

“Joe Selvaggio had a goal of reaching a certain critical point when he started the One Percent Club - reaching a thousand members. I would like to report that as of January of this year (2007), we got to 1,000 members; and Joe Selvaggio was its 1,000th member!

So Joe, we’ve come a long way. Wonderful things are happening as we expand the One Percent Club work and as we celebrate a great idea for our community and a great guy and leader!”

Annual Dinner Event “Tribute to Joe Selvaggio” Testimonials



Peter Heegaard (OPC Board Member): Joe has taught us to look at the impact of our giving on the self-sufficiency of others. Giving must not be just a one-time act, but it must build a support system that leads to the self-sufficiency of the recipients of our gifts. Joe also taught us the art of raising money by telling stories of self-sufficiency; and, at the same time he gets hold of your ankle and won't let go until you give!



Sam Riley (Project for Pride in Living): I was 11 years old attending a Catholic school in Milwaukee when, one afternoon, I found myself with too much time on my hands - running and playing in the hallways. All of a sudden, I heard a voice say: “Get to class right now and find yourself something to do.” It was Father Selvaggio (a.k.a. Joe). I decided he was right, and I went to class right away. At that time, I had no idea that this man had marched alongside Martin Lu-

ther King with my older brother during the Civil Rights struggle, and that this same man would one day stand alongside U.S. presidents as well as other world dignitaries and statesmen. I had no idea that this man would help shape and change the world. Many years went by until I again stood in the presence of the same man who helped to shape my life as a child. Oh yeah, there stood Joe Selvaggio! We talked of the drug wars and Joe said to me: “So what’s the plan?” This sounded scary, but we began to come up with a game plan, with compassion as a key factor along with tough love and the vision to look beyond the obvious. This man impacted my life in such a positive way that when my children were born there was only one individual who would be their godfather. Many years have passed and I am honored to say that, today, the vision of Joe Selvaggio continues to shine in my heart. I can see forever, without limitation, because I have been lifted up and allowed to stand on the shoulder of a giant. Thanks Joe!



Susan Baldwin (Project for Pride in Living): Joe expects everyone to give the best of themselves. That was demonstrated to me when, after earning my masters degree, I asked if I would get a raise. Joe responded, “We are not

paying you for your personal accomplishments, we are paying you to help others be successful. Your rewards will come when you get to heaven.” Joe also wants to make the most of every minute of every day, so, if we ever found ourselves with extra time – he would give me a broom to go out the door in my second floor office, and sweep the water off the roof when it rained! He also gave me a black magic marker to fill in scratches in the woodwork! Joe is often compared to Mother Teresa who is often quoted as having said, “In order to keep an oil lamp burning you must keep adding oil to it.” Joe has spent his life finding ways to add oil to the lamps of the disadvantage and economically stressed.

Mayor RT Rybak Proclaims September 26, 2007 as “Joe Selvaggio Day”

- Whereas Joseph Kenneth Selvaggio’s persistence in fundraising has equaled that of an elusive mosquito at a nudist gathering; and
- Whereas he has been diagnosed as having a heart as big as a seedless watermelon; and
- Whereas he wears neckties Homer Simpson would be embarrassed to be seen in; and
- Whereas his record of freeloading at other peoples’ vacation condos has never been equaled; and
- Whereas he is a teller of allegedly humorous stories that were already old when Lincoln was a boy; and
- Whereas he exhibits a total absence of shyness when it comes to asking for money for one of his many causes; and
- Whereas his respect for human dignity for all persons is both sincere and profound; and
- Whereas his creation of Project For Pride in Living and The One Percent Club and MicroGrants will continue to enrich the life in our community for decades to come, and will enable countless good people to achieve more and lead better lives than they otherwise might; and
- Whereas Joe became the 1000th member of the One Percent Club;

Now therefore, we assembled this 26th day of September, 2007, and with many others who are here in spirit, do extend our thanks and our respect and our love to Joe Selvaggio, and wish him many additional decades in which to continue his lifework.

