

NEWMAN'S OWN®

Cookin' Up A Better World



Community-Action Challenge

Dear Student Activity Director:

Welcome to the first annual Newman's Own® *Cookin' Up A Better World* Community-Action Challenge. We're asking you to do just that—to challenge your high school students to make a difference in their world. That world can be as nearby as their own school or as far away as their imagination can take them. Newman's Own is a unique food company founded by Paul Newman. Unique because Mr. Newman donates all profits after taxes from the sale of Newman's Own products to educational and charitable purposes. Since 1982, he's donated over \$115 million to thousands of charities. As an unconventional company with a charitable mission, Newman's Own hopes to challenge young people to come up with their own innovative "recipes" for making a difference. We want to make this as easy as dipping tortilla chips into salsa. Therefore, your students don't have to put their community-action plan into practice. We're just looking for their idea. We'll not only provide a grant to help them put the ingredients together, but we'll also reward your school. *Cookin' Up A Better World* is designed to challenge school groups and clubs in three ways:

For fund-raising ideas. If your group has a great way to raise money for a particular charity, we'll dish out a grant to help make it a reality. And extra funds to support your school and other community-action programs.

For service ideas. If your group pools its talents and finds a creative or beneficial way to help an existing charity or someone or some place—in your local community, state or anywhere in the world—we'll provide the grant to make it work. We'll also give funds to help your school and other community-action programs.

For knocking our socks off with great teamwork and school spirit. This award goes to the groups that show the most enthusiasm, commitment and effort, with additional funds for their schools.

Newman's Own and Youth Media International are giving you everything your students will need to enter *Cookin' Up A Better World*. Well, almost everything. Your students will add the creativity and original ideas, and show us that their plan really can work. Start *Cookin' Up A Better World*. Your students have all the ingredients they need right in their group.

What's your community-action recipe for success going to be?

Here's how to get started:

- **Reproduce** this kit for faculty advisors of student council, Key Clubs, athletic organizations, honor societies, music and drama productions or any other group or class looking to help a good cause as well as their organization.
- **Hang** the poster in a prominent location in your school to stimulate student interest.
- **Explain** to faculty advisors that this kit contains everything they need to participate:
 - This leader's guide with simple-to-follow instructions
 - Tips to make their group's idea a reality
 - Organizational sheets they can reproduce and distribute to help students come up with their creative ideas
 - Contest rules
 - Entry form
 - Prize information
- Periodically **remind** faculty advisors of the Dec. 7, 2001, contest deadline.
- If this is a school-wide endeavor, **make periodic announcements** on the school's P.A. system

Any questions? Call the Newman's Own *Cookin' Up A Better World* hotline at 1-888-241-3215 or log onto <http://www.youthmedia.com/>

Good luck!

NEWMAN'S OWN® Cookin' Up A Better World

• INFO SHEET 1 •

"It Started As A Joke And Got Out Of Control."



When Academy Award-winning actor, race-car driver, and part-time cook Paul Newman took old, empty wine bottles, filled them with homemade salad

dressings, and gave them to neighbors as Christmas presents, he never imagined that he would launch an international business and donate more than \$115 million to charity.

Trust your instincts

In 1978, Newman and his good friend, writer and neighbor, A.E. Hotchner, figured they could use some business advice...and ignored what they were told. They were advised to invest a half-million dollars for start-up...so they began with \$40,000. They were told to test their product in "key" shopping areas around the country...so they test-marketed their product in

their living rooms. They were told to sell their salad dressing by mail order...so they sold it to supermarkets. They were told to expect to lose \$1 million in the first year of operation. The first year, gross sales were about \$3.2 million. Even though he was warned against it, Paul Newman made fresh, natural ingredients the basis for every Newman's Own product.

"Shameless exploitation in pursuit of the common good."

When Newman was told that he wouldn't be able to sell anything unless he put his face on the label, he said, "To make money off that would be so tacky. From this came the concept of circular exploitation. We're very effective recyclers. We take the money and give it back. Hence the slogan of our company: *Shameless exploitation in pursuit of the common good.*"

Newman also decided to begin his own charity—The Hole in the Wall Gang Camp—to give children with serious diseases, including cancer and cystic fibrosis, camping and outdoor experiences.

NEWMAN'S OWN® Cookin' Up A Better World

• INFO SHEET 2 •

Find The Basic Ingredients

This info sheet gives a few examples of people who took their talents and did great things with them.

