



NEWMAN'S OWN FOUNDATION MISSION

To Nourish and Transform the Lives of Children Who Face Adversity

FOUNDATION OVERVIEW

"Let's Give It All Away," Paul Newman first declared in 1982, referring to the profits from the food company that he and his buddy A.E. Hotchner founded that same year. That's right: 100% of profits from Newman's Own go to good causes through Newman's Own Foundation. (Note: That's 100% of *profits*—not proceeds.) Paul Newman didn't start a food company to make money; he did it to help people, especially children.

There's simply no other food company in the world that's *ever* committed to "give it all away" as Newman's Own has done for the last 40 years. And Paul Newman's ethos and efforts have served as inspiration to modern-day actors-turned-philanthropists like Hugh Jackman, Ryan Devlin, and Ed Norton. An icon of altruism, Newman's Own strictly adheres to a simple promise that's never changed and never will: "Let's give it all away." For that reason, *Fast Company* credits Newman's Own for pioneering the very idea of a philanthropic social enterprise, reporting that the organization "helped coalesce a new movement."

Forty years since its founding, Newman's Own is poised to reach a significant milestone. By the end of 2022, it will have given away more than half a billion dollars (\$600 million, to be precise) to good causes, especially those that help children facing adversity. This is a remarkable achievement, even more awe-inspiring when you consider the fact that *every single dollar of profit* from millions of bottles of salad dressing, jars of salsa, boxes of pizza, and cartons of lemonade has been given away.

Newman's Own Foundation leans in to 2022 with a new, more focused mission to nourish and transform the lives of children who face adversity. Its President and CEO, Dr. Miriam Nelson, an expert in childhood nutrition, policy, and advocacy, is laser-focused on this updated purpose and the mission of reaching more kids than ever before.

Under her leadership the Foundation will continue its legacy of supporting innovative, community-based organizations such as the SeriousFun Children's Network (founded by Paul Newman and now a network of 30 camps and programs worldwide) and FoodCorps (which connects kids to healthy food in school) and their extraordinary humanitarian leaders who are tirelessly working within their communities to uplift and nourish the lives of children. More than simply donations, Newman's Own Foundation will use advocacy and amplification—including the iconic label of every Newman's Own food product—to support kids, because as Paul Newman believed, "When you see the right thing to do, you better do it."