

# **The Next Celebrity Humanitarian:**

*A Simple Guide for Becoming Someone Famous for*

*Giving Back*

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**Doing Good is the New Great!**

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## **Introduction:**

### *Who IS the Celebrity Humanitarian?*

What, exactly, IS a Celebrity Humanitarian?

The Celebrity Humanitarian is more than just someone who lends his or her name or image to an organization, foundation or charity. The Celebrity Humanitarian is someone who takes giving serious and has an organized, specialized and personalized system for donating time, money or his or her likeness.

Celebrity Humanitarians know that it isn't always a big check that makes a difference. By keeping their donations streamlined and organized, by focusing on particular causes that are connected to their own lives, they literally create a reputation for doing good that perpetuates itself.

In other words, they have a strategy; a strategy that means merely by mentioning this celebrity's name in connection with an event or posting his or her face on a charity's website, millions of regular Americans can be urged to donate because of the additional credibility the Celebrity Humanitarian brings to the cause.

In fact, credibility is extremely important to the Celebrity Humanitarian. They have to be very careful about which causes they support, who else is involved and what, in fact, the organization does with the charitable funds.

Just because celebrities have money doesn't mean they like to waste it. What's more, they want to make good and sure that the money, time, energy or appearances they do give actually goes to a good purpose.

That is why having a strategy is so important to the Celebrity Humanitarian.

My name is Michael Chatman and I have made a career out of providing responsible, effective and appropriate strategies for celebrities just like you. Whether you are a movie star, supermodel, athlete, artist or local business entrepreneur, I have the creativity, passion and above all the experience to steer all of your charitable giving needs in the right direction to make you – yes YOU – the next Celebrity Humanitarian.

As a Social Responsibility Consultant on behalf of Fortune 50 corporations like Anheuser-Busch, I have personally steered over 600 independently owned distributors in the fight against alcohol abuse and other charitable causes.

I also started Rich Young Ruler, the nation's premier peer-to-peer learning group for socially-conscious donors, investors, entrepreneurs, executives, foundations and leaders of social businesses.

In my new eBook, *The Next Celebrity Humanitarian*, I want to show you and your organization how top celebrities are making a humanitarian difference in today's ever-changing – and ever-needy – world.

Now more than ever, celebrities like you and your peers need an innovative approach to raise funds and draw more attention to your individual foundations, causes, events or non-profit organizations where you likely serve as spoke persons.

With this eBook, I offer you not only a glimpse into the world of the Celebrity Humanitarian but also my expertise on how to grow your own charitable organization(s). And, if you're looking for some great information on how to partner with celebrities, I offer that as well. My goal isn't just to teach you about Celebrity Humanitarians; it's to make you one.

That's why it's called *The Next Celebrity Humanitarian!*

## **Part 1:**

### *Celebrities Who Are Setting the Gold Standard for Giving*

Every group has a cream of the crop, whether its businesses who lead the pack, CEOs who become their own name brands or products and services that define an entire industry. Likewise, there are celebrities, celebrity humanitarians and then there are celebrity humanitarians who literally set what I call “the gold standard” for giving.

In this section you will meet three very unlikely couples who are defining for a new generation of celebrities – and mere mortals – what it means to truly give:

- **Paul Newman and Joanne Woodward Newman**
- **Bill and Linda Gates**
- **Bono and Oprah**

Okay, okay, so that last bullet isn't really a couple but I think you'll see when we examine both Bone and Oprah more closely how these two celebrity powerhouses share many similarities when it comes to giving.

All three "couples" share these similarities, of course, but even among the gold standard of charitable celebrities they stand out:

**Paul Newman and Joanne Woodward Newman:** *In a League of Their (Newman's) Own*

Many new and respected Paul Newman as an actor and a gentleman, a wise and funny would who turned his heartthrob looks and craft as a thespian into a lifelong career in front of the camera. His wife, Joanne Woodward, was also an actress who indulged, as did Newman's friends and neighbors, his famous "Newman's Own" salad dressing.

One day in the early 1980s Paul Newman and his friend and business partner A. E. Hotchner poured servings of Newman's famous salad dressing into empty wine bottles to give as Christmas presents to friends and neighbors. The dressing was such a hit that word quickly spread and those who were its first recipients came back for more, while those who weren't wanted their own bottle.

