



Tobacco-Free Funding Policies

Part One: Preparing for a Policy

Contents:

- 1. Tobacco-Free Funding Lesson Plan**
- 2. Tobacco Industry Quotes**
- 3. Altria Charitable Donations List**
- 4. Search Institute Web Page**



Tobacco-Free Funding Lesson Plan

1. Have students break into groups. Groups of 2-4 are recommended.
2. Question/discussion: *What is a nonprofit organization?*
 - An organization that works for a common goal instead of making money.
Examples: Helping low income families, educating youth, giving aid after a storm or flood.
3. Question/discussion: *Why do you think the tobacco industry gives donations to nonprofits?*
4. Pass out tobacco industry quotes on donations.
5. Have students in groups read and discuss quotes.
6. Pass out tobacco industry charitable giving sheets. Have students read over sheets. Have students be prepared to report on “*who receives money that surprises you?*”

Many tobacco organizations give donations. The most comprehensive list can be found on Philip Morris’s parent company Altria site at http://www.altria.com/responsibility/4_5_3_ourgrantees.asp
7. Have students discuss findings from Altria charitable donation sheets.
8. Question/discussion: *What is your impression or view of these organizations now that you know they take tobacco money?*
9. Pass out Search Institute website info. Question/discussion: *Does who they take money from fit with their mission?*
10. Question: *Based on your quote why do you think the tobacco industry gives donations to organizations?*
 - Sell tobacco/ brand identity (youth)
 - Stop unfavorable laws
 - Create positive laws
 - Create positive image of corporate giving
 - Silence the community
 - Other
11. Question: *Based on what you have learned, why is it a good idea to have a tobacco free-funding policy in writing versus a verbal policy?*
 - Protect organizations image
 - Protect the people you serve
 - All staff/members will know about policy
 - Policy will remain in place even if staff leave
 - Makes a statement against the tobacco industry
 - Protect ability and credibility to speak out against the tobacco industry
 - Other

“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. Johnson, Philip Morris Researcher, 1981



“Tobacco company sponsorship has the same effect on children as traditional tobacco product advertisement and promotion.”

Cornwell, T Betina, and Maignan, Isabella.
An International Review of Sponsorship Research.
Journal of Advertising, 1998;27(1): 1-21.



“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

“...The ultimate means for determining the success of the [youth] program will be: 1) a reduction in legislation introduced and passed restricting or banning our sales and marketing activities; 2) passage of legislation favorable to the industry; and 3) greater support from business, parents, and teacher groups.”

J.J. Slavitt, Director of Policy and Planning Philip Morris

“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



Altria

Source: Altria Website, 6/2010

Contributions



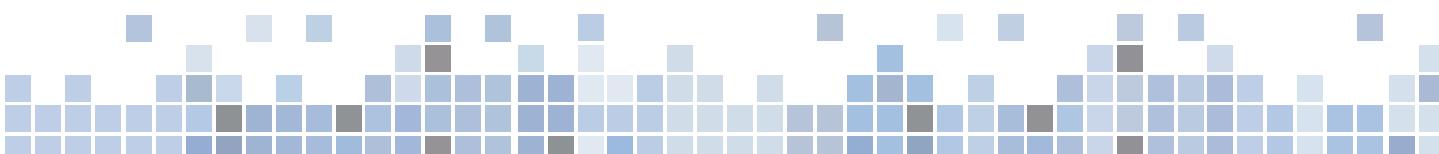
2009 Recipients of Charitable Contributions from the Altria Family of Companies

ARTS & CULTURE

TOTAL GIVING: \$3.0 MILLION

Altria Group

The Art League	Alexandria	VA
Arlington Arts Center	Arlington	VA
Signature Theatre	Arlington	VA
The Châteauville Foundation	Castleton	VA
Paramount Theater of Charlottesville	Charlottesville	VA
Piedmont Council of the Arts	Charlottesville	VA
Second Street Gallery	Charlottesville	VA
Fairfax Symphony Orchestra	Fairfax	VA
Cultural Arts Center at Glen Allen	Glen Allen	VA
Chrysler Museum of Art	Norfolk	VA
Virginia Arts Festival	Norfolk	VA
Virginia Stage Company	Norfolk	VA
Virginia Symphony	Norfolk	VA
1708 Gallery	Richmond	VA
American Civil War Center at Tredegar	Richmond	VA
Art 180	Richmond	VA
Barksdale Theatre	Richmond	VA
Barter Theatre	Richmond	VA
Black History Museum & Cultural Center of Virginia	Richmond	VA
Children's Museum of Richmond	Richmond	VA
CultureWorks	Richmond	VA
Edgar Allan Poe Museum	Richmond	VA
Elegba Folklore Society	Richmond	VA
Latin Ballet of Virginia	Richmond	VA
Lewis Ginter Botanical Garden	Richmond	VA
Maymont Foundation	Richmond	VA
Richmond Ballet	Richmond	VA
Richmond CenterStage	Richmond	VA
Richmond Folk Festival	Richmond	VA
Richmond Forum	Richmond	VA
Richmond Jazz Society	Richmond	VA
Richmond Recreation & Parks Foundation	Richmond	VA
Richmond Symphony	Richmond	VA
School of the Performing Arts in the Richmond Community (SPARC)	Richmond	VA
Science Museum of Virginia	Richmond	VA
Theatre IV	Richmond	VA
Valentine Richmond History Center	Richmond	VA
Venture Richmond	Richmond	VA
Virginia Commonwealth University School of the Arts	Richmond	VA





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Contributions



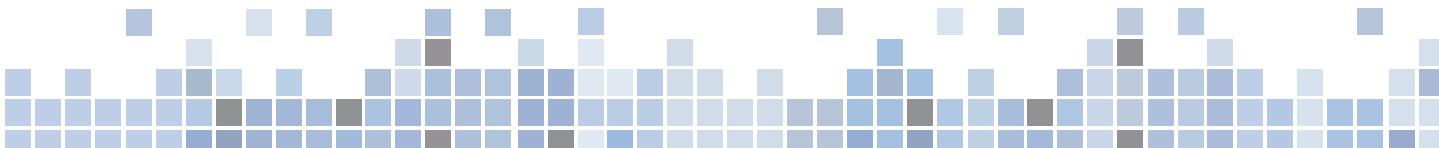
2009 Recipients of Charitable Contributions from the Altria Family of Companies

ARTS & CULTURE

TOTAL GIVING: \$3.0 MILLION

Altria Group

Virginia Historical Society	Richmond	VA
Virginia Holocaust Museum	Richmond	VA
Virginia Museum of Fine Arts	Richmond	VA
Virginia Opera	Richmond	VA
Virginians for the Arts	Richmond	VA
Visual Arts Center of Richmond	Richmond	VA
Roanoke Symphony Orchestra	Roanoke	VA
Taubman Museum of Art	Roanoke	VA
The Prizery	South Boston	VA
American Shakespeare Center	Staunton	VA
Wolf Trap Foundation	Vienna	VA
Contemporary Art Center of Virginia	Virginia Beach	VA
Colonial Williamsburg Foundation	Williamsburg	VA
Jamestown-Yorktown Foundation	Williamsburg	VA
Arena Stage	Washington	DC
Corcoran Gallery of Art	Washington	DC
Cultural Alliance of Greater Washington	Washington	DC
Cultural Development Corporation	Washington	DC
Ford's Theatre	Washington	DC
Grantmakers in the Arts	Washington	DC
John F. Kennedy Center for the Performing Arts	Washington	DC
National Museum of Women in the Arts	Washington	DC
Phillips Collection	Washington	DC
Smithsonian Institution	Washington	DC
The Shakespeare Theatre Company	Washington	DC
Cabarrus Arts Council	Concord	NC
Americans for the Arts	New York	NY
Lincoln Center for the Performing Arts	New York	NY





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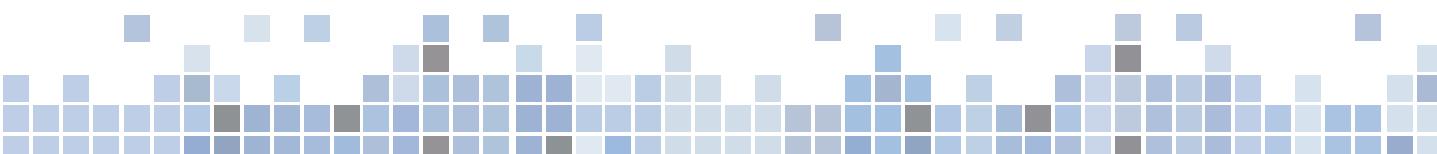
2009 Recipients of Charitable Contributions from the Altria Family of Companies

