

# Tobacco-Free Funding Policy FAQs

**1. Our organization already does not take money from the tobacco company why does it need to be in writing?**

Even though an organization currently does not take money from a tobacco company, having a written policy will withstand the test of time along with changes in the board and staff. A written policy ensures that the organization, its members, and staff will uphold their stand against corporate gifts, financial contributions, advertising, and event sponsorship by tobacco companies. An agency's board of directors united and enacted in a written policy has a greater impact than a verbal policy that cannot be seen or modeled.

**2. If the money is used for doing good work why would accepting money from the tobacco industry be harmful?**

Accepting tobacco money is at odds with social justice. By accepting funding from tobacco companies, an organization is giving legitimacy to the tobacco industry and possibly compromising their own mission. By having a written policy the organization is protecting the interest of the community you serve and the image of your organization.

**3. We are a small organization; why would the tobacco companies want to donate to us?**

The tobacco companies target their contributions to small organizations that traditionally serve groups that receive less community support such as the LGBTQ community, women, low income, and ethnic communities. They use the donations to create and appearance of corporate responsibility and sincere concern for the health and safety of the community. A written policy will ensure that our organization's mission is not compromised and its integrity is maintained.

**4. If we accepted money from the tobacco companies, who would ever know?**

A tobacco company once gave \$125,000 worth of food to a charity, according to an estimate by the Wall Street Journal. Then, they spend will over \$21 million telling people about this donation. Most organizations feel it is essential that their fundraising be consistent with their mission.<sup>1</sup> There is seldom consistency between the mission of a nonprofit organization and the adverting and promotion of tobacco. A written policy will give staff and volunteers clear guidelines for seeking funding and implementing programs.

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Branch, Skelly. "Philip Morris' Ad on Macaroni and Peace Kosovo Tale Narrows Gap Between Philanthropy, Publicity." Wall Street Journal 24 July 2001:B11A



# Why the Tobacco Industry Donates to Nonprofits

The tobacco industry must recruit 5000 new smokers each day to replace the ones who have quit or died.

- **Tobacco companies use charitable contributions to create an appearance of corporate responsibility and sincere concern for the health and safety of the community.**

“Our objective is to communicate that the tobacco industry is not interested in having young people smoke and to position the industry as a ‘concerned corporate citizen’ in an effort to ward off further attacks by the anti-tobacco movement.” -- *British American Tobacco 1993*

- **Donations to youth organizations and youth smoking prevention programs give access to children and build trust with parents and educators.**

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens...It is during the teenage years that the initial brand choice is made.”--*Myron E. Johnston, Philip Morris Researcher, 1981*

- **Donations and sponsorships are an effective tool to silence a community and marginalize tobacco control efforts by making anti-tobacco activist appear out of touch with community needs.**

“...the ultimate means for determining the success of this [youth] program will be: 1) a reduction in legislation introduced and passed restricting or banning our sales and marketing activities; 2) passage of legislations favorable to the industry; and 3) greater support from business, parent, and teacher groups.” --*J.J. Slavitt Director of Policy and Planning, Philip Morris*

- **Ultimately the tobacco industry is trying to sell their product. Donations and sponsorship provide another means to promote their product and company name.**

“Opportunities should be explored by all companies so as to find non-tobacco products and other services which can be used to communicate the brand or house name, together with their essential visual identities...to ensure that cigarette lines can be effectively publicized when all direct forms of communication are denied.” --*British American Tobacco 1979*



# Benefits of Adopting a Tobacco-Free Policy

There are great benefits to adopting a written tobacco-free policy:

- Your organization is assured that its mission is not compromised and its integrity is maintained
- Staff and volunteers have clear guidelines for seeking funding and implementing programs
- The community will view your organization as a positive role model that acts in the community's best interest
- Your organization can play a role in tobacco prevention and reducing tobacco-related diseases



# Steps to Adopting a Tobacco-Free Policy

1. Ask your organization's decision makers to review the purpose and mission of your organization, your current funding policy, and funding sources.
2. Develop a tobacco-free funding policy and present it to your organization's board of directors for adoption. Sample tobacco-free funding policies are available from the Association for Nonsmokers-Minnesota.
3. Notify your staff and the community you serve about your new policy. You can do this through press releases, newsletters, and your annual report. This makes your position clear and reinforces your commitment to the community.

Obtaining funding to sustain valuable community programs is never easy and is even more difficult during tough economic times. Unless your organizations have a discussion about which types of funding sources are acceptable and which types are not, undesirable decisions may be made in haste. The best time to have this discussion is before decisions need to be made.



# Tobacco Companies and Subsidiaries

A subsidiary is a company that is owned and controlled by another company. Tobacco companies often have multiple subsidiaries. It is important to make sure that you are aware of who these subsidiaries are.

## **Altria**

[www.altria.com](http://www.altria.com)

Philip Morris USA  
Philip Morris Capital Corporation  
US Smokeless Tobacco Company  
John Middleton Tobacco Brand  
Ste Michele Wine Estates  
Nu Mark, LLC

## **Reynolds American Inc.**

[www.reynoldsamerican.com](http://www.reynoldsamerican.com)

R.J. Reynolds Tobacco Company  
American Snuff Company  
Sante Fe Natural Tobacco Company, Inc.  
Nicononvum AB (NRT Company)  
Lorillard, Inc.  
R.J. Reynolds Vapor

## **Golden Valley Tobacco Company**

[www.goldenvalleytobacco.com](http://www.goldenvalleytobacco.com)

## **Swisher International Group**

[www.swisher.com](http://www.swisher.com)

## **Imperial Brands**

[www.imperialbrandsplc.com](http://www.imperialbrandsplc.com)

