

“Investment Letter for Minnesota Philanthropists” Now on Urban Adventure Website

Urban Adventure has completed its seventh year of exposing over 130 Twin Cities executives to many of our most challenging urban issues. Nearly all of our leading financial institutions have participated finding it in their self interest to explore where their goals and those of the community intersect. Areas such as commercial corridor development, small business and mortgage lending and retail banking are prime examples. **Peter Heegaard**, Urban Adventure’s founder and director recently announced that the program now has its own website, urbanadventuretwincities.org. Included in the website are all past issues of the “Investment Letter for Minnesota Philanthropists” that were mailed over the past three years to 1% Club members quarterly. The website also includes an overview of the program, goals and benefits, media coverage, the 2005 curriculum, corporate sponsors and registration and contact information.

11111111%
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 cause(s) 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.



The One Percent Club
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Giving
11111111%
of Net Worth
Back to the Community

The One Percent Club News
Edition #65 December 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.

Annual Survey
Results – Continued
from November
Newsletter

Joining the One Percent Club proves to increase gifts to the community by an average of 34% over the 6-year period from 1998 through 2003. Overall, club members were credited with giving more than \$95 million in 2003 alone:

(See next page.)

Contributing to the Community ... in a Big Way!*

The impact of the One Percent Club on the community is important, according to results from this year's Membership Philanthropy Survey.

Club membership had the most positive impact among members recruited in 1998, as shown in this chart:

Membership Year	Increased Giving	Same	Base**
1997	8%	92%	13
1998	52%	48%	23
1999	35%	65%	20
2000	30%	70%	30
2001	35%	65%	31
2002	30%	70%	26
2003	23%	77%	17

The survey also showed that 55 percent of members heard about the club through another member and 34 percent through direct mail solicitation, with direct mail increasing in influence in recent years.

In other results:

Eighty-five percent of members support the basic premise of the club that "we all do better when we all do better." Seventy-four percent say they "give to help others, usually out of compassion for the less fortunate." Fifty-five percent say, "giving is God's will," and 52 percent say they "give in return for the good I have received from an institution."

Members also expressed opinions about what the club should be doing: Advertise and promote through the news media; bring in speakers; include more people of lesser means as members, and reach out to younger members.

This year's survey is contributing to a process just under way that will help to determine where the One Percent Club ought to go from where it is today.

* This is a continuation of the article of the same title featured in the November 2004 issue.

** Number of people who responded to the survey.

SHARING THE DREAM OF PEACE IN A POWERFUL, PRACTICAL WAY

By Kim Lund

There is a great dream of peace among the people of the Nonviolent Peaceforce, and they are determined to make it real. I share this vision, along with so many others, and I consider it a great blessing that I have a powerful and practical way to support and encourage this essential work.

One of the things I most love about NP is the intentional commitment to peace in the *process* of their work. How could one trust an organization that claims nonviolence as its mission for others but does not sustain it in their internal process? I particularly admire that diversity and equality of staff and volunteers are valued enough to be mandated.

Now, more than ever, we need effective models for peace work. Before I made a financial contribution, I had to be confident of the NP's ability to be this. After my research into the organization I felt so strongly about both their work and potential that I decided to make a **leadership gift of \$125,000**. I dedicate this gift to my grandmother, **Rhoda Lund**, who gave me these funds, and more importantly, showed our family the importance of building bridges across communities both at home and around the world.

I love the feeling of being a frontrunner, of helping to energize this inspiring group of peacemakers. I love to hear the striking and emotional stories of their successes and know that I am part of a movement that is already profoundly changing the lives of others, my kin across borders. I can imagine us, together, creating a groundswell of peaceful conflict resolution that is unstoppable. Now is an excellent time for us all to pitch in to build and nurture the growing peace!



Kim Lund is a member of the 1% Club. She has just made a challenge gift of \$125,000 to the Nonviolent Peaceforce organization. If you would like to find out more about making a gift to the Gatherings for World Peace, please contact Nonviolent Peaceforce Major Gifts Officer Erika Sjatzen at 612-871-0005.

In Philanthropy—He's One Two Wheeler Dealer!

By Henry Owen

Philanthropic Profile of 1% Club Member and Board Member Lou Close

Bolder Options is a nonprofit that truly counts **Lou Close** as spokesman. The new 1% Club director is an avid bicyclist as well as advocate for Bolder, which mentors at-risk youths in education, running and bicycling to help them work toward life goals by planning and pursuing a sports objective.

"In all of life's races, we provide the structure and support for healthy relationships and positive behaviors," according to **Darrell Thompson**, a former University of Minnesota football player who founded Bolder Options. A classmate of Thompson's, Close got involved with the group through his friend "six or seven years ago as a supporter [and] helping with finances, trying to raise money and making sure it's run the way it ought."

Three years ago, Close moved from the development committee to the board of directors alongside One Percent Club founder Joe Selvaggio. Now he's involved in a \$2.5 million capital campaign to pay for a new home for Bolder Options at 2100 Stevens Ave., Minneapolis. The expansion space will help Bolder Options achieve its goal of increasing the number of youths served at one time from 120 currently to 200 by 2006.

After moving five times in seven years, "We were looking at what we were paying in rent and made a decision that we wanted to buy a building and have a permanent place where the kids could come, and we could have meetings and graduation ceremonies. So we went and did that. Now, we have to campaign to raise the money." The new building is named for **John and Lucy Hartwell**, "supporters from day one of Bolder Options."

Bolder Options pairs youths, ages 10-15, with mentors not only in running or biking but also in adventure learning and goal setting, according to Thompson. "In all of life's races, we provide the structure and support for healthy relationships and positive behaviors," he says. A mentor meets with a child twice weekly working on homework and setting training goals and "talking to them about life, and getting on the right track," according to Close. Race preparation is a three-month process but "after-care follow-up lasts about a year."

In its first decade, the organization has served about 350 boys and girls who have been referred by probation officers and others as being at risk of becoming juvenile offenders.

Its track record is good: 66 percent of youth participants report better school attendance; 85 percent report maintaining or improving grades, and 80 percent of graduates do not offend or re-offend.

While striving to increase the number of youths served at one time from 120 to some 200, Bolder Options "at the same time hopes to improve the quality of the its services beyond sports to include "working with families to enhance the way they live," Close says.

In March, Close will pass the landmark date of five years cancer-free, and he's anticipating this milestone in another bicycle-related philanthropic way—by setting out to raise \$20,000 for the **Lance Armstrong Foundation**. "If successful, "I get to ride my bike with Lance," he says. Armstrong, five-time winner of the Tour de France bicycle race, also is a cancer survivor.

Close's philanthropy dovetails with his business life, as a senior vice president at Piper Jaffray, where he offers financial counseling to high-net-worth clients who often have foundations or sit on foundation boards. He's working with a San Francisco-based Piper Jaffray colleague, **Tom Van Dyck**, to include values-based considerations in portfolios.

Van Dyck noted that, "currently about one of every seven dollars invested, about \$2.3 trillion, has some sort of screen." For example, a health-related foundation might not want to invest in tobacco. "Our thinking is that you don't have to give up return to have values reflected in your portfolio. It's the next wave in capitalism."

"Because of the progressive nature of Minnesota, I'm trying to introduce what Tom is doing" in his own investment-management activities in San Francisco. Close says.



Lou Close, recently elected as a new director of the 1% Club, is an avid bicyclist and advocate of Bolder Options, which helps at-risk youths work toward life goals.