

# Communications Tool Kit for Grantees

This Communications Tool Kit is intended to provide information and communications materials that can be used by grantees of Newman's Own Foundation.



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## **Overview**

This Communications Tool Kit is intended to provide information and communications materials that can be used by grantees of Newman's Own Foundation. We do not require or expect you to use every tool. As well, if there is something you would find helpful that is not included, please ask. Our goal is to help you build successful outreach around your grant.

### **How Communications Can Help You**

It's good to maintain visibility among donors (supporters), possible funders, your community, the media, and other constituents. They should know about the good work you're doing, and it's also good for them to know that organizations like Newman's Own Foundation support you. Announcing your grant gives you a reason to reach out with some news.

### **Suggestions for Communications Outreach**

There are a number of ways to reach your audience with messaging about your grant from Newman's Own Foundation, including:

- Website posting
- Social media
- Newsletter
- Donor letters, e-blasts, etc.
- Event programs
- Press release
- On-air acknowledgement

We would love to hear how you communicate your grant, as well as your success stories. If you have any questions, please feel free to reach out to our team:

Jan Schaefer, Director of Communications

[jschaefer@newmansownfoundation.org](mailto:jschaefer@newmansownfoundation.org), 203-702-4768

Alena Mazotas, Communication Strategist

[amazotas@newmansownfoundation.org](mailto:amazotas@newmansownfoundation.org), 203-557-8528

## Communications Guidelines

Newman's Own Foundation must review all press releases, printed materials, and social media that contain the Foundation's name or logo, prior to production. No approval is required for electronic postings (website, social media, etc.) that use only the logo and/or the basic acknowledgement language listed below.

For approval or questions about communicating your grant, please contact [Alena Mazotas](#).

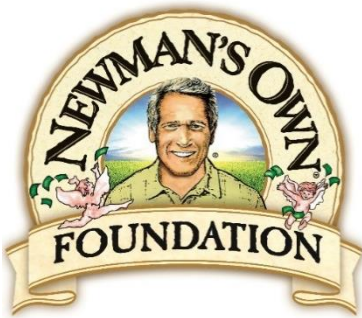
### Proper Name

When referring to Newman's Own Foundation, please use the complete formal name: **Newman's Own Foundation**. Do not use "The" in front of the name or abbreviate it or use "Newman's Own."

### Logos

There are two logos approved to represent Newman's Own Foundation: arch logo and text logo. When space allows and color reproduction is available, the arch logo is preferred; however, either logo is acceptable. A Dropbox link to download the logos in various formats can be accessed by clicking [here](#).

The logos may not be altered in any way.



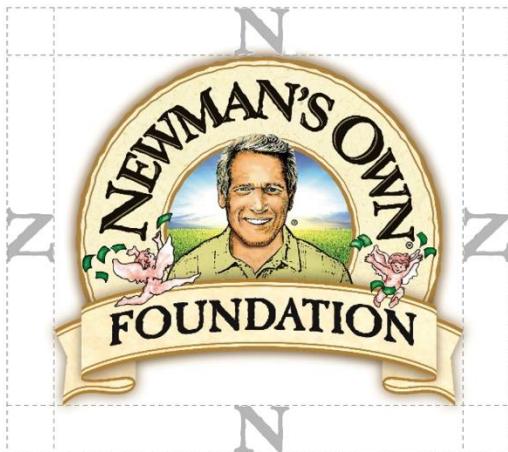
Arch Logo



Text Logo

### Clear space

In the graphics below, the height of the capital "N" represents the minimum amount of clear space between the outermost borders of the logo and any other element. This includes the edge of a page or sign. Minimum clear space must be adjusted proportionally at all times to reflect the correct margin.



**N** Height of capital "N" = Minimum clear space



### **Minimum Size**

To ensure maximum legibility of the logo and entity name, the minimum application size for any Newman's Own Foundation logo is 1.5 inches across. For specialized applications in which a smaller logo size is required, use the text logo and maintain logo proportions and appropriate clear space.

### **Color**

The arch logo may be produced only in color. An alternate version can be provided upon request for black & white usage.

The text logo preferred color is Pantone 349 C/U.

- For CMYK printing of the text logo, use C94, M11, Y84, K43.
- For screen and digital applications of the text logo, use R0, G105, B60.
- The text logo may also be produced in white (on a dark, solid background) or in black (when color is unavailable).

### **Standard Language**

Please use the following language for acknowledging the grant on your website or in social media.

