

Tobacco- Free Funding Policies

Part Three: Supporting Documents

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Tobacco-Free Funding Sample Policy

[Name of organization] does not accept monetary donations, contributions, sponsorships, in-kind gifts, loan of goods, or services under any condition from any tobacco company, tobacco company subsidiary.

[Name of organization] prohibits any tobacco-related advertising or promotion anywhere on its premises and during any sort of activities affiliated with the organization. This includes, but is not limited to, the use of tobacco brands, corporate names, trademarks, logos, symbols, mottos, selling messages, recognizable pattern of colors, or any other indication of product identification.

Signature

Date



Join us in saying...
“No Thanks”
to Tobacco Industry Money



Organizations with a Written Tobacco-Free Funding Policy

African American Aids Task Force
Aguilar Productions
American Lung Association
Association for Nonsmokers- MN
Aurora/St Anthony Neighborhood
Development Corporation
Ballet of the Dolls
Bisexual Organizing Project (BOP)
Camphor Memorial United Methodist Church
Color CoordinATIOn
Comunidades Latinas Unidas En Servicio (CLUES)
Dialog One Interpretation and Translation Solutions
East Side Boys and Girls Club
Fourth District Nurses Association
Hmong American Partnership
Minnesota 2020
Minnesota Public Health Association
Minnesota School OUTreach Coalition
Minnkota Health Project
PFLAG
Prepone Consulting LLC
Quorum
Rainbow Health Initiative
R.A.R.E. Productions
RECLAIM
Riverview Economic Development Association (REDA)
South ST. Paul Healthy Youth Community Coalition (SSPHYCC)
The Camphor Foundation (UJIMA)
Vietnamese MN Association (VMA)
Vietnamese Social Services (VSS)
West 7th Community Center
West Side Boys & Girls Club

“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.”

--Rick Aguilar
President & CEO
Aguilar Productions



Tobacco-Free Funding Policies: Frequently Asked Questions

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 GLBT 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 spent well over \$21 million telling people about it.¹

Most organizations feel it is essential that their fundraising be consistent with their mission. 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.

¹ Branch, Skelly. "Philip Morris' Ad on Macaroni and Peace Kosovo Tale Narrows Gap Between Philanthropy, Publicity." Wall Street Journal 24 July 2001:B11A



“Saying No to Tobacco Company Cash”

Editorial from MN2020: September 19, 2009

By Bernadette Chlebeck, Community Organizer, Ramsey Tobacco Coalition,

The 1998 Minnesota Tobacco Settlement and the 1998 Master Settlement Agreement were hailed as means to regulate tobacco industry advertising and promotion. They dictated that there would be no more billboards, branded merchandise, or advertisement in magazines with high youth readership. Despite these prohibitions, tobacco companies can still promote themselves. One way is charitable giving to nonprofit organizations and community festivals. The tobacco industry regularly uses this type of promotion to build relationships with a community, to legitimize itself, and ultimately to promote tobacco products. Because the tobacco industry's charitable donations also help create positive views of the industry and its deadly products, they can silence community members and groups promoting initiatives like smoke-free air policies and laws that decrease youth access to tobacco and tobacco promotion.

Even worse, giving by the industry has been shown to influence youth in much the same way as other forms of promotion. As two researchers note, "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.)

The tobacco industry typically makes donations to nonprofits that work with groups that are underserved: communities of color, women, youth, and low income and GLBT populations. The recipients of the tobacco industry largesse typically include battered women's shelters, food shelves, arts organizations, and organizations serving youth and those with HIV/ AIDS.

