a walleye pond,” the result of a fire that destroyed the then Northwest Bank’s headquarters in downtown Minneapolis.

Jon Campbell—again following his brother—spoke of “my passion for the future of Minnesota and what we need to do

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now to live out that future,” as Minnesota’s population tops 7.5 million in a few years. “In Minnesota, it’s important to know what we will be and not what we are. The reality is that all things change, and we’re at a point of transition.”

With an aging population base and an influx of immigrants, Jon Campbell said, Minnesota faces critical issues of health care and affordable housing. Other considerable issues include education, transportation and culture—and the arts, “which are very important to quality of life as we go forward.”

In answer to a question, “How do you engage transplants [in philanthropy],” Jon Campbell described Wells Fargo’s advancement plan for high-potential employees, which stresses community leadership. And, “we inspect what we expect.”

He added, “Younger people can get more responsibility as volunteers than they can in the office.” For example, he said, he got the equivalent of “an MBA on the street” as treasurer of a volunteer group while in an early, lower-level banking job.

*As to the future, “I’m younger and plan to be here to help Minnesota become what it will be,” said Jon Campbell. “The first step is creating that vision of what it will be!”*



*Jon and Jim Campbell (left & right, respectively) have spent their lives passing the baton—in commerce and community service alike.*

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**STATEMENT OF REVENUES COLLECTED  
& EXPENSES PAID – DECEMBER 31, 2003\***

<b>REVENUES</b>		<b>Percent</b>
Contributions - Corporations/Foundations	\$ 15,750.00	18.68
Contributions - Individuals	38,030.26	45.11
Contributions - Dinner Event	27,075.00	32.11
Contributions – Misc.	<u>2,550.00</u>	<u>4.10</u>
<b>Total Revenues</b>	<b>\$ 84,309.04</b>	<b>100.00</b>

**GENERAL & ADMINISTRATIVE  
EXPENDITURES**

Salaries & Wages	\$ 34,595.12	41.03
Employer Social Security & Medicare	2,646.52	3.14
Depreciation Expense	282.96	.34
Dues & Subscriptions	1,727.69	2.05
Event Expenses	9,039.43	10.72
Printing & Reproduction	1,078.45	1.28
Accounting Fees	2,150.00	2.55
Miscellaneous Expenses	4.50	.01
Office Supplies	4,733.49	5.61
Outside Services-Data Entry	750.40	.89
Outside Services-Clerical	8,690.00	10.31
Outside Services-Web Maint.	1,679.95	1.99
Postage & Delivery	8,504.13	10.09
Travel & Entertainment	599.18	.71
Board Meetings	178.65	.21
Newsletters & Publications	6,331.91	7.51
Website Development	679.80	.81
Telephone	588.00	.70
Office-related Expenses	1,407.53	1.67
<b>Total Operating Expenses</b>	<b>\$ 85,567.70</b>	<b>101.61</b>
<b>Operating Income (Loss)</b>	<b>\$ (1,358.66)</b>	<b>(1.61)</b>
<b>Operating Income (Loss)</b>	<b>\$ (104.25)</b>	<b>(.12)</b>
<b>Total: Other Income</b>	<b>\$ (104.25)</b>	<b>(.12)</b>
<b>Net Income (Loss)</b>	<b>\$ (1,254.41)</b>	<b>(1.49)</b>

\* Statements were compiled by  
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Miles & Shirley Fiterman
Arnold H. & Kay S. Fockler
Barbara Forster & Lawrence Hendrickson
Charlotte M. Forsythe
Hal Fotsch
William V. & Anne L. Frame
Arvonne S. & Donald M. Fraser
David R. Frauenshuh
Eugene & Mary Frey
James & Mary Frey
John J. Frey
Skip & Barbara Gage
John Gammel II
Burt & Lucille Garr
Charles & Arlene Garrity
William H. Gates Sr.
Timothy C. & Jill K.H. Geoffrion
Penny & Bill George
Eloise & Theodore Giannobile
Lois & Larry Gibson
Paul A. & Judy Gilje
Scotty & Peter Gillette
Dorothea & Peter Gilligan
Mimi & Sherry Gleekel
Mark & Debbie Glotter
Frederick L. & Suzanne C. Gobel
Sanford & Marlene Goldberg
Richard & Patricia Golden
Susan S. & Bill Goldenberg
George Goske
George K. Gosko
Mike and Diane Gove
Peter and Mary Gove
Julie and Jim Graves
Charles & Barbara Green
Steven & Annice Gregerson
Jeffrey P. & Theresa L. Greiner
John & Joan Grieman
John and Judith Griep
John R. & Patricia S. Gries
Bobby I & Barbara Griffin
Clark & Sima Griffith
Michelle & Scott Grossfeld
N Bud & Beverly N. Grossman
David & Nanette Grube
Victoria Grunseth
Patrick E. & A. Joette Guire
Mr. & Mrs. Howard M. Guthmann
Mari Haddox
Roger Hale & Eleanor L. Hall
Rosalie Heffelfinger Hall
Bill and Donna Halverstadt
Paul Halvorson
Dick & Kathy Hanousek
Steven & Nancy Hanousek
Dale S. & Joan B. Hanson
Gail & Stuart Hanson
Pat Hart
Catherine Hartnett & John Monto
Roe & Beverly Hatlen
Judy Hawkinson
R. Donald Hawkinson
Carol & H.B. (Bud) Hayden, Jr.
Vernon H. & Iona L. Heath
John W & Jean M. Hedberg
Anne and Peter Heegaard
Daniel Heilicher

