



## Dear One Percent Club Members:

I'm pleased to report that, in 2004, our One Percent Club grew 10 percent, increasing membership from 713 to 783. We hope to double that growth this year. This is a *stretch* target, but not out of reach.

All who meet giving requirements are welcome to become One Percent Club members, however the Board of Directors has decided to concentrate our 2005 recruitment "at the top of the financial pyramid." We're concentrating our membership efforts at the estimated 6,000 Minnesotans with a net worth of \$5 million or more. This simply is where we can achieve the best potential for enhanced giving to the community.

Our recently upgraded website, [www.onepercentclub.org](http://www.onepercentclub.org), is a powerful recruiting tool. It provides the overview and detail of how our club "is doing a world of good." Think of the website as a resource when encouraging a friend or business associate to become a member.

In other news, our annual dinner, at the Minneapolis Club last September, drew a record crowd in anticipation of an insightful presentation by Bill and Penny George. Attendees were not disappointed, as the Georges described their philosophy of giving to the community through a family foundation.

Looking ahead, we are anticipating another excellent program at our 2005 annual meeting, which will feature a keynote address by Dick and Joyce McFarland as well as a recap of this year's club activities. The dinner will be held on September 28<sup>th</sup> at the Minneapolis Club, and again, we anticipate the kind of excellent turnout that a program like this deserves.

In summary, we can be justifiably proud of our One Percent Club's tradition of community support and confident that we can substantially increase membership this year. Membership growth is important because it encourages increased support to those organizations that improve our community and world.



Bob McCrea  
Board Chair for 2005



## 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)

Address \_\_\_\_\_

Home Phone \_\_\_\_\_

Business Phone \_\_\_\_\_

Fax \_\_\_\_\_

Cellular \_\_\_\_\_

Date \_\_\_\_\_

How did you hear about the 1% Club?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Please tear off and send to a friend.*

## MEMBERSHIP SURVEY RESULTS 2004

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 2004 by \$11 million. In 1999 we increased giving by \$7 million, in 2000 by \$17 million, in 2001 by \$12 million, in 2002 by \$9 million in 2003 by \$12 million, and in 2004 by \$11 million. **Therefore, since the 1% Club started counting, we have increased giving by a cumulative total of \$68 million.**

## SUMMARY OF SURVEY STATISTICS

Number of members surveyed	783
Number of respondents	208
Average gift	\$120,000
Median gift	\$42,000
Total giving of 208 respondents	\$24,652,000
Median net worth of 1% Givers	\$4.2 million
% who increased giving from 2003	65%
% who decreased giving from 2003	20%
% who gave the same from 2003	15%
% said they increased their giving as a result of joining the 1% Club	35%

## ESTIMATED INCREASE IN GIVING BY YEAR

1999	\$ 7,000,000
2000	\$17,000,000
2001	\$12,000,000
2002	\$ 9,000,000
2003	\$12,000,000
2004	<u>\$11,000,000</u>
<b>TOTAL</b>	<b>\$68,000,000</b>

**“WE MAKE A LIVING BY WHAT WE EARN,  
WE MAKE A LIFE BY WHAT WE GIVE” \***

**By Penny George**

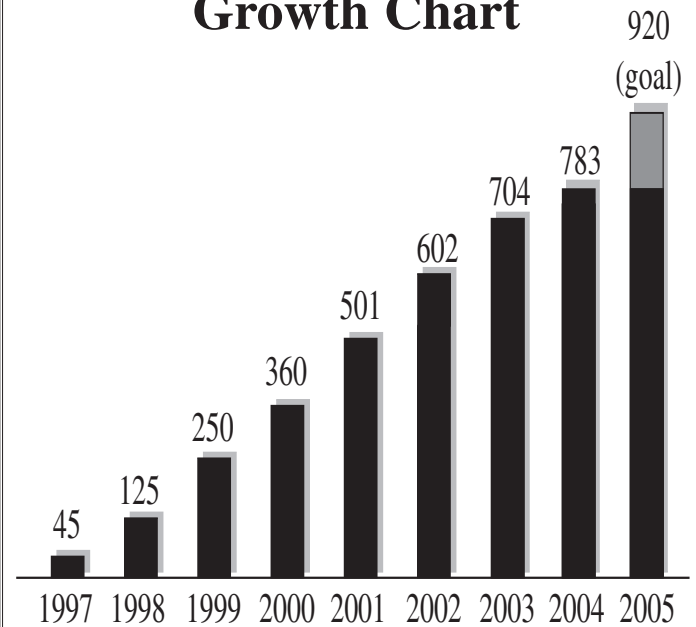
Bill and I are pleased to be here this evening to help celebrate the seven years of steady growth in the 1% Club’s membership, and to honor its vision of creating a healthier community through increasing charitable giving. My Mother always told me: be careful of the company you keep: values are contagious. It’s a privilege to be in your company this evening. Many of the people who have influenced Bill and me to be our best selves are here tonight, people like Bob and Polly McCrea, Carole and Doug Baker, Jim Gertmenian, and of course, Joe Selvaggio. These people, and perhaps most of you here, understand the essential truth of Winston Churchill’s memorable words: “We make a living by what we earn, but we make a life by what we give”.

The magnitude of the giving represented by the almost 800 members of the 1% Club is enough to make an enormous difference if it is given with skill and awareness. When Bill and I began our giving in this community, we were unskilled and reactive. Neither of us had come from philanthropic communities. I don’t think I’d even heard the word philanthropy until I was studying for the SATs! So that is why I’ve chosen to talk about what I’ve learned in the ten years that we have had a family foundation. It has been a steep and rewarding learning curve, and the best ten years of my life – and that includes having had cancer in that decade!

