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Club news

Edition # 88 January 2007

Giving While Living

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.

VIDEO CLIPS ON THE ONE PERCENT AVAILABLE ON OUR WEBSITE

- Four of our members share their philanthropic passions and talk about their involvement with the One Percent Club.
- KARE 11 TV features Executive Director Joe Selvaggio and incoming Executive Director Jennifer McDonald on the history and future vision of the One Percent Club.

Invite a friend or prospective member to watch the video clips on our website at:
www.onepercentclub.org

PHILANTHROPY SURVEY COMING SOON

Please!!! Fill out the annual survey when it comes in February. It's our only proof that we're making a difference.

— Joe Selvaggio and the Board

Getting to the Heart of the Matter

By Henry Owen

The question of shy doesn't come up, but Jim Toscano most certainly isn't retiring—although that's what his resume might say. He *retired* recently as executive vice president of the Park Nicollet Institute, after 25 years, but—now he's chugging full-steam-ahead in the equally demanding role of president of the Minneapolis Heart Institute Foundation.



Jim Toscano's role as chief executive and board member of the Heart Institute Foundation is the capstone of a half-century career in non-profit work which is, he says, "where I live, eat and think." It's a calling that has taken some interesting twists that include nine years as head of the World Press Institute at Macalester College and in a continuing role as adjunct professor, teaching non-profit management at University of St. Thomas and, currently, in the master's program at Hamline University. He's a political science graduate with a bachelor's degree from the Rutgers College and master's from Yale, who likes "to keep my hand in teaching," but was never attracted to a full-time academic life.

Toscano and his wife, Sharon, are early members of the 1 Percent Club, and he was meeting the group's donation target long before its existence. In 1961, at age 24, he read Benjamin Franklin's autobiography, learning that Franklin "gave away 5 percent of his income every year. I thought that was a good idea. I was making \$4,000 a year and started giving 5 percent."

Jim and Sharon Toscano "make most of our giving decisions together," and their example of service and philanthropy extends to the couple's three daughters and son. Daughter Dania Miwa works for the Minnesota Council of Nonprofits and recently was nominated to the Board of the International Wolf Center. Her sister, Lauren Bjorklund, a nurse in Wisconsin, seeks foster care for babies born on drugs. Another sister, Shawn Truelson is an architect heavily involved in church-related activities. Their son, David, once a U.S. Supreme Court clerk, "does a lot of pro bono work" as an attorney for a major New York City law firm.

In addition to gifts of resources, the Toscanos donate generously of their time. "Sharon is a naturalist," her husband says, which reflects her volunteering with the Como Zoo, the University of Minnesota Raptor Center and "about 30 other organizations" involved with African wildlife sanctuaries, animal art and similar issues. Oh, and there's those five parrots, cats, dogs and "untold other animals, resident in the household."

Toscano has volunteered on a number of non-profit boards, including the World Press Institute, Friends of the St. Paul Public Library, Public Arts St. Paul, the Medical Alley Foundation and Charities Review Council of Minnesota, which reviews non-profits according to guidelines that cover areas such as organizational structure, fund raising, operational efficiency and fund raising.

Because of the council's watchdog role, it's causing a seismic shift in Toscano's roster of directorships. He's leaving all but two boards—that of the Charities Review Council, where he is moving from treasurer to chairman, and that of the Minneapolis Heart Institute Foundation, because board membership is required of its president. As for the other boards, he thinks it better not to be on a fulcrum point between reviewer and reviewed.

Before Toscano joined its board, the council had reviewed the Heart Institute Foundation and found it to be in compliance with its guidelines.

As board chairman, Toscano looks forward to significantly increasing the council's capacity to monitor non-profits, through its year-old Accountability Wizard program. With the on-line process, he says, the council "hopes to attract participation by 1,000 to 2,000 charities over the next several years" compared with about 300 at present.

For individual donors, present and future agency reviews are only part of the data available from the Council's website

(www.smartgivers.org). "Check with us, before writing the check," Toscano advises fellow 1 Percent Club members.

The value behind "checking with us" is what drove Toscano's seismic shift in board memberships to concentrate on the Charities Review Council and why he is becoming its board chairman. With all this—and his new career at the Heart Institute Foundation—Toscano will keep redefining retirement—and that question of shy still hasn't come up.

A QUICK SURVEY

Dear Members:

In the future, some of you may prefer receiving your newsletters and other publications via e-mail. This will greatly reduce our costs of printing and postage.

We would therefore want your e-mail address so we can update our database. Others may still prefer receiving the hard copies of our publications. Let us know what your preference is. Please fill out the information and mail to the address below. Thank you!