EDUCATION

TOTAL GIVING: \$6.8 MILLION

Altria Group

The Gloucester Institute	Gloucester	VA
Hanover Education Foundation	Ashland	VA
Virginia Tech Foundation	Blacksburg	VA
University of Virginia	Charlottesville	VA
United Negro College Fund	Fairfax	VA
Great Aspirations Scholarship Program	Glen Allen	VA
Junior Achievement of Central Virginia	Glen Allen	VA
Partnership for the Future	Glen Allen	VA
Thomas Nelson Community College Educational Foundation	Hampton	VA
Henrico Education Foundation	Henrico	VA
John Tyler Community College Foundation	Midlothian	VA
Richmond Area Program for Minorities in Engineering	Petersburg	VA
Virginia State University Foundation	Petersburg	VA
Chesterfield Public Education Foundation	Richmond	VA
Communities In Schools of Richmond	Richmond	VA
Communities in Schools of Virginia	Richmond	VA
J. Sargeant Reynolds Community College Educational Foundation	Richmond	VA
MathScience Innovation Center	Richmond	VA
Oliver White Hill Foundation	Richmond	VA
Richmond Public Schools Education Foundation	Richmond	VA
Science Museum of Virginia Foundation	Richmond	VA
Team Up Richmond	Richmond	VA
United Negro College Fund	Richmond	VA
University of Richmond	Richmond	VA
Virginia Business Higher Education Council	Richmond	VA
Virginia Commonwealth University Foundation	Richmond	VA
Virginia Foundation for Independent Colleges	Richmond	VA
Virginia Mentoring Partnership	Richmond	VA
Virginia Union University	Richmond	VA
Virginia Commonwealth University Foundation	Richmond	VA
Virginia Advanced Study Strategies	South Boston	VA
University of Alabama	Tuscaloosa	AL
University of Arizona	Tucson	AZ
University of California, Berkeley	Berkeley	CA
University of Southern California	Los Angeles	CA
Hispanic Scholarship Fund	San Francisco	CA
University of Connecticut Foundation	Storrs	CT
Higher Achievement Program	Washington	DC
University of Florida Foundation	Gainesville	FL





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

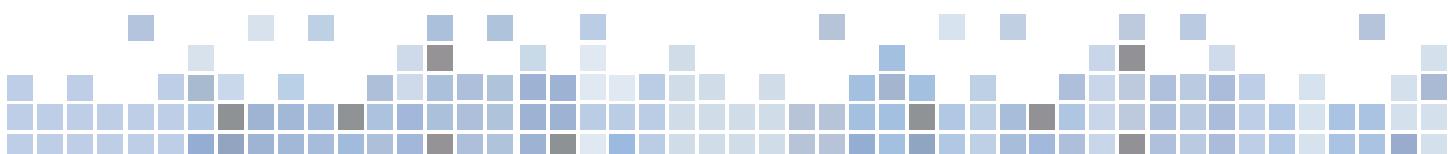
EDUCATION

Altria Group

Florida Agricultural & Mechanical University Foundation
Indiana University Foundation
Kansas University Endowment Association
University of Kentucky
Boston College Center for Corporate Citizenship
University of Maryland Foundation
Michigan State University
University of Missouri-Columbia College of Business
University of North Carolina at Chapel Hill
North Carolina A&T University Foundation
Wake Forest University - Babcock Graduate School of Management
Winston-Salem State University
Rutgers University Foundation
Educational Testing Service
Chess-in-the-Schools
National Urban League
Thurgood Marshall College Fund
Pennsylvania State University
University of Washington Foundation
University of Wisconsin Foundation

TOTAL GIVING: \$6.8 MILLION

Tallahassee	FL
Bloomington	IN
Lawrence	KS
Lexington	KY
Chestnut Hill	MA
Adelphi	MD
East Lansing	MI
Columbia	MO
Chapel Hill	NC
Greensboro	NC
Winston-Salem	NC
Winston-Salem	NC
New Brunswick	NJ
Princeton	NJ
New York	NY
New York	NY
New York	NY
University Park	PA
Seattle	WA
Madison	WI





Altria

Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

EDUCATION

Philip Morris USA

University of Georgia Foundation
Athletes United For Youth
Central Piedmont Community College
Charlotte Post Scholarship Fund
Junior Achievement of the Central Carolinas
LaNoticia Foundation
University of North Carolina at Charlotte
Boys and Girls Clubs of Cabarrus County
Communities in Schools of Cabarrus County
North Carolina Tobacco Foundation
Rowan-Cabarrus Community College Foundation
Clemson University
University of Tennessee Foundation
Virginia Tech Foundation

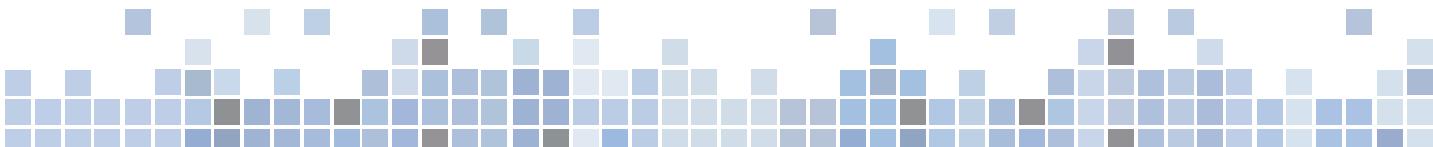
TOTAL GIVING: \$6.8 MILLION

Athens	GA
Charlotte	NC
Concord	NC
Concord	NC
Raleigh	NC
Salisbury	NC
Clemson	SC
Knoxville	TN
Blacksburg	VA

U.S. Smokeless Tobacco Company

Western Kentucky University
Murray State University Foundation
National Intercollegiate Rodeo Foundation

Bowling Green	KY
Murray	KY
Walla Walla	WA





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

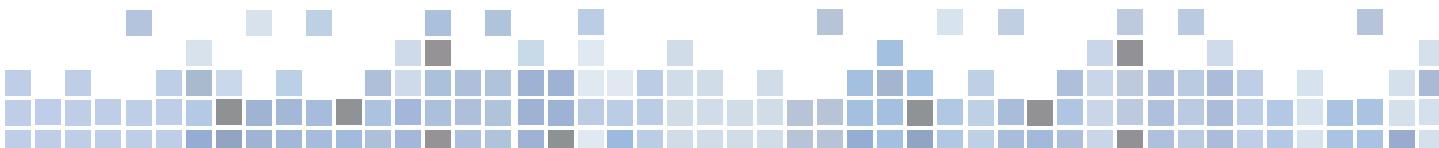
ENVIRONMENT

Altria Group

Virginia Tech Energy Efficiency Partnership
The Nature Conservancy Arlington
Virginia Tech Foundation
Green Infrastructure Center
Friends of Chesterfield's Riverfront
James River Advisory Council
Longwood University, Clean Virginia Waterways
V.M.I. Research Laboratories
Keep Virginia Beautiful
Historic Jackson Ward Association
The Men of Barton Heights Youth Organization
Alliance for the Chesapeake Bay
Capital Region Land Conservancy
Izaak Walton League of America (Virginia Save our Streams)
James River Association
Virginia Commonwealth University Foundation
Business for Social Responsibility
Resources for the Future
National Fish and Wildlife Foundation
Ocean Conservancy
Resources for the Future
University of Kentucky Research Foundation
Alliance for the Chesapeake Bay
North Carolina Foundation for Soil and Water Conservation
Rainforest Alliance
Keep Ohio Beautiful
The University of Pennsylvania
Washington State University Foundation

TOTAL GIVING: \$2.7 MILLION

Alexandria	VA
Arlington	VA
Blacksburg	VA
Charlottesville	VA
Chesterfield	VA
Chesterfield	VA
Farmville	VA
Lexington	VA
Mechanicsville	VA
Richmond	VA
San Francisco	CA
Washington	DC
Lexington	KY
Baltimore	MD
Raleigh	NC
New York	NY
Cincinnati	OH
Philadelphia	PA
Pullman	WA





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

ENVIRONMENT

TOTAL GIVING: \$2.7 MILLION

John Middleton

Telecompioneers
Greater Philadelphia Cares
Schuylkill Canal Association

Bernville PA
Philadelphia PA
Oaks PA

Philip Morris USA

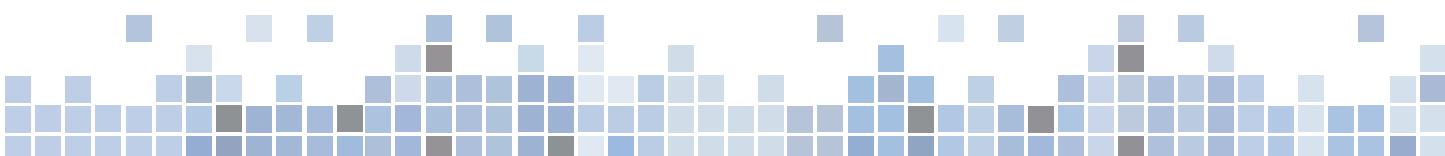
Keep America Beautiful

Stamford CT

U.S. Smokeless Tobacco Company

Trail of Tears Commission

Hopkinsville KY





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

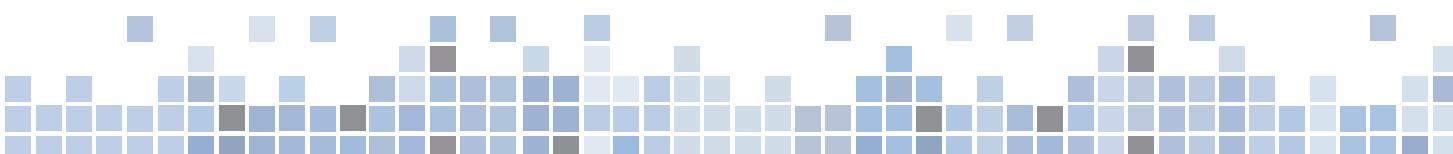
POSITIVE YOUTH DEVELOPMENT

Philip Morris USA

University of Colorado at Boulder, Center for the Study & Prevention of Violence
The Forum for Youth Investment (Ready by 21®)
Boys & Girls Clubs of America
Bridge Span Group
National 4-H Council
Search Institute
Big Brothers Big Sisters of America
Caron Treatment Centers
Big Brothers Big Sisters of Greater Richmond and the Tri-Cities
Boys & Girls Clubs of Metro Richmond
University of Virginia