Live Fully. Give Freely.

our pledge - to increase philanthropy in our community. Specifically, to enlist people to a new standard of giving - to contribute 1% or more of net worth annually, or 5% of income, whichever is greater, to the tax-deductible cause(s) of their choice

THE ONE PERCENT CLUB ANNUAL SMILE

By Lee Lynch

I’ve always enjoyed attending, and sometimes being the MC, for the One Percent Club’s annual meeting. The meeting is as informal as the membership requirements. You have cocktails and dinner with kindred spirits united by the common cause of contribution. The club president, Jud Dayton kicked off the serious part of the meeting while I had fun being the MC for an event honoring a friend of 40 years, for his ten years of service as Executive Director of the Club.



Joe Selvaggio cloaked in ties.

“Annual Smile” continued

This friend, of course is **Joe Selvaggio**, One Percent Club founder, and our community’s most inspiring, energetic builder of philanthropy.

Over the years we have had memorable presentations by wondrous examples of civic activists and philanthropic leadership: the Cowles family, Michael Ciresi, Burt Cohen, Bill & Penny George, and Jim & Jon Campbell

But our tenth anniversary celebration on September 26, 2007 was a delightful change of pace, when we paid tribute to the Club’s founder and first Executive Director, Joe Selvaggio.

In addition to having some fun with Joe and his outlandish ties, the Club brought in a unique troupe of entertainers, the True Story Theater from Boston, Mass., under the leadership of Christopher Ellinger, philanthropist and One Percent Club member.

The group, funded by a young philanthropist who was also one of the performers, interpreted the stories of how Joe has touched the lives of others through improvisational sketches that wowed the crowd of 235.

Board member **Bob McCrea** presented Joe with a check for \$20,000 raised through donations from One Percent Club members and friends for Joe’s MicroGrants endeavor. Joe, draped with loud ties contributed by members of the audience, humbly thanked the crowd.

A nice part of this annual event is the participation of young professionals mentored by seniors in their firm. Each year, Jim Weichert, the tax wizard of DeLoitte, sponsors a table with seven young members of the firm.

I’m looking forward to the One Percent Club’s 2008 Annual Dinner with keynote Tom Petters on September 18th at The Depot again!

STATE OF THE CLUB By Judson M. Dayton, President

Dayton extended a big “Thank You” to all those who came to celebrate the 10th anniversary of the One Percent Club and to pay tribute to its founder and first executive director, Joe Selvaggio. Dayton recognized Joe for the spectacular job that he has done over the past 10 years, and stated that he is “really honored to be the Chair of the Board of this great organization.”

Of course, none of the work of the One Percent Club can be done without its sponsors, volunteers and members. Dayton thanked this year’s sponsors and recognized them for their years of support: Deloitte - 6 years; Robins, Kaplan, Miller & Ciresi - 6 years; Lowry Hill - 5 years; Meristem - 4 years; BNC National Bank - 3 years; Best Buy - 2 years, and Ecolab - 2 years. Dayton also recognized three new corporate sponsors this year: North Central Trust Company, Underwater Adventures, and Okabena Advisors, Inc.

Dayton recognized a number of volunteers who have helped the One Percent Club encourage people to commit to the One Percent Club minimum standard of giving one percent of net worth or five percent of income annually to the charities of their choice. Dayton recognized and thanked Lee Lynch, our emcee; Pat Leighton, not only a One Percent Club member, but also a volunteer photographer for this event for 5 years; Hanley Wood Marketing, who provided 100 hours of pro bono work helping us reshape the One Percent Club’s image by redesigning our website, and creating the 10th Anniversary Annual Report; and our new volunteer Executive Director, Jennifer McDonald. Jennifer is where the all action starts; she’s got great energy, great ideas and, as she works here, my job as Board Chair is easy because the Executive Director is doing such a wonderful job continuing the focus of the mission of what we’re doing. Jennifer, we are thrilled to have you as Joe’s replacement. Dayton also recognized the One Percent Club’s sole staff

member, Luis Siojo, who has been a huge help to the One Percent Club in every way possible.

For his “State of the Club,” Dayton told the group about a couple of initiatives of the One Percent Club. We are working to continue to push our mission to engage more people in philanthropy and to secure their commitment to the One Percent Club minimum standard of giving thereby continuing Joe’s mission of having people give 1% of their net worth (or 5% of income) annually to charity. We are continually committed to host outreach events that will introduce the mission of the One Percent Club to people who aren’t giving or who should give more, such as new entrepreneurs who now have the means to give more than they did before, and the younger generation who may already be giving of their time and talents, but not yet giving of their funds. We will co-sponsor an outreach event in 2008 with Social Venture Partners of Minnesota to introduce 20-40 year-olds to philanthropy.