Start by asking your group members to try to identify what cause is important to them and where their talents lie.

Here are some things to consider:

- Which organization, charity or cause interests you?
- What do you know about the organization or cause?
- Why do you think it's worthy of your efforts?



- Do you want to support an existing organization or come up with a new service?
- Is there a cause or problem you know about that does not have an organization to represent it?
- Do you have a personal interest in this organization or issue?
- What talents, skills and interests does your group bring?

This is not your sister's bake sale.

What can you bring to this idea that is new, unique? Think out of the box...or out of the jar.

To get those creative juices flowing, tap the right side of the brain—the intuitive, creative, imaginative side. Set aside a quiet time. No interruptions. Close the door. Maybe go off-site.

Time for brainstorming

First of all, there are no bad ideas. (OK, so maybe there are some bad ideas, but say them anyway.) Next, everyone's ideas are to be respected. Even you, the leader, are not considered more creative than anyone else. Sorry about that. One person writes all ideas on the chalkboard or a flip chart. Pose questions, such as, what organizations are worthy of your efforts? Or, what kind of new group would you like to begin? Find out what kinds of talents, connections, hobbies,



or interests your group can mine.

Write down all ideas—all. Go for quantity—not quality.

Don't be afraid to list ideas that are old or have been overdone. You'll weed later.

When it seems like there are no more ideas, press your group to come up with "just five more."

Then have group members take a break. Stretch, walk around the block, eat something or just open the window. Now, give each idea its day in the sun. Or fluorescent bulb.

Evaluate pros and cons. Cross out the ones that seem dull, realistically impossible or unimaginative. You now have amazing ideas.

Decision time!

This is the tough part. Start by having everyone vote for the idea they like best. Once they've done that, your group is ready to accept the challenge of *Cookin' Up A Better World*.

NEWMAN'S OWN[®] Cookin' Up A Better World

• INFO SHEET 3 •

The Challenge: Start Cookin' Up A Better World

Newman's Own is challenging your group to come up with a fresh, creative, innovative idea, and we'll help make it a reality. There are three recipes for success:

1. Fund-raising ideas. Think of a creative way to raise money for a good cause. We want to reward entrepreneurs. So if your group has a talent it can use to raise money, tell us about it. If it's great, we'll provide a grant to help students get started and other funds your school can use to make your school and your community a better place.

2. Service ideas. Think of a special way to be of service. Use your group's concerns, talents and passions to help someone, some place or some organization. Right in your own backyard or halfway around the world. Tell us what your group wants to do and whom it's going to help. We'll provide your group with a grant to help it succeed and also other funds that can help your school and its community-outreach programs.

3. Teamwork and spirit. Show us that the most important ingredients (your students' enthusiasm and their spirit) are what make a difference. Maybe your students don't have the most unusual idea, but that's okay. Because we think that dedication deserves recognition, too. And we'll reward you and your school for that.

Ideas will be judged on:

- Creativity (25%)
- Practicality (25%)
- Potential impact (25%)
- Communication and presentation of your idea (25%)

Timetable

The entry form is included on Info Sheet 4. Make sure your application is submitted by December 7, 2001. We'll get back to you by January 11, 2002. We don't want fresh ideas to get stale.



Just desserts

- There will be three **\$1,000 Grand Grants**—one from each of the categories above. In addition to these funds, which will go toward your group's project, we'll give another **\$500** either for other community-outreach programs or for anything that helps your school itself.
- There will be nine second-place **\$500 Perfect Recipe Grants**—three for fund-raising ideas, three for service ideas and three for spirit. We'll also reward each of the nine schools with another **\$250**—which, again, your school can use for other community-service programs or for anything your school needs.

You're All Winners!

That's right! Every group that submits an entry will be able to toast their achievement with two cases of Newman's Own products. Whether you like popcorn, lemonade, salsa, chips or pretzels, it all makes for a pretty darn good party.

The Nitty gritty

Bored of directors? Then create a board.

Ask for volunteers to research ways to make your group's plan a success. You may have to assign or enlist members to generate publicity, find materials and how much they cost, obtain transportation, space or permission.

What's in a Name? A lot.

Give your idea a name that stands out and accurately captures its spirit.

Scheduling

Be sure to work backward to figure out exactly how much time your group will need. Overestimate—you'll find that everything takes twice as long as you think.

Finances

If your students are coming up with a fund-raising idea or strictly a service idea, have them find out how much materials and transportation will cost. Make a budget.



