

Paul Newman

Paul Newman (1925–2008) was as well-known for his acting career as his **philanthropic** [giving for the common good] endeavors. He was an actor respected and renowned by critics and audiences alike. He received many awards for his acting, including a Best Actor Academy Award for his role in *The Color of Money*. Other of his films include *Hud*, *Cool Hand Luke*, *Butch Cassidy and the Sundance Kid* and *The Sting*.

Newman used his name recognition to gain attention and support for issues that were important to him. He was a political activist and spoke up for many causes, including children with illness, drug abuse, and homelessness. His name creates visibility of his philanthropic activity, and the entrepreneurial accomplishments of his food product company, Newman's Own.

Newman led the way in corporate philanthropy with the company Newman's Own and its remarkable policy of donating 100% of the proceeds (after taxes) **tocharitable** [related to giving to the needy] organizations. He and friend A.E. Hotchner conceived the idea to launch a business using the homemade salad dressing that the Newmans originally gave out as holiday gifts.

The combination of popular name recognition and a good product allowed the company to donate close to \$1 million in its first year of operation. Newman himself recognizes the value of his endorsement [public support for] with the motto of the company reading, "shameless exploitation in pursuit of the common good." The original product, Newman's Own Salad Dressing, has grown into a whole product line of dressings, salsa, popcorn, steak sauce, pasta sauce, fruit cocktail juice, and lemonade. Each of the products is made with all natural ingredients, according to the Newman's Own Web site. As of October, 2008, the donations to charities exceeded \$280 million (<http://newmansown.com/>).

Until his death in 2008, Paul Newman was involved in many charitable organizations through board membership and continuous financial support. In 2008, he was named the Most Generous Celebrity by Givingback.org. He contributed \$20,857,000 for the year of 2008 (Wikipedia) to the Newman's Own Foundation, which distributes funds to a variety of charities. He continued to act in and direct plays and feature films.

Discuss the following questions:

1. How did Paul Newman build trust with the general public?
2. In what way did he show himself to be reliable?
3. How did being trustworthy help him do what was important to him?
4. What role does trust play in giving and helping others?