Responding to demand, Newman's Own Salad Dressing officially became a company in 1982 and from the very beginning Newman demanded that he not receive a

single penny from the proceeds of his salad dressing – or any and all future “Newman’s Own” products. As Newman reportedly said, “Let’s give it all away!”

What began in Newman’s basement has since turned into a multimillion dollar corporation and has impacted the lives of thousands of worthy recipients over the years. Seeing a future in both Newman’s Own products and his own role as a donor, Paul and his wife break ground on the first of what is to become many “Hole in the Wall” camps in Ashford, Connecticut.

These camps charge no fees to sick children and it has always been that way. According to [Newmansownfoundation.com](http://Newmansownfoundation.com), “All capital and operating costs are to be raised philanthropically.”

Today, of course, Newman’s Own is a brand unto itself, featuring everything from the original salad dressing to new varieties of dressings, to cookies to seasonings to so much more. And in all that time, Newman or his wife never took a penny from this multimillion dollar company.

After Newman’s passing in 2008, the company continues this original vision, stating: “Paul Newman was committed to helping make the world a better place. To carry on his philanthropic legacy, Newman’s Own Foundation donates all net royalties and profits after taxes it receives from the sale of Newman’s Own products to charity. To date, Paul Newman and Newman’s Own Foundation have given over \$280 million to thousands of charities around the world.”

## **The Bill & Linda Gates Foundation**

As one of the richest men on the planet, Microsoft founder Bill Gates feels a deep responsibility to help those less fortunate than himself. Along with his wife Linda, in 2000 the couple started The Bill & Linda Gates Foundation as a way to help spread the wealth and target specific areas of need in which to give.

The foundation was originally started as a way to combat a deadly disease known as rotavirus, which at the time was killing millions of children each year in impoverished and Third World countries. Since then the foundation has joined Newman's Own in becoming those among the gold standard to which we can all look for guidance.

As the Gates stated in a letter written to those visiting the foundation's website, "We created the Gates Foundation in 2000 because we believe in the principle that every human life has equal worth. The life of an impoverished child in a developing country is as precious as the life of a middle-class kid in a developed one." [Source: [www.gatesfoundation.org](http://www.gatesfoundation.org)]

### **Bono versus Oprah: *Everybody Wins!***

Star of the rock band U2 and now charitable megastar Bono has co-founded ONE: The Campaign to Make Poverty History.

Talk show host, literary promoter, network executive, cable station owner and all around self-help guru Oprah has started her world-famous charity, the Angels

Network. “To date,” according to [www.oprahsangelnetwork.com](http://www.oprahsangelnetwork.com), “Oprah’s Angel Network has received more than \$80 million in donations from the public.”

Bono has co-founded DATA (debt, AIDS, trade, Africa) to raise public awareness of the issues in its name and influence government policy on Africa. [Source: [www.one.org](http://www.one.org)]

Oprah has started a girls learning academy in South Africa called The Oprah Winfrey Leadership Academy.

Bono has helped launch Bono Product (RED) to “raise money from businesses to buy AIDS drugs for people in Africa unable to afford them.” [Source: [www.one.org](http://www.one.org)]

More importantly, together and alone, both Bono and Oprah have created what I call a “call to arms” when it comes to charitable giving. Along with the Newmans and the Gates, this charitable “couple” has inadvertently – or perhaps even consciously – given a challenge to the rest of the celebrity world: give back.

This challenge, this “gauntlet,” if you will has perhaps inspired some of the other celebrities we’ll meet in Part 2 – famous faces like Angelina Jolie, Brad Pitt, George Clooney and Matt Damon – to give of themselves, and give generously.

## **Parting Words About Celebrities Who Give the Most**

You certainly don’t have to be a celebrity to start your own foundation or give charitably, but it helps. Through their familiar faces, millions of dollars, credible reputations and instantly-recognizable names, celebrities such as Paul Newman, Bill

Gates, Bono and Oprah make others feel good about giving – and that’s the best gift of all.

What does this mean for you? Perhaps you can’t start a billion dollar foundation of your own or build a girls school in Africa, but you can be aware of who the players in the charitable giving game are, what they do, how they give, where they give and even why they give.

