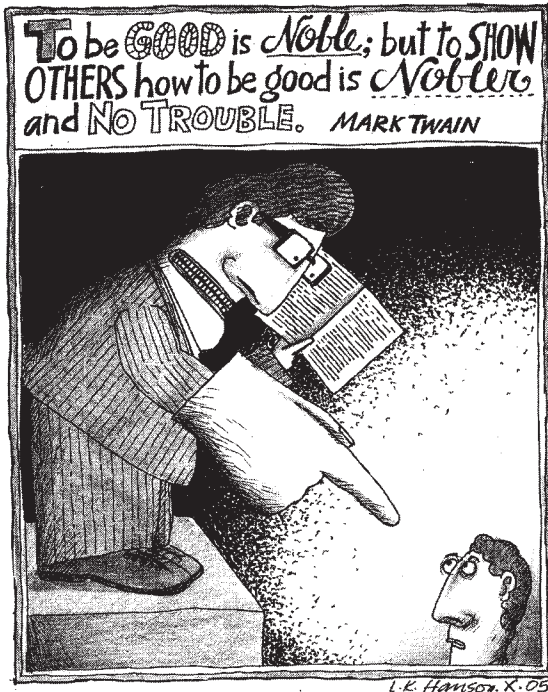


## ONE LAST REMINDER

For those of you who have not yet completed the survey, please do so and mail it back as soon as possible. Thank you for your cooperation.

**you don't say** l.k. hanson



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## ***Make Your Money Matter***

An Introduction to Memorandums of Instruction

Jan Clymer, 1% Club Member



Many of us think our estate planning is complete once we have drawn up wills and trusts, determined beneficiary designations and assigned various powers and proxies; however, *Memorandums of Instruction* (MOI) for both your family and trustee are important but little used documents.

For your family, the MOI lists not only the basics — who to call and where everything is — but also includes a statement of the values that underlie your estate plan and charitable views. “....Such a memorandum becomes a valued guide and remembrance of the personal and charitable legacy you leave behind...” states Lynne Hardey, our expert trust officer. For the trustees, the MOI help them do a better job interpreting the legal documents. Further, if trustees have discretionary powers, it helps determine more exactly what you want accomplished and guides their future decisions.

*Memorandums of Instruction* are an important component of your overall planning. Writing this memorandum helps your family understand the reasons for the various decisions you have made and helps the trustee carry out your wishes more completely. For further information, contact our trust officer at [lynne.hardy@rbcdain.com](mailto:lynne.hardy@rbcdain.com) or 612-371-2879.

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Giving  
1%  
of Net Worth  
Back to the Community

1%  
The ONE PERCENT CLUB  
Giving Back

**Edition #78 March 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.

**1% CLUB MEMBERS —  
RETIRED WELLS FARGO MN CEO  
JIM CAMPBELL, AND WIFE  
CARMEN, DEVOTE ENERGY AND  
CAPITAL TO MIDTOWN  
GLOBAL MARKET PROJECT**



(Read their story inside inside.)

## Jim and Carmen Campbell volunteer first, then they give

By Judith B. Schuster

Jim and Carmen Campbell have developed an unusual way of determining where their financial gifts should go.

“Writing checks can be passive, perhaps almost easy,” Jim Campbell says, “but it’s more difficult to devote human energy and human capital to a project. I’ve been involved in many projects. Once, you get involved, then you want to help the project succeed, and money always helps produce the desired result.”

“This was particularly important early in my career,” Campbell, former CEO of Wells Fargo, now interim dean at the Carlson School of Business at the University of Minnesota, said. “Before we had sufficient financial resources, we did more volunteering and less giving. Things change as you get older, especially when you are involved with business. But, after retiring four years ago from Wells Fargo, I now have more time, and I’ve just re-fired on a lot of fronts.”

