

The Nell Newman Foundation

Five Year Report 2011-2016



Mission Statement

The Nell Newman Foundation seeks to follow the original mission of Nell's father's philanthropy. To support the small, visionary, and perhaps untested organizations. To fund the underdogs, and unpopular ideas Nell's father and mother originally championed. To relieve human suffering and sustain a resilient economy which will benefit humanity and the ecosystem into the future. These goals necessitate the fostering of experiential learning for our youth, the protection of and restoration of our bioregions.

About This Report

This first ever Five Year Report of the Nell Newman Foundation reflects our mission to support organizations. This report reviews our granting areas from 2011 through 2016 and sums up the work of the Foundation.

"This is what you shall do; Love the earth and sun and the animals, despise riches, give alms to every one that asks, stand up for the stupid and crazy, devote your income and labor to others, hate tyrants, argue not concerning God, have patience and indulgence toward the people, take off your hat to nothing known or unknown or to any man or number of men, go freely with powerful uneducated persons and with the young and with the mothers of families, read these leaves in the open air every season of every year of your life, re-examine all you have been told at school or church or in any book, dismiss whatever insults your own soul, and your very flesh shall be a great poem and have the richest fluency not only in its words but in the silent lines of its lips and face and between the lashes of your eyes and in every motion and joint of your body." Walt Whitman

Please note, that the Nell Newman Foundation is independent from the Newman's Own Foundation or Newman's Own Organics.

The Board of The Nell Newman Foundation



Nell Newman, President

Nell established the Nell Newman Foundation in November of 2010 with the goal of carrying on her father's legacy of charitable giving, coupled with her passion for the environment. As the daughter of Paul Newman, Nell was in essence, raised to be a philanthropist.

Leveraging the resources of the Nell Newman Foundation

- ▶ San Francisco Botanical Garden- Keynote at fundraiser, September 2009. Addressed the issue of sustainable agriculture



Sean Marx, Mike Hannigan, Give Something Back;
Nell Newman, Newman's Own Organics

Special Recognition Award- Lifetime Achievement, 2013. The special recognition awards pay tribute to notable culinary professionals who have made significant and lasting contributions to the culinary industry and/or IACP

- ▶ United Way- Keynote at luncheon, March 3, 2011. Discussed Newman's Own Organics.

▶ Cocoa Merchants Association of America's (CMAA)- Speaker at

conference, March 2013.

- ▶ Give Something Back- Keynote speaker, September 15, 2011. Arranged for a grant via NNF for \$10,000 to make the meal entirely organic.



Front row, at the NRDC dinner: Susan Clark (left), Peter Lehner, Nell Newman.

- ▶ NRDC's Growing Green Awards-Presented Forces of Nature award to Susan Clark, ED of Columbia University, 2013.

▶ National Audubon's Rachel Carson Award- May 20, 2014.

- ▶ Women's Chefs & Restaurants- Keynote speaker, 2013. Discussed organic eating.

▶ Monmouth Conservation Foundation- Gave keynote address at the December 3-4, 2014 Holiday luncheon.

- ▶ International Association of Culinary Professionals (IACP)-



▶ Women as Game Changers- Keynote and panel member for event, October 13-14, 2016.



Bob Scowcroft, Secretary

Bob has successfully transitioned from a “retirement” state of mind into a more active composition of consultant, volunteer and advocacy oriented activities. He currently serves on the Board of Directors of the Nell Newman Foundation and sits on three non-profit advisory boards. He previously served as Executive Director of the Organic Farming Research Foundation, a national organization, based in Santa Cruz, California. It was co-founded by Bob and two certified organic farmers in 1990. In the nearly 20 years Bob directed OFRF, it awarded over \$2,400,000 in support of over 320 organic research and education projects. The results of which were shared with over 15,000 organic farmers and ranchers throughout North America. During Bob’s tenure OFRF had an active policy, research, and publishing program, and it disseminated information on all sectors of the organic product industry to the public at large. Bob averaged 200 media interviews and over 15 conference presentations on all subjects “organic” annually. He sat on five Non-

Governmental Organizations (NGO) Advisory Boards. He resigned and retired from OFRF at the end of 2010. Prior to working for OFRF, he was the first full time Executive Director of California Certified Organic Farmers (1987-1992); before that he served in the Friends of the Earth’s San Francisco office as their national organizer with a primary focus on pesticide reduction and organic farming advocacy (1979-1985).