*Supported by Newman's Own Foundation*

*or*

*Thanks to Newman's Own Foundation for their support.*

To acknowledge program support on the air, in print, or in electronic communications, you may use the tagline shown here:

*“Newman’s Own Foundation, working to nourish the common good by donating all profits from Newman’s Own food and beverage products to charitable organizations that seek to make the world a better place. More information is available at [NewmansOwnFoundation.org](http://NewmansOwnFoundation.org) (Newman’s Own Foundation dot org).”*

### **Articles, Publications, Events, etc.**

Please note that we may be able to offer communications assistance, quotes, or additional information about Newman’s Own Foundation initiatives. Let us know your needs, and we will try to accommodate.

### **Photos/Biographies**

All rights associated with Paul Newman, including use of his name, image, and likeness, are owned by Newman’s Own Foundation. These rights are intellectual property and may not be used without the prior written permission of Newman’s Own Foundation.

### **Copies of Materials**

We would appreciate your sending copies of materials referencing Newman’s Own Foundation to:

Alena Mazotas  
Newman’s Own Foundation  
One Morningside Drive North  
Westport, CT 06880  
[amazotas@newmansownfoundation.org](mailto:amazotas@newmansownfoundation.org)

# Press Release

Below is a “shell” press release that can easily be filled in with your information and provided to local media. You are also welcome to craft your own release and submit it to us for approval.

Please do not use a Newman’s Own Foundation boilerplate at the end of the release. There should only be a boilerplate from the organization that is issuing the release.

-----  
**NONPROFIT LOGO**

**FOR IMMEDIATE RELEASE**  
**DATE**

**MEDIA CONTACT**  
**CONTACT INFO**

**NONPROFIT RECEIVES DOLLAR AMOUNT GRANT FROM**  
**NEWMAN’S OWN FOUNDATION**

*Funding will support **PURPOSE.***

**CITY, STATE** -- **NONPROFIT** has been awarded a **DOLLAR AMOUNT** grant from Newman’s Own Foundation, the independent foundation created by the late actor and philanthropist, Paul Newman. The award to **NONPROFIT** was made by Newman’s Own Foundation as part of its commitment to **FOCUS AREA\*\*\***.

The grant to **NONPROFIT** will be used to **HOW GRANT IS BEING USED.**

**“NONPROFIT QUOTE.”**

**NONPROFIT** is dedicated to **MISSION.**

###

**NONPROFIT BOILER PLATE**

**\*\*\*FOCUS AREAS (choose one to insert above):**

- address issues of fresh food access and nutrition education
- enhance the lives of children with life-limiting conditions
- the empowerment of individuals
- improve the lives of United States military personnel, veterans, and their families
- the encouragement of philanthropy

## Social Media Messaging

We encourage you to use social media to its fullest potential. An example of a simple acknowledgment:

*Thank you Newman's Own Foundation [tag for social media channel] for your generous support of [nonprofit name or supported program].*

For assistance in developing messaging personalized to your needs, please contact [Alena Mazotas](#).

Alena can also provide visuals to accompany your posts. We will post assets on [Dropbox](#). For example:



It is also a good idea to share photos of your staff or volunteers in action, activities with program participants, and quotes from your leadership and enthusiastic supporters. Here are the links to Newman's Own Foundation social media channels:

Links: [Facebook](#), [Twitter](#), [Instagram](#)

Handle: @NewmansOwnFdn



### ***Suggested Facebook/Instagram posts (can also attach an image to post):***

- Thank you Newman's Own Foundation [tag] for the grant that allows us to [talk about impact of the grant].
- Newman's Own Foundation [tag], working to nourish the common good by donating all profits from Newman's Own food products to charitable organizations that seek to make the world a better place. For more information visit: [www.NewmansOwnFoundation.org](http://www.NewmansOwnFoundation.org).
- Paul Newman gave back because, he said, "It's just the right thing to do." He supported thousands of worthy causes, but you don't need to have a lot of money or be famous to have an impact. Every single person who is inspired to make a difference can do that. What a great thought! Thanks Newman's Own Foundation [tag]!
- Since 1982, Paul Newman and Newman's Own Foundation[tag] have donated over \$500 million to thousands of charities around the world.

