

The Birth of Philanthropy

What does Philanthropy mean? The first recorded use of the idea was as an adjective, philanthropic, in the play, *Prometheus Bound*, by the Grecian playwright, Aeschylus. In the play, Prometheus had created Man from clay out of his *philanthropos tropos*—"mankind-loving character."

In this use of the word, the adjective modified not the gift nor even the act of giving, but the positive attitude or disposition of the donor to humanity. This was not merely felt or thought, but expressed – acted upon - by gift giving. This giving was freely voluntary – not obliged as a duty. These gifts were empowering and ennobling, or civilizing for the beneficiaries, enabling them to fulfill their human potential.

Both the giving and the receiving were liberating and associated with freedom and against tyranny, which was affirmed when Prometheus was rescued by Achilles.

The new phenomenon to which Aeschylus gave this new word seems to have been the feeling and act of general benevolence, not just to one's self, one's family, one's neighbors or one's tribe or even nation, but to all humankind whom Prometheus himself had created as one.

From: *The Catalogue for Philanthropy, State of Massachusetts, 2004*

Reminder: 2005 Annual Dinner



Richard McFarland, former President and CEO of Dain Rauscher (1982 to 1990), Chair of the Minneapolis United Way Campaign (1984), Bush Foundation Trustee (1989-1999), Minneapolis Foundation Trustee (1998-2006) and Chair (2004-2005), will be the keynote speaker at the 5th year's Annual Dinner of the One Percent Club. McFarland's presentation is entitled: "*Will We Pass the Torch or Drop the Torch?*"

Date and time: Sept. 28th, 5:30pm to 8:30 pm.
Place: The Minneapolis Club, 2nd Ave So., and S. 8th St.
Cost: \$75 per person

**Formal invitations will be mailed soon.
Please plan to bring a potential member.**



"...NEVER HAVE SO MANY
GIVEN SO LITTLE
TO SO MANY." THINKFINK

The One Percent Club
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Giving
1%
of Net Worth
Back to the Community

The One Percent Club News
Edition #72 August 2005

1% 1% 1% 1% 1%

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.

GOOD TO SEE A CONSCIENTIOUS MEMBER

——Original Message——

From: Joseph Pavicic
[mailto:j.pav@iphouse.com]
Sent: Tuesday, July 12, 2005 10:35 PM
To: joe selvaggio
**Subject: Re: New Venture
Philanthropy Fund**

Joe,
As a member of the One Percent Club, I am pleased to announce that I have met my commitment for 2005. This is a wonderful effort you are involved in. My best wishes for many additional members.

Best regards
Joe Pavicic

formerly j.pav@worldnet.att.net new
address above

Schooled in the Practice of Philanthropy

By Henry G. Owen

For Bill Slattery, involvement with Holy Family Catholic High School (HFCH) in Victoria, west of Minneapolis, is déjà vu from when he graduated in 1961 as a member of the second class ever to attend Pittsburgh's South Hills Catholic High School.

"I felt so fortunate to attend that marvelous new school," Bill said. "I'll always be grateful to those individuals who helped make it possible. My hope has been to give others what those benefactors gave me." Several decades later, Bill is doing just that.

The story of "just how" begins in 1998, when Bill and his wife, Joan, became friends with Rob Roy, chairman of the HFCHS board, and his wife, Joleen. Rob recognized Bill's fervor for Catholic education and asked him and Joan to chair a \$21 million capital campaign to build a Catholic high school in the western suburbs of Minneapolis which, coincidentally, graduated its second class last year. It also was the year that Bill joined the One Percent Club and retired from Northwest Airlines. He says all three events have had a profound influence on the family's giving patterns.

"We thought we were generous before but have increased our giving six- to ten-fold," Bill says. For example, he and Joan initially gave \$100,000 to the school campaign, which ultimately became \$500,000 through a charitable lead trust that allocates interest income to the new high school. The Slatterys also have a family foundation that contributes to a suicide-prevention program, shelter for women needing help, an inner-city parochial school and a medical clinic in India started by a now retired Honeywell employee from India.

The surge in giving was fueled by Bill's exercise of stock options when he retired from Northwest—a windfall which, he said, demonstrated that "1 percent of equity is worth more than 5 percent of income."

When first approached, Bill declined to run the school campaign, as he was chairman of the Ordway Center for the Performing Arts and deeply involved in their fund-raising. However, he decided to take the job when he retired and the Ordway campaign was wrapping up. "I kept thinking of the people who had raised the money to build South Hills Catholic in Pittsburgh," Bill said.

In his solicitations on behalf of Holy Family High School, Bill has used the One Percent Club "as a way to get people to think more expansively about their capacity to give." He

added, "I've found it helped me immensely to talk about my involvement in the club and how it affected my giving. It provides [potential donors] a different context ... net worth ... not income ..." that leads to a higher level of giving.

While Bill was in the forefront as chairman of both the campaign and the school's finance committee for a few years, Joan and Bill serve as honorary co-chairs of the campaign's phase two. Joan also runs the family foundation. "I couldn't do all this without her support." Bill leads the day-to-day solicitation efforts for HFCHS. Joan supports the effort by "throwing herself into hosting and attending campaign events whenever she is needed," Bill said.

Bill, a number of board members and others are continually making presentations to potential donors. At this stage, they are in discussions with a number of "lead" gift prospects, with "a few potential donors for gifts in the \$2 million plus range." Other volunteers are approaching individuals, corporations and foundations for gifts in the \$250,000 to \$500,000 range and above. Ultimately, they will be reaching members of the two-dozen parishes that will send students to HFCHS.

"A lot of people have the ability to contribute to any number of worthy causes," Bill said. "We explain why we believe our cause is special and try to spark an interest. Some people may plan to make gifts through a will or estate, but we encourage them to give today when they can see the fruits of their philanthropy. Even more importantly, one of our missions is to create the next generation of generous givers. And this comes from value-based education."

Condensed and updated from Holy Family Catholic High School's newsletter.



Bill Slattery, with wife Joan, says that the One Percent Club has had "a profound influence on the family's giving patterns."