Today, one of Campbell’s primary volunteer projects is chairing a drive to raise \$500,000 for the Midtown Global Market. The money will be used to help build the stalls, provide lighting, signage and artwork as well as awnings. On-going support for the owners of the businesses there as well as training, loans and technical assistance will be provided by . The Neighborhood Development Center (NDC) and its partners. Mike Temali is leading the development of the market which is expected to reach more than 50 businesses. More than 20 of these businesses are start-ups and the others are second-step businesses. All were developed by entrepreneurs, who participated in an NDC Training Program that teaches them how to succeed.

“The NDC is the lead developer, but the Latino Economic Development Center, the African Development Center and the Powderhorn Phillips Cultural Wellness Center are key partners,” Temali explained. “In addition to chairing the fund drive, the Campbells provided us with a substantial personal contribution.

“The NDC Training Program already has already trained 2,800 low-income entrepreneurs, most of which represent minorities.” Temali added. “The NDC itself funded 400 of the resulting start-up businesses. Today these businesses employ more than 3,000 people and return more than \$15 million annually to the community.”

“We want to celebrate the diversity in the area,” Campbell said. “The Pike Place Market in Seattle or Reading Terminal Market in Philadelphia are good examples of the kind of project we are trying to duplicate”

The Market, which will be located on the first floor of the Midtown Exchange, is a major historic renovation project in South Minneapolis on the first floor of the former Sears building on Lake Street. It is expected to open this spring and is being designed to be an international food-themed market which will include a mix of businesses from all over the world. They will offer a variety of food and craft items.

“There is a great need for restaurants in the area, because large numbers of people now work there and more housing is being built,” Campbell explained. “We hope this will become a destination for

people to come to eat and shop in the evening, too, just like 50<sup>th</sup> and France in Edina and Grand Avenue in St. Paul. More important, we expect that it will create 250-350 new jobs.”

The Campbells didn’t know much about the One Percent Club when they joined it initially, but they did know the founder Joe Selvaggio. “Many years ago, I participated in the Phillips Partnership, and I once chaired the board of Abbott Northwestern Hospital,” Campbell explained. “PPL (Project for Pride in Living), which Joe founded, and Joe himself seemed to be everywhere I looked. He was the one who encouraged me to become more involved in the neighborhood when Honeywell left the area.”

When Selvaggio asked him to join the One Percent Club, the Campbells discussed it and signed up. “Now Joe encourages me to recruit other members of the club, and I check each month to see if those I’ve talked with are now on the list. If they aren’t, Joe reminds me to call them again.”

Campbell also chaired a Minneapolis United Way campaign years ago. He began his association with the United Way as a door-to-door solicitor as a young banker, then worked hard to successfully help merge the Minneapolis and St. Paul United Ways into one organization. “We can accomplish a lot more when we communicate and collaborate together,” he said. “It was the right thing to do at the right time.”

In the past, he also chaired the University of Minnesota Foundation. Together, the Campbells currently are chairing the Sesquicentennial Capital Campaign at Westminster Presbyterian Church.

The Campbells also have formed a Family Foundation and Carmen serves as its president. She’s also heavily involved with the Minnesota Landscape Arboretum and has created a chair in Urban Education in the College of Education and Human Development at the University of Minnesota. More recently, she’s been involved in Cornerstone Advocacy Services, which works with families that have experienced problems with abuse and violence.

Their daughter, Katie, is becoming more involved with the Foundation which funds a variety of organizations in the areas of education and community development. Their son, Peter, lives in New York City but he too is encouraged by his family to be involved in volunteer work.

“Life has been good to us,” Campbell said. “As a result, we believe that we should be good to life and give back. We like to fund projects where we can watch the results. Our primary goal is to help the projects we support be a success.”



Jim Campbell stands in front of the Midtown Global Market at the old Sears Building. He and his wife, Carmen, have volunteered to raise funds for the project developed by/for minority entrepreneurs.

