



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.

SPECIAL REPORT FROM THE WILLISTON GROUP

Dick McFarland's mentors have been numerous and their legacy has demonstrated how to be "community investors" the former Chairman and CEO of Dain Rauscher Corporation told a Minneapolis Club audience Wednesday night in an address entitled "**Will We Pass the Torch or Drop the Torch?**"

"Most of the people who were my mentors did not even know they were," said McFarland, but they all told him the story about giving back. Former General Mills CEO James McFarland (no relation) was particularly effective in mentoring McFarland thirty years ago through their volunteer work with the United Way, McFarland said, powerfully influencing decisions he made years later at Dain. "I do not even remember telling Jim that."

(continued, far left column)

the group is to increase charitable contributions by engaging people to a minimum standard of giving: the greater of 1% of net worth or 5% of income annually.

"The One Percent Club has made us more intentional in our giving and I can't fully explain why," McFarland told the group.

According to One Percent Club Chair Bob McCrea, the 783 members gave an average of \$120,000, collectively increasing their giving by \$11,000,000 over the last year. McCrea announced that the group intended to double its membership to over 1500 in the next year. Everyone in attendance was asked to help recruit new members through a "**each one, reach one**" campaign.

A record 220 "people of means" were in attendance, many younger couples joining the event for the first time.

Project for Pride in Living (PPL) founder Joe Selvaggio is executive director of The One Percent Club.

End

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McFarland's wife, Joyce, also a mentor to him and their four children, co- founded the "McFarland Family Fund" through the Minneapolis Foundation. As a donor advised fund, the couple has designated a substantial portion of their estate to continuing the giving commitment with their children into the foreseeable future.

Former HHH School Dean Harlan Cleveland, offering insights into qualities of leadership (curiosity, respect, risk-taking, optimism, personal responsibility) was a mentor that McFarland did acknowledge. Cleveland, now retired and living in Virginia, recently urged McFarland to respond to those who routinely offer the bromide "have a nice day" with the comment "thanks, but I have other plans."

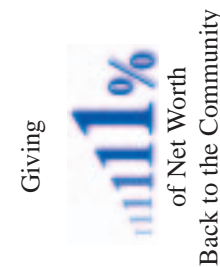
Other McFarland insights included:

- All of us must tell the story of giving back, not just with money but with time and talents.
- CEO's of today are engaged but it is a more difficult job to do than ten years ago.
- "Civilizations flourish when people plant trees under which they will never sit."

The special group of Minnesotans that McFarland addressed was acknowledging and recognizing their personal philanthropy, responding to the challenge of Claude Rosenberg, Jr. to give "not just from income but from net worth."

In 1997, thirty-seven Minnesotans founded **The One Percent Club**. The mission of

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Don and Marion Hall: Investing in International Development

By Henry G. Owen

Don Hall has spent 22 years as a stock broker, primarily in the area of venture capital for Twin Cities companies. One of the things that Don admires in the business and non-profit world is entrepreneurial spirit and strategic use of financial leverage. These are some of the qualities that Don looks for when making contributions to non-profit organizations.

Don and his wife Marion first heard about the One Percent Club through the newspaper. While they already fit the requirements for joining the club, they held off until their friend Joe Selvaggio encouraged them to join. Their interest in philanthropy had evolved over time. When they were kids in Catholic grade school, they put pennies in a "mite-box" and sent them off to support mission work.

In Don's high school yearbook he wrote that he wanted to be a philanthropic millionaire, thinking that would be "really cool". One of the reasons he chose to work in finance was to reach that goal. Don and Marion have raised two daughters and two sons in South Minneapolis, and over the years have given in modest ways to a number of charities. Marion has served as a volunteer and contributor to the League of Women Voters for over 30 years. She is also an ESL teacher and volunteers at the Minneapolis public library.

Don and Marion feel a civic duty and religious conviction to contribute to a broad range of nonprofit and charitable organizations, both local and international. Now, they are particularly drawn to supporting the work of Global Deaf Connection (www.deafconnection.org) which works to empower Deaf adults to become teachers at Deaf schools in developing countries. They believe that contributions to international programs have greater overall impact. For example, a donation of \$2,500 to Global Deaf Connection finances the entire college education for a Deaf person to become a teacher in Kenya. This modest investment continues to have enormous payoffs, since this single individual is now able to teach up to 200 Deaf Kenyan students through sign language each year. In the past, these children were taught by hearing teachers who don't know sign language, making learning nearly impossible. As a result of the Halls' gift of sponsoring Deaf Kenyans through teachers college, hundreds of Deaf Kenyan children will become educated and inspired because their Deaf teacher will be Deaf. The Deaf children are now able to dream of becoming professionals themselves.

Similar to their local church support, the Hall's have started an endowment fund for Global Deaf Connection that others can contribute towards as well. The primary use of the income from the fund will be college scholarships for Deaf people in developing countries, so Don and Marion see this as really just giving to a college of their choice. The advantage is, however, GDC is able to educate 10 people in Kenya for the price of educating just one person here in the United States.