When we moved to Minneapolis in 1970, we found a city – unlike Washington, DC, and Cleveland where we’d previously lived – that welcomed, and even expected, our involvement in civic life. The active leadership of people like the late Ken Dayton set a standard of involvement that influenced us greatly. Many of us in this room are in a position to be the philanthropic leaders of this generation. The community needs us to be,

especially since the gap between the rich and the poor continues to widen.

## **Membership Growth Chart**



**Help us reach our  
goal of  
920 members  
by the end of 2005.**

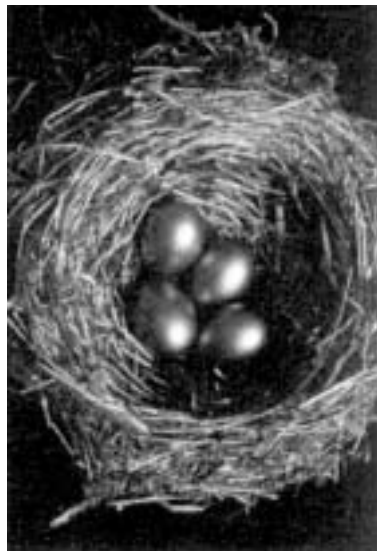
**Please give the  
attached enrollment  
form to a friend  
or two and  
ask them to join!**

Frank & Carol Trestman  
 Tom Triplett  
 F.E. (Pete) & Dorothy Truax  
 Sandra J. Turner  
 Jeffrey & Nancy Twidwell  
 James E. Uden  
 Dr. Dirk & Jean Vander Steen  
 Joanne & Phillip Von Blon  
 Jerry & Barbara Wade  
 Phyllis Wagner & Jack Yarger  
 Michael J. Walker  
 Fred and Alice Wall  
 Douglas Wallace & Margaret Hunter  
 Alex & Jessica Wallerstedt  
 Maxine & Winston Wallin  
 Dennis S. Walsh  
 Mary Ann Barrows Wark &  
 David Wark  
 Thomas E. Warth & Zanta Lafon  
 Ruth H. & David M. Waterbury  
 Don and Jan Watkins  
 Mary & Steve Watson  
 Jerome Webster  
 Newell & Joan Weed  
 Donald & Janet Wegmiller  
 Betty & Harry Weingartner  
 E. Thomas & Rita D. Welch  
 Peter C. Welles  
 Hans W. Wendt, Ph.D.  
 Tom and Gloria Wesely  
 Jean M. West  
 Robert J. Westenberg  
 Warde F. & Joanne M. Wheaton  
 Tom & Darlene White  
 Helen & J. Kimball Whitney  
 Mary Farnham Whitney &  
 Benson K. Whitney  
 Wheelock Whitney  
 Barbara Wiener  
 Joel & Colleen Wiest  
 Michael & Barbara Wigley  
 Leonard Wilkening  
 John K. Willoughby & Kelly L.  
 Morrison  
 Kevin Winge  
 Mike & Penny Winton  
 Nat & Harriet Wissner  
 Robert and Patricia K. Witte  
 Dan & Carol Wolfe  
 Steven & Kathryn Woodley  
 Medora Woods  
 John P. & Eleanor R. Yackel  
 Jonothan & Kalleen Yanta  
 Larry & Diane Zavadiil  
 Ann Zelle

Deceased:  
 Charles H. Bell  
 Dorothy A. Conway  
 Carol Currie  
 Kenneth Dayton  
 Lucy J. Dayton  
 William Deming  
 David Fesler  
 Judie Fotsch  
 Will & Nancy Gove  
 Harold L. Holden  
 John M. Hollern  
 C. Charles Jackson  
 Karl Kaufmann  
 A. Scheffer Lang  
 Steve Lieberman  
 Richard F. McCarthy  
 Frank C. Mullaney  
 Walter Meyers  
 Mrs. George (Susie) Selcer  
 James Shannon  
 Rivian Silesky  
 Louis Zelle

Total Members = 793,  
 Including 15 Anonymous  
 (updated 3/31/05)

Joe Selvaggio  
 Executive Director



Bill and I began our family foundation when it became clear that our income and net worth were more than we needed to live on and more than we felt would be good to pass on to our children. Creating a foundation also made it easier to give substantial sums of money away, because by doing so we became merely stewards, rather than owners of that money.

In the beginning, we were basically writing checks from the foundation checkbook, rather than our personal checkbook as we had been doing. Our decisions were usually in response to requests that arrived in the mail or came directly from friends. Both of us were busy with our jobs and raising our sons, and we did not have a lot of time left over to be reflective about our giving.

Then Diane Neimann came into our lives and through her influence everything began to change. Many of you know Diane, or know of her wonderful reputation in the world of family philanthropy. She is one of the best and most caring advisors in the country, and we are fortunate enough to be one of her clients. In keeping with the saying, "When the student is ready, the teacher appears", Diane's availability to work with us came just as I was making the decision to leave my twenty-year practice of psychology to focus my energies on the work of the foundation.

Diane sat with us on our front porch one afternoon in 1997 and asked us some basic questions we'd not thought to ask ourselves: If we could be assured of success, what difference would we want our foundation to make in the world? What did we truly care about? What values did we want to govern how we ran the foundation?

We found ourselves eagerly talking about such things as wanting to have spiritual reciprocity between giver and receiver, about working in a collaborative way and building long-term relationships with people who are

making a difference in the world, about investing in values and character, about contributing to wholeness in people's lives.

Over a few years, we moved from writing checks to beginning to organize our giving into categories and to think

about the relative importance of those categories in our lives. Then we began to think about how we could impact certain social issues. Eventually, we were drawn to thinking more strategically about larger systems change, and how to leverage our giving in ways that would maximize the impact we could have.