When organizations accept tobacco industry money, they are giving legitimacy to the tobacco industry. They may well be compromising their own mission. For instance, the National 4-H Council has each of its 6.5 million members take a pledge to live a healthy lifestyle. Nevertheless, the National 4-H Council has accepted \$25 million dollars from Philip Morris USA over the last five years. Since 1998 Phillip Morris USA has donated \$230 million to other youth-serving organizations such as Big Brothers Big Sisters of America, The Forum for Youth Investment and Boys & and Girls Clubs of America. Phillip Morris USA manufactures Marlboro, the most popular brand among youth. Rival RJ Reynolds, makers of Camel-the second most popular youth brand-also has a history of giving money to organizations like YMCA, YWCA, Big Brothers Big Sisters, and Boy Scouts of America.

Nonprofits that have accepted tobacco money often display the company's name on plaques, programs, newsletters, and websites, thereby providing it widespread publicity. The tobacco companies expand on this publicity by touting their charitable donations in ads in magazines such as the New York Times Magazine, Family Circle, and Time as well as on their own company websites. As a result, they often spend much more money promoting these donations than they gave away in the first place.

Recently, President Obama signed the Family Smoking Prevention and Tobacco Control Act. This law gives the Food and Drug Administration the authority to regulate tobacco, and permits local governments to regulate tobacco advertising and promotion at the local level-something that could not be done before. Although this law opens the door for new tobacco control efforts, it also provides opportunities for the industry to insert itself into communities in an effort to block regulations. The tobacco industry will undoubtedly try to strengthen relationships with local community leaders and nonprofits in order to prevent local advertising restrictions. That is why it is imperative that nonprofits take a stand against linking themselves to the tobacco industry by taking tobacco

money.

By adopting a tobacco-free funding policy, an organization states, in writing, that it will not accept any donations from the tobacco industry and, as a result, will not let the tobacco industry use its good name to promote its products or silence the voices promoting important pro-health legislation. Even if an organization does not plan to accept tobacco industry money, a written policy will withstand the test of time. A written policy ensures that an organization, its members, and staff, in spite of turnover, will uphold a stand against participating in tobacco industry self-promotion.

For more information about how your organization can adopt a tobacco-free funding policy, please contact Bernadette Chlebeck, Community Organizer with the Ramsey Tobacco Coalition, at 651-646-3005 or bc@ansrnmn.org

Organizations that have adopted a Tobacco-Free Funding Policy with the Ramsey Tobacco Coalition

Aguilar Productions
American Lung Association
Association for Nonsmokers- MN
CLUES
Fourth District Nurses Association
Hmong American Partnership
MN2020
Minnesota Public Health Association
PFLAG
Prepone Consulting LLC
Quorum
Rainbow Health Initiative
R.A.R.E. Productions
South ST. Paul Healthy Youth Community Coalition (SSPHYCC)
Vietnamese MN Association (VMA)
Vietnamese Social Services (VSS)

Steps to Adopting a Tobacco-Free Funding Policy

1. Have your organization's decision makers review the purpose and mission of your organization and 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 Ramsey Tobacco Coalition.

3. Notify your staff and the community you serve about your new policy. 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 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 easiest time to have this discussion is before decisions need to be made.

As an organization of health professionals, acceptance of tobacco money to fund programs would mar the image of health we strive to protect and renew in our patients and clients. We believe that secondhand smoke is detrimental to all and we will not undermine our credibility with the public by accepting these funds.

**-Barbara C Miller RN, BA
Executive Director**

Fourth District Minnesota Nurses Association



One of the key health issues that effect ethnic communities is tobacco use. Aguilar Productions will not allow tobacco companies to participate or sponsor any events we produce."

-Rick Aguilar

President & CEO, Aguilar Productions

For more information, contact Bernadette Chlebeck

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8/08

When the Tobacco Industry Knocks...

How Will Your Organization Answer?



Tobacco Companies Target Nonprofits

Every nonprofit organization needs money to do their good work. As an industry that is often under fire, the tobacco companies use charitable contributions to create an appearance of corporate responsibility and sincere concern for the health and safety of the community.