Start to notice topics and trends so that when you discuss charitable giving with clients or perhaps pitch a charity to a local celebrity, athlete or news broadcaster, you not only talk the talk but walk the walk.

What can you do, personally, to not only become more familiar with charitable giving itself but with potentially aligning yourself with a charity of your own or even one of your clients?

I always tell my clients to “start where they are.” What local charities do you know of where you can not only give but give visibly, by adopting a road, going into a business partnership with a local school, sponsoring a local athlete’s sports camp for underprivileged children, etc.

Much like charity itself, charitable giving often multiplies with effort. By joining or even giving to one foundation, you will likely learn or two or three more; you will certainly be introduced to the leaders of such foundations, who will in turn introduce you to two or three more people.

In such a way you will begin to create for yourself what I call an “identity of giving,” which becomes kind of your personal, charitable brand. So choose your organizations carefully.

For instance, if your goal is to work solely with athletes, don’t spread yourself too thin giving to the Salvation Army or Goodwill when there are plenty of sports- and even athletic-specific local charities to give your time, money and energy to. Much like any other brand, to build your charitable brand and become *The Next Celebrity Humanitarian* – or even work with them – you will want to create this identify of giving for yourself.

## **Part 2:**

### *Celebrities Who Make Giving a Part of Their Personal Brand*

Now more than ever, celebrities are recognizing the concept of personal branding as it applies to charitable giving. No longer are most celebrities content with being rich and famous; today most of them understand that the world demands of them something better, something more, something... charitable.

Enter the Celebrity Humanitarian.

#### **You Don't Have to Be Oprah or Bono to Do Good**

Unless we've been living under a rock for the last decade, we all know about the Bill and Linda Gates Foundation, about Bono's ONE Campaign to "fight global AIDS and extreme poverty" and about Angelina Jolie's commitment to raising awareness of hunger and suffering in third world countries.

We know that Oprah has given millions to dozens of causes and started a Girls School in Africa. We recognize Ellen Degeneres as a tireless supporter of animal rights. And we're more than proud to give generously when Jerry Lewis asks us to donate on behalf of his cause, the Muscular Dystrophy Association (MDA).

But did you know that, way back in 1992, Sir Elton John started the Elton John AIDS Foundation which, according to Goodnewsdaily.com, has "...raised over \$150 Million in support of projects in over 55 countries around the world"?

Or that singer and actress Alicia Keys is ambassador for Keep a Child Alive, an organization "Providing life-saving anti-retroviral treatment to children and their families with HIV/AIDS in Africa and the developing world," according to Keepachildalive.org?

Or that actor and comedian Jon Lovitz organizes "Silly Walks for Hunger" in an attempt to feed millions of hungry and elderly citizens of LA by combining silliness with charity?

Like most modern celebrities, folks like Elton John, Alicia Keys and Jon Lovitz recognize the rights they enjoy as celebrities – and the responsibility they have to use their popularity to enrich the lives of others.

## **A-Listers Famous for Doing Good**

Three more celebrities whose charitable resumes you might be more familiar with aren't only stars on their own right, but co-stars in one of the most popular movie

series of all time: The *Oceans 11, 12 and 13* series. That's right, not only are they friends on and off the screen but actors – and co-stars – George Clooney, Brad Pitt and Matt Damon are almost as popular for their off-screen good works as they are for their onscreen antics.

According to Looktothestars.com, George Clooney is “a UN Messenger of Peace and co-founder of Not On Our Watch. He dedicates much of his time and energy to stopping the atrocities occurring in Darfur.”

According to the organization's website, [www.notonourwatchproject.org](http://www.notonourwatchproject.org), Not On Our Watch's mission is “To focus global attention and resources towards putting an end to mass atrocities around the world. Drawing on the powerful voices of artists, activists and cultural leaders, Not On Our Watch generates lifesaving humanitarian assistance and protection for the vulnerable, marginalized and displaced.”

While he and his wife are celebrated givers together, Brad Pitt also spends a great deal of time pursuing humanitarian causes under his own steam. According to the *San Francisco Chronicle*, “Brad Pitt was named one of ‘15 People Who Make America Great’ by Newsweek magazine for using his megawatt star power to shine some light on some often neglected causes in Africa.”