As an example of leveraging, we convened meetings using the resources of the foundation. In one case, we worked with several other family foundations to host lunches, called “More Than Grants”, to educate wealthy Twin Cities givers about important issues like the affordable housing crisis and immigrant problems, and about issues in ethics and education and the environment.

Over time a focus began to emerge in our giving: we were becoming increasingly energized about shaping the field of medicine around a set of principles now collectively called Integrative Medicine. My experience of breast cancer had shown me that there was much medicine should be doing to help patients that wasn’t happening.

We began our search for a good strategy by convening a meeting that brought together the physician leaders from around the country with a group of non-physicians who were funding change in medicine, people who shared our vision about what patients need and deserve.

We believe that medicine should focus on wellness rather than disease. We believe that healing is as important a goal as curing, and more achievable. We believe that people are interconnected in body, mind and spirit and that their care should reflect this. We also believe that medicine should make use of all appropriate healing modalities, not just rely solely on surgery, pharmaceuticals

and medical devices, although these too have their place and function.

This initial meeting led to another, and then almost three years ago, a by-this-point expanded group of funders from across the country decided to create an operating foundation called the Bravewell Collaborative. Our goal is to

Elliott F. Royce  
Ada D. Rubenstein  
Doris Rubenstein  
Jim & Colleen Ryan  
JoAnne & John Ryan  
Robert L. & Sharon G. Ryan  
Catherine M. Rydell  
Curtis A. Sampson  
Mimi & David Sanders  
Sheva & Tom Sanders  
William & Susan Sands  
Dia Satori  
Gretchen N. & Paul S. Sanders, M.D.  
Walter B. Saunders  
Jo Ellen and H.L. Saylor  
James Scarpetta  
Michael & Susanne Scherer  
Hugh K. & Margaret Schilling  
Joe & Marilyn Schmit  
Gerry Schmitt & Dr. Robert Poor  
Tom and Laura Schmitt  
Frank E. Schochet  
Jodi H. Schoenauer  
Thomas S. Schreier Sr.  
Clint & Carolyn Schroeder  
Rick & Penny Schroeder  
Guy & Barbara Schoenecker  
Gary Schoener & V. Katherine Gray  
Ed & Judy Schuck  
Ronald & Janet Schutz  
Richard Schwartz  
Lauren Segal & Richard Grigos  
Saul & Beth Ann Segal  
Shelley K. & Eddie L. Segal, M.D.  
Thomas W. & Janice Segar  
Charles & Yvonne Selcer  
Timothy D. Sellner  
Ruth Shannon  
Ed & Ceci Shapland  
Raymond A. Sharp  
Erika J. Shatz  
John & Lisa Shaughnessy  
Leonard Silesky  
Morton & Artice Silverman  
Mike and Pam Sime  
Diane L. Simerson  
Anne Larsen Simonson  
Gregg D. Sjoquist  
Rodger & Karin Skare  
Mark & Janice Skipper  
Anna & Glen Skovholt  
William & Joan Slattery  
Nancy Slaughter  
Linda & Kenneth Slipka  
Charles A. Slocum  
Jeff & Helene Slocum  
Emil J. Slowinski  
Harold & Mickey Smith  
Lowery & Mary Ann Smith  
Peter G. & Elizabeth A. Smith  
Robert & Nancy Snow  
Marge & Warren Spnnaus  
Angie & Harry Spell  
William & Tiki Spell  
Raymond H. & Florence Sponberg  
Gordon & Dee Sprenger  
Neal St. Anthony  
David Stanley & Jean B. Keffeler  
Paul & Kate Stauffacher  
John & Gail Steel  
Mark A. & M. Joan Steingas  
Robert Stevens  
Patrick & Sandra Stone  
John & Marcia Stout  
Anne & Bob Strachota  
Bill & Lee Strang  
Andrew Strandquist  
Eric & Susan Strobel  
James & Nicky Stubbe  
Barbara Stuhler  
Bruce M. Sullivan  
Michael & Marilyn Sullivan  
John L. Sullivan  
Tom Sullivan  
Frank Sunberg  
John R. & M. Diane Sundell  
Pamela Sveinson  
Arlene & Tom H. Swain  
Glenn & Rebecca Taibl  
Erol Tarhan  
Kaya S. Tarhan  
Donald A. & Marjorie J. Tarr  
Todd Taskey  
James & Carol Taylor  
Kristina Taylor  
Thomas W. and Karen A. Taylor  
Hal Tearse  
Joseph & Patricia Tennyson  
Jon and Marcee Thompson  
Bruce & Nancy Thomson  
Tom & Susan Tomlinson  
George & Shirley Torrey  
Sharon & James V. Toscano  
Terry & Rita Towey  
Lois M. Tracy  
Jill & John Trautz  
Ann Sherburne Trench  
Chad Trench