# ONE PERCENT CLUB MEMBERS

(Private and confidential; used for recruiting new members only)

Gordon & Lisa Alexander	Paul M. Brooks
Nancy L. Alexis	Russell Brooks
Greg & Peg Allen	David & Sandra Brown
Howard R. & Lisa M. Alton	Mark M. Brown &
Jack & Janie Amundson	Rochelle M. Johnson-Brown
Dane & Sandy Anderson	Ralph & Sue Bruins
Daniel W. & Alice A. Anderson	Betsy Buckley & Dennis McGrath
David & Kathy Anderson	Tyrone H. & Delia Bujold
Albert Andrews	Allan & Lou Burdick
Joan E. Autrey	Nicholas & Susan Slattery Burke
Dana H. & Marlene C. Babbitt	Renee M. & Forrest G. Burke
Karen Bachman	M. Tim & Linda Burkett
Peter Bachman & Janet Rice	Mr. & Mrs. Ralph W. Burnet
Carole & Doug Baker	Bob & Ann Burns
Julie & Douglas Baker, Jr.	Cassidy & David Burns
Andris A. Baltins	Jane & John Burton
Ann Barkelew & James O'Hagan	Suzanne E. Busta
Joel & Susan Barker	Robert & Gail Buuck
Charles L. & Melanie C. Barry	David E. Byer
Irving & Deane Bassin	David A. Byfield
Kenneth & Catherine Beck	Michael E. Cameron
Ford & Amy Bell	Jim & Carmen Campbell
Monroe Bell	Jon & Susan Campbell
Russell & Beth Bennett	Arne H. Carlson
Sue Bennett	Barbara Carlson
Duane Benson	Richard & Darlene Carroll
Craig Bentsdahl & Stephanie Simon	Sarah R. Caruso
Sydney & Constance Berde	C. Paul Carver
Steve & Debra Berghs	Kevin J. Cashman
John & Lorelei Bergman	Joe & Jane Cavanaugh
Harley E. Bergren	Richard J. Chaffee
Michael & Judith Berman	Austin & Nadine Chapman
Bill & Kathy Bieber	Brad & Julie Choate
Warren Bielke	Mike & Lis Christenson
Al & Susan Bill	Chuck & Barb Christian
Mary J. Birchard	Angela Chronister
Jonathan S. & Lois B. Bishop	Michael V. & Ann C Ciresi
Herbert D. Bissell	David & Carolyn Cleveland
Mark A. & Julie G. Blake	Rusty & Burt Cohen
Judi & Jim Blankenbaker	Sandy & Douglas Coleman
Amy A. Blumemshome &	Jim & Sarah Colville
Michael L. Troutman	Patricia A. Comeford
David & Shari Boehnen	Donald W. Conway
Edward & Peggy Bonach	Nick & Cheryl Conzemius
Doug & Jackie Bonestroo	Judith S. & Richard F. Corson
Rudy & Ellen Boschwitz	Jay & Page Cowles
Mary & Richard Brainerd	Sage & John Cowles
Stephen Branch	David & Vicki Cox
Colleen Brandel	Jim & Wendy Cox
Ward & Kris Brehm	Ned Crosby & Patricia Benn
Craig Brentdahl & Stephanie Simon	Susan & Allen Cross
Eric L. & Sally A. Bressler	Kim & Carol Culp
John Bressler	Carol & Andrew Currie
Clifton Brittain & Margaret M.	Tom E. Davis
Ladner	Edward & Sherry Ann Dayton
Conley & Marney Brooks	Judy & Kenneth Dayton
Markell Brooks	Beverly Deikel