Meanwhile, Looktothestars.com has Mr. Pitt associated with donating his time and money to a vast list of charities, including the African Children's Choir, Child Find Ontario, Global Green, Live 8 and Bono's ONE Campaign.

Along with co-founding Not On Our Watch with friends and co-stars George Clooney and Brad Pitt, Matt Damon also co-founded the H2O Africa Foundation, which

aims “to increase awareness of the African situation, empower people to action, and create sustainable alliances between people who want to help, the best organizations in the field to make it happen, and some of the amazing communities of Africa that have no clean water.” [Source: [www.h2oafrica.org](http://www.h2oafrica.org)]

## **Make Giving Part of Your Celebrity Brand**

Now more than ever, giving is a part of the celebrity brand. Be it Alicia Keys or Brad Pitt, George Clooney or Sir Elton John, these stars are people upon whom fortune has shined and who want to give back in a way that is both charitable to others and personal to them.

Giving doesn't just help those in need; it helps the celebrity form a media identity that is instantly associated with them. These days George Clooney and Matt Damon are as relatable to Africa and its plight as they are to their movie posters and DVD covers.

For such stars it is a personal way of giving that becomes a personal way of branding, but you don't have to be Bill Gates or Oprah to give generously – and receive recognition as one of the new breed of what I'm calling Celebrity Humanitarians.

## **Part 3:**

### *The Celebrity Foundation – A Worthwhile Trend*

So far we've covered the country's top givers, folks like Bill & Linda Gates, Bono and Oprah, billionaires who are singlehandedly changing the way celebrities think about giving.

Then there are the elite celebrities, A-listers like Alicia Keys, George Clooney, Brad Pitt and Angelina Jolie, who donate more than just money, but their time, their faces and, above all, their personal brand to the worthy charities they celebrate. Now we come to the third kind of Celebrity Humanitarian, the founder of the Celebrity Foundation.

What, exactly, is the Celebrity Foundation?

The Celebrity Foundation is an empire unto the celebrity's name, personality, giving preferences and even personality. It is a way for celebrities to put their name to a worthy cause, to celebrate their alma mater, to help funnel time, energy and of course

money to a worthwhile charity and to bring attention to a cause they believe others should know more about.

When it comes to Celebrity Foundations, there are as many reasons for starting a charitable foundation as there are charitable founders, but today most celebrities choose a singular cause, such as the study of AIDS, the fight against hunger or an educational institution such as their alma mater and builds the foundation around that.

For instance, a foundation such as the Michael J. Fox Foundation for Parkinson's Research owes obvious roots to its founder's disease, while the Ron and Cheryl Howard Family Foundation donates its money to the University of Southern California.

## **A Strong Foundation in Giving**

You don't have to be in front of the camera or on Forbes Most Famous People list to be a generous giver and provide valuable donations to people in need. According to *USA Today*, the following celebrities from a variety of fields have started foundations to support a variety of causes:

- **Jimmy Buffett's** Save the Manatees Foundation was started to study and gather data on manatee populations in Florida.
- **Michael Bolton** started Michael Bolton Charities on behalf of Safe Space of New Haven.

- **Stephen King** and his wife, Tabitha, started the Stephen and Tabitha King Foundation to donate to the University of Maine.
- **Danny DeVito** and his wife **Rhea Perlman** started The DeVito/Perlman Family Foundation on behalf of such worthy charities as the Oakwood School in Hollywood, California.
- **Dean Koontz** runs the Dean and Gerda Koontz Foundation to help support Canine Companions for Independence in Oceanside, California.
- **Jane Fonda** started The Fonda Family Foundation to endow such worthy organizations as the Georgia Campaign for Adolescent Pregnancy Prevention.
- **David Letterman** started the DL Foundation to help such charities as the Indiana Special Olympics.

There are hundreds of foundations on behalf of hundreds of celebrities, some household names like the people listed above but others by those who are simply fortunate enough to be in a position to give back.

## **Why Foundations Count**

Foundations are important because they allow even those of us who aren't A-list celebrities a chance to give in a way that is personal and meaningful to us, our colleagues or even our clients.

More importantly, for the Celebrity Humanitarian, foundations are a way to begin something that, hopefully, other people contribute to regularly. Foundations are a great way to raise awareness about a specific cause such as AIDS, cancer, Parkinson's disease, starvation in Africa or simply fighting hunger here at home.