Anthony Morley & Ruth Anne Olson	James M. & Kareen K. Perry
Adrienne & Truxton Morrison	Margaret Perryman
John & Jane Morrison	J. Brad Person
John & Susan Morrison	Douglas A. Petersen
Keith & Marilyn Moyer	Steven & Kathleen Flynn Peterson
Patrick W. & Joyce T. Murphy	Oliver H. & Jeannette C. Peterson
Karla & Peter B. Myers	Robert L. & Barbara J. Peterson
William & Stephanie Naegele	Thomas J. Petters
David & Karen Nasby	Buzz & Carolyn Pierce
David & Mary Neal	John P. Pikala
Elizabeth L. Neiman	Charles A. Pillsbury
Brock & Martha Nelson	George & Sally Pillsbury
Curtis & Marjorie Nelson	David S. Piper
Harrison & Cris Nelson	Louise Benz Plank
Rodney H. Nelson	Carl & Sue Platou
William & Marian Nelson	Patrick Plonski
Win & Christie Cozad Neuger	Jay E. Pluimer & Kathleen M. Longo
Marion Newman	Ted & Mary Jo Pouliot
Mark S. & Sandra K. Niblick	Jeanne Audrey Powers
Bruce & Carol Nicholson	Walter & Harriet Pratt
Ford & Catherine Nicholson	Thomas L. & Stella J. Press
Richard Nicholson	Joyce S. Prudden & Michael D. Shoop
Gerald & Monica Nilles	John & Jean Pupkes
Ronald & Jennifer Noden	Lois Quam & Matt Entenza
Mark & Jackie Nolan	Albert & Gretchen Quie
Lowell & Sonja Noteboom	Mary Quigley
Louis B. Oberhauser	Ron & Carole Lee Randall
Lynn & Ben Oehler	Gary & Susan Rappaport
Mrs. Richardson B. Okie	Herman & Therese Ratelle
Robert M. Olafson	Harvey & Barbara Ratner
Robert W. & Jo Ann M. Olson	Thomas W. Raymond
Ted Olson & Chris Bellefeuille	Lachlan Reed
Jeffrey E. & Mary Ann O'Neil	Clyde & Mary Reedy
Patrick H. O'Neill Sr.	Darwin & Geri Reedy
Vance & Darin Opperman	R. William & Mary Ann Reilly
Michael & Tuny O'Rourke	William & Dolores Reimer
Lawrence M. O'Shaughnessy	Richard G. Revord
Charles W. Oswald	Carleen Rhodes
Paul & Janet Overgaard	Alice & Chuck Rice
Betty L. & Leonard H. Page	John & Martha Richter
Greg & Cindy Page	Scott & Courtney Rile
Greg & Peg Palen	J. Peter & Mary Ritten
Michael & Treva Paparella	Paul & Sharon Robey
Franklin J. Parisi	Norton & Bert Rockler
Leonard S. Parker	Lois & John Rogers
Galen & Karen Pate	John & Beverly Rollwagen
James J. Pattee, M.D.	Louise & Claude Rosenberg Jr.
Michael & Beverly Paterson	Amos Rosenbloom & Marsha McDonald
Suzanne & Rick Pepin	Bill & Mary Rothstein
David & Joan Olson	Ken & Nina Rothchild
Jose A. Peris & Diana L. Gulden	Michael F. & Delores J. Rowan
Alvin & June Perlman	Rob & Joleen Roy
Lawrence & Linda Perlman	
Ray Perlman	

leverage our individual giving in a coordinated way in order to change how physicians are trained and educated. We also are working to promote public awareness of integrative medicine, to champion the best physician leadership in the field, and to identify and sustain the best models of clinical care. One of our more more senior funders in the Collaborative is impatient for results. He says he doesn't want to buy "green bananas". Even he is surprised at what we have accomplished, which none of us could have possibly done alone.

Locally, our biggest commitment has been to Abbott Northwestern's newly created Institute for Health and Healing. Abbott has committed to this as its new standard of care. Already, 700 inpatients a month are being seen by holistic clinical nurse specialists who help them choose from a wide array of healing modalities – like guided imagery, massage, acupuncture, and reflexology, and many others - to assuage pain and anxiety. Eventually, we want this care to be available to every patient at Abbott. In the outpatient center that opened in July, people have the opportunity to continue their journey to health and wellness.

Bill and I and Roberta Mann Benson made the inaugural gifts to launch this Institute, and we believe Abbott has the potential to become the model for hospitals across the country in the delivery of this kind of integrative care. If you are looking for a place to invest charitable dollars, we'd love to have you partner with us in making this vision a reality. You can be sure we'll be watching your investment carefully!

I want to close with a few things I have learned over the past ten years:

1. Your giving will be more joyful and have more impact if you identify a passion, something you really care about. Once Bill and I began to be more proactive and less reactive, we started having a lot more fun in our giving.
2. It's a good exercise to write a mission statement for your giving, and a set of values you want your giving to reflect. And keep your mission statement in the same place you keep your checkbook.

3. It's easier if you then focus your giving. The biggest struggle I have is in saying no, but if you have a clear focus, it is somewhat easier and perhaps more understandable to those who are on the receiving end of the "no"s. You can't be everything to everybody or you won't make a real difference anywhere.

4. Be clear about what you do and do not fund. For example, we have chosen to focus on programs rather than, with rare exceptions, to make capital or endowment gifts. Look at the guidelines of foundations if you are just beginning to think about what these options are. If you are not focused and not clear, the solicitations that come in the mail with the frequency of reproducing rabbits can be overwhelming.

5. Investing in your community is the best gift I think you can give your children. When the community is allowed to go downhill, it affects even those of us who are the "haves" in society. It also increases the chances that your adult children will settle elsewhere. This community has some exceptional non-profits that need and deserve our support. Think carefully about what you really need materially to live a good life, and what living a good life means to you.

6. That said, it is terribly important to do due diligence on any major gifts you are considering. Early in our foundation's giving, we made a large gift to an organization that I suspected could not deliver on its goals but I didn't know enough to trust my gut. Now we dig deeper, and we also have contracts that protect our gifts in case the worst does happen.