## STATEMENT OF ASSETS, LIABILITIES & FUND BALANCE

As of December 31, 2003\*

ASSETS	
<b>CURRENT ASSETS</b>	
Checking Account –	\$ 24,442.41
Savings Account	<u>\$ 40,113.81</u>
<b>Total Current Assets</b>	<u>64,556.22</u>
<b>EQUIPMENT</b>	
Equipment	1,417.20
Accumulated Depreciation	<u>(801.92)</u>
<b>Net Equipment</b>	<u>615.28</u>
<b>TOTAL ASSETS</b>	<b>\$ 65,171.50</b>
<b>LIABILITIES &amp; FUND BALANCE</b>	
<b>CURRENT LIABILITIES</b>	
Payroll Taxes Payable	<u>\$ 1,221.69</u>
<b>Total Liabilities</b>	<u>1,221.69</u>
<b>FUND BALANCE</b>	
Unrestricted	57,263.02
Designated by Board for	
Investment Letter	<u>6,686.79</u>
<b>Total Equity</b>	<u>\$ 63,949.81</u>
<b>TOTAL LIABILITIES &amp; FUND BALANCE</b>	<b>\$ 65,171.50</b>

### The True Cost of Giving is Surprisingly Little

The tax deduction for contributions reduces the net cost to less than 60% of the gift for upper income taxpayers. If appreciated assets are given, the capital gains savings further reduce the cost of the gift.

If your net worth is	\$ 5,000,000
and you 1% donation is	\$ 50,000
your tax saving (40%) is	- \$ 20,000
the net cost is only 60% of your gift	\$ 30,000

And if stock purchased for \$10,000 is given,	
the capital gains tax saved is	- \$ 10,000
further reducing the cost to only 40%	\$ 20,000

# History

<b>Fall '97</b>	A few “people of means” met to discuss Claude Rosenberg, Jr.’s challenge to give not just from income, but from net worth.	<b>Winter 2000</b>	Committed to reach future membership goals through aggressive mail campaigns.
<b>Thanksgiving Weekend '97</b>	1% Club was launched with a front page story in the <i>Star Tribune</i> . About 30 people were brave enough to have their names listed as members.	<b>Summer 2001</b>	Received National Award from Volunteers of America for Creative Philanthropy.
<b>Fall '98</b>	1% Club incorporated as a non-profit 501 (c) (3) and elects its first board.	<b>Fall 2001</b>	Received Responsive Philanthropy Award from the MN Council on Nonprofits. Held its Fourth Anniversary Dinner at Town & Country Club, with Burt Cohen as keynote speaker.
<b>Late '98</b>	Created a Speakers Bureau, newsletter and a brochure.	<b>December 31, 2001</b>	Surpassed goal of 500 members.
<b>November '98</b>	Sponsored a forum on philanthropy with a panel made up of Kenneth Dayton, Beck Horton, Sylvia Kaplan, Marilyn Nelson and Win Wallin.	<b>Spring 2002</b>	Received philanthropy award from the Women’s Community Foundation.
<b>Early '99</b>	Barbara Forster and Ned Dayton served as first two chairs of the board; Ford Bell was elected as the new chair.	<b>Fall 2002</b>	Held its 5 <sup>th</sup> Anniversary Celebration dinner with Sage & John and Page & Jay Cowles as keynote speakers.
<b>Summer '99</b>	A luncheon at Town and Country Club brought in St. Paul leaders on philanthropy as members. Also, we brought in Bill Gates, Sr. to speak on philanthropy.	<b>December 31, 2002</b>	Surpasses goal of 600 members.
<b>Fall '99</b>	Executive Director Joe Selvaggio attended White House Conference on Philanthropy and received award from the National Society of Fund Raising Executives for outstanding contribution to philanthropy.	<b>Spring '03</b>	Established a Marketing Committee composed of five board members to implement strategies of 1% Club awareness to prospects leading to more membership sign-ups. Executive Director Joe Selvaggio was conferred the first Louis W. Hill, Jr., Fellow for Philanthropy of the Hubert H. Humphrey Institute, University of Minnesota.
<b>December 31, 1999</b>	Met goal of 250 members.	<b>Fall '03</b>	The annual dinner featured keynote speakers and 1% Club members, Jim and Jon Campbell, Retired and incumbent CEOs of Wells Fargo, respectively.
<b>Fall 2000</b>	Held first “Give Back Day” event.	<b>December '03</b>	Reached 704 members by December 15 <sup>th</sup>