Publicity

Here are some things to think about when your group's idea gets off the ground: Send press releases to your school or local paper.

(This is great free advertising.)

Call local radio and TV stations and ask about public service announcements (PSAs).

Ask local stores, supermarkets, post offices, banks, libraries, town and state offices if your group can put posters in their windows.

Record keeping

Keep these things in mind—lists of participants, customers, inventory, vendors, budgets, expenses, taxes, permissions and licenses, minutes of meetings, and copies of correspondence.

NEWMAN'S OWN® Cookin' Up A Better World

• INFO SHEET 4 •

Cookin' Up A Better World Entry Form

It's show time!

Help your group get those applications in. There are only a few required pieces of information, so show us what you've got!

If you don't have enough room on the application to tell us what we need to know, then just attach an extra sheet.

Write it. Proof it. Get a stamp. Mail it. Send it to:
YMI/Cookin' Up A Better World, P. O. Box 305,
Easton, CT 06612, by December 7, 2001

Good luck!

Resources

www.newmansown.com

www.DoSomething.org

How to Make the World a Better Place,
by Jeffrey Hollender. William Morrow, NY, 1990.

Pushing the Envelope, by Harvey Mackay.
Ballantine Books, 2000.

Robin Hood was Right, by Chuck Collins and Pam Rogers.
W.W. Norton & Company, 2000.

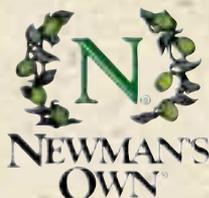
That's a Great Idea!, by Tony Husch and Linda Foust.
Ten Speed Press, 1987.

Harvard Business School Case HBS 9-399-052,
Newman's Own, Inc., 1998 Harvard Business School
Publishing, 1998.



Youth Media
International

P. O. Box 305, Easton, CT 06612
(203) 459-1562
www.youthmedia.com



NEWMAN'S OWN[®]

Cookin' Up A Better World

• INFO SHEET 1 •

"It Started As A Joke And Got Out Of Control."

And now, almost 20 years later, Newman's Own[®] has helped thousands of charities around the world and has donated more than \$115,000,000!

While Paul Newman has taken a unique and sometimes irreverent approach to business, there are two policies from which Newman's Own never deviates.

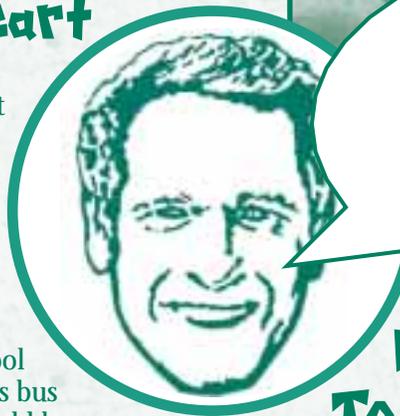
- First, the company insists on top-quality products without the addition of artificial ingredients or preservatives.
- Second, Paul donates all his profits after taxes to educational and charitable organizations.



Do it from the heart

At first, Newman and his team didn't know who should receive the donations. They thought the most exciting causes were the ones that couldn't attract big donors—like the Hope Rural School in Indiantown, Florida, for children of migrant farm workers. The school was going to be disbanded because its 14-year-old school bus had been condemned. Without this bus and this school, these children also would be condemned to illiteracy. Newman's Own sent Hope Rural School a new school bus, and after 13 years of hard use, sent them a replacement.

Paul Newman has started his own charity called The Hole in the Wall Gang Camp, which sponsors camps for children who have serious diseases, including cancer and cystic fibrosis.



**"Shameless
exploitation in
pursuit of the
common good."**

What does that mean, anyhow?

Newman's Own[®] Wants To Challenge You

Newman's goals for the future are to see his company reach \$250 million in sales, to increase its philanthropic initiatives and now...to challenge you to show us ideas that are fresh and appealing and may sometimes break conventional rules. When you do, we'll give you the resources to help make it happen.

Tempted? Read on!

Paul Newman...

Academy Award-winning actor Paul Newman says he's probably best known, not for the 52 films and four Broadway plays he's starred in, but for his spectacularly successful food business. The downside to that, he says, is that his spaghetti sauce out-grosses his films. He has won four Sports Car Club of America National Championships and is listed in the Guinness Book of World Records as the oldest driver (70) to win a professionally sanctioned race (24 hours of Daytona, 1995).