In selecting which organizations to support, Don applies many of the principles that he learned as a broker. One of those principles is the importance of a strong, energetic entrepreneur at the helm. He found this principle being fulfilled at GDC through the leadership of Kevin Long, the Founder and CEO. Kevin just completed 3 years as an Ashoka Fellow, received the American Association of Persons with Disabilities Paul Hearne Award for Emerging Leaders in 2004, and has been working at Global Deaf Connection since its inception in 1997. Don says "We enjoy giving encouragement and fundraising tips to Kevin to keep his adrenaline going. Leaders in non profit organizations and those in business start ups are really very alike – high energy visionaries who need support to realize their new ideas".



1% Club members Don and Marion feel a civic duty and religious conviction to contribute to a broad range of local and international nonprofit and charitable organizations

McFarland encourages club members to “pass the torch”

By Judy Schuster

Richard McFarland, the speaker at the 2005 One Percent Club annual dinner Sept. 28, encouraged members to see that the next generation follows their leadership.

Speaking to an overflow crowd of 220 people, McFarland said, “We need to tell the story of giving back to the community to the leaders of tomorrow.” He emphasized that he and his wife strongly believe in the Greek proverb they discovered in an earlier issue of the One Percent Club Newsletter: “A civilization flourishes when people plant trees under which they will never sit.”

McFarland said that he and his wife, Joyce, became more heavily involved in philanthropy when they joined the One Percent Club and at the same time, created a donor advised fund at the Minneapolis Foundation. “There is no doubt that our giving pattern increased when we agreed to be members of the Club,” he said. “It also taught us how to be more intentional about our level of commitment.”

As for the Minneapolis Foundation, he credited them with becoming an integral part of his family’s philanthropy. “I have never worked with an organization that has a finer staff or has been more responsive to our personal needs,” he said. “We first established the fund for convenience purposes, but that was just the beginning. It has caused us to change our wills so that it is a significant part of our estate. After our deaths, our four children and their spouses will be the advisors.

“The Foundation will help Joyce and I to continue to impact the community into the future through our children,” he said. “My hope is that our children will set up their own Donor Advised Funds and name their children as subsequent advisors.”

McFarland said he also spends time “stretching out to help mend the part of the world that is within our reach,” he said.

“The highlight of my week is the time I spend volunteering each Monday morning reading with two students at the Partnership Academy, a charter school associated with Project for Pride in Living (PPL).

McFarland was introduced by Bob McCrea, board chair for 2005, who said many people don’t know the joy volunteer work can give to their lives.

Citing the extraordinary generosity of Americans in recent times because of the recent disasters, McCrea said, “Let us hope that this year sets the standard for giving in the future. Many of our members become more intentional in their giving and increase their gifts after joining the One Percent Club,” he explained. “When we reach 1,000 members later this year, we will have increased our giving to more than \$100 million to charities since the Club was formed.”

McCrea asked “each one reach one,” encouraging members to disregard social boundaries and encourage others to join the club. “It’s not what you take with you when you leave the world behind,” he said, “it’s what you leave behind.” He cited Mike and Debbie Ducar for bringing in the most new members this year.

McFarland recognized Joe Selvagio, founder of the One Percent Club and PPL, as “an icon of philanthropy,” noting that it is because of him that he has spent five years “working in the trenches with children at the school.” He also recognized a host of other mentors in his own past. “Many of these people didn’t even know that they were my mentors he said.

“I still have role models and mentors,” he said. “One of my role models is Harlan Cleveland, former Dean of the Humphrey Institute and former assistant secretary of State under President Kennedy. I got to know him many years ago when we were on the board of Minnesota Wellspring. Harlan once gave a speech where he talked about the seven points of leadership and I’d like to share them with you now. I suggest that they have just as much to do with living your life and trying to make a difference in the lives of others as they have to do with leadership. They are:

1. “Have a lively curiosity, an interest in everything because everything is really related to everything else.
2. Have a genuine interest in what other people think.
3. Have the attitude that risks are to be taken and not avoided.
4. Realize that crises are normal.
5. Realize that paranoia and self-pity are there for those who do not want to be leaders.
6. Have unwarranted optimism, which is the conviction that more will result than what is generally thought.
7. Have a sense of personal responsibility for the general outcome of your efforts.”

McFarland concluded his remarks by referring to Harlan Cleveland’s dislike of the phrase “Have a nice day.” “Harlan says he wants days that are exciting, blessed, surprising, wondrous and passionate,” McFarland explained. “He suggests that when someone says ‘Have a nice day,’ you should reply by saying, ‘Thank you, I have other plans.’”



Keynote Speaker Dick McFarland encouraged the overflow crowd of over 220 people, “We need to tell the story of giving back to the community to the leaders of tomorrow.”

One Percent Club Annual Dinner Event, September 28, 2005

(Photos taken by Patrick Leighton)



Board Chair Bob McCrea
& Chris Neugent



Kerry Givens & Judy Dayton



Joyce & Dick McFarland



Doug Baker, Jr. & Dobbin McCrea



Polly McCrea, Wendy Cox, Pam Diamond
& Desiree Heller (left to right)



Conley Brooks, Sr. & Kitty Leighton



Lawrence Taylor &
Board Member Suzanne Busta



Jud Dayton, Jill Geoffrion &
Lucy Hartwell



Past Board Member
Charlie Maxwell



Board Member Tom Welch



Membership Recruiter Awardees
Debbie & (Board Member) Mike Ducar



Board Chair Bob McCrea &
Executive Director Joe Selvaggio



Gordon Sprenger & Board Member
Jim Colville