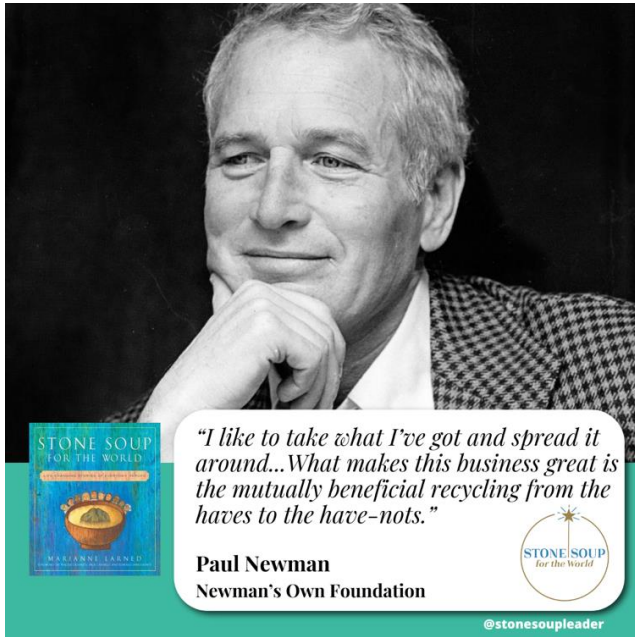




Stone Soup Leadership Institute's  
Story of the Week: Paul Newman: Newman's Own  
Week of May 5 - 11, 2024



Sunday: Paul Newman: Newman's Own

Read how Paul Newman, the famous actor became "...America's biggest philanthropist in proportion to his own wealth."

"Newman's Own began as a lark, a joke more or less, and soon became a challenge...I had no idea that my salad dressing would outgross my films," he says. "Today there's an entire generation that may know me more for my popcorn than for my movies."

Among his favorite endeavors is the Newman's Own and Good House-keeping Recipe Contest, in which winners receive \$10,000 for their favorite charity. The winning story is featured in Stone

Soup for the World and in the Stone Soup Educational Curriculum.

Read here: <https://stonesoupleadership.org/wp-content/uploads/2022/12/story-stone-soup-magic.pdf>



Monday: The Stone Soup Fable

The Stone Soup fable is a beloved story in classrooms and homes around the world—the ingredients might change, but the message is the same.

“Stone Soup” is a classic children’s folktale: A hungry traveler feeds himself and a whole village, starting with just one magic stone and a pot of water. When each villager gives a little, there is plenty for everyone.

How can you practice teamwork in your community to support an important cause?



Tuesday: Hero Report: Paul Newman: Newman's Own

WATCH Paul Newman share how he built Newman's Own in this short video: Celebrating 35 Years of Giving it All Away.

What started with one product – salad dressing - grew to over 300 products. Newman's Own blazed a path and sparked the movement for dozens of philanthropic enterprises.

Video: [https://youtu.be/jM\\_bms7GF34](https://youtu.be/jM_bms7GF34)



Wednesday: Honor Roll: Paul Newman: Newman's Own

Newman's Own's mission is to nourishes and transforms the lives of children who face adversity.

Fighting for kids since 1982  
When Newman's Own first began, Paul Newman declared that 100% of the profits would go to good causes.

The mission continues today through Newman's Own Foundation. In total, more than \$600 million has been donated to good causes since 1982.

<https://www.newmansown.com>



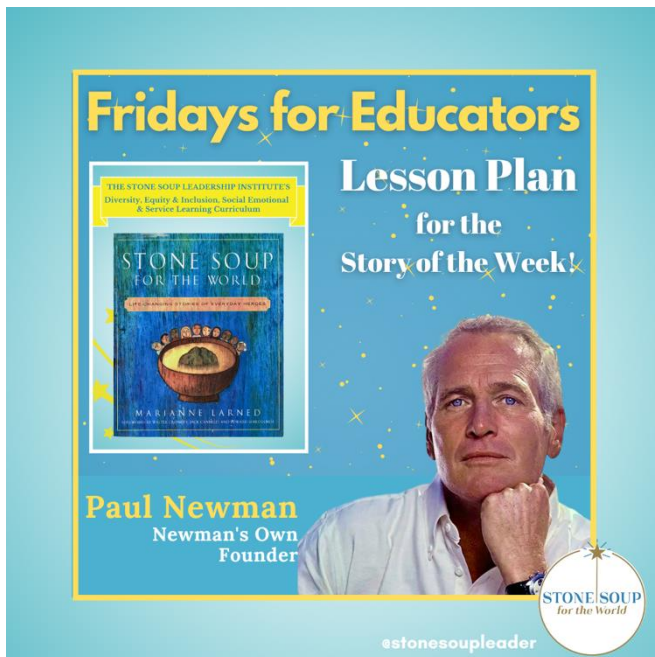
Thursday: The Institute's Book Signing

The Institute coordinated The World's Largest Booksigning in conjunction with National Volunteer Day. Heroes featured in the book joined with their local bookstores in 40 cities. They signed books Stone Soup for the World, a collection of 100 true stories about community and individual humanitarian acts. While their organizations signed local people to volunteer.

Read more here:

<https://stonesoupleadership.org/wp-content/uploads/2024/04/worlds-largest-book-signing-1998.pdf>

<https://stonesoupleadership.org/wp-content/uploads/2024/04/ssli-celebrity-involvement-history.pdf>



Friday: Lesson Plan: Paul Newman: Newman's Own

EDUCATORS use this FREE Lesson Plan to help your students learn about the value of giving.

Paul Newman's Lesson Plan explores generosity, innovation, entrepreneurial spirit, cooperation and social emotional learning.

<https://stonesoupleadership.org/wp-content/uploads/2022/12/lesson-plan-stone-soup-magic.pdf>



Saturday: Press: Paul Newman: Newman's Own

In March 2024, Newman's Own Foundation announced their inaugural Food Justice for Kids Prize.

"Up to \$1M in Funding Available Over Two Years To Be Shared Among Organizations Supporting Indigenous Food Justice, Nutrition Education, and School Food Programs Across the United States"

The Food Justice ForKids Prize applications are now open for nonprofit grants up to \$100,000 each over the next two years! @NewmansOwn has launched the Food Justice for Kids Prize supporting Indigenous Food Justice, Nutrition

Education, and School Food across the U.S.! Nonprofits have until June 11, 2024 to apply.

LINK HERE: <https://www.businesswire.com/news/home/20240320196916/en/Newman's-Own-Foundation-Announces-Inaugural-Food-Justice-for-Kids-Prize>

"Urban Gardening"  
"School Gardens"  
"Organic Gardening"  
"Climate Lesson Plan Printables"