7. If you have children, think about getting them involved early in your giving. If you have a foundation or are considering starting one, I've learned there is something called "next-generation training". Bill and I didn't start early enough, and now our sons are too busy with their own lives to be as involved as we wish they could be, and still hope one day they will be. In the meantime, we keep them informed, and they are proud of the difference they believe we are making. Equally important, they are

John D. Kelly  
 Kim L. Keprios & John T. Everett  
 Terry Kerber  
 John & Anne Kersey  
 Iris & Jay Kiedrowski  
 Robert and Lora Kincade  
 N. Judge King &  
 Reatha Clark King  
 Tom & Mary Kingston  
 E. Robert Kinney  
 Rev. Ellsworth Kneal  
 Jim & Janet Knoblach  
 Donald & Helen Knutzen  
 David A. & Barbara G. Koch  
 Lynne Kozarek  
 Paul & Nancy Kralovec  
 Joel & Laurie Kramer  
 George Kronschnabel  
 Jonathan & Tanya Kugel  
 Carl A. Kuhrmeyer  
 Steve & Sarah Kumagai  
 Noel Labine  
 John J. & Julie J. Labosky  
 Ann Ladd  
 S. Colet Lahoz & Thomas R. Fiutak  
 William Lahr  
 David B. Laird Jr.  
 Joe Langer  
 Joan & Joe Lapensky  
 Neil N. & June Cook Lapidus  
 John & Colles Larki  
 John M. Lavander & Nancy F. Owen  
 Grant P. Lawless  
 Steven M. & Sheri P Lear  
 Charles H. & Anne Wakefield Leck  
 Cyndi & Dennis Leshar  
 Steven Leuthold  
 Steve Leventhal & Laura Condon  
 Leventhal  
 Ross & Bridget Levin  
 Samuel & Darla Lieberman  
 Sheila & Stephen Lieberman  
 Eric & Sara Lind  
 Philip J. & Nancy F. Lindau  
 Dale & Kandy Lindquist  
 Richard Long  
 Barbara S. Longfellow  
 Donald & Margaret Longlet  
 Tom & Mari Lowe  
 Ellie Lucas  
 Margaret & David Lucas  
 Kim Lund  
 Richard & Donna Lundborg  
 James & Dawn Lund

Leland T. Lynch  
 David & Kathleen MacLennan  
 John & Cindy Madgett  
 Tom & Pat Madison  
 Stephen & Kathi Austin Mahle  
 Donald & Rhoda Mains  
 Jack & Vivian Mason  
 Ann M. Massey  
 J.B. Massie  
 Carleen Dahl Matosky  
 Evan & Naomi Maurer  
 Charlie & Tara Maxwell  
 Jim A. May  
 Scott and Mary Kay May  
 Donald W. & Anne L. McCarthy  
 Mike & Kay McCarthy  
 Walt McCarthy & Clara Ueland  
 Robert & Polly McCrea  
 Robert K. McCrea Jr. &  
 Molly M. McCrea  
 John H. McDonald  
 Malcolm W. McDonald  
 Richard & Joyce McFarland  
 Burton J. & Rosalyn McGlynn  
 Michael & Julie McGlynn  
 Larry & Andrea McGough  
 Lee U. McGrath  
 Tom & Sue McGuire  
 John A. & Florence L. McHugh  
 Edward & Peggy McIntyre  
 Charles & Mary Kay McJilton  
 Thomas W. & Mary Cullen  
 McKeown  
 Mary McLeod  
 Richard (Pinky) McNamara  
 Walter & Nancy Meadley  
 Hella L. Mears  
 Alida R. Messinger  
 Martha Mueller  
 Margaret Meyers  
 Russ and Jan Michaletz  
 James G. & Laura H. Miles  
 Steve Miles, M.D., & Joline Gitis  
 Frank & Kathy Miley  
 Bill & Lana Miller  
 Richard Miller & Priscilla Elwell  
 Ran & Beth Miner  
 Ronald & Carol Mirenda  
 John & Quay Mitchell  
 Paul J. & Suzanne Moe  
 Moira & Daniel Moga  
 Christopher Mogil & Anne Slepian  
 Eric C. & Hilary Moleski  
 Jane & John Mooty

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  
 Donald & Marion 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.  
 Charles & Lois Head  
 Vernon H. & Iona L. Heath  
 John W. & Jean M. Hedberg  
 Anne and Peter Heegaard  
 Roger & Marge Heegaard  
 Daniel Heilicher  
 Quentin O. and Sally Heimerman  
 Don & Arlene Helgeson  
 Bruce & Sharon Darby Hendry  
 Kenneth & Elayne Hengler  
 Tim & Brenda Henry  
 John & Diane Herman  
 Tom & Lisa Heule  
 Wil & Julie Heupel  
 Mark Hiemenz & Charlie Rounds  
 Stanley & Doris Hill

Carol & Jack Hines  
 Mark I Hintz  
 Linda L. & John G. Hoeschler  
 George T. Holden  
 Harriet T. Holden  
 Tom & Patty Holloran  
 Kristine M. Holmgren  
 Thomas & Patricia Hooley  
 Deborah L. Hopp  
 Dave & Michelle Horan  
 Allen & Jean Housh  
 Peter Hovde  
 James & Ann Howard  
 Jane Anderson Howard  
 Kevin R. Howley  
 Fang Echo Huang  
 David & Shirley Hubers  
 Ray & Alice Hunder  
 Fred W. Hundt  
 Roger Hunsberger  
 Tony Jace  
 Ann & Robert Jackson  
 Dr. Maynard & Elaine Jacobson  
 Bob & Denise Jacquart  
 Lyle James  
 Carol & Matthew Johnson  
 Christopher P. Johnson  
 James E. Johnson  
 Jay & Lorita Jacobson  
 Kris Solie Johnson  
 Rob & Kris Johnson  
 Scott & Marjorie Johnson  
 Bradley & Maggie Johnston  
 Julie & Trent Jonas  
 Norman & Eunice Jones  
 Charles R. & Sally B. Jorgensen  
 Steve and Brenda Joul  
 William and Suzanne Joyce  
 David & Kathy Jungquist  
 Mary Joanne & James R. Jundt  
 David W. Jussila  
 Bruce R. Kahn  
 Thomas G. & Janette L. Kamp  
 Ryan Kanne  
 Elliot S. & Eloise S. Kaplan  
 Samuel & Sylvia Kaplan  
 Charlotte & Dr. Markle Karlen  
 Robert and Stefanie Karon  
 Bobbie Kaufmann  
 Miriam & Erwin Kelen  
 Robert Kelen  
 Darla L. Keller  
 Ken Keller and Bonita Sindelir  
 Thomas A. Keller III

comfortable with our decision to give the bulk of our net worth away when we die. But we missed the chance to educate them along with educating ourselves.