### ***Suggested Tweets (can also attach image to tweet):***

- Thank you @NewmansOwnFdn for making a commitment to [NONPROFIT NAME]!
- .@NewmansOwnFdn working to nourish the common good, donating 100% of profits from Newman's Own food products to charitable organizations.
- #PaulNewman's reason to give back: "It's just the right thing to do."  
@NewmansOwnFdn

### ***Suggested Instagram posts (attach an image to post):***

- Thank you @NewmansOwnFdn for the grant that allows us to [talk about impact of the grant]. #giveback #charity #[other hashtags about your work]
- .@NewmansOwnFdn working to nourish the common good by donating 100% of profits from Newman's Own food products to charitable organizations that seek to make the world a better place. #giveback #charity #[other hashtags about your work]
- Paul Newman gave back because, he said, "It's just the right thing to do." He supported thousands of worthy causes, but you don't need to have a lot of money or be famous to have an impact. Every single person who is inspired to make a difference can do that. What a great

thought! Thanks @NewmansOwnFdn! #giveback #charity #[other hashtags about your work]

## Talking Points

We have compiled a number of Talking Points and Fun Facts that you may use in crafting messages. Please use whatever you need, or contact us if you are looking for something specific that you don't find here.

### *About Paul Newman and His Philanthropy*

- Although many people think of Paul Newman as an actor, he is also well known for his philanthropy. He wanted to help make the world a better place, and he was very generous with his support for many nonprofit organizations. Newman's Own Foundation continues Paul Newman's legacy through its support of [NONPROFIT NAME].
- Paul Newman started Newman's Own in 1982 with his personal-recipe salad dressing, which he bottled and sold, and then he gave away 100% of the profits to charity. To date, more than \$500 million has been donated to charitable organizations all over the world – all from the profits of Newman's Own food products. In fact, Paul Newman said, "From salad dressing, all blessings flow."
- Paul Newman believed that each of us has the ability to make a difference in the world.
- Paul Newman gave back because, he said, "It's just the right thing to do." He supported thousands of worthy causes, but made clear that you don't need to have a lot of money or be famous to have an impact. Every single person who is inspired to make a difference can do that.

## Fun Facts and Trivia Questions

### *Fun Facts*

- Newman's Own was started in 1982 with a single product, Olive Oil and Vinegar Dressing, sold at a single store.
- From the very beginning, Paul Newman declared 100% of profits would go to charity.
- 2017 marked 35 years of Giving it All Away and a milestone of donating \$500 million to charity
- Newman's Own now has over 300 product varieties sold in the U.S. and around the world, and 100% of the profits and royalties from the sale of Newman's Own products go to charity.
- Hundreds of grants are made each year. In 2017, over 900 grants were awarded, totaling more than \$29.5 million.
- The Foundation supports SeriousFun Children's Network, a community of 30 camps and programs worldwide, founded by Paul Newman, which, since 1988, has served up more than a million life-changing camp experiences to children living with serious illnesses and their family members.
- Newman's Own is one of several organizations that Paul Newman started. He also started Newman's Own Foundation, SeriousFun Children's Network, Safe Water Network, CECF, Re-Center (formally The Discover Center), and even the Westport Farmers' Market.
- Speaking of the camps, here is a fun story that is often repeated:

*Paul Newman liked to be an ordinary guy. One time, he was visiting the Hole in the Wall Gang Camp, spending time with the kids. A little boy sitting with him at lunch looked at the carton of Newman's Own Lemonade on the table, then at the man next to him, then back to the face on the carton. He turned to Paul and asked, very concerned, "Are you lost?"*

## Trivia Questions

- Where was Paul Newman born?
  - Shaker Heights, Ohio, a suburb of Cleveland
- What was the original salad dressing introduced in 1982?
  - Olive Oil and Vinegar
- Who founded Newman's Own?
  - Paul Newman and A.E. Hotchner
- What's the name of the first camp Paul started, for children facing serious illness?
  - The Hole in the Wall Gang Camp (after the gang from Butch Cassidy and the Sundance Kid)
- In what movie did Paul Newman last make a screen appearance?
  - Road to Perdition
- Whose recipe is used to make Newman's Own Virgin Lemonade?
  - Paul Newman's wife, Joanne Woodward, who grew up in Georgia
- What do The Hole in the Wall Gang Camp, Committee Encouraging Corporate Philanthropy, The Discovery Center, and Safe Water Network have in common?
  - Nonprofits that were each founded or co-founded by Paul Newman

## Media Assets

Below is information about some of the assets available for your use. Please contact [Alena Mazotas](#) for approval to use.