TOTAL GIVING: \$24 MILLION

Boulder	CO
Washington	DC
Atlanta	GA
Boston	MA
Chevy Chase	MD
Minneapolis	MN
Philadelphia	PA
Wernersville	PA
Richmond	VA
Richmond	VA
Charlottesville	VA





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Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

EMPLOYEE PROGRAMS

TOTAL GIVING: \$3.8 MILLION

Altria Group

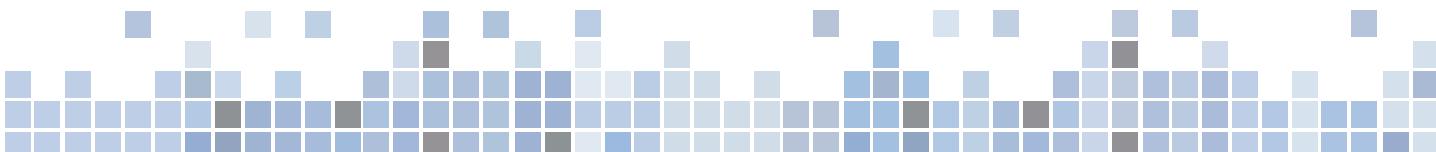
Hanover Education Foundation
Deltaville Community Association
United Negro College Fund
Keep Virginia Beautiful
Homeward
Maymont Foundation
The Metropolitan Business League
Virginia Museum of Fine Arts Foundation
YMCA of Greater Richmond
Partnership For Nonprofit Excellence
Rebuilding Together Richmond
University of Richmond
Communities In Schools of Richmond
Communities In Schools of Virginia
Richmond Metropolitan Habitat for Humanity
The Community Foundation
Virginia Commonwealth University School of Engineering Foundation
Jamestown-Yorktown Foundation
Points of Light Institute

Ashland VA
Deltaville VA
Fairfax VA
Mechanicsville VA
Richmond VA
Williamsburg VA
Atlanta GA

Altria Sales & Distribution Company

Camp Fire USA Central Alabama Council
Tomorrow's Rainbow
Jacksonville Zoological Society
Pensacola Habitat for Humanity
Butler Street YMCA
Family Shelter Service
Habitat For Humanity, MetroWest/Greater Worcester
Innterim Housing Corporation
Gleaners Community Food Bank of Greater Detroit
Quinn Economic Development Corporation
A Sporting Chance for Special Populations
Ozarks Regional YMCA
Rebuilding Together, St. Louis
LifeSpan Incorporated
Triangle Impact
Tri-County, Hocking Athens Perry Community Action Agency
Keep Oklahoma Beautiful

Birmingham AL
Coconut Creek FL
Jacksonville FL
Pesacola FL
Atlanta GA
Wheaton IL
Worcester MA
Ownings Mills MD
Detroit MI
Jefferson City MO
Springfield MO
Springfield MO
St. Louis MO
Charlotte NC
Raleigh NC
Logan OH
Oklahoma City OK





Altria

Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

EMPLOYEE PROGRAMS

Altria Sales & Distribution Company

PA Cleanways of Allegheny County
Carolina Youth Development Center
Boys and Girls Clubs of the Tennessee Valley
Safe Haven Family Shelter
Foodbank of Southeastern Virginia

TOTAL GIVING: \$3.8 MILLION

Pittsburgh	PA
North Charleston	SC
Knoxville	TN
Nashville	TN
Norfolk	VA

Philip Morris USA

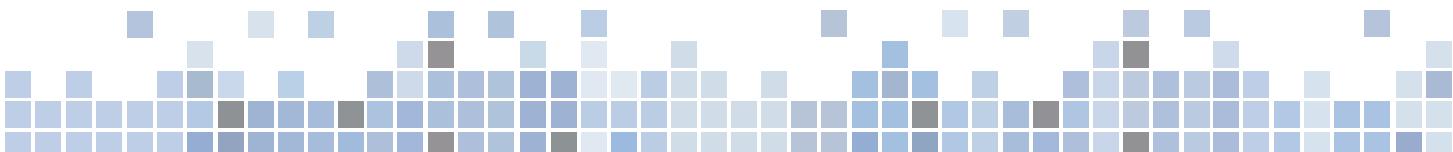
Winter Park Day Nursery
Hands on Charlotte
New York Cares
Faces Without Places
Conservation Trust of Puerto Rico
YMCA of Greater Richmond North Richmond Family Branch

Winter Park	FL
Charlotte	NC
New York	NY
Cincinnati	OH
San Juan	PR
Richmond	VA

U.S. Smokeless Tobacco Company

Alliance For The Great Lakes
Hands On Nashville

Chicago	IL
Nashville	TN





Altria

Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

IN-KIND

TOTAL GIVING: \$5.2 MILLION

Altria Group

Gifts in Kind International

Alexandria

VA

Altria Client Services

Everybody Wins!
MenzFit
Suited for Change
The River School
Women's Research & Education Institute
IIT Research Institute
Savage Boys and Girls Club
Adoptions Together
White Rose Foundation
North Carolina State University
Virginia Tech Foundation
University of Virginia
Labels for Love
Dept. of Veteran Affairs
Goodwill Industries
Richmond Ballet
Richmond Public Schools
Virginia Commonwealth University

Washington DC
Washington DC
Washington DC
Washington DC
Washington DC
Chicago IL
Savage MD
Silver Springs MD
Upper Marlboro MD
Raleigh NC
Blacksburg VA
Charlottesville VA
McLean VA
Petersburg VA
Richmond VA
Richmond VA
Richmond VA

Altria Consumer Engagement Services

Central Virginia FoodBank

Richmond

VA

Altria Sales & Distribution Company

Goodwill Industries

Richmond

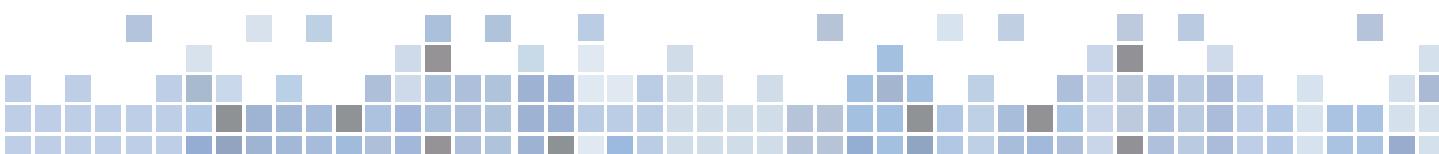
VA

John Middleton

Olivet Boys' Club

Reading

PA





Altria

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2009 Recipients of Charitable Contributions from the Altria Family of Companies

IN-KIND

Philip Morris USA

Communities in Schools
Goodwill of Southern Piedmont
CARITAS
Goodwill Industries

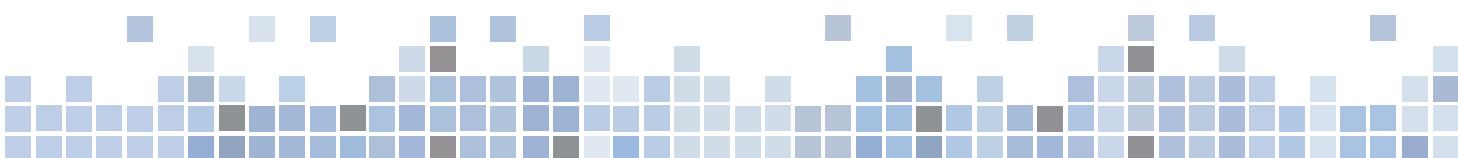
TOTAL GIVING: \$5.2 MILLION

Charlotte	NC
Charlotte	NC
Richmond	VA
Richmond	VA

U.S. Smokeless Tobacco Company

David Lipscomb University

Nashville	TN
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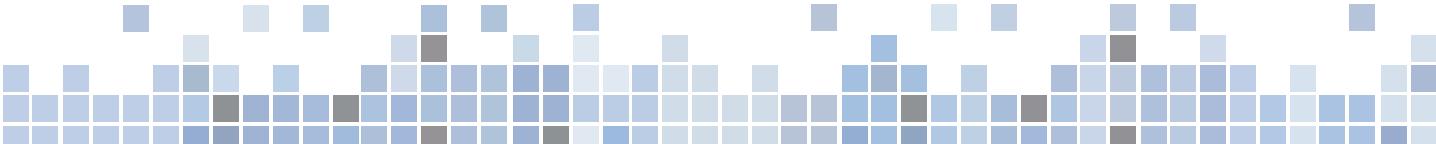
2009 Recipients of Charitable Contributions from the Altria Family of Companies