The One Percent Club initiated an effort to partner with other organizations that are working with philanthropists: the Leadership Emergence and Development Project (L.E.A.D.), Social Venture Partners of Minnesota, Community Capital Alliance, Charities Review Council, The Minneapolis Foundation, Bolder Giving, and Share, Save, Spend. Our goal is to work together to effectively and efficiently serve philanthropists, and ultimately increase philanthropy.

In response to a request from L.E.A.D., we are planning to host some panel discussions regarding the “hows” and “whys” and what to do to get involved in philanthropy. We want to capture the knowledge, wisdom, experience and enthusiasm of

all our members - so don’t be surprised if we call to invite you to serve as a panel member and share your experience on why you got involved in philanthropy.

Dayton announced one of our most exciting initiatives. Now that the One Percent Club has achieved a wonderful level of commitment from Minnesota residents to the One Percent Club minimum standard of giving, we’re seeking to increase the number of philanthropists that we can reach by going outside Minnesota to other communities to start local chapters of the One Percent Club. Dayton happily reported that the One Percent Club is working



Jud Dayton, OPC President

very closely with the North Central Trust Company in La Crosse, Wisconsin, where we anticipate launching the inaugural chapter in 2008! North Central Trust Company was a 2007 sponsor and is a wonderful partner in our first voyage out of the Twin Cities to expand the One Percent Club’s mission. Other communities that have expressed an interest in starting a chapter include San Diego, Hawaii, and even Singapore!

Dayton extolled that one of the great things about the One Percent Club is that it raises the bar about giving in the community by stating that “through some of the surveys that you have answered, and some number-crunching and best estimates that we have done, we believe that in the last ten years of the One Percent Club, an additional \$100 million dollars have been given by this group to the community.”

In closing, Dayton recognized the 1,000th member of the One Percent Club:

continued

Fries and Philanthropy Share a Plate

By Henry Owen

What, you might wonder, does the One Percent Club have to do with the sale of potato soup and skins and even potato breadsticks in places ranging from the United Kingdom and China to the Middle East, Morocco, South Africa and elsewhere?

Actually, a lot, because a global restaurant franchise company—SpudsToGo—has become the first business entity to commit to the One Percent Club's minimum standard of annually giving the greater of one percent of net worth or five percent of income to the charities of its choice.

SpudsToGo joined over 1,000 couples and individuals in the One Percent Club when Greg Smith, owner of the privately held company, landed on the One Percent Club's website during an Internet search for ideas about philanthropy and community service.

There was no eureka moment for Smith, "Basically, what I did was register and submit an application." Now he features the One Percent Club prominently on the corporate website, www.spudstogo.com, where he encourages franchisees to commit to the One Percent Club's minimum standard of giving. In addition, he plans to extend the One Percent Club concept of philanthropy among the other businesses that he operates.

SpudsToGo, Smith says, wants to offer more than "just great products at affordable prices but also returning something to the community. That's what the One Percent Club means to us." In addition to committing to giving of the business' wealth and income to the communities it serves, SpudsToGo also gives of its time through Mr. Spud, a corporate mascot in the manner of Ronald McDonald.

Member Highlight: SpudsToGo – the One Percent Club's first business member

Franchise staffers don a Mr. Spud costume for visits to hospitals and other community events. "Every franchisee is local, has local ties and gives back to the community that gives them business."

Smith got the idea for SpudsToGo eight years ago, when he walked into the potato-themed restaurant in Edinburg, Scotland, for a quick snack. He liked the food well enough to acquire the concept and launch the global franchising business three years ago.

Each restaurant features a multitude of potato dishes that—in addition to potato soup, skins and breadsticks—include 250 potato toppings as well as potato muffins, candies and pudding. Restaurants also carry fruit and vegetable drinks from Fruit 'n' Smoothie, which Smith also acquired recently.



Around the world, SpudsToGo operates with partner companies. For example, Smith recently returned from Dubai, where he signed up a franchise partner who serves Qatar, Bahrain and possibly Saudi Arabia. In an interesting juxtaposition, his partner in the United Kingdom also serves Morocco, "because that's where he's from."

