



## **NEWMAN'S OWN FOUNDATION MISSION**

To Nourish and Transform the Lives of Children Who Face Adversity

Newman's Own Foundation announces a new purpose and will focus its giving efforts to benefit organizations that bring joy to children facing serious illness and that seek to advance children's nutrition security. Support will be delivered to organizations that bring:

- **JOY TO SERIOUSLY ILL CHILDREN:** In 1988, Paul Newman founded a single, free camp where kids could escape the fear and isolation of their medical conditions and experience the pure joy of being a kid. Now a network of 30 camps and programs worldwide, the *SeriousFun Children's Network* plays a crucial role in the lives of seriously ill children. Newman's Own Foundation continues to honor Paul Newman's legacy by providing significant financial support to this network as they bring joy to children facing adversity.
- **NUTRITION SECURITY TO SCHOOLS:** Schools are the epicenter of children's nutrition security, and through the work of grantee partners like *FoodCorps*, which build healthy school environments, Newman's Own Foundation will continue to play an important role in improving nutrition and increasing food security for children.
- **NUTRITION SECURITY FOR INDIGENOUS YOUTH:** Indigenous children in the U.S. make up the greatest demographic need when it comes to nutrition security. Through partnerships with leaders and organizations within Indigenous communities, Newman's Own Foundation will provide increased funding and support to create change at the community level.

## **NEWMAN'S OWN FOUNDATION OPERATING GOALS | WHY CHILDREN?**

Paul Newman believed that nourishing a child's spirit is just as important as nourishing their bodies. He believed that adults have an obligation to protect and nurture children and in doing so, help make society more human and just.

More than 34 million children (46% of youth under age 18) have faced at least one significant adverse childhood experience, including severe, chronic health conditions, extreme poverty and/or a lack of nutritious food. The need to help these children has grown exponentially due to the COVID-19 pandemic.

Entering the 40th anniversary year of Newman's Own, the Foundation will become laser-focused on three overarching operating goals:

- Reaching more children
- Strengthening and empowering trustworthy, heroic impactful organizations
- Raising public awareness of important children's issues



## THE NEWMAN'S OWN DIFFERENCE

- As *Fast Company* declared in 1997, “Newman’s Own pioneered the idea of a philanthropic enterprise.” In the history of philanthropy, there had never been another food company that gives away 100% of its profits.
- Newman’s Own Foundation donors are simply the people who buy Newman’s Own high-quality food and beverages such as salad dressing, popcorn, salsa, sauces, pizzas, and cookies for their families.
- Newman’s Own doesn’t use a cause to sell products; it uses products to sell a cause. Forty years since its founding, Newman’s Own is still preserving and perpetuating Paul Newman’s ethos—now by focusing exclusively on the health and well-being of children who face serious adversity every day.

## THE NEWMAN'S OWN MODEL | 40 YEARS OF “GIVING IT ALL AWAY”

- Newman’s Own Foundation accomplishes its mission by identifying organizations that are truly altruistic, offering grants that help them carry out their unique visions and pave the way for a brighter future for children facing adversity every day.
- Since Paul issued his first check, Newman’s Own has had a knack for identifying and partnering with extraordinary humanitarians—leaders who are social innovators. It helps these visionary entrepreneurs achieve their children-first goals by minimizing barriers to receive funds—because it wants to enable these people to spend more time fighting the cause and less time wading through restrictive requirements.
- The Foundation’s approach to philanthropy is unique:
  - **Trust is key.** After thoroughly vetting grantees, the Foundation *trusts* them to use the capital as they see fit. Instead of being micromanaged, partners are trusted to deploy funds according to their experience, wisdom, and vision. It’s an approach that’s drawn renewed attention thanks to the new philanthropists, whose billions in recent donations have been unconditional—a philosophy right out of the Paul Newman playbook.
  - **Time is of the essence.** Nonprofits are already underfunded and understaffed, so burdening them with extensive reporting requirements would only divert them from their work. Grantees are not required to jump through hoops for support, and this in turn makes *the Foundation* more efficient. Instead of spending time and resources on completing paperwork, monitoring benchmarks, and preparing for site visits, Foundation staff are able to focus on their single-minded mission: to help kids who face adversity.