CIVIC ENGAGEMENT

TOTAL GIVING: \$1.7 MILLION

Altria Group

Virginia Asian Foundation	Ashland	VA
The Eppington Foundation	Chesterfield	VA
Junior Achievement of Central Virginia	Glen Allen	VA
Commonwealth Girl Scout Council	Mechanicsville	VA
National Organization of Black Law Enforcement Executives, Central Virginia Chapter	Petersburg	VA
Virginia State University Foundation	Petersburg	VA
Asian American Society of Central Virginia	Richmond	VA
Association of Fundraising Professionals	Richmond	VA
Council for America's First Freedom	Richmond	VA
Equality Virginia Education Fund	Richmond	VA
Greater Richmond Chamber Foundation	Richmond	VA
Hope in the Cities	Richmond	VA
Leadership Metro Richmond	Richmond	VA
Living the Dream	Richmond	VA
National Multiple Sclerosis Society Central Virginia Chapter	Richmond	VA
Richmond Center Stage	Richmond	VA
Science Museum of Virginia	Richmond	VA
Urban League of Greater Richmond	Richmond	VA
VCU, L. Douglas Wilder School of Government and Public Affairs	Richmond	VA
Venture Richmond	Richmond	VA
Virginia Aeronautical Historical Society	Richmond	VA
Virginia BioTechnology Research Park	Richmond	VA
Virginia Center for Inclusive Communities	Richmond	VA
Virginia Museum of Fine Arts	Richmond	VA
YWCA of Richmond	Richmond	VA
Net Impact	San Francisco	CA
The Keystone Center	Keystone	CO
Boston College Center for Corporate Citizenship	Chestnut Hill	MA
Fisher House	Rockville	MD
Committee to Encourage Corporate Philanthropy	New York	NY
Foundation Center	New York	NY
NAACP Legal Defense and Educational Fund	New York	NY
National Urban League	New York	NY
The Conference Board	New York	NY





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CIVIC ENGAGEMENT

Altria Consumer Engagement Services

St. Vincent Healthcare Foundation
Shields Valley Foundation
American Red Cross of Montana
Yellowstone Boys & Girls Ranch
Big Brothers Big Sisters of Park County

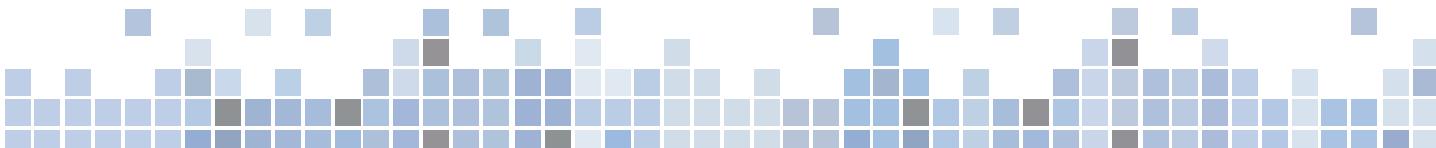
TOTAL GIVING: \$1.7 MILLION

Billings	MT
Clyde Park	MT
Great Falls	MT
Livingston	MT
Livingston	MT

Philip Morris USA

Montana FFA Foundation
Livingston Depot Foundation
Livingston Education Foundation
Foundation for the Carolinas
Charlotte Regional Partnership
Charlotte-Mecklenburg Martin Luther King, Jr. Education Forum
Young Women of Promise
American Red Cross, Cabarrus County Chapter
Cabarrus Regional Chamber Foundation
Cannon Memorial YMCA
Prosperity Unlimited
NC Beautiful
North Carolina Center for Nonprofits
North Carolina Community Development Initiative

Bozeman	MT
Livingston	MT
Livingston	MT
Charlotte	NC
Concord	NC
Kannapolis	NC
Kannapolis	NC
Kannapolis	NC
Raleigh	NC
Raleigh	NC
Raleigh	NC





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

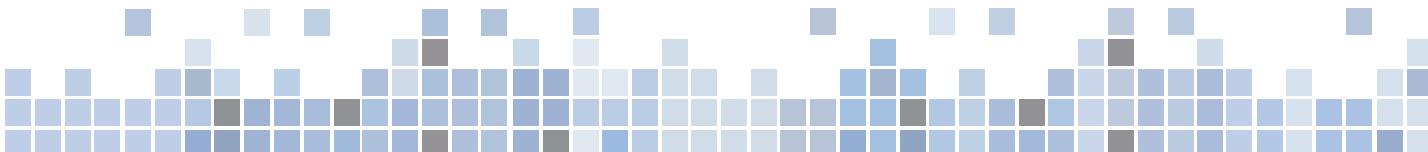
CIVIC ENGAGEMENT

U.S. Smokeless Tobacco Company

Habitat for Humanity of Coastal Fairfield County
Inner-City Foundation for Charity & Education
Person-to-Person
Abilis
Fairfield County Community Foundation
Juvenile Diabetes Research Foundation, Fairfield County Chapter
Star, Inc. Lighting the Way
Greenwich Point Conservancy
American Red Cross, Darien/Stamford Chapter
AmeriCares Homefront
Food Bank of Lower Fairfield County
Literacy Volunteers of America, Stamford/Greenwich
New Covenant House of Hospitality
REACH Prep
Shelter for the Homeless
SoundWaters
St. Luke's Community Services
Stamford Center for the Arts
Stamford Emergency Medical Services
Stamford Hospital Foundation
Stamford Museum and Nature Conservancy
Urban League of Southern Connecticut
Volunteer Center of Southwestern Fairfield County
Greater Chicago Food Depository
Paralyzed Veterans Of America
Cadiz Civitan Club
Christian County Humane Society
Christian County Rescue Team
Christian County Senior Citizens
Pennroyal Regional Mental Health, Retardation Board
The Salvation Army
Mayfield Groves County Need Line and Food Pantry
Murray Calloway County Need Line
Second Harvest Food Bank of Middle Tennessee

TOTAL GIVING: \$1.7 MILLION

Bridgeport	CT
Bridgeport	CT
Darien	CT
Greenwich	CT
Norwalk	CT
Norwalk	CT
Norwalk	CT
Old Greenwich	CT
Stamford	CT
Chicago	IL
Washington	DC
Cadiz	KY
Hopkinsville	KY
Mayfield	KY
Murray	KY
Nashville	TN





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

HUMANITARIAN AID

TOTAL GIVING: \$1.6 MILLION

Altria Group

American Red Cross
Hope for the Warriors
North Dakota Farm Bureau Foundation
American Red Cross, Greater Richmond Chapter
Blue Star Families of Richmond, Virginia
USO of Metropolitan Washington

Washington DC
Jacksonville NC
Fargo ND
Richmond VA
Richmond VA
Fort Myer VA

Philip Morris USA

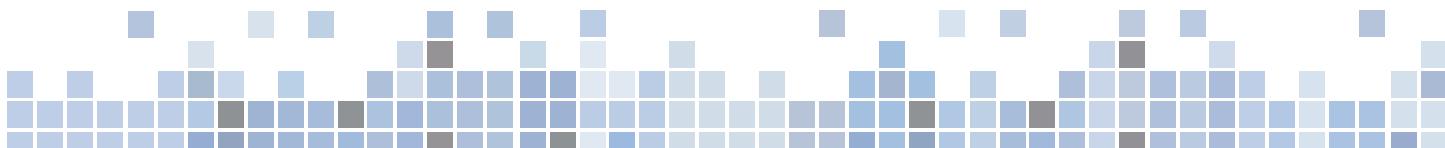
American Red Cross, Cabarrus County

Concord NC

U.S. Smokeless Tobacco Company

American Red Cross, Mid-West Kentucky Chapter
Gifts In Kind International

Hopkinsville KY
Alexandria VA





Altria

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2009 Recipients of Charitable Contributions from the Altria Family of Companies