In closing, I just want to say that at some level I think that we're all here this evening in recognition of one thing: that altruism - or in this case, sharing one's financial resources to make the community healthier - is one of the keys to finding meaning and purpose in life. My belief is that, other than family and work that matters, philanthropy is the most satisfying and growth-producing activity anyone could ever have the privilege of doing.

Thank you very much.

*\* Delivered by Penny George at the Annual Dinner Event of the One Percent Club on September 21, 2004, at the Minneapolis Club.*



Penny and Bill George fielding questions after their speeches

# History

- Fall '97** A few “people of means” met to discuss Claude Rosenberg, Jr.’s challenge to give not just from income, but from net worth.
- Thanksgiving Weekend '97** 1% Club was launched with a front page story in the *Star Tribune*. About 30 people were brave enough to have their names listed as members.
- Fall '98** 1% Club incorporated as a non-profit 501 (c) (3) and elects its first board.
- Late '98** Created a Speakers Bureau, newsletter and a brochure.
- November '98** Sponsored a forum on philanthropy with a panel made up of Kenneth Dayton, Beck Horton, Sylvia Kaplan, Marilyn Nelson and Win Wallin.
- Early '99** Barbara Forster and Ned Dayton served as first two chairs of the board; Ford Bell was elected as the new chair.
- Summer '99** 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.
- Fall '99** 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.
- Dec. 31, 1999** Met goal of 250 members.
- Fall 2000** Held first “Give Back Day” event.
- Angela Chronister  
Michael V. & Ann C. Ciresi  
David & Carolyn Cleveland  
Louis & Jill Close  
Rusty & Burt Cohen  
Sandy & Douglas Coleman  
Jim & Sarah Colville  
Patricia A. Comeford  
Donald W. Conway  
Nick & Cheryl Conzemius  
Judith S. & Richard F. Corson  
Jay & Page Cowles  
Sage & John Cowles  
David & Vicki Cox  
Jim & Wendy Cox  
Ned Crosby & Patricia Benn  
Susan & Allen Cross  
Kim & Carol Culp  
Andrew Currie  
Patti Dalen-Leisinger  
Tom E. Davis  
Edward & Sherry Ann Dayton  
Judy Dayton  
Beverly Deikel  
Judi & William Deming  
Jack & Claire Dempsey  
Charles M. Denny Jr.  
Pam Desnick  
Robert & Marilyn Devereaux  
Edward & Elaine Devitt  
Mona Bergman Dewane & Patrick Dewane  
Yale & Diane Dolginow  
Joseph P. Donnelly  
Kris & Patrick Donnelly  
Barbara & Tracy Donovan  
Pat & Christee Donovan  
Paul & Mary Donovan  
Kevin & Elizabeth Dooley  
Mike & Kathy Dougherty  
John & Nancy Downey  
Richard Doyle  
Richard A. & Audrey S. Dronen  
John Du Rand  
Mike & Debbie Ducar  
Ann Sheldon Duff  
Carol M. Duff  
Nathan Dungan & Susan Hawks  
Thomas W. & M. Johannah Dzik  
LaVonne Easter  
Hugh A. Edmondson  
John & Kathe Ehlert  
Ronald & Laurie Eibensteiner  
Richard & Mardene Eichhorn
- John F. Eisberg & Susan Kline  
Kent E. & Katherine A. Eklund  
James W. & Jane Emison  
James W. & Nanette L. Emmer  
Mark C. & Nancy A. Engasser  
Richard & Joyce England  
Donald E. Engle  
Rebecca Erdahl  
Jim & Diane Erdman  
Art & Kathy Erickson  
Russ & Gloria Erkkila  
Mike & Stella Essein  
Sarah M. Farley & Betty Tisel  
John F. Farrell Jr. & Cathy Farrell  
Walter & Cecy Farter  
Stephan K. & Marlis F. Fenton  
Elizabeth Fesler  
Ron Fingerhut  
Rose Fingerhut  
Gary & JoAnn Fink  
Kenneth Fink  
Bert & Amy Finsand  
Jerry & Cathie Fischer  
Miles & Shirley Fiterman  
Arnold H. & Kay S. Fockler  
Barbara Forster & Lawrence Hendrickson  
Charlotte M. Forsythe  
Hal Fotsch  
Alan Frailich  
William V. & Anne L. Frame  
Arvonne S. & Donald M. Fraser  
David R. Frauenshuh  
Revs. Leonard & Lindsay Freeman  
Eugene & Mary Frey  
James & Mary Frey  
John J. Frey  
John & Nancy Frobenius  
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Skip & Barbara Gage  
John Gammel II  
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Eloise & Theodore Giannobile  
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Scotty & Peter Gillette  
Dorothea & Peter Gilligan  
Mimi & Sherry Gleekeel  
Mark & Debbie Glotter  
Frederick L. & Suzanne C. Gobel