- Seal of Approval: Receiving a grant from Newman’s Own Foundation is a game-changer for many nonprofits. It means the organization has entered the philanthropic circle of trust; their potential and impact have been vetted at the highest level. A Newman’s Own grant is the equivalent of the *highest* seal of approval. Beyond dollars, a grant from Newman’s Own Foundation elevates a recipient’s visibility, can be leveraged for funding from other sources, and strengthens impact.

### WHAT PAUL NEWMAN SAID ABOUT “GIVING IT ALL AWAY!”

- “When you see the right thing to do, [you better do it.](#)”
- “[It's really important](#) to be attentive to the people who have less—who are less fortunate than you are.”
- “I don't think there's anything exceptional or noble in being philanthropic. It's the other attitude that [confuses me.](#)”
- For Newman’s Own quality would always trump profit. And “if there was a profit, we would always give it all away.”
- “[There really](#) is no such thing as a sick child; there are children who happen to be sick. Think about it, and you will understand the magic of the SeriousFun Camps.”
- “I respect generosity in people, and I respect it in companies too, I don't look at it as philanthropy; I see it as an [investment in the community.](#)”
- “Make sure you live life, which means don’t do things where you court celebrity, and give something positive [back to our society.](#)”
- “I’m not running for sainthood. I just happen to think that in life we need to be a little like the farmer, who puts back into the soil [what he takes out.](#)”

### NEWMAN’S OWN HISTORY | TIMELINE

- 1980 – Paul Newman fills empty wine bottles with homemade salad dressing to give as holiday gifts to friends and neighbors. After a few weeks, they came back asking for more.
- 1982 – Newman’s Own Salad Dressing officially launches, generating over \$300,000 in first-year profits. Paul declares, “*Let’s give it all away!*” and he starts writing checks to charities from his personal check book.
- 1988 – The Hole in the Wall Gang Camp, a free camp where kids who face serious illness can experience the pure joy of being a kid, is founded by Paul Newman, serving 288 kids in its first year and sparking a global movement.



- 1992 – Newman’s Own reaches a milestone \$50 million donated to worthy causes in the company’s first decade.
- 1995 – Paul Newman is named “Humanitarian of the Year” by the James Beard Foundation for his trailblazing charity work.
- 1997 – Fast Company credits the Newman’s Own as “coalescing a new movement in philanthropy by giving it all away.”
- 2003 – Paul Newman and A.E. Hotchner write *Shameless Exploitation in the Pursuit of the Common Good*, a book published by DoubleDay-Random House that shares their groundbreaking approach to philanthropy.
- 2005 – Paul Newman establishes Newman’s Own Foundation to carry on his philanthropic legacy, retiring his personal checkbook.
- 2008 – Paul Newman dies, leaving behind a powerful legacy that continues to serve as a model for other foundations and philanthropists today.
- 2012 – SeriousFun Children’s Network is founded, uniting a global network of camps inspired by Newman’s Hole in the Wall Gang Camp. Separately, Newman’s Own Foundation makes a major commitment to support children’s nutrition education and fresh food access.
- 2014 – Newman’s Own Foundation forms its first Nutrition Cohort, a group of six nonprofits working together to help address children’s nutrition security challenges.
- 2017 – Newman’s Own celebrates \$500 million giving milestone.
- 2022 – Newman’s Own, Inc., celebrates its 40<sup>th</sup> anniversary. Newman’s Own Foundation refocuses its mission on supporting organizations that help kids who face adversity. By the end of 2022, Newman’s Own reaches its \$600 million giving milestone.