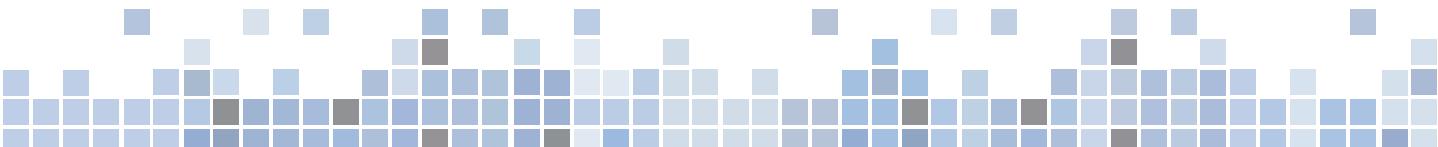
OTHER CHARITABLE GIVING

Altria Group

Alaska Network on Domestic Violence and Sexual Assault
Southeast Alaska Food Bank
Public Affairs Research Council of Alabama
The Step Up Support Center
Goldwater Institute
United Cerebral Palsy of Central Arizona
Arizona Narcotics Officers Association
Muscular Dystrophy Association
Anaheim Police Survivors and Scholarship Fund
Crime Victims United Charitable Foundation
National Family Life & Education Center
California Community Foundation
JWCH Institute
Mexican American Legal Defense and Educational Fund
National Association of Latino Elected and Appointed Officials, Educational Fund
Boy Scouts of America Mt. Diablo Silverado Council
San Diego County Deputy Sheriff's Foundation
California Black Chamber of Commerce Foundation
California International Relations Foundation
California Legislative Black Caucus Policy Institute
California Peace Officers' Memorial Foundation
CSLEA Consumer Protection & Public Safety Foundation
Howard Jarvis Taxpayers Foundation
Law Enforcement Intelligence Unit Foundation (LEIU)
Pacific Legal Foundation
Peace Officers Research and Education Foundation
International Narcotics Interdiction Association
Business for Social Responsibility
Council of State Governments-West
AOCDS Memorial Fund
Make-A-Wish Foundation of Orange County
Asian Gang Investigators Association of California
NCSL Foundation for State Legislatures
Southwest Improvement Council
St. Philip House
Narcotics Enforcement Officers Association of Connecticut
American Council of Young Political Leaders
American Enterprise Institute for Public Policy Research
American Legislative Exchange Council

TOTAL GIVING: \$5.1 MILLION

Juneau	AK
Juneau	AK
Birmingham	AL
Little Rock	AR
Phoenix	AZ
Phoenix	AZ
Tucson	AZ
Tucson	AZ
Anaheim	CA
Auburn	CA
Culver City	CA
Los Angeles	CA
Pleasant Hill	CA
Poway	CA
Rancho Cordova	CA
Sacramento	CA
San Diego	CA
San Francisco	CA
San Francisco	CA
Santa Ana	CA
Tustin	CA
West Covina	CA
Denver	CO
Denver	CO
Plainville	CT
Wallingford	CT
Washington	DC
Washington	DC
Washington	DC





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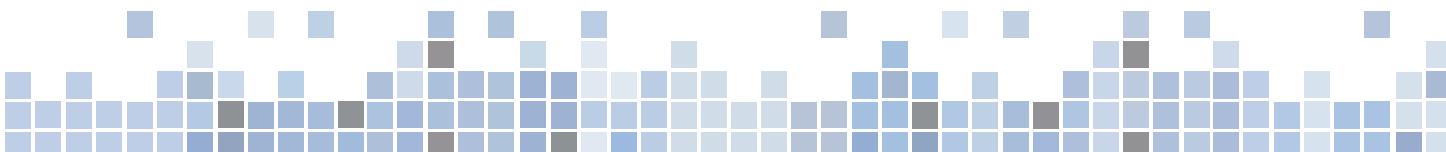
2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

TOTAL GIVING: \$5.1 MILLION

Altria Group

America's Future Foundation	Washington	DC
Capital Area Food Bank	Washington	DC
Capital Area Reach Program	Washington	DC
Cato Institute	Washington	DC
Citizens Against Government Waste	Washington	DC
Congressional Black Caucus Foundation	Washington	DC
Congressional Hispanic Caucus Institute	Washington	DC
Congressional Management Foundation	Washington	DC
Congressional Sportsmen's Caucus Foundation	Washington	DC
Congressional Sportsmen's Foundation	Washington	DC
Consortium of Catholic Academies	Washington	DC
American Chemistry Society	Washington	DC
Dress for Success Washington D.C.	Washington	DC
Food and Drug Law Institute	Washington	DC
Heritage Foundation	Washington	DC
James E. Clyburn Scholarship and Research Foundation	Washington	DC
Miriam's Kitchen	Washington	DC
N Street Village	Washington	DC
National Governors Association Center for Best Practices	Washington	DC
National Hispanic Caucus of State Legislators	Washington	DC
National Museum of American History	Washington	DC
National Parks Conservation Association	Washington	DC
National Puerto Rican Coalition	Washington	DC
Ocean Conservancy	Washington	DC
Rachael's Women's Center	Washington	DC
Radio and Television News Directors Foundation	Washington	DC
So Others Might Eat (SOME)	Washington	DC
Southern Governors' Association	Washington	DC
St. Coletta of Greater Washington	Washington	DC
Taste of the South Committee	Washington	DC
The Artists and Athletes Alliance	Washington	DC
The Congressional Hispanic Leadership Institute	Washington	DC
The Faith & Politics Institute	Washington	DC
The National Black Caucus of State Legislators	Washington	DC
The Third Way Foundation	Washington	DC
United States Capitol Historical Society	Washington	DC
Washington Legal Foundation	Washington	DC
Suited for Change	Washington	DC
Catholic Youth Ministry	Wilmington	DE





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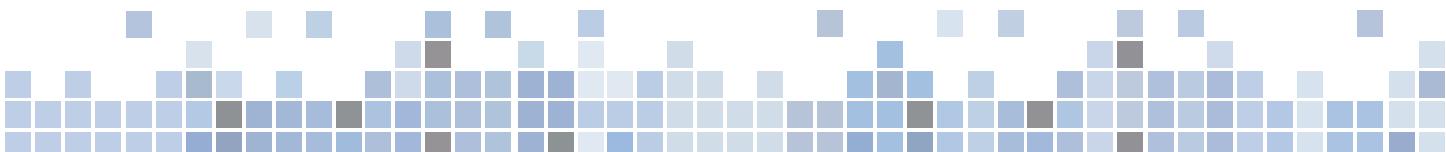
2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

TOTAL GIVING: \$5.1 MILLION

Altria Group

Charity Challenge	Altamonte Springs	FL
America's Second Harvest of the Big Bend	Tallahassee	FL
Florida Retail Foundation	Tallahassee	FL
Florida TaxWatch	Tallahassee	FL
The Arch Foundation for the State Botanical Garden of Georgia	Athens	GA
Georgia Association of Convenience Stores	Dallas	GA
National Criminal Enforcement Association	Marietta	GA
Georgia Sheriffs Youth Homes	Stockbridge	GA
Tax Foundation of Hawaii	Honolulu	HI
Northeast Iowa Technical Institute Foundation	Peosta	IA
Idaho Governor's Cup Scholarship Fund	Boise	ID
Danny Thompson Memorial Leukemia Foundation	Sun Valley	ID
Chicago Cultural Center Foundation	Chicago	IL
Cosmopolitan Chamber Foundation	Chicago	IL
Illinois Taxpayer Education Foundation	Chicago	IL
Make-a-Wish Foundation, Northern Illinois	Chicago	IL
The Heartland Institute	Chicago	IL
CURED Campaign Urging Research for Eosinophilic Disease	Lincolnshire	IL
Council of State Governments Midwestern Governors Association	Lombard	IL
Countryside Association for People With Disabilities	Palatine	IL
Friends of St. John's Hospital	Springfield	IL
North Central Indiana Food Bank	South Bend	IN
United Way of the Plains	Wichita	KS
National Lieutenant Governors Association	Florence	KY
Council of State Governments	Lexington	KY
University of Kentucky Research Foundation	Lexington	KY
Jefferson County 4-H Council	Louisville	KY
Our Lady of the Lake Foundation	Baton Rouge	LA
New Orleans Center for Creative Arts Institute	New Orleans	LA
Pelican Institute for Public Policy	New Orleans	LA
Beacon Hill Institute	Boston	MA
State Legislative Leaders Foundation	Centerville	MA
Responsible Retailing Forum	Chestnut Hill	MA
EI Jolgorio de Massachusetts	Jamaica Plains	MA
Women's Business Enterprise National Council	Baltimore	MD
National Capital Area Council Boy Scouts of America	Bethesda	MD
Korean Society of Maryland	Columbia	MD
Shoppers Charitable Foundation	Lanham	MD
American Film Institute	Silver Spring	MD





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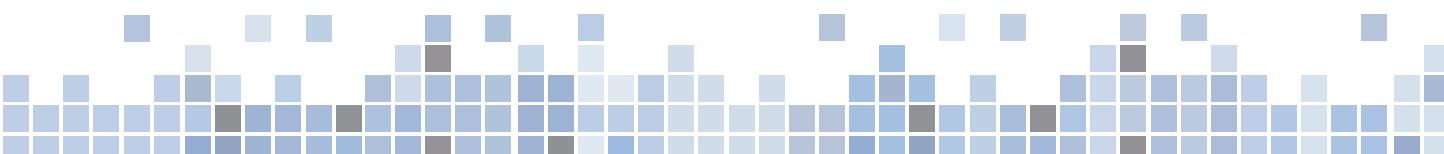
OTHER CHARITABLE GIVING