# ONE PERCENT CLUB MEMBERS

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

Gordon & Lisa Alexander  
Nancy L. Alexis  
Mr. and Mrs. Gary T. Alkire  
Greg & Peg Allen  
Howard R. & Lisa M. Alton  
Jack & Janie Amundson  
Dane & Sandy Anderson  
Daniel W. & Alice A. Anderson  
David & Kathy Anderson  
Albert Andrews  
Joan E. Autrey  
Dana H. & Marlene C. Babbitt  
John Babitt  
Karen Bachman  
Peter Bachman & Janet Rice  
Carole & Doug Baker  
Julie & Douglas Baker Jr.  
Andris A. Baltins  
Ann Barkelew & James O'Hagan  
Joel & Susan Barker  
Charles L. & Melanie C. Barry  
Irving & Deane Bassin  
Kenneth & Catherine Beck  
Ken and Alix E. Behm  
Ford & Amy Bell  
Monroe Bell  
Russell & Beth Bennett  
Sue Bennett  
Duane Benson  
Craig Bentsdahl & Stephanie Simon  
Sydney & Constance Berde  
Steve & Debra Berghs  
John & Lorelei Bergman  
Harley E. Bergren  
Michael & Judith Berman  
Bill & Kathy Bieber  
Warren Bielke  
Al & Susan Bill  
Mary J. Birchard  
Jonathan S. & Lois B. Bishop  
Herbert D. Bissell  
Dick & Mimi Bitzan  
Mark A. & Julie G. Blake  
Judi & Jim Blankenbaker  
Amy A. Blumemshome &  
Michael L. Troutman  
David & Shari Boehnen  
Edward & Peggy Bonach  
Doug & Jackie Bonestroo  
Rudy & Ellen Boschwitz  
Mary & Richard Brainerd  
Stephen Branch  
Colleen Brandel  
Ward & Kris Brehm  
Craig Brentdahl & Stephanie Simon  
Eric L. & Sally A. Bressler  
John Bressler  
Clifton Brittain & Margaret M.  
Ladner  
David & Kay Bromelkamp  
Conley & Marney Brooks  
Markell Brooks  
Paul M. Brooks  
Russell Brooks  
David & Sandra Brown  
Mark M. Brown &  
Rochelle M. Johnson-Brown  
Ralph & Sue Bruins  
Betsy Buckley & Dennis McGrath  
Tyrone H. & Delia Bujold  
Allan & Lou Burdick  
Nicholas & Susan Slattery Burke  
Renee M. & Forrest G. Burke  
M. Tim & Linda Burkett  
Mr. & Mrs. Ralph W. Burnet  
Bob & Ann Burns  
Cassidy & David Burns  
Jane & John Burton  
Suzanne E. Busta & Lawrence X.  
Taylor III  
Robert & Gail Buuck  
David E. Byer  
David A. Byfield  
Michael E. Cameron  
Jim & Carmen Campbell  
Jon & Susan Campbell  
Arne H. Carlson  
Barbara Carlson  
Thomas C. & Anne D. Carrier  
Richard & Darlene Carroll  
Sarah R. Caruso  
C. Paul Carver  
Kevin J. Cashman  
Joe & Jane Cavanaugh  
Richard J. Chaffee  
Austin & Nadine Chapman  
Brad & Julie Choate  
Martin V. & Jan Chorzempa  
Mike & Lis Christenson  
Chuck & Barb Christian

**Winter 2000**

Committed to reach future membership goals through aggressive mail campaigns.

**Summer 2001**

Received National Award from Volunteers of America for Creative Philanthropy.

**Fall 2001**

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.

**Dec. 31, 2001**

Surpassed goal of 500 members.

**Spring 2002**

Received philanthropy award from the Women's Community Foundation.

**Fall 2002**

Held its 5<sup>th</sup> Anniversary Celebration dinner with Sage & John and Page & Jay Cowles as keynote speakers.

**Dec. 31, 2002**

Surpassed goal of 600 members.

**Spring '03**

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.

**Fall '03**

The annual dinner featured keynote speakers and 1% Club members, Jim and Jon Campbell, Retired and incumbent CEOs of Wells Fargo, respectively.

**December '03**

Reached 704 members by Dec. 31<sup>st</sup>.

**April '04**  
**-Nov. '04**

Engaged the pro bono services of Public Relations firm, Tunheim Partners, to conduct interviews with key philanthropic, business, nonprofit and civic leaders in the community on the value, role and future direction of The One Percent Club. Tunheim developed a Marketing Plan outlining Strategies and Tactics. (*See enclosed "Strategic Positioning Report for the 1% Club" and "Marketing Plan Outline for the One Percent Club."*)

**May '04**

Also, the Club engaged the pro bono services of GfK Custom Research Inc, in analyzing the results of the anonymous survey of the membership. a major finding was that "1% Club membership was making a significant impact as an organization in terms of promoting financial giving to the community. The amount of increase in giving is substantial, ranging from a conservative estimate of \$25 million to an optimistic calculation of \$50-\$60 million." (*See "Survey Results Summary."*)

**September '04**

Held its Annual Meeting and Dinner Event highlighted by the keynote speeches of philanthropists Bill and Penny George who offered advice and insights into both corporate and personal giving.

**November '04**

Co-sponsored with The Minneapolis Foundation a luncheon event at the Minneapolis Hilton featuring Charles W. Collier, Senior Philanthropic Adviser, Harvard University. He talked on "*Creating a Successful Family: The Meaning and Purpose of Family Wealth and Legacy.*"

**December '04**

Reached 783 members by Dec. 31<sup>st</sup>.

