

Book Review

Tom Parker Reveals *The \$100 Million Secret*

By Mark Whitehurst / CASA

INVESTING IN THE SANTA BARBARA COMMUNITY instead of Wallstreet is a novel idea for foundations, but it's an idea that Tom Parker, CEO and President of the Hutton Parker Foundation, turned into a reality. Now he's working to expand that reality by sharing his secrets in a new book co-written by him and Michael Bowker. It's called *The \$100 Million Secret*.

"When I started the foundation I had no idea that I would become this engaged with the nonprofit sector. I started to see early in the process that there was great potential to utilize the foundation's resources beyond the normal 5% required payout," commented Parker in a recent interview. "After 17 years of developing a different strategy and showing that it can be effective, I figured it was time to see if the foundation community was ready for a new approach."

Easy to read and straight to the point, his book takes a specific business model, created by Parker for foundations, and describes it in simple terms. The model is innovative. And,

with Santa Barbara as a backdrop, always interesting.

In *The \$100 Million Secret*, Parker describes the growing interest in his community support model. "There have been a half dozen foundations in the Santa Barbara area that have partnered with our foundation doing both 'Program Related Investments' and investing in non profit buildings... The Orfalea Foundation, Outhwaite Foundation, and the Tuothy Foundation are names that come to mind," Parker noted.

With a distinct commitment to local community building, Parker's description of his strategy has a global feel to it. "When I talk to people around the country about investing in community and the importance of non-profits, part of my message is that foundations and charitable organizations are the heart of capitalism," Park explained. And *The \$100 Million Secret* tells what happens when foundations begin to understand this principle and invest in their community. "We took the road less traveled and nearly

doubled our assets by investing in our community," writes Parker in his book.

For info visit www,the100millionsecret.com

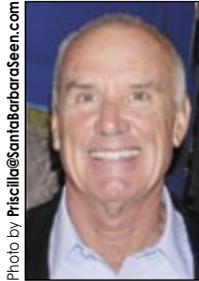


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Tom Parker