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Editorials

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Peering into hearts filled with charity

- A new 1 Percent Club video illuminates reasons for joining.

If you were to attend a gathering of Minnesota's 1 Percent Club, you'd probably come away with an impression of older, monied fuddy-duddies. They do give that impression, but it's far from accurate. If only you could peer into their hearts, you'd see incredible zest, idealism and compassion. Then perhaps you might want to expand their ranks from its current 900 to the thousands it should be. And, in fact, there is now a way you can look into their hearts, and perhaps be moved to join.

Members of the 1 Percent Club pledge to give to charitable causes each year 1 percent of their net worth or 5 percent of their income. They choose their own causes and make their own contributions. No one checks up on them or tries to influence their giving.

Most current members are indeed wealthy, but that is not a requirement to join. If your net worth is \$50,000 and you give \$500 to United Way or the Red Cross, you already could be a 1 percent-er. This is not a club defined by wealth. It's a club for everyone who is moved by the need to give,

1 PERCENT PLEDGE

"To enlist people to a new standard of giving — to contribute 1 percent or more of net worth annually, or 5 percent of income, whichever is greater, to the tax-deductible cause(s) of their choice."

to help ease the burdens of poverty, disease, disability and lack of opportunity.

But we can't say it as well as members of the club say it. They've produced an amazing video that examines the motivations and excitement of four club members; you get just a short chance to look into their hearts. The video runs less than 10 minutes, and we guarantee that if you watch it, you will be warmed by what you see. We hope that warmth will propel many to join and support the 1 Percent Club. As the video says, "You're gonna find yourself." The video can be viewed at onepercentclub.org. You also will find information on how to join.

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Questions for Joe Selvaggio

By Tony Bouza

Joe Selvaggio, Executive Director of the One Percent Club until May 1, 2007, answers some questions from former chief of the Minneapolis Police Department, Tony Bouza. This format is borrowed from the Sunday New York Times. If you like it, we can use it for future newsletters. Very readable style. Let us know if you agree.

So you're moving on?

The *One Percent Club* needs some new blood. Ten years is a long time. And I miss “investing in poor people of potential.” I now have *MicroGrants* with about \$200,000 per year to invest in them. That's my true love. I need to refocus. It's a time of renewal for both me and *The One Percent Club*.

What do you think you've accomplished these past 10 years?

The club has given more stature to being a philanthropist. Many people, 1000 now, were a bit shy about “standing up and being counted” as philanthropists. Now they're proud of it, and they should be. “Going public” about something as private as philanthropy is not a small step. The OPC is their achievement, their movement.

What is left to be done?

Lots. There's a huge opportunity to grow the club. Our new Chair, Judson Dayton, said he wants the club to go national with semi-independent chapters around the country much the way there are chapters in *Alcoholics Anonymous*. Makes sense to me.

There's been a controversy about the club—whether it's a club for the wealthy or a club for everyone. How do you feel about that?

The late Ken Dayton said it best. “Like all good campaigns, we should start at the top of the financial pyramid, but if others want to join, fine, we shouldn't exclude anyone.” Someone asked me, “Would you rather have one person with \$20 billion join the club, or 1000 people with \$200,000 join.” My clear answer is: I'd rather have the billionaire join because that would yield \$200 million in contributions as opposed to \$2 million. The purpose of the club has always been to get more money to nonprofits. Not all members agree with me, that deep pockets matter.

Any regrets?

Sure, it could have grown faster. Gaining members feels like fundraising, and members are reluctant to ask their friends to join. And, as in fundraising, it's “90% who does the asking.”

What do you feel good about?

One thousand members and a conservative estimate that we brought an extra \$100 million to the community is something to feel good about. But it's their achievement and their generosity, not mine.

Say more about the new leadership of the Club.

I should really leave it to them. But I do want to say that I'm very excited that Judson Dayton has agreed to chair the board. He has the name, the time, and the ambition. Already he has brought in two younger board members with name recognition and desire, namely, Judson Bemis and Blythe Brenden. We're being re-energized.

What about the new executive director?

What a stroke that a young “lawyer to be” named Jennifer McDonald has accepted the part time position with no pay. She'll make her money as a lawyer (she takes the bar in February) and be able to work on a daily basis with our competent executive secretary, Luis Siojo, who has been with us for eight years. Jennifer will be with a firm that does trust work, so she'll know how to deal with wealth. Her father was a high level corporate executive. Jennifer also has executive experience in the nonprofit field and with the federal courts.

So you're happy to leave and move on?

Very happy that the club is in good hands with a strong board, staff, and vision. And, I'll be available as a volunteer if the club asks for my help—the point being, not to leave a vacuum.