**Betty & George Kronschnabel**  
**Tom & Mari Lowe**  
**Charles & Tara Maxwell**  
**Bob & Polly McCrea**  
**Richard & Joyce McFarland**  
**Burton J. McGlynn**  
**McGlynn Bakeries**  
**The Minneapolis Foundation**  
**The Laura Jane Musser Fund**  
**Betty & Leonard Page**  
**Galen & Karen Pate**  
**Louise B. Plank**  
**Walter & Harriet Pratt**  
**Richard G, Revord**  
**Chuck & Alice Rice**  
**Robins Kaplan Miller & Ciresi**  
**The Saint Paul Foundation**  
**Jodi H. Schoenauer**  
**The Schoenauer Family Foundation, Inc.**  
**Shelley & Dr. Eddie Segal**  
**Joe Selvaggio**  
**Leonard Silesky**  
**Spell Capital Partners**  
**The Spell Family Foundation**  
**Gordon & Dolores Sprenger**  
**Neal & Karen St. Anthony**  
**The St. Paul Companies, Inc.**  
**William & Lee Strang**  
**Tom & Arlene Swain**  
**Bruce & Nancy Thomson**  
**U.S. Bancorp Piper Jaffray**  
**U.S. Trust Company**  
**Philip & Joanne Von Blon**  
**Wallin Foundation**  
**David & Mary Ann Barrows Wark**  
**E. Thomas & Rita D. Welch**  
**Wells Fargo/Lowry Hill**  
**Jean West**  
**The Whitney Foundation**  
**Michael & Barbara Wigley**  
**John Yarger**

**(Please consider joining our donors.)**

## THANK YOU DONORS

American Express Financial Corporation

The Athwin Foundation

Ford & Amy Bell

James Ford Bell Foundation

Harley Bergren

Beverly Foundation

Blandin Foundation

Conley Brooks

Suzanne E. Busta

Buuck Family Foundation

*(made on behalf of Robert & Gail Buuck  
and their children, David, John & Katie)*

Caliber Foundation

Campbell Foundation

Carmen & Jim Campbell

Catholic Community Foundation

Michael V. & Ann C. Ciresi Foundation

Burt & Rusty Cohen

Nick & Cheryl Conzemius

Andrew Currie

Sage & John Cowles

Edward & Sherry Ann Dayton

Kenneth & Judy Dayton

Deloitte & Touche

Kevin & Beth Dooley

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Mike & Debbie Ducar

The Jaye F. & Betty F. Dyer Foundation

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John & Lucy Hartwell

Peter & Anne Heegaard

Harriet ThwingHolden

Charles & Sally Jorgensen

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



## Board of Directors — 2004

Ford Bell

Ann Burns

Suzanne E. Busta

Ann C. Ciresi

Louis D. Close

Burt Cohen

Andrew Currie

Ned Dayton

Mike Ducar

Barbara Forster

John J. Frey

Peter Heegaard

John Lavander - Chair

Joe Selvaggio (Executive Director)

Tom Lowe

Charles Maxwell

Robert K. McCrea

Patrick Murphy

Franklin J. Parisi

Walter Pratt

Jodi H. Schoenauer

Bill Spell

Bruce Thomson

Win Wallin

Tom Warth

Tom Welch

**STATEMENT OF REVENUES, EXPENSES &  
CHANGES IN FUND BALANCE  
YEAR ENDED DECEMBER 31, 2004\***

REVENUES		Percent
Contributions -	\$ 9,550.00	8.91
Corporations/Foundation		
Contributions -	57,699.28	53.82
Individuals		
Contributions -	39,350.00	36.70
Dinner Event		
Contributions - Misc.	<u>612.16</u>	<u>0.57</u>
Total Revenues	<u>107,211.44</u>	<u>100.00</u>

**GENERAL & ADMINISTRATIVE**

Salaries & Wages	37,423.17	34.91
Employer Social Security		
& Medicare	2,862.87	2.67
Contributions	30.00	0.03
Depreciation Expense	282.96	0.26
Dues & Subscriptions	421.46	0.39
Exec. Director's Fee-Present	2,500.00	2.33
Event Expenses	11,505.99	10.73
Printing & Reproduction	525.79	0.49
Accounting Fees	2,060.00	1.92
Miscellaneous Expenses	50.00	0.05
Rent	900.00	0.84
Office Supplies	3,957.61	3.69
Outside Services-Data Entry	56.00	0.05
Outside Services-Clerical	5,840.00	5.45
Outside Services-Web Maint.	423.95	0.40
Postage & Delivery	8,743.08	8.15
Travel & Entertainment	728.94	0.68
Board Meetings	277.18	0.26
Newsletters & Publications	7,101.79	6.62
Telephone	798.20	0.74
Office-related Expenses	<u>1,634.75</u>	<u>1.52</u>
Total Operating Expenses	<u>88,123.74</u>	<u>82.20</u>
Operating Income	19,087.70	17.80
Other Income - Interest	<u>100.41</u>	<u>0.09</u>
Net Income	<u>19,188.11</u>	<u>17.90</u>

Fund Balance - Beginning	<u>63,949.81</u>
Fund Balance - Ending	<u>\$ 83,137.92</u>

**STATEMENT OF ASSETS, LIABILITIES  
& FUND BALANCE DECEMBER 31, 2004\***

**ASSETS**

<b>CURRENT ASSETS</b>	
Checking Account	\$ 44,063.28
Savings Account	<u>40,214.22</u>
Total Current Assets	<u>84,277.50</u>

<b>EQUIPMENT</b>	
Equipment	1,417.20
Accumulated Depreciation	<u>(1,084.88)</u>
Net Equipment	<u>332.32</u>

<b>TOTAL ASSETS</b>	\$ 84,609.82
---------------------	--------------

**LIABILITIES & FUND BALANCE**

<b>CURRENT LIABILITIES</b>	
Payroll Taxes Payable	<u>\$ 1,471.90</u>
Total Liabilities	<u>1,471.90</u>

<b>FUND BALANCE</b>	
Unrestricted	75,372.53
Designated by Board for	
Investment Letter	5,265.39
Designated by Board for	
Future Exec. Director's Pay	<u>2,500.00</u>
Total Fund Balance	<u>83,137.92</u>
<b>TOTAL LIABILITIES &amp;</b>	
<b>FUND BALANCE</b>	<u>\$ 84,609.82</u>

\* Statements were compiled by Obermeier & Associates, P.A.

**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