

12 years ago, as I prepared to give the keynote speech as philanthropist of the year at the RI annual Philanthropy Day Banquet, the thought came to me:

What if I was to make a \$100,000 challenge – offering to match up to \$100,000 in donations to any RI non profit made over the next 30 days – and if more than \$100,000 was raised I would divide my \$100,000 up proportionately...

The results exceeded my wildest expectations. Over \$1 million was raised from my challenge...

Then the thought came to me – supposing my charitable Foundation made a \$1 million challenge to anti-hunger agencies **nationwide**? How much could that raise for them, I wondered?...

So, after a few months, that's just what I did – offered a \$1 million challenge to all anti-hunger agencies nationwide, promising to match up to \$1 million donated to them in response to my challenge, and to divide our \$1 million up proportionately among the participating agencies should more than \$1 million be raised.

Would it raise more than \$1 million, I wondered. Perhaps even \$4 or \$5 million...

To my amazement, it raised \$33 million!... Yes, \$33 million for over 1500 participating agencies...

I've made that challenge every March and April since. The money it raises has kept growing. Two years ago reaching over \$100 million... Last year, \$148 million. This year **\$180 million...**

A total of \$900 million raised to date to help the hungry – the most successful grass roots effort of all times! All from just our \$1 million a year and a light-bulb of an idea I had 12 years ago.

I've made provisions that our Foundation will continue this annual \$1 million challenge to fight hunger every year as long as its success continues.