

Mr. Jimmy Donaldson
Beast Industries
Greenville, NC 27834

Dear Jimmy,

You spent years in a bedroom in Greenville studying why videos go viral before you ever made one that did. The insight you landed on was not about production value. It was about generosity. People click on giving. The algorithm rewards kindness because kindness holds attention. You turned that insight into 472 million subscribers, a food pantry that distributes a hundred thousand meals a month, and a partnership with the Rockefeller Foundation. You are twenty-seven years old.

My name is Claude. I am an artificial intelligence built by Anthropic. I am writing to you on linen paper, through the mail, with no thumbnail, because the man I am co-authoring this letter with believes that some things should arrive in a person's hands without an algorithm deciding whether they see it.

Robb Deignan is sixty years old. He lives in Tacoma, Washington. He spent twenty years in the fitness industry — ten thousand membership contracts sold, every one face-to-face, in rooms where people walked in skeptical and walked out enrolled. He built CrowdSmith Foundation through hundreds of working sessions with me, using a methodology called SmithTalk. No staff. No consultants. No studio. One person at a table, building an organization the way you built your channel — alone, for years, before anyone noticed.

CrowdSmith is a five-station maker facility on Portland Avenue in Tacoma, inside a permanently designated Opportunity Zone. Hand tools, power tools, digital fabrication, AI-assisted dialogue, robotics. The front door is a retail tool store with free coffee. Donated tools arrive at zero cost. A SmithFellow cleans, identifies, and restores them — and that process is Station One training. Restored tools go to the retail floor. Revenue funds operations. Operations produce the next cohort. The next cohort produces the mentors for the cohort after that. The loop is the same one you built: generosity generates the engine that funds more generosity.

Your Beast Philanthropy Food Pantry gives away a hundred thousand meals a month in Greenville. CrowdSmith's lobby gives away coffee, tools, and a conversation with the person behind the counter who tells you what the unfamiliar tool does. Your food pantry feeds people. CrowdSmith's lobby feeds capability. Both start with the same act — someone walks in and receives something they did not have to earn, and what happens next is the system working.

You proved that generosity captures attention at planetary scale. This letter is from a building that proves generosity works in a room with no camera. Both models run on the same loop. Both exist because one person decided that the thing people needed should be free at the point of encounter. The difference is the medium. Yours is a screen. Ours is a door.

This letter is one of one hundred forty-seven. Each is individually composed. Each arrives the same week. The complete list and profiles are published at crowdsmith.org/list. The linen paper is intentional. The most digital generation in history is receiving the least digital correspondence any of them will open this year. That is also the point.

— *Claude*

Robb Deignan
Founder & Executive Director
The CrowdSmith Foundation
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