

***A MESSAGE FROM THE
EXECUTIVE DIRECTOR***

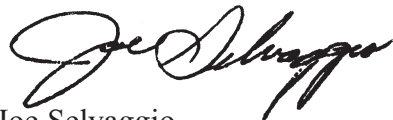
One of the defining features of the One Percent Club is its ability to exist on a very small budget. Our members do not want to fund an organization with unreasonable overhead. While we have kept costs to a minimum, nonetheless, there are expenses.

I am asking you to make a gift to the One Percent Club to help fund our operations. We need money for: mailings, clerical compensation, web support, special events, recruitment, and printing and postage. In the past, we have operated largely through the generosity of a small group of supporters. We now need to broaden the base of our support. I am asking for your help.

Our organization has a great impact on our community. In the anonymous survey we conducted, our members said that over the last 5 years they gave an **extra \$50 million to the community.**

Please take a moment to complete and return the adjacent form and help support the One Percent Club.

Thank you,



Joe Selvaggio
Executive Director

**I want to support the
One Percent Club!**

Please make your check payable to the One Percent Club and mail to:

One Percent Club
2516 Chicago Avenue South
Minneapolis, MN 55404

All gifts are tax-deductible to the extent provided by law.

CONTRIBUTION LEVELS:

Please check one:

- Benefactor (\$5,000 and above)
 Sustainer (\$1,000 - \$4,999)
 Patron (\$500 - \$999)
 Friend (\$200 - \$499)
 Supporter (\$100 - \$199)
 Donor (\$5 - \$99)

NAME: (Please list your name as you would like it to appear in the acknowledgements):

check here if you wish to remain anonymous.

Mailing Address: _____

Amount of Gift: \$ _____

THANK YOU!

The One Percent Club
2516 Chicago Avenue South
Minneapolis, MN 55404
Tel. (612) 813-3240
Fax (612) 874-6444
www.theonepercentclub.org

Giving

of Net Worth
Back to the Community

**The One Percent Club News
Edition #57 March 2004**



The mission of the One Percent Club is to increase charitable contributions in our community by engaging people to commit to a minimum standard of giving: the greater of 1% of net worth or 5% of income annually.

**Socially and Environmentally
Responsible Investing Talk on
May 6th**

Nationally renowned Socially and Environmentally Responsible Investing expert Thomas Van Dyck, Senior Investment Consultant of Philanthropic and Social Investing (PSI) at Piper Jaffray will host a lunch presentation on May 6th 2004.

PSI manages investments for organizations and individuals interested in making the world a better place. PSI promotes investment strategies that connect financial markets with healthy environments, sustainable communities and humane and diverse workplaces. The mission of PSI is to assist clients in aligning their personal or organizational values with their financial strategy.

**Contact Joseph Dolan at
612-303-5969 for more information.**

Sharing the Wealth: Corporate Leaders Give Back to Community

By Paula Burns, Assistant Editor
Successful Fund Raising

In the wake of corporate scandals like Enron and WorldCom, it's reassuring to see the spirit of philanthropy alive and well among America's top companies and wealthiest individuals. In some cities, business executives have gone so far as to publicly pledge a percentage of their annual income to charity. Here are two examples:

The Two Percent Club

In Denver, members of the Two Percent Club agree to donate a minimum of two percent of company profits to charitable organizations.

The club was started in 1991 by community and business leaders to encourage the spirit of philanthropy in the community. While most of the members are from Denver, the club does have a few state-wide members.

"Each company decides how to handle its community contributions and which causes or organizations to support," says Jeanne Bistranin, program officer for the Adolph Coors Foundation, the sponsoring organization of the Two Percent Club. "We encourage any type of philanthropy from pro bono services to employee volunteerism, and of course, cash donations."

The commitment is on the honor system, and there is no audit or evaluation of how much has been given or to which organizations. There are no annual dues, just a one-time registration fee of \$200 to join the club.

Members meet periodically to hear speakers, share ideas on charitable giving and corporate philanthropy and network with others who have an interest in corporate philanthropy. "We usually invite the nonprofit community as well, if it's a subject they might be interested in," says Bistranin.

There are currently 175 members in the club, including both small and large businesses. About 15 to 20 new members are added each year.

"We believe the nonprofit community benefits from the club because it encourages corporate giving in the community, particularly among small businesses that might not otherwise think about it," says Bistranin.

The One Percent Club

Philanthropists in Minneapolis have taken the concept a step further by pledging to give away at least one percent of their net worth or five percent of their income (whichever is greater) annually to charity.

The One Percent Club was started by local philanthropists in 1997. "The underlying idea for the club is that giving should be based on a percentage of total net worth, not just income," says Joe Selvaggio, former director of the Project for Pride in Living and co-founder of the One Percent Club. "It's a more accurate reflection of a member's giving ability."

Unlike other organizations, the One Percent Club is for individuals, not corporations. There are no required meetings, dues or disclosures. However, members are invited to sponsored gatherings and presentations by national speakers from the business world, social activists and local personalities. They also receive a monthly newsletter with charitable guidelines, financial information and personal stories of inspiration and vision.

Since its inception the club has grown from 30 members to more than 700, and is still growing at about 10 members per month. Most members are from the greater Minneapolis area; however 20 percent are from other cities in Minnesota.

Almost half of the members have actually increased their charitable giving after joining the club, contributing more than \$100 million cumulatively to the charities of their choice.

*Sources: Jeanne Bistranin, Program Officer, Adolph Coors Foundation, 4100 East Mississippi Ave., Suite 1850, Denver, CO 80246. Phone (303) 388-1636.
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