

Contact: Alan Shawn Feinstein
401-467-5155 or 401-941-5913

For Immediate Release

2012 15th Annual \$1 Million Giveaway To Fight Hunger

For the 15th consecutive year, Alan Shawn Feinstein will divide \$1 million among hunger fighting agencies nationwide using it to help them raise funds this March and April.

Agencies should simply inform potential donors (and their local churches, schools and businesses) that the more donations made to them - from March 1st to April 30th - the more of the Feinstein challenge money they will get! Many agencies featuring this news in their mailings and telephone solicitations in past years have increased their donations two or three times their usual returns this time of the year.

Only donations or pledges received from March 1st to April 30th, **from use of the Feinstein challenge**, should be counted. These donations can include cash, checks and food items (valued at \$1.00 per item or pound) or pledges, as long as they were obtained ONLY from use of our challenge.

Participating agencies should send in the enclosed reporting sheet, showing how much they raised from March 1st to April 30th, 2012 **from use of our challenge only, WITH copies of any publicity they received about it AND their mailing piece(s) featuring our challenge, plus a copy of their federal tax-exemption (501C3) or proof of affiliation with a tax-exempt organization – all sent by regular mail in one envelope postmarked May 1st to May 12th, 2012 only**, to: The Feinstein Foundation, 37 Alhambra Circle, Cranston, RI 02905. Nothing else is required. Please keep a record of what you raised from use of our challenge, and from whom, should verification be requested! Please reread this carefully. All reports are subject to IRS scrutiny.

Our million dollars will be divided proportionately among all agencies complying with the above (a minimum of \$250 and a maximum of \$35,000 to participating agencies). Checks will be mailed by August 1st, 2012.

Feinstein's past annual spring \$1 million challenges to fight hunger have raised over \$1.25 Billion for over 2000 agencies and houses of worship nationwide helping the needy. Agencies should tell their donors that their donation toward this campaign makes them partners in the most successful ongoing effort ever to fight hunger; that is something they can take pride in.

A full report of the results of this 2012 Challenge will be posted on our website in July.

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Report on Donations Received in Response to the
Feinstein March/April 2011 \$1 Million Challenge
TO BE MAILED ONLY FROM MAY 1 –12th, 2012
To: Alan Shawn Feinstein, 37 Alhambra Circle, Cranston, RI 02905

Agency Name: _____

Address: _____ City _____ State _____ Zip _____

Telephone Number: () _____

Total amount you raised from March 1st to April 30, 2012 (**REPORT ONLY WHAT YOU RAISED FROM USE OF OUR CHALLENGE.**)

Cash & Checks \$ _____ Food items \$1.00 per item or per pound \$ _____

Pledges \$ _____

Total of all \$ _____

Please clearly print your email address here: _____

(This will be kept strictly confidential) Please notify us of any change so we can keep you abreast of our latest news.

*How did you use our Challenge? Please explain here:

How worthwhile was our challenge to you?

If you have participated before, please note the year(s) here: _____

If you haven't, who/what prompted you to do so this year: _____

****IMPORTANT: Please enclose a copy of your federal tax-exemption (501C3) or proof of affiliation with a tax-exempt organization, even if you have participated in previous years, and a copy of any mailing(s) you sent out about our challenge or copies of any news stories you may have received about it.***

****-----Your report cannot be accepted without this information-----***

Thank you,

Alan Shawn Feinstein, CEO
The Feinstein Foundation

Please sign here attesting that the money and food items reported herein is a true report of what was raised from your use of our challenge:

Name: _____ Title: _____



Alan Shawn Feinstein
37 Alhambra Circle
Cranston, RI 02905

**Please use MY money to help
your neighbors in need!**

My name is Alan Shawn Feinstein. For the past 14 years, I have been giving away \$1 million each year to anti-hunger agencies throughout the country.

This year, I am doing it again...

WHATEVER YOU DONATE TO THIS AGENCY,
I WILL ADD MONEY TO IT. THE MORE
YOU GIVE, THE MORE OF MY \$1 MILLION
THEY'LL GET—THANKS TO YOU!

Why am I doing this? Because I believe each of us was put here on earth to do what we can to help those in need. You got this letter because we feel that YOU believe that, too.

My money started this campaign but it is **YOU** who will help decide how many needy people in your city or town will be fed this year. *All that will matter to us someday is what we did while we were here to help those who needed us.*

This has become the greatest grass roots campaign ever to fight hunger in our country. Your donation makes you a partner in it with me!

We Are Needed Now!

Please give whatever you can - I will gladly add some of my money to yours.

(My \$1 million will be divided proportionately in full among the agencies receiving donations toward my offer.)

Thank you for sharing my heart, and the hope that—someday—no one will ever go hungry.