### Newman's Own Foundation Logo

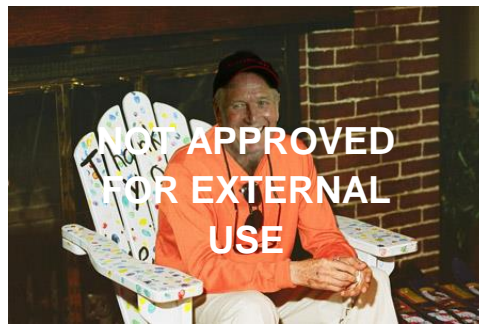
As noted in the section on Communications Guidelines, the Newman's Own Foundation logo can be downloaded by clicking [here](#). Please complete the form and agree to our terms of use.

### Photos

The photos below may be made available to you only by signing a licensing agreement, which can be provided upon request. Other photos may be available, as well. When contacting us, please provide specific information or mockups to indicate how the photo(s) will be used.



*Paul Newman, philanthropist and founder of Newman's Own.*

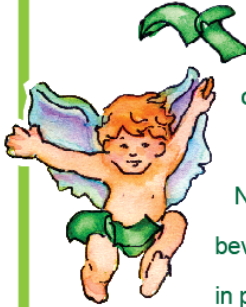


*Paul Newman loved spending time at the SeriousFun Children's Network camps he founded, for children facing serious illness.*


## Ad

This ad can be customized to the correct size for your program, newsletter, or other distribution piece. Please contact us to have an ad created to your specs.

Newman's Own Foundation is proud to support **[NONPROFIT NAME]**.



Continuing Paul Newman's commitment to give 100% of profits and royalties from Newman's Own food and beverage products to charity, in pursuit of the common good.



[www.NewmansOwnFoundation.org](http://www.NewmansOwnFoundation.org)

## Other Background Info

### History of Newman's Own

As a lover of good food, Paul found the over-processed salad dressings sold in stores to be a distraction to the experience of a good fresh salad. As a guy who equally loved a challenge, he started mixing his own dressing using high-quality, fresh ingredients. He and his pal, A.E. Hotchner, filled empty wine bottles with Paul's homemade salad dressing to give to friends and neighbors as gifts for the holidays. Many of these folks returned several months later asking for refills, and suggested the dressing be sold in stores.

Newman's Own Salad Dressing was officially launched in 1982 and, much to Paul's astonishment, became an instant success. With the first-year profits around \$300,000, Paul declared, "Let's give it all away to those who need it." And so, a splendid journey was launched.

### What Newman's Own Foundation Supports

There are four grant focus areas where the Foundation sees the potential for transformational change. For more information and grantee examples, please visit our website [newmansownfoundation.org/what-we-support/](http://newmansownfoundation.org/what-we-support/).

- **Encouraging Philanthropy:** Organizations that promote the practice of philanthropy and/or rely on philanthropic support to fulfill their missions : [newmansownfoundation.org/philanthropy](http://newmansownfoundation.org/philanthropy)
- **Children with Life-Limiting Conditions:** Organizations enhancing the quality of life for children with life-limiting medical conditions, and/or for whom the experience of childhood has been disrupted by circumstances beyond their control: [newmansownfoundation.org/children](http://newmansownfoundation.org/children)
- **Nutrition:** Organizations implementing model solutions to address fresh food access and nutrition education in underserved communities: [newmansownfoundation.org/nutrition](http://newmansownfoundation.org/nutrition)
- **Empowerment:** Organizations that empower people to overcome extraordinary adverse circumstances, and/or provide equal access to human rights and contribute to the development of a civil society: [newmansownfoundation.org/empowerment](http://newmansownfoundation.org/empowerment)

- **Veterans** (*part of Empowerment*): Newman's Own Foundation also has a long-standing history of supporting nonprofits organizations that help United States military personnel, veterans, and their families. More information about the Foundation's commitment to "Honoring Those Who Serve" can be found by going here: [newmansownfoundation.org/military](http://newmansownfoundation.org/military).
  - Paul Newman was himself a Navy veteran who served in the Pacific during World War II. His experiences there shaped his beliefs around luck and the feeling that his own good fortune should compel him to help those who were not as lucky in life.

### **About Newman's Own Foundation**

Newman's Own Foundation is a qualified 501(c)3 charitable organization founded by Paul Newman in 2005 to assure the continuation of his commitment to use 100% of the net profits and royalties from the sale of Newman's Own food and beverage products for charitable purposes. Since 1982, Paul Newman and Newman's Own Foundation have donated over \$540 million to thousands of charities around the world. For more information, visit [www.newmansownfoundation.org](http://www.newmansownfoundation.org).