When organic food was a ‘Communist plot’

This episode of the Mighty Fine Farm & Food podcast reveals the roots of the organic food movement, from the tales of the Nell Newman Foundation’s Bob Scowcroft

Tales from 25 Years in the Organic Movement

Cultivating a Movement



James Cox, Treasurer

James cast wide into subjects that improve what we

eat, where we live and how we interact with nature. Years before it was in vogue, James pioneered green, sustainable techniques and materials for manufacturing including developing the use of organic cotton and organic hemp and

linen from the ground up - crops otherwise notorious for high pesticide use. TerraPax, Inc., a company he established in 1992, manufactures fashionable carrying bags from only natural, sustainable material – a company with zero waste from manufacturing is an oft-copied model for authentic ecological brands. James sold the international entity after ten successful years. James is currently president of Green in the Black, a strategic planning company guiding emerging brands through the green market landscape. Providing strategy, content, design, engineering, and marketing – Green in the Black makes the sustainable obtainable and profitable. He is also the CEO of MethodSeven, bringing advanced optics to the hydroponic industry. He is on the advisory board of the Western Environmental Law Center, which has been defending the American West since 1976 with a team of brilliant attorneys and strategy. James also recently joined and the advisory board for Atria Systems, which is developing and marketing fire suppression chemicals which are safe both for the natural and human environment. James received a B.A. in Human Ecology from the College of the Atlantic.

Summary of Who We Fund

The Nell Newman Foundation is a private foundation dedicated to humanitarian, scientific and environmental action that foster a resilient and restorative planetary ecology.

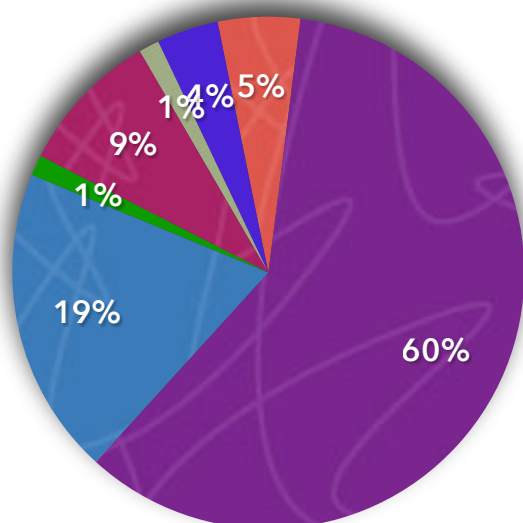
All grants are awarded to organizations which are identified by The Foundation. We do not accept unsolicited grant proposals. The grants we do award are only for charitable, tax-exempt organizations.

The Nell Newman Foundation awards grants in ten core program areas: environment, education, arts & culture, religious, scientific, human services, emergency relief, animal welfare, Public Safety and international affairs. The Foundation funds organizations working in the areas identified above based on specific goals and strategies outlined by the programs.

We are proud of all of the funding that transpired in the last five years. Our grants have been used to leverage hundred of thousands in other sources of funds. Total amount granted during the years 2011-2016: \$1,298,312.00

Areas of Funding

- | | | |
|------------------|----------------|-----------------------|
| Environment | Education | Art & Culture |
| Religious | Scientific | Human Services |
| Emergency Relief | Animal Welfare | International Affairs |
| Public Safety | Other | |



What Our Grantees Have Said



Ecotrust (2012 Grant Report) "The Nell Newman Foundation awarded Ecotrust a grant of \$25,000 in February 2012, in support of our project The Magic Canoe, a multimedia storytelling initiative launched in 2012 by Ecotrust founder Spencer Beebe. The goal of the project is to identify and capture stories of inspiring leaders in the U.S. and around the world working to build a more natural model of development."



Civil Eats (2013 Grant Report) "With the help of The Nell Newman Foundation, Civil Eats has published over 200 original articles, interviews, and commentary. We have broken news about science and policy, covered dozens of innovative projects, and dove deep into a wide array of topics, from organic certification to humane egg production and from seed saving to genetically engineered crops. Our stories have been widely shared, blogged about, and commented on, as we continue to strive to fill an important niche within the food movement"



88 Bikes (2013 Grant Report) Thanks to you, we were able to travel deep into the backcountry of Cambodia and hand deliver bikes to heroic girl survivors of human trafficking who would not otherwise have been able to receive them! Thanks to you, 88bikes was able to adopt a new, clean and much more professional donation interface. Thanks to your generosity we were able to vet several new partners to host Seamless Possibilities workshops.



The Nell Newman Foundation

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