## Larry and Linda Perlman focusing their giving on art

By Judith B. Schuster

There are Perlman galleries at both the Walker Art Center and the Minneapolis Institute of Arts. That's because Larry and Linda Perlman focus much of their charitable giving on art, although they have other interests as well, particularly in the area of education.

Larry Perlman is the former CEO of Control Data, later known as Ceridian, and the retired chairman of Seagate Technology and current chairman of the board of Arbitron Inc. He also serves on the boards of Carlson Companies and Valspar Corporation. In addition, he serves as an advisor to two private equity funds, but he considers himself retired. While he is still very busy, that's just the way he likes it.

The Perlmans are generous with their giving. "The Twin Cities has tremendously generous people," he said. "Those who came before us gave willingly to the community, and now it is our time. Each generation has a responsibility to support the community...to maintain the momentum of giving for the generations to come. It's important for future generations to know that we were here and we cared and now it's their turn. That's at the heart of what the One Percent Club is about."

Perlman has been on the board of the Walker Art Center for 26 years and is a past chairman. The couple has donated or helped acquire several works in the Walker collection. The Perlman Gallery opened in April.

"In Minnesota, the community has cultural attractions that give people reasons to come here and stay," he said. "The Walker is one of those places; it encourages people to expand their horizons."

Linda serves on the board of the Minneapolis Institute of Arts. They made a significant donation to the Institute's capital campaign and a gallery is named after them. The couple has a personal art collection that includes contemporary paintings, sculptures and photography.

Perlman is a long time trustee of Carleton College in Northfield, where he received his degree. His son also attended Carleton. They have endowed the Perlman Center for Learning and Teaching which supports faculty members who desire to improve their teaching and learn about new techniques and interdisciplinary approaches. The Center also supports programs to improve student learning. The Perlmans additionally support the college's current capital campaign.

Larry Perlman grew up in St. Paul and his parents were very active in the Jewish Community Center of St. Paul. In recognition of his contributions to the Center, its athletic wing is named for his parents, Irving and Ruth.

The couple has a second home in Jackson Hole, Wyoming, and Larry is a trustee of the Jackson Center for the Arts. They recently made a significant contribution to the Center, and the educational area at the Center is now named the Lawrence and Linda Perlman Education Wing. "The Center houses several community-based art organizations in one building," he explained. "But we thought there was an absence of opportunities for people in the Jackson Hole area to get post-secondary education, so we contributed to the Center after the University of Wyoming and Central Wyoming Community College agreed to offer classes at the Center as well as via computer or other distance learning methods."

The Perlmans have also made recent major contributions to the capital campaign for Minnesota Public Radio, the new Minneapolis Public Library and the new Guthrie Theater. In addition, they've set up the Lawrence and Linda Perlman Family Foundation, which focuses on getting disadvantaged students ready for college. "The principle vehicle we support is an organization known as Admission Possible, which is funded as well by other foundations and individuals," Perlman said.

"Much of the effort we fund takes place at St. Paul Central, which has a very diverse student body," he explained. "We try to help kids who have potential, but need tutoring and enrichment if they are going to be successful in college."

The Perlman Foundation also supports the "Power of You," a program at the Minneapolis Community and Technical College and the St. Paul Community College which offers any Minneapolis or St. Paul student who graduates from high school but who cannot afford to go on to college funds for tuition, books and other expenses. If they finish a two-year degree, students will get additional help for a four-year degree at Metro State University, he said. "The graduation rate in St. Paul and Minneapolis high schools is simply too low," he added. "This program is a way to encourage students to graduate from high school and go on to college. Today, post high school education is essential for American kids to participate in the 21<sup>st</sup> Century global economy."

Linda Perlman is also involved in the art community. A graduate of Southern Illinois University, she is an amateur artist. "Everyone needs to think of themselves as trustees of the community," she said.

The couple spends a lot of time traveling. "We travel and see many magnificent museums," Linda said, "but we have extraordinary institutions here in the Twin Cities and we do take these things for granted sometimes."