Foundations are a central wheel around which a variety of charitable "spokes" can help contribute; these spokes could include charitable donors, fundraisers, annual organized events such as concerts, sports camps, summer camps and even scholarships.

## **Conclusion:**

### *How You Fit In – 5 Steps for Becoming the Celebrity*

#### *Humanitarian*

You don't have to become a Celebrity Humanitarian to benefit from doing good, but it helps to know what today's top celebrities from a wide variety of fields are doing to stay on top of your own giving game.

Whether it's a sports star starting a foundation to help underprivileged youths in his old neighborhood or a mega-watt movie star lending his name to a charity for fighting hunger in Africa, Celebrity Humanitarians come in all shapes and sizes.

If YOU want to get more involved with local, national or even celebrity charities, want to start one of your own or want to get your celebrity clients involved in starting one (or simply "create" a celebrity by starting one), here are 5 simple steps you can follow to get started in the right direction:

1. **Get educated:** This eBook is a great start, but keep going. Find out what charities exist in your area, who started them, why they were started and, just as importantly, how you can get involved. Or start with the cause, first, and work backward from there. For instance, if you or a client is interested in donating to cancer research or donating clean wells to Africa, find out if and where such charities exist and/or consider starting one of your own.
2. **Get connected:** Once you hook up with a charity, **stay hooked up**. Get, and keep, connected – with the people who started the charity, staff the charity, donate to the charity and, most importantly, benefit from it.
3. **Get some practice:** Start donating, the sooner, the better. Money, sure, but more importantly your time. Show up, make yourself known, spread the wealth, pitch in and stay active. Read the literature, pass out the literature, learn the cause and attend fundraisers, sports camps, summer camps, concerts, etc., to learn the ins and outs of whatever charity you decide to put your – or your client’s – mind, muscle and money behind.
4. **Get focused:** Figure out exactly why you are becoming more charitable and who is to benefit. Benefit charitably, absolutely, but more specifically ask yourself: Is this for your career, on behalf of a client – or several clients?
5. **Get help:** Consultants such as myself make celebrity charities our business. I can be reached at [mchatmaninc@aim.com](mailto:mchatmaninc@aim.com).

Regardless of why you decide to be – or help create – The Next Celebrity Humanitarian, there is literally no “downside” to doing good. Whether you contribute on the grand scale of some of the celebrities we’ve explored in this book or at a more modest level, there is no price tag on what makes a Celebrity Humanitarian.

## **About the Author:**

*Michael Chatman*



Michael Chatman is a published author, consultant and speaker whose work focuses on social, financial, personal and environmental responsibility to help corporations, parents, teens and entrepreneurs seize opportunities and bring about social change.

Michael was born and raised on the urban streets of Miami, Florida. Determined not to lead a life of poverty, he concentrated on his studies and graduated high school as Outstanding Student of the Year and was named an All-American Athlete in football. He attended college at Missouri State University and graduated with athletic and academic honors in marketing, public speaking and pre-law.

After college, Michael was personally mentored by motivational speaker Les Brown and found his mission in life – to help others understand, implement and maintain a firm and steadfast set of core ethics and create social responsibility initiatives.

Considered an expert social responsibility consultant, Michael has presented hundreds of speeches and workshops to corporate clients, parents and teens on self-empowerment and social responsibility. Combined with his deep belief in using his knowledge and skills to improve the world around him and his understanding of corporate and individual dynamics, Michael incorporates his personal and business experience to help his clients understand social responsibility and create a complete, effective and ethical plan to effect social change.

On a personal level, Michael is dedicated to helping young people realize their opportunities are not limited by their circumstances or their environment. He has reached more than three million teenagers of every economic class and ethnic background from coast to coast. He shares his message of self-empowerment and personal responsibility in a manner that is entertaining and thought-provoking.

Michael has been recognized by the Miami Mayor's Office for “Outstanding Community Service” and received the Miami Herald's Silver Knight Award for Community Service. He also created the Urban Youth Leaders training curriculum currently in use at the Trinity College in Miami, Florida.

In all of his work, Michael seeks to help his clients bridge the gap between what is and what could be in their personal and business lives while making a positive impact in the world.