NEWMAN'S OWN® Cookin' Up A Better World • INFO SHEET 2 •

Find The Basic Ingredients

Okay, right about now, you may be saying to yourself, "Yeah, right. It sounds great, but let's face it: I'm not Paul Newman. I'm just me." "Just me" is all it takes.

In the San Francisco area, a weight counselor created Dieters Feed the Hungry. Dieters got involved in local soup kitchens, donating their time, money and food to creating meals for people who truly were hungry.

Karen Lucas saw a magazine article about a three-year-old cancer patient who kept a blanket by her side during chemotherapy. Karen decided that



she'd make "security blankets" for children undergoing treatment and ask others to do the same. Now more than 185,000 blankets have been donated to Project Linus.

Artist Scott Rosenberg, started a company called ART SMART to use art to help homeless children connect to others. Over 400 volunteer artists have joined him to help more than 3,000 children.

Do you know how to cook chili, hammer a nail, sew on a button, plant seeds, read a book? If so, you can start a soup kitchen, repair homes or clothing, plant an organic garden, or read bedtime stories to children in hospitals.

What really, really bothers you in your world?
In your community?
Or even in your school?
Who needs help?

What skills or talents do you offer?

How can you combine your concerns with your interests?

What's your recipe?

NEWMAN'S OWN® Cookin' Up A Better World

• INFO SHEET 3 •

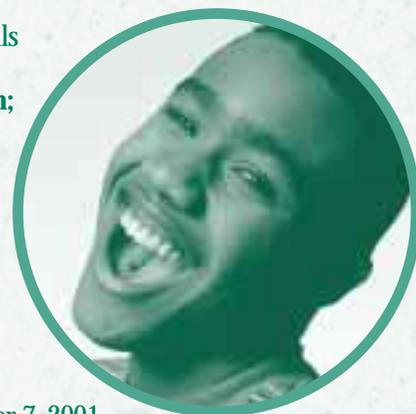
The Challenge: Start Cookin' Up A Better World

Newman's Own® *Cookin' Up A Better World* contest is to help you use your talents, skills and imagination to identify a need and a practical way to meet that need.

Remember, to enter *Cookin' Up A Better World*, you don't have to execute your plan; just come up with the idea and tell us about it.

Your idea will be judged on:

- | | |
|---|-------|
| 1. Creativity | (25%) |
| 2. Practicality | (25%) |
| 3. Potential Impact | (25%) |
| 4. Communication and presentation of your idea. (ad, poster, billboard) | (25%) |



Only one application per group, so make it great. All entries must be received by December 7, 2001.

Three Recipes For Success

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Just Desserts

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NEWMAN'S OWN®
Cookin' Up A Better World
• INFO SHEET 4 •

Cookin' Up A Better World Entry Form

Think outside the box. But write your answers here.

Please type or print your answers to the following questions. Feel free to use this form and add another page if you need it—as long as you answer the following questions.

Remember: creativity counts, but so does practicality.

Mail your entry to: YMI/*Cookin' Up A Better World*, P. O. Box 305, Easton, CT 06612.



The Concept

Describe what you want to accomplish and why you think it's important. Tell us why this would make a difference. Explain your idea for raising money or providing a new service. If you're supporting an existing organization, tell us why you chose it and how you're going to put your plan into action.

The Budget

Include the amount of money you need to make your dream come true and how you would use the money.

The Promotion

Attach a design for an advertisement, poster or billboard that best shows how you would promote your idea.

Finally

—and this should be from the heart—tell us why you think Newman's Own should get behind your idea and give you the money to make it happen.

What's your recipe?

NEWMAN'S OWN®

Cookin' Up A Better World

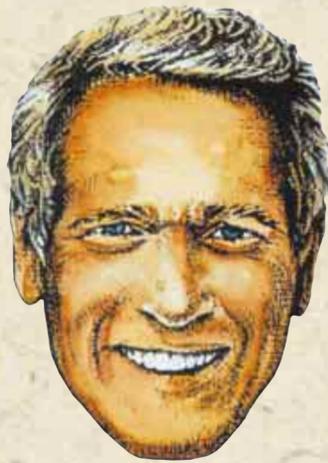


Community-Action Challenge

FOR FUND-RAISING IDEAS

FOR SERVICE IDEAS

FOR KNOCKING-OUR-SOCKS-OFF WITH TEAMWORK AND SCHOOL SPIRIT



What's your recipe?

See your faculty advisor for details. Entry deadline: December 7, 2001



"Shameless exploitation in
pursuit of the common
good"