Imperial Tobacco  
Tabacalera  
ITG Brands  
Fontem Ventures (blu e-cigarettes)  
Logista

## **Vector Group Ltd.**

[www.vectorgroupltd.com](http://www.vectorgroupltd.com)

Liggett Group, LLC  
Vector Tobacco, Inc.  
Liggett Vector Brands, LLC  
New Valley, LLC  
Zoom E-cigs, LLC

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# Join us by saying “No Thanks” to Tobacco Money

## Organizations with a Written Tobacco-Free Funding Policy

African American Aids Task Force  
African American Comforts, LLC  
Aguilar Productions  
Ali Sands Certified Massage Therapy (CMT)  
ANNEX Teen Clinic  
Anoka LGBTQ Youth Pride  
Association for the Advancement of Hmong Women  
Association for Nonsmokers- MN  
Aurora/St Anthony Neighborhood  
Development Corporation  
Ballet of the Dolls  
Bisexual Organizing Project (BOP)  
Black Parent Group  
Black Twin Cities  
Brotherhood Inc.  
Cambodian Student Association  
Camphor Memorial United Methodist Church  
Color CoordinATIOn  
Comunidades Latinas Unidas En Servicio (CLUES)  
Davis Law Offices  
Dialog One Interpretation and Translation Solutions  
East Central MN Pride in the Park  
East Side Boys and Girls Club  
Family Values for Life  
First Covenant Church  
H.O.P.E Helping Other People Exceed  
Hmong American Partnership  
Jerry Gamble Boys and Girls Club  
Lao Family  
Lao Advancement Organization of America  
LEHMANN Consulting  
Loyal Confidential Housing  
MAD DADS  
Minnesota 2020  
Minnesota AIDS Project  
Minnesota Public Health Association  
Minnesota School OUTreach Coalition  
Minnkota Health Project  
My Scene City, LLC  
Mt Airy Boys and Girls Club  
PFLAG  
Positive !mage  
Quorum  
Rainbow Health Initiative  
R.A.R.E. Productions  
RECLAIM  
Riverview Economic Development  
Association (REDA)  
Rondo Ave Inc.  
Sexquire, LLC  
South St. Paul Healthy Youth  
Community Coalition  
South Central MN Pride  
South Side Boys and Girls Club  
Sports Alliance of Minnesota  
St. Cloud Pride  
Street Factory Media  
The Camphor Foundation (UJIMA)  
The Cookie Movement  
The Midwest Black History Expo  
The Sanneh Foundation  
Trans Youth Support Network  
Trinity Church Fest  
Twin Cities Black Pride  
Twin Cities Jazz Festival  
Twin Cities Pride  
Twin Cities Youth Pride  
United Cambodian Association of MN  
Vietnamese MN Association (VMA)  
Vietnamese Social Services of MN (VSS)  
V.L. Catering LLC  
Variety of Services (VOS) Inc  
VOS, Inc. Variety of Services Inc.  
Wat Lao Xayaphoumnanan(Lao Temple)  
West 7<sup>th</sup> Community Center  
West Side Boys & Girls Club



# Sample Tobacco-Free Funding Policy

**WHEREAS**, each year, an estimated 443,000 people (mothers, fathers, grandparents, friends) die prematurely from smoking or exposure to secondhand smoke, and another 8.6 million live with a chronic illness caused by smoking; and

**WHEREAS** most start smoking and are addicted before they turn 18 years old; and

**WHEREAS** in 2008, the tobacco companies spent \$10.5 billion dollars (\$29 million per day) marketing cigarettes and smokeless tobacco products; and

**WHEREAS** tobacco companies use donations to community organizations to give the impression that they are responsible and concerned about the satisfaction of their customers and stakeholders.

**WHEREAS** the tobacco industry is working to improve its image and show it cares by donating funds to groups that traditionally receive less support such as the GLBT community, women, low income, communities of color and youth serving organizations; and

**WHEREAS** our community, clients and colleagues rely on our positive reputation, we have a responsibility to be positive role model; and

**WHEREAS** by accepting support or partners with the tobacco companies our organization image would be severely diminished; **therefore**

**BE IT RESOLVED** that <name of organization> WILL NOT accept nor solicit any financial donations, contributions, sponsorships, in-kind gifts, loan of goods, or services under any condition from any tobacco company or tobacco company subsidiary.

(signed and dated by authorized representative)

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Sources:

1. *Center for Disease Control and Prevention*
2. *Campaign for Tobacco-free Kids*
3. *Campaign for Tobacco-free Kids, International Resource Center*



# Quotes from the Community

*“It is our position as an organization not to accept any forms of donation from any companies that cause harm in our community and to the people we serve. We believe that accepting tobacco industry money would legitimize their activities and products they sell. We simply cannot accept it”*

Yorn Yan, MMA, Executive Director, United Cambodian Association of Minnesota, Inc.

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*“We know the tobacco industry targets low income African-Americans at a significantly higher rate when compared to wealthy Caucasian communities. We must be empowered to protect our health and the well-being of our community. Therefore, as a community, we must refuse to be a target and we must refuse to be manipulated by tobacco industry money”*

Nieta Presley, Executive Director, Aurora / St. Anthony Neighborhood Development Corporation (ASANDC)

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*“One of the key health issues that affects ethnic communities is tobacco use. Aguilar Productions will not allow tobacco companies to participate in or sponsor any events we produce.”*

Ruck Aguilar, President & CEO, Aguilar Productions

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*“It is our position not to accept advertising from companies that cause harm. We believe that advertising tobacco products would legitimize the tobacco industry activities and the products they sell.”*

David Birchard, Owner, MySceneCity.com



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