TOTAL GIVING: \$5.1 MILLION

Altria Group

Good Shepherd Food-Bank
Gerad Meteyer Foundation
Citizens Research Council of Michigan
Marshall Community Foundation
Wildlife Forever
Minnesota Free Market Institute
Minnesota Chamber of Commerce Foundation
Cape Area Habitat for Humanity
Guadalupe Centers
The Backstoppers Policemen and Firemen of St. Louis
YWCA St. Joseph
Gateway Homeless Services
Montana Chamber Foundation
The Montana Land Reliance
Carolinias Minority Supplier Development Councils
City of Concord
North Carolina A&T University Foundation
United Fund of Surry
North Carolina State University - College of Agriculture & Life Sciences
North Carolina Tobacco Foundation
Tobacco Farm Life Museum
North Dakota Policy Council
YWCA of Lincoln
Mosaic
Professional Fire Fighters of New Hampshire
Nashua Soup Kitchen & Shelter
Center for Policy Research of New Jersey
Seeing Eye
Norkus Charitable Foundation
New Mexico Tax Research Institute
Las Vegas Clark County Urban League
University of Nevada Las Vegas Foundation
Somos El Futuro
American College of Clinical Pharmacology (ACCP)
Catalyst
Citizens Budget Commission
Committee to Protect Journalists
Council Of State Governments Eastern Regional Conference-NHCSL
Juvenile Diabetes Research Foundation International

Auburn	ME
Haslett	MI
Livonia	MI
Wixom	MI
Brooklyn Center	MN
Saint Paul	MN
St. Paul	MN
Cape Girardeau	MO
Kansas City	MO
St Louis	MO
St. Joseph	MO
St. Louis	MO
Helena	MT
Helena	MT
Charlotte	NC
Concord	NC
Greensboro	NC
Mount Airy	NC
Raleigh	NC
Raleigh	NC
Kenly	NC
Bismarck	ND
Lincoln	NE
Omaha	NE
Londonderry	NH
Nashua	NH
Bloomsbury	NJ
Morristown	NJ
Point Pleasant Beach	NJ
Albuquerque	NM
Las Vegas	NV
Las Vegas	NV
Las Vegas	NY
Bronx	NY
New Hartford	NY
New York	NY





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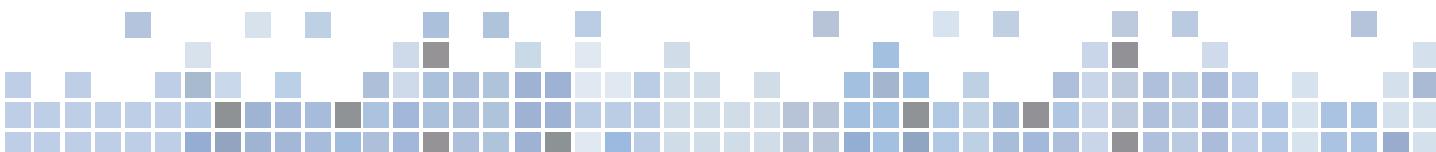
OTHER CHARITABLE GIVING

Altria Group

National Minority Supplier Development Council
Sons of the Revolution in the State of New York
Women Presidents' Organization
YMCA of Saratoga
New York's Bravest Foundation
The Samaritan Center
Westchester Chamber Educational Foundation
Smiles For Sophie Forever
GLAD House
Foundation of the Catholic Diocese of Columbus
Ohio Legislative Black Caucus Foundation
The Buckeye Institute
The King Arts Complex
Ohio Grocers Foundation
Charity Ball
Cascade Policy Institute
Hispanic Metropolitan Chamber
Golden Slipper Club & Charities
Commonwealth Foundation for Public Policy Alternatives
Montgomery County Special Olympics
Washington Women's Shelter
Clemson University Foundation
South Dakota Hall of Fame
Tender Hearts Foundation
James K. Polk Memorial Association
Tennessee Foundation for Agriculture in the Classroom
Children Are People
Mooreland Heights Elementary
Academy for Youth Empowerment
Tennessee State Museum Foundation
The Community Foundation Of Middle TN
Highland Rim Research and Education Center
Board of Hispanic Caucus Chairs
Mexican American Legislative Leadership Foundation
Senate Hispanic Research Council
Texas Cultural Trust Council
Texas Economic Development Corporation/Texas One Program
Texas Institute for Education Reform
Texas Public Policy Foundation

TOTAL GIVING: \$5.1 MILLION

New York	NY
New York	NY
New York	NY
Saratoga Springs	NY
Smithtown	NY
Syracuse	NY
White Plains	NY
Avon Lake	OH
Cincinnati	OH
Columbus	OH
Dublin	OH
Sapulpa	OK
Portland	OR
Portland	OR
Bala Cynwyd	PA
Harrisburg	PA
Plymouth Meeting	PA
Washington	PA
Clemson	SC
Chamberlain	SD
Burnsville	TN
Columbia	TN
Columbia	TN
Hendersonville	TN
Knoxville	TN
Memphis	TN
Nashville	TN
Nashville	TN
Springfield	TN
Austin	TX





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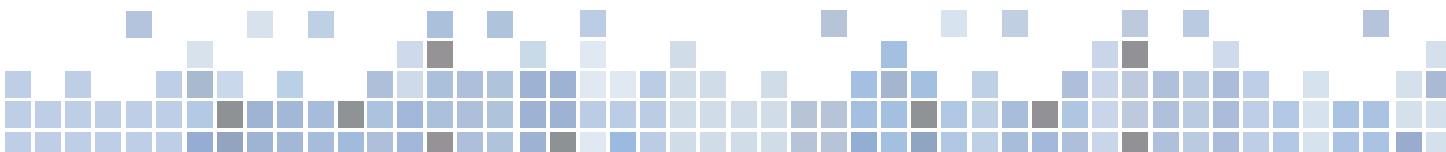
2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

TOTAL GIVING: \$5.1 MILLION

Altria Group

The Settlement Home	Austin	TX
Young Conservatives of Texas Foundation	Austin	TX
National Center for Policy Analysis (NCPA)	Dallas	TX
Salesmanship Club Charitable Golf of Dallas	Dallas	TX
Susan G Komen Breast Cancer Foundation	Dallas	TX
Texas Lyceum Association	Dallas	TX
Texas Legislative Internship Program c/o The Mickey Leland Center on World Hunger and Peace	Houston	TX
Texas FBI National Academy Association	San Antonio	TX
The American Widow Project	San Marcos	TX
Corinne Historical Society	Corinne	UT
Maliheh Free Clinic	South Salt Lake	UT
American Conservative Union Foundation	Alexandria	VA
American Diabetes Association	Alexandria	VA
Foundation to Eradicate Duchenne	Alexandria	VA
State Government Affairs Council Foundation	Alexandria	VA
The Leukemia & Lymphoma Society	Alexandria	VA
American Veterans Center	Arlington	VA
Ethics Resource Center	Arlington	VA
Young American Broadcasters Program	Arlington	VA
Virginia Tech Foundation, Southern Piedmont AREC	Blackstone	VA
National Multiple Sclerosis Society Blue Ridge Chapter	Charlottesville	VA
Sorenson Institute for Political Leadership at the University of Virginia	Charlottesville	VA
University of Virginia	Charlottesville	VA
Alzheimer's Association, Greater Richmond Chapter	Glen Allen	VA
National White Collar Crime Center	Glen Allen	VA
The Richmond NAWBO Foundation	Glen Allen	VA
Greater Washington MDA	Reston	VA
Altria Companies Employee Community Fund	Richmond	VA
Friends in Residential Emergency Fire	Richmond	VA
HomeAgain	Richmond	VA
National Association of Black Accountants, Richmond Metropolitan Chapter	Richmond	VA
Peter Paul Development Center	Richmond	VA
Richmond Police Athletic League	Richmond	VA
Richmond Society for the Prevention of Cruelty to Animals (SPCA)	Richmond	VA
The Virginia Police Chiefs Foundation	Richmond	VA
United Way Services	Richmond	VA
Virginia Public Access Project	Richmond	VA
Virginia Regional Minority Supplier Development Council	Richmond	VA





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Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

Altria Group

Miller Oil Foundation
York County Economic Development Authority
Evergreen Freedom Foundation
Hopelink
Washington Policy Center
Washington Research Council
Wisconsin Grocers Association Education & Scholarship Foundation
Wisconsin Taxpayers Alliance
Wisconsin Women in Government
Silver Spring Neighborhood Center

TOTAL GIVING: \$5.1 MILLION

Virginia Beach	VA
Yorktown	VA
Olympia	WA
Redmond	WA
Seattle	WA
Tukwila	WA
Madison	WI
Madison	WI
Madison	WI
Milwaukee	WI

Altria Consumer Engagement Services

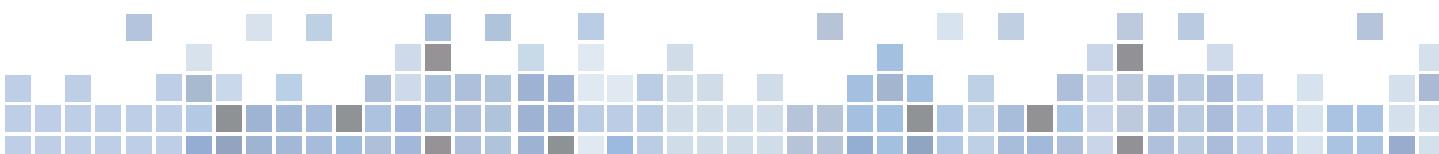
Buoniconti Fund to Cure Paralysis
Eagle Mount
Montana Chamber Foundation
Counterpoint
Livingston Depot Foundation
Livingston Food Pantry of Park County
Spanish Theatre Repertory Co.
Montana Pro Rodeo Hall and Wall of Fame
Spring Meadow Resources