Tobacco companies target their contributions to small organizations that may serve groups that traditionally receive less support such as the GLBT community, women, low income, and people of color, including children. For example, they support domestic violence shelters and food programs and they are especially visible in HIV/AIDS prevention and treatment programs.

We feel that tobacco is a social justice issue. We are NOT a target, and refuse to be manipulated by tobacco industry money!

**- Loretta Worthington
Director of Rainbow Health Initiative**



Protect Your Mission and Credibility



Most organizations feel it is essential that their fundraising be consistent with their mission. There is seldom consistency between the mission of a nonprofit organization and the advertising and promotion of tobacco.

Protect Your Community

The tobacco companies need to recruit new smokers to replace the ones who have quit or died. They specifically aim their advertisements toward youth, women, low-income, GLBT and ethnic communities. By providing funding to organizations that serve these populations the industry often silences voices that might otherwise oppose tobacco industry targeting of their community. Accepting funding from the tobacco industry makes it difficult to advocate for policies that the industry oppose such as smoke-free air.

Protect Your Image

Nonprofit organizations rely on their good reputation and go great lengths to protect it. By accepting funding from tobacco companies, your organization is associated with the tobacco industry. Sometimes the industry heavily promotes their charitable donations to enhance their reputation, but it is done at the expense of yours.

Benefits of Adopting a Tobacco-Free Funding Policy



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

- The 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;
- The organization can play a role in tobacco prevention and reducing tobacco related disease.

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 well over \$21 million telling people about it.

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

Tobacco Subsidiaries



Altria

www.altria.com

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

Lorillard Tobacco Company

www.lorillard.com

Lorillard Inc.

Reynolds American Inc.

www.reynoldsamerican.com

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

Swisher International Group

www.swisher.com

Vector Group Ltd.

www.vectorgroupltd.com

Liggett Group Inc.
Vector Tobacco Inc.
Liggett Vector Brands Inc.
New Valley LLC

Tobacco Subsidiaries



Altria

www.altria.com

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

Lorillard Tobacco Company

www.lorillard.com

Lorillard Inc.

Reynolds American Inc.

www.reynoldsamerican.com

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

Swisher International Group

www.swisher.com

Vector Group Ltd.

www.vectorgroupltd.com

Liggett Group Inc.
Vector Tobacco Inc.
Liggett Vector Brands Inc.
New Valley LLC

Tobacco Subsidiaries



Altria

www.altria.com

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

Lorillard Tobacco Company

www.lorillard.com

Lorillard Inc.

Reynolds American Inc.

www.reynoldsamerican.com

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

Swisher International Group

www.swisher.com

Vector Group Ltd.

www.vectorgroupltd.com

Liggett Group Inc.
Vector Tobacco Inc.
Liggett Vector Brands Inc.
New Valley LLC

Postcard #1

No Thanks, Big Tobacco!



We Don't Want Your Money!

Your organization can play a role in preventing tobacco use and reducing tobacco related disease.

Postcard #2

No Thanks, Big Tobacco!



Aguilar Productions
American Lung Association
Association for Nonsmokers- MN
CLUES
Fourth District MN Nurses Association
Hmong American Partnership
Minnesota 2020
PFLAG
Prepone Consulting, LLC
Quorum
Rainbow Health Initiative
R.A.R.E. Productions
The Pinto Volunteer Committee
South St. Paul Healthy Youth Community Coalition
Vietnamese MN Association
Vietnamese Social Services of MN

We Don't Want Your Money!

Your organization can play a role in preventing tobacco use and reducing tobacco related disease.

** Organizations that have adopted a written tobacco-free funding policy with RTC from 09/08-05/09*

Certificate of Recognition

The Ramsey Tobacco Coalition recognizes

Your Organization's Name Here

For dedication and valuable contributions
to youth tobacco prevention in Ramsey County.

Lisa Marshall

St. Paul-Ramsey County Dept. of Public Health

Date

Jeanne Weigum

Association for Nonsmokers- Minnesota