Sara Barrow, Perlman's daughter, is involved as director of the family foundation and works in economic development for the City of Minneapolis. His son, David, is a doctor on the faculty of the University of Minnesota Medical School



(Photo by Cameron Wittig)

Larry and Linda Perlman: "It's important for future generations to know that we were here and we cared and now it's their turn. That's at the heart of what the One Percent Club is about."

## TIME MAGAZINE PERSON OF THE YEAR BONO TALKS ABOUT 1 PERCENT

(Final 20% of Bono's speech at the National Prayer Breakfast, Washington DC)



Bono with President Bush

But the reason I am here, and the reason I keep coming back to Washington, is because this is a town that is proving it can come together on behalf of what the Scriptures call the least of these. This is not a Republican idea. It is not a Democratic idea. It is not even, with all due respect, an American idea. Nor it is unique to any one faith.

Do to others as you would have them do to you.' (Luke 6:30) Jesus says that.

'Righteousness is this: that one should... give away wealth out of love for Him to the near of kin and the orphans and the needy and the wayfarer and the beggars and for the emancipation of the captives.' The Koran says that. (2.177)

Thus sayeth the Lord: 'Bring the homeless poor into the house, when you see the naked, cover him, then your light will break out like the dawn and your recovery will speedily spring fourth, then your Lord will be your rear guard.' The Jewish scripture says that. Isaiah 58 again. That is a powerful incentive: 'The Lord will watch your back.' Sounds like a good deal to me, right now.

A number of years ago, I met a wise man who changed my life. In countless ways, large and small, I was always seeking the Lord's blessing. I was saying, you know, I have a new song, look after it... I have a family, please look after them... I have this crazy idea...

And this wise man said: stop.

He said, stop asking God to bless what you're doing.

Get involved in what God is doing—because it's already blessed.

Well, God, as I said, is with the poor. That, I believe, is what God is doing.

And that is what He's calling us to do.

I was amazed when I first got to this country and I learned how much some churchgoers tithe. Up to ten percent of the family budget. Well, how does that compare the federal budget, the budget for the entire American family? How much of that goes to the poorest people in the world? Less than one percent.

Mr. President, Congress, people of faith, people of America:

I want to suggest to you today that you see the flow of effective foreign assistance as tithing... Which, to be truly meaningful, will mean an additional one percent of the federal budget tithed to the poor.

### What is one percent?

One percent is not merely a number on a balance sheet.

One percent is the girl in Africa who gets to go to school, thanks to you.

One percent is the AIDS patient who gets her medicine, thanks to you.

One percent is the African entrepreneur who can start a small family business thanks to you.

One percent is not redecorating presidential palaces or money flowing down a rat hole. This one percent is digging waterholes to provide clean water.

One percent is a new partnership with Africa, not paternalism towards Africa, where increased assistance flows toward improved governance and initiatives with proven track records and away from boondoggles and white elephants of every description.

America gives less than one percent now.

Were asking for an extra one percent to change the world. to transform millions of lives—but not just that and I say this to the military men now – to transform the way that they see us.

One percent is national security, enlightened economic self interest, and a better safer world rolled into one. Sounds to me that in this town of deals and compromises, one percent is the best bargain around.

These goals—clean water for all; school for every child; medicine for the afflicted, an end to extreme and senseless poverty—these are not just any goals; they are the Millennium Development goals, which this country supports. And they are more than that. They are the Beatitudes for a Globalised World.

Now, I'm very lucky. I don't have to sit on any budget committees. And I certainly don't have to sit where you do, Mr. President. I don't have to make the tough choices.

But I can tell you this:

To give one percent more is right. It's smart. And it's blessed.

There is a continent—Africa—being consumed by flames.

I truly believe that when the history books are written, our age will be remembered for three things: the war on terror, the digital revolution, and what we did—or did not to—to put the fire out in Africa.

History, like God, is watching what we do.

Thank you. Thank you, America, and God bless you all.