SpudsToGo is based in Teaneck, NJ, but, its current 150 outlets are all outside the United States, with the Middle East and China targeted as special growth opportunities, and a number of U.S. locations in planning and under development.

Smith is especially optimistic about China where, he says, "We have a developer anticipating at least 10,000 stores in the next five years." It's a large company, he adds, "They're buying and paying ... they're very competent." He'll soon be in Hong Kong to celebrate store openings.

Smith and his wife, Katerina, live and work in Athens, Greece, because most of their businesses are in Europe and, Smith says, they might as well be in Europe as they travel there all the time.

The couple's other firms include HYPAY Corp., which is based in the United Kingdom, and provides stores and businesses in 40 countries with low-cost gift, loyalty and payment cards. It has 100 million cards in use in Malaysia alone. As SpudsToGo grows, Smith plans for it to play a prominent role in extending the card service's reach. He also plans to incorporate the One Percent Club's minimum standard of giving into HYPAY's widespread operations.

In addition to SpudsToGo and HYPAY, Smith and his wife operate a number of other firms including

a Best Western hotel in Greece, W3Rez, a hotel-reservation service, and Mayside Research Institute, a polling and research service. They also run Officialwire, a service for distributing news releases and other information for clients. Smith started the firm after he "couldn't find a reputable journalist who'd follow up on a good corporate story." Officialwire has a staff of 16 writers in New York and a close relationship with United Press International news service.

With SpudsToGo a going concern, the Smiths are looking into aspects of their own philanthropy that follow the One Percent Club minimum standard of giving. He says his wife, Katerina, "is keen about setting up scholarships" and will be focusing her interests on higher-education in the United States because there are fewer opportunities to fund scholarships in Europe, since most college-tuition-payments are government-paid.

No matter how you dish it up ... businesswise or philanthropically ... this linking of the One Percent Club and its first business member—a global one, at that—is no small potatoes for either organization!

Upcoming Events and Meetings

- Creating Philanthropy, April 3, 2008, 7-9 pm
- Building Philanthropy Partners Meeting, April 7, 2008
- Engaged Philanthropy Conference, June 5, 2008
- 2008 OPC Annual Dinner Event, September 18, 2008

For details see the Events & Meetings page of our website at: www.onepercentclub.org



Wheelock Whitney & Joe Selvaggio



Jim Karges, Ahmed Aal & Leslie Black



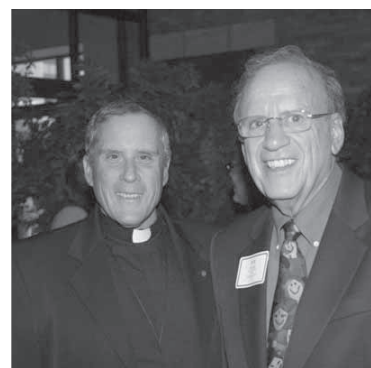
Luis Siojo & Barbara Forster



Sallah & Sue Fattah



Joel Kramer & Tom Keller



*Father David Haschka &
Joe Selvaggio*



Burt Cohen, Board Member



Lou & Allan Burdick



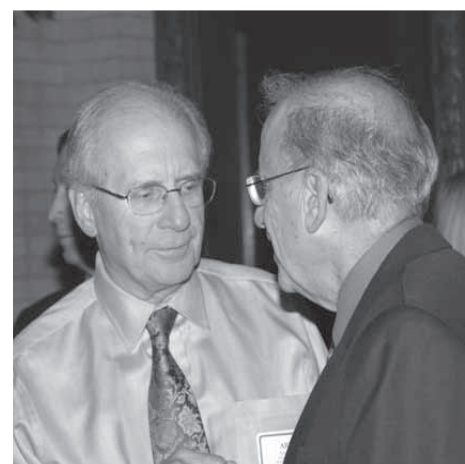
Chingwell Mutomba, Sister Joan Tuberty & Shegitu Kebede



Becky Schumacher with Jud & Judy Dayton



True Story Theater actors



Art Erickson & Joe Selvaggio



John Grieman & Lee Lynch



Jud Dayton, OPC President & Andy Currie, Board Member