Newburg	MD
Bozeman	MT
Helena	MT
Livingston	MT
Livingston	MT
Gardiner	MT
New York	NY
Billings	MT
Helena	MT

Altria Sales & Distribution Company

Muscular Dystrophy Association
Boys & Girls Club of the East Valley
Muscular Dystrophy Association National Headquarters
United States-China Exchange Council
The California Roast
United Cerebral Palsy of San Luis Obispo
American Red Cross
Friends of the World Food Program
Gulf Coast Community Foundation
United Cerebral Palsy Association
Duane Reade Charitable Foundation
Georgia Public Policy Foundation
Georgia Wildlife Federation
Southern Legislative Conference of the Council of State Governments

Little Rock	AK
Tempe	AZ
Tucson	AZ
Hayward	CA
Sacramento	CA
San Luis Obispo	CA
Washington	DC
Wilimngton	DE
Atlanta	GA
Covington	GA
Decatur	GA





Altria

Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

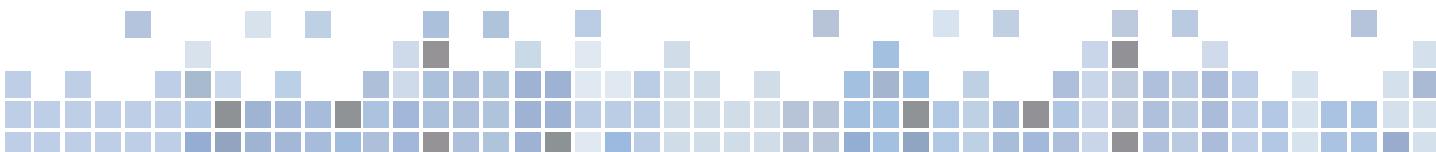
OTHER CHARITABLE GIVING

Altria Sales & Distribution Company

Lawrenceville Xtreme Gold
Concerted Services
Grassroot Institute of Hawaii
Big Brothers Big Sisters of Southwest Idaho
Children's Memorial Foundation
Illinois Taxpayer Education Foundation
CASA Kane County
Kansas Special Olympics
Brightside
Maryland Food Bank
Muscular Dystrophy Association
Pine Tree Society for Handicapped Children and Adults
Other Way Ministries
M&M Area Community Foundation
Hope Unlimited
Community Foundation of the Ozarks
Tri-City Network Against Domestic and Sexual Violence
Muscular Dystrophy Association
Elkin Emergency Rescue Squad
Boy Scouts of America, Cape Fear Council
Blue Ocean Society for Marine Conservation
Friends of Las Vegas Metropolitan Police Department
United Way of Southern Nevada
Muscular Dystrophy Association
American Jewish Committee
Boy Scouts of America, Greater New York Councils
Juvenile Diabetes Research Foundation International
Catholic Charities
Muscular Dystrophy Association
Vera House
Leukemia and Lymphoma Society
Make-A-Wish Foundation of Greater Ohio, Kentucky and Indiana
Ohio Public Expenditure Council
River Network
Children's Scholarship Fund Philadelphia
CVS Charity Classic
Children's Home/Chambliss Shelter
Mid-South Public Communications Foundation WKNO TV
CASA Of Northeast Tennessee

TOTAL GIVING: \$5.1 MILLION

Lawrenceville	GA
Waycross	GA
Honolulu	HI
Boise	ID
Chicago	IL
Chicago	IL
Geneva	IL
Mission	KS
Springfield	MA
Baltimore	MD
Greenbelt	MD
Bath	ME
Grand Rapids	MI
Menominee	MI
Kirkwood	MO
Springfield	MO
Livingston	MT
Charlotte	NC
Elkin	NC
Wilmington	NC
Portsmouth	NH
Las Vegas	NV
Las Vegas	NV
Hawthorne	NY
New York	NY
New York	NY
New York	NY
Saratoga Springs	NY
Syracuse	NY
Syracuse	NY
White Plains	NY
Columbus	OH
Columbus	OH
Portland	OR
Philadelphia	PA
Woonsocket	RI
Chattanooga	TN
Cordova	TN
Johnson City	TN





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Contributions



2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

TOTAL GIVING: \$5.1 MILLION

Altria Sales & Distribution Company

Autism Society Of America	Knoxville	TN
Kenjo Foundation	Maryville	TN
NMGT for the Monroe Carell Jr. Children's Hospital at Vanderbilt	Nashville	TN
United Way of Greater Houston	Houston	TX
Make-A-Wish Foundation	Irving	TX
HEB Tournament of Champions	San Antonio	TX
George Mason University - Mercatus Center	Arlington	VA
Camp Virginia Jaycee	Blue Ridge	VA
Beulah House	Dublin	VA
ThanksUSA	McLean	VA
Children's Hospital of The King's Daughters	Norfolk	VA
American Red Cross Greater Richmond Chapter	Richmond	VA
Central Virginia Foodbank	Richmond	VA
HomeAgain	Richmond	VA
Muscular Dystrophy Association	Roanoke	VA
Blue Ridge Area Food Bank	Verona	VA
Children's Hospital Guild Association	Seattle	WA

John Middleton Company

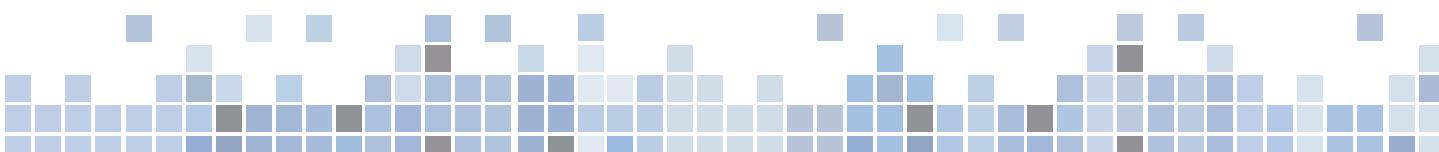
Foundation for Free Enterprise Education	Erie	PA
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Philip Morris Capital Corporation

American Red Cross, Darien/Stamford Chapter	Stamford	PA
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Philip Morris USA

Muscular Dystrophy Association National Headquarters	Tucson	AZ
100 Black Men of Los Angeles	Los Angeles	CA
Arrowhead United Way	San Bernardino	CA
Mid-Peninsula Boys & Girls Club	San Mateo	CA
Santa Ana Police Officers Widows & Orphans Fund	Santa Ana	CA
March of Dimes, Colorado State Chapter	Denver	CO
Western Governors' Association	Denver	CO
United Cerebral Palsy Association of Southern Connecticut	Wallingford	CT
National Multiple Sclerosis Society, National Capital Chapter	Washington	DC
The First Tee of Washington DC	Washington	DC
United Cerebral Palsy Association	Washington	DC





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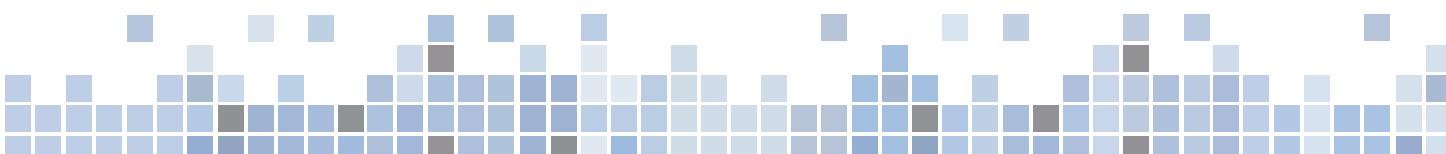
OTHER CHARITABLE GIVING

Philip Morris USA

National Multiple Sclerosis Society, National Capital Chapter
The First Tee of Washington DC
United Cerebral Palsy Association
Women's Research & Education Institute
Police Athletic League of Jacksonville
Heart of Florida United Way
The University of Georgia
Tax Foundation of Hawaii
Casey's Charities
CASA Kane County
Family Shelter Service
Indianapolis Motor Speedway Foundation
Benevolent Fund of Motorsports
Championship Auto Racing Auxiliary
Keep Indianapolis Beautiful Inc
Kansas Fairgrounds Foundation
Independence House
Lazarus House Ministries
Yeshira Achei Tmimim Lubaritz Services
Urban League of Eastern Massachusetts
American Red Cross - Southeastern Michigan Chapter
Gleaners Community Food Bank of Greater Detroit
Gillette Children's Hospital Foundation
Bridging The Gap
Ronald McDonald House Charities of Metro St Louis
Montana Tax Foundation
Montana Horse Sanctuary
Charlotte-Mecklenburg Martin Luther King, Jr. Education Forum
Cabarrus County Branch NAACP
North Carolina Tobacco Foundation
Keep Omaha Beautiful
Nottingham Food Pantry
Children's Specialized Hospital Foundation
Sam Schmidt Paralysis Foundation
Wildearth Guardians
Women's Sports Foundation
Covenant House
Crohn's and Colitis Foundation of America, Greater New York Chapter
Gilder Lehrman Institute of American History

