

FR1ENDS of the CH1LDREN

Generational Change,
One Child at a Time

FOR IMMEDIATE RELEASE

OREGON PHILANTHROPIST DUNCAN CAMPBELL RELEASES NEW BIOGRAPHY

Friends of the Children Founder Shares Details of a Dark Childhood and What Drives Him to Support Thousands of At-risk Youth

PORTLAND, Ore., July 12, 2016 /PRNewswire/ -- Duncan Campbell, founder of Campbell Global, has released a biography. Published by Ampelōn, "The Art of Being There" chronicles Campbell's harrowing childhood, his rise to college graduate to multimillionaire to social entrepreneur, and how he came to found Friends of the Children, a not-for-profit organization that breaks the cycle of generational poverty for the most at-risk children.

Campbell, a Portland, Oregon, native, recounts a childhood marked by neglect and abuse at the hands of alcoholic parents. Campbell worked multiple jobs to put himself through school, became a certified public accountant for Arthur Anderson during the company's heyday, and in 1983 created Campbell Global, one of the first natural resources investment firms, now responsible for more than 3 million acres of land worldwide. In 1993, upon selling Campbell Global and founding Friends of the Children, Campbell made good on a promise that if he became wealthy, he'd come back for the children who have experienced the greatest amount of trouble and heartache in their lives.

"Most people think I had a great mentor growing up, and that's why I started the program, but it was because I didn't have one that I knew how important a friend could be," said Campbell.

What makes the Friends' model uniquely effective is that mentors, or Friends, are full-time salaried professionals who are matched with kindergarteners facing the highest risks. Friends maintain relationships with the children through high school graduation, no matter what.

"We do a reverse draft," said Campbell. "We go in and ask for the most-challenged kids in the school. We don't say give us your best kid with the most promise. We say, 'Give us the kid that is giving you the most trouble and you think will drop out, get into the justice system, or be an early parent.'"

Friends provide educational and emotional support, and form meaningful, long-term relationships with these youth – deep bonds that last for many years. Numerous Friends have been with the organization more than 20 years and the average Friend retention rate is seven years.

A recent independent study provides proof of the model's positive impact. Every dollar invested in Friends of the Children returns more than \$7 of benefit to the community.¹ That represents a return of nearly \$900,000 over the lifetime of each child in the program.

Friends of the Children mentees compared to similar youth:

- 24% more attain a high school diploma
- 30% more avoid the juvenile justice system
- 59% more avoid becoming a teen parent

Campbell hopes his biography will help bring greater awareness of the organization and understanding of the power of long-term relationships with caring adult role models for youth facing the highest risks. His goal is that Friends of the Children will grow to impact thousands more youth across the country. All book sales proceeds will directly benefit Friends of the Children.

¹ Harvard Business School Association of Oregon. 2011. Social Return on Investment Study Update.

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About Friends of the Children

Friends of the Children changes the story for youth facing the highest risks by providing them a salaried professional mentor from kindergarten through high school, no matter what. Our mentors support and guide our children in becoming healthy and contributing members in their communities. Today mentors serve children in Boston, New York, Seattle, Portland and Klamath Falls, Oregon, Tampa Bay and Cornwall, United Kingdom.

CONTACT INFORMATION

MEDIA CONTACT:

Jenna Degen
National Director of Marketing & Communications
Friends of the Children
503.281.6633
jdegan@friendsofthechildren.org