

SAVE THIS DATE:
September 13, 2006
5:30 – 8:30 P.M.

**Michael V. Ciresi Keynote Speaker
at Annual Dinner Event**

One Percent Club member and philanthropist, Michael V. Ciresi, will be the keynote speaker at the September 13, 2006 Annual Dinner. He is a name partner and Chairman of the Executive Board of Robins, Kaplan, Miller & Ciresi, L.L.P., and has been instrumental in the growth and diversity of the firm's practice. Mr. Ciresi's trial practice and consulting is focused in the areas of product liability, intellectual property, business and commercial litigation.

Welcome New Members

Anonymous
Zollie Baratz
Lynn Casey & Mike Thornton
Jan MacDaniel Cummings & Tom Cummings
Karl Groth
David & Mary Hartzung
Randy & Sara Hogan
Laurie & Christopher Kemp
Mark Kronholm
John & Nancy Lindahl
Brad McNaught
Jeff & Alley Ohe
James Carlson Otero
Christopher Penny
Nancy & Steve Schachtman
David Segal
Sean & Rachel Wenham

**Thank you, Burt Cohen, for hosting the
breakfast meeting to discuss our new
membership marketing campaign!**

Make Your Money Matter
Choosing Our Charitable Organizations
Jan Clymer, 1% Club Member



Our personal experiences guide our charitable giving. For me, it was my 1970s service as a Peace Corps Volunteer in East Africa. Those two years were transforming. After returning, I volunteered at nonprofits dealing with issues of education, health and human rights in Third World countries. In 2004, I had *another* transforming experience when I discovered the plight of some of our community's children. Wanting to make their lives better, completed training to become a volunteer Guardian ad Litem serving Hennepin County.

Many of us have had experiences that are important and perhaps also transforming. These experiences can guide our charitable giving. By targeting our interests and investigation, we can then easily determine the impact of our volunteer and financial assets. Eventually, we realize this process is personal, private and sometimes soul-searching.

This thoughtful analysis helps us express gratitude for the opportunities *already* in our lives, make the world better for our fellow citizens, and develop habits of paying attention to others' needs. Choosing our charitable organizations requires research, scrutiny and listening.

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Giving
of Net Worth
Back to the Community

1111%
The ONE PERCENT CLUB
Giving Back

Edition #81 June 2006

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.

**Vance Opperman to Keynote
Forum as Charities Review
Council Marks 60 Years**



Vance Opperman, president and chief executive officer of Key Investments and a **1% Club member**, will be the keynote speaker at the Charities Review Council's annual meeting, from noon to 1:30 p.m., June 21, 2006.

For complete details of the event and story on the Charities Review Council, please read inside article.

1% Clubber Opperman to Keynote Forum As Charities Review Council Marks 60 Years

By Henry Owen

For 60 years, the Charities Review Council of Minnesota (CRC) has been helping donors identify the difference between being “generous to a fault” and dropping philanthropic dollars into a chasm. It does this by monitoring the accountability of non-profit organizations that solicit contributions in Minnesota.

The Council will mark these six decades of service at its 2006 annual meeting, from noon to 1:30 p.m., June 21, in the Bullard Rain Forest Auditorium in the visitors’ center of the Como Park Zoo and Conservatory, 1225 Estabrook Dr., St. Paul. The keynote speaker will be 1 Percent Club member Vance Opperman, president and chief executive officer of Key Investments. Tickets for the annual event, which includes lunch, are \$40.00 and may be obtained by contacting CRC at 651-224-7030.

The Council was founded in 1946 on a \$60,000 grant from the Minnesota War Service Fund, because of concern “that generous Minnesotans who had contributed large sums to support soldiers during World War II, could be exploited by national fundraising organizations,” according to Rich Cowles, executive director (and 1% Club member).

Donors are increasingly sophisticated, but more than 6,500 charities are registered to solicit funds in Minnesota, and many others are permitted to solicit without registration. “This makes smart giving more difficult,” Cowles said.

The Council seeks to help donors by maintaining an active list of charities, including detailed reviews of the nearly 300 about which it receives the most inquiries. It measures them for disclosure, governance, financial activity and fund raising. It also provides “tips for smart givers” and a wide range of other donor-related information on a website (Smartgivers.org) and in a free giving guide published twice a year. It also offers a variety of giving-related educational materials for schools, without charge.

Last year, the Charities Review Council introduced a process called the Accountability Wizard, which opens up the review process to all nonprofits soliciting funds in Minnesota. It also moves charities’ participation from passive observation to active participation.

Prior to the Wizard, the Council approached the charities about which it received the most inquiries from donors and collected their information for a lengthy study conducted by staff. Using the automated Wizard, charities voluntarily initiate a much simpler on-line process intended “as a resource to provide more information to potential donors while helping charities strengthen their policies and procedures,” as the website describes it.

A tutorial is offered, along with assistance from Council staff, if required. Advantages to the charity are listed as demonstrating accountability to donors and funders, engaging board members in accountability issues, helping remove obstacles to long-term success and “gaining use of the Council’s accountability ‘Seal’ when standards are met.”

When the charity completes a review, the Council reviews it for accuracy, which takes about four hours of staff time, in strong contrast with 20 hours or more for reviews conducted prior to use of the Accountability Wizard.

So far, more than 20 organizations have completed the new process, and another 60 are preparing to do so. Their cost to participate is 1 percent of 1 percent of annual expenses (.0001), with a minimum of \$150 to a maximum of \$1,500.

Cowles said he’s pleased by the positive response to Accountability Wizard from charities that have gone through the new process. The Alzheimer’s Disease and Related Disorders Association Inc., Minnesota-North Dakota Chapter, was first. Other early reviews include Big Brothers, Big Sisters of Greater Twin Cities, Children’s Heartlink, Girl Scout Council of St. Croix Valley, the Greater Minneapolis Council of Churches, Habitat for Humanity (Twin Cities) and Hazelden Foundation.

The Accountability Wizard review is “crucial for us [at Children’s Heartlink]” according to Patrick W. Murphy, director of development and a 1 Percent Club member. He said it provides an outside, non-partisan review that “gives us a clear understanding of how we are doing as an organization.”

Children’s Heartlink was in the review process when board member Kirby Puckett died unexpectedly, which produced an avalanche of inquiries and donations, because of his baseball fame. Nevertheless, the agency didn’t postpone the review during that chaotic time, because it was deemed mission critical. (Kirby’s ex-wife, Tonya, was—and remains—an active board member.)

The Council also recently significantly redesigned and upgraded its Smartgivers.org website. Content has been expanded to include a library of the Council’s twice-a-year giving guides as well as information about giving practices, including deciding where to give and what to ask a charity before donating. One of those questions might be, “Have you been reviewed by the Charities Review Council?”

While the Council marks its 60 years of service with fundamental change, one thing remains the same. “We still want to safeguard the integrity of the charitable sector, so that generous donors have many good choices,” Cowles said.