Sincerely Yours,

Alan Shawn Feinstein

Here is how you can use the Feinstein \$1 million challenge to bring you in more donations than ever before:

1. Feature our offer in your next solicitation mailing, per the next paragraph. The more prominently you feature it, the more donations it will bring you!
2. **Tell your donors that any donations they send to you in March or April will get Feinstein money from Rhode Island added to it – and the more of a donation they send to you, the more of the Feinstein \$1 million you'll get – thanks to them! Also tell them they become partners in what has become the most successful campaign of all times to fight hunger!**
3. Contact your local houses of worship and ask them to give this news to their congregations, requesting donations toward it.
4. **Use the enclosed letter from Mr. Feinstein in your mailing. This can increase your response dramatically! Send it to as many of your donors and prospective donors as you can. If you have to make new envelopes for your mailing, put a line in bold on them reading: 'Have you ever heard of Alan Shawn Feinstein?' and reference our \$1 million giveaway right at the top of the first piece in your mailing and/or right on the envelope. It should increase your returns substantially.**
5. Call your newspapers and radio stations to find out to whom to send copies of our enclosed news release (adding your agency's name, address, and telephone number to it) and telling them that by publicizing it, they will be helping the needy people in their area. Also send a letter about it to the editor of your daily newspaper.
6. **Send this news to your email list urging them to join with us as partners in this #1 grassroots campaign of all times to fight hunger – and to pass the news on to their e-mail list!**
7. Contact all the schools near you, asking them to put on a food and or money drive for you toward our \$1 million challenge. Value all food items they give you at \$1.00 each when reporting what you raised in response to our challenge. Tell your donors that this makes them partners in the greatest grassroots effort ever to fight hunger.
8. Feature our \$1 Million Challenge on your website and link to our site (www.feinsteinfoundation.org) so your donors can verify our credibility.

Good luck! And thank you for all you do for those who need you.

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**A Few Responses from the Hundred of
Agencies Nationwide using the Feinstein Challenge**

“The response was terrific!” - American Pennies for Hunger – MA

**“Extremely worthwhile – our donations have increased during this time” -
Congregation of the Great Spirit – WI**

“Tremendously beneficial! Thank you!” - Hospitality House of Boone Area – NC

“It is a great tool for fundraising” - A.C.T. Ithaca Kitchen Cupboard – NY

“The Challenge is incredibly worthwhile” – Helping Hands Food Pantry – MA

“Fantastic!” – Ministry Seven / The Hendersonville Rescue Mission –NC

“Amazing! - It energized the community”– Tomche Shabbos of Rockland Cty. – NY

“It’s a God send” – Deep Fork Community Action Foundation – OK

“Tremendously worthwhile!” – Longview Community Ministries – TX

“Extremely worthwhile”- EHC LifeBuilders - CA

“This Challenge is Wonderful! We received more donations than any other event” – Samaritan Outreach Services – OH

“This is an easy, wonderful way to raise funds” – Flathead Food Bank – MT

“We raised over \$100,000 more than we did last year!” – Foodbank of Santa Barbara County – CA

**“The challenge always seems to bring out more and bigger donations” -
Melrose Area Food Shelf – MN**

“There are not enough words to express our gratitude” - Enfield Food Shelf – CT

**“Very worthwhile, our contributions increased 10 times” -
Holy Family Catholic Church - VA**

“Huge Success!! Fills our pantry each spring” – NorthboroFood Pantry – MA

**“Each year we continue to get a greater response” – Food Bank for Larimer
County – CO**

“It is a great blessing” – Grace & Mercy Outreach – OH

**“it really helped bring in donations at a slow time” –
Metroport Meals on Wheels – TX**

“Extremely beneficial – Awesome!” – NACE, INC. – MN

**“Very motivating in the community” –
Butte Rescue Mission Bargain Center – MT**

“It was amazing” – St. Vincent DePaul – St. Patrick Food Bank – WA

**“Extremely valuable – crucial to our agency!”-
Centenary Church Cares Outreach – MO**

“Very worthwhile –helped stimulate donations” - Daily Bread – FL

**“Fabulous – several people made additional donations because of this
challenge” – Interfaith Social Services – MA**

“This is just fantastic for us.” – Onamia Food Shelf – Family Pathways – MN

**“Wonderful! We love you and this program” –
First Baptist Church Moorestown – NJ**

“Our donations nearly overwhelmed us!”– Cumming First United Methodist Church-GA

“Has increased our donation greatly”–Green Lake County Food Pantry –WI

“Very valuable. Many donors increased contributions as the results of this challenge.” -
Amherst Survival Center – MA

“I was totally amazed at the response” – Mt. Top Food Pantry – WV

“Each year your challenge increases our donations greatly” – St. Joseph Social Service
Center - NJ