TOTAL GIVING: \$5.1 MILLION

Washington	DC
Jacksonville	FL
Orlando	FL
Athens	GA
Honolulu	HI
Ankeny	IA
Geneva	IL
Wheaton	IL
Indianapolis	IN
Hutchinson	KS
Hyannis	MA
Lawrence	MA
Long Meadow	MA
Roxbury	MA
Detroit	MI
Detroit	MI
St. Paul	MN
Kansas City	MO
St Louis	MO
Helena	MT
Simms	MT
Charlotte	NC
Concord	NC
Raleigh	NC
Omaha	NE
Nottingham	NH
Mountainside	NJ
Princeton	NJ
Santa Fe	NM
East Meadow	NY
New York	NY
New York	NY
New York	NY





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2009 Recipients of Charitable Contributions from the Altria Family of Companies

OTHER CHARITABLE GIVING

Philip Morris USA

Boys Hope & Girls Hope of Greater Cincinnati
Muscular Dystrophy Association
Findlay-Hancock County Community Foundation
Keep Oklahoma Beautiful
United Way, Tulsa Area
Hispanic Metropolitan Chamber
Sheetz Family Christmas
Our Kids II
Hoffman Homes for Youth
Make-A-Wish Foundation of Middle Tennessee
Second Harvest Food Bank of Middle Tennessee
Senate Hispanic Research Council
United Way of the Coastal Bend
American Red Cross, Dallas Area Chapter
Valero Energy Foundation
Scott & White Memorial Hospital & Scott Sherwood Brindley Foundation
E-Z Mart Jim Yates Foundation
Fast Food Children's Charities
Mount Vernon Ladies' Association of the Union
American Marketing Association
Salvation Army of Richmond
The Salvation Army of Petersburg
Muscular Dystrophy Association
Washington Research Council
Sixteenth Street Community Health Center

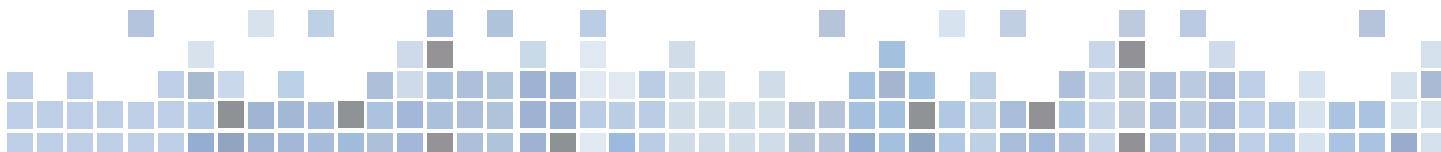
TOTAL GIVING: \$5.1 MILLION

Cincinnati	OH
Cleveland	OH
Findlay	OH
Oklahoma City	OK
Tulsa	OK
Portland	OR
Altoona	PA
Carlisle	PA
Gettysburg	PA
Nashville	TN
Nashville	TN
Austin	TX
Corpus Christi	TX
Dallas	TX
San Antonio	TX
Temple	TX
Texarkana	TX
Tyler	TX
Mount Vernon	VA
Richmond	VA
Richmond	VA
Richmond	VA
Roanoke	VA
Tukwila	WA
Milwaukee	WI

U.S. Smokeless Tobacco Company

Second Harvest Food Bank of Middle Tennessee
Sumner Special Housing

Nashville	TN
Hendersonville	TN



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Search INSTITUTE **50 Years of Discovering What Kids Need to Succeed!**

Our Funding Partners

America's Promise: The Alliance for Youth
 Together with Search Institute, America's Promise is documenting the presence or absence of the "five promises" of America's Promise in the lives of children and adolescents in the United States, and conducting community-level surveys in selected U.S. cities.
americaspromise.org

Best Buy Children's Foundation
 Best Buy Children's Foundation and Search Institute are partnering to conduct a national study of the interests and passions of 14- to 16-year-olds. More information can be found at www.search-institute.org/at15research.
bestbuy.com

Boys and Girls Clubs of America
 Search Institute works with Boys and Girls Clubs of America to help determine how Boys and Girls Clubs affect and enhance the development for Club members, and develop a fuller understanding of the nature of their impact, focusing on how clubs positively influence members' attitudes, skills, values, and behaviors.
bgca.org

Capital One
 Search Institute and Capital One are exploring how Search Institute's approach to youth development can be utilized to enhance financial literacy and competence among teenagers and their families.
capitalone.com

Coors Brewing Company
 As part of its corporate social responsibility efforts to reduce underage drinking, Coors Brewing Company sponsors Search Institute's resource for parents, MVPARENTS.com, a Web site created to identify positive activities and

AMERICA'S PROMISE ALLIANCE


BEST BUY


The Positive Place For Kids


Capital One


Coors BREWING COMPANY


At the Search Store

- Book previews
- Author podcasts
- Products reviews
- Asset resources

[To the store>>](#)

FREE Asset Resources

- FREE products and podcasts
- Ideas for connecting with youth
- Research about the power of the assets
- Parenting tips and tools
- E-newsletters . . . and more!

[Take me there>>](#)

Newsletter Sign Up

Search News – The Latest Articles, Offers, Stories and free downloads.

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people. For more information on the relationship between Coors Brewing Company and Search Institute, see the [FAQ](#).
[coors.com](#)

Corporation for National and Community Service

The Corporation for National and Community Service, through its Learn and Serve America community-based grants program, supports a pilot project to build the capacity of faith communities to engage in interfaith service-learning titled [Inspired to Serve: Youth-Led Interfaith Action](#). Search Institute's national partner in this project is [Interfaith Youth Core](#), Chicago. Pilot cities are Chicago, New Orleans, Philadelphia, and St. Paul.
[nationalservice.org](#)



Holthouse Foundation for Kids

Holthouse Foundation for Kids developed Prepared-4-Life, a model for supporting after-school programs that includes a standards-based character education—life skills curriculum, customized training workshops, job-embedded staff development strategies, continuous-improvement tools, and an impact evaluation study design.

[prepared4life.org](#)



Houston Endowment, Inc

Houston Endowment provides scholarships to teams of students and adults from
[houstonendowment.org](#)

HOUSTON ENDOWMENT INC.

I. A. O'Shaughnessy Foundation

O'Shaughnessy has partnered with Search Institute in order to apply the Developmental Assets framework to strengthen early childhood education with families on Native American reservations.
[iaoshaughnessyfdn.org](#)



John Templeton Foundation

John Templeton Foundation is the lead supporter of Search Institute's [Center for Spiritual Development in Childhood and Adolescence](#).
[templeton.org](#)



Lilly Endowment, Inc.

Lilly Endowment has a long history of supporting Search Institute's efforts to build bridges between youth development research and practice. Among many other projects, it has most recently supported:



- [Search Institute Insights & Evidence](#)
- [The Search Institute Series on Developmentally Attentive Communities and Society](#)
- [Is There Common Ground? An Exploratory Study of the Interests and Needs of Community-Based and Faith-Based Youth Workers](#)

Otto Bremer Foundation

The purpose of the Foundation's partnership with Search Institute is to support the work of the Fund for Innovations in Human Development and support and deepen the network of Healthy Communities • Healthy Youth initiatives in areas where Bremer's financial institutions are represented.

ottobremer.org

OTTO BREMER FOUNDATION

Philip Morris USA, an Altria Company

As part of its efforts to help prevent underage tobacco use, Philip Morris USA supports Search Institute's efforts to reach and engage parents as asset builders through ParentFurther.com and related strategies. For more information on the relationships between PM USA and Search Institute, see our [frequently asked questions](#) document.

philipmorris.com

PhilipMorrisUSA
an Altria Company

Thrive Foundation for Youth

In collaboration with scholars at Stanford University and Fuller Theological Seminary's School of Psychology, Thrive Foundation is working to define and measure the concept of thriving during adolescence, and to promote a national dialogue about the importance of thriving as a focus for youth development.

thrivefoundation.org

THRIVE
foundation
FOR YOUTH

W. K. Kellogg Foundation

In an effort to inform the Kellogg

W.K. KELLOGG FOUNDATION

YOUTHWORK & LEADERSHIP FOR COMMUNITY

Change initiative, the Kellogg Foundation seeks to assess the youth work field and young people's role in community change. The assessment integrated knowledge from the youth work literature across fields of practice, youth and young adults' experiences with adult partners and community change, and activist leaders' views on the meaning of their change pathway efforts.

wkkf.org



We build strong kids,
strong families,
strong communities.

YMCA of the USA

The purpose of Search Institute's partnership with YMCA of the USA is to develop and pilot a measurement system to help local YMCAs assess key goals around strengthening the spiritual, mental, and physical well-being of children and youth, families, and members.

ymca.net



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