

The Ethics of Tobacco Funding

Adopted from *"The Ethics of Tobacco, Alcohol, & Pharmaceutical Funding"*
and *"A Tool Kit for Corporate Donations"*

- I. Don't Let the Smoke Get in Your Eyes
 - A. Reality
 - B. Harmful products
 - C. Advertising Bans
 - D. Lies
 - E. Increased Advertising

- II. What the Tobacco Industry Gets by Giving Money
 - A. Legitimacy
 - B. New Customers
 - C. Silence and Apathy
 - D. Sympathy and Support

- III. What Happens When an Organization Accepts Tobacco Industry Money
 - A. Endangers Community Support
 - B. Creates Potential conflict of interest for organizations, staff and boards
 - C. Reduces the impact of community leaders
 - D. Tarnishes reputations and images
 - E. Buys silence
 - F. Ask Yourself

- IV. Ten Reasons to Avoid Partnerships with the Tobacco Industry

- V. Reasons for Adopting a Written Funding Policy

- VI. Sample Policies

- VII. Questions

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Reasons for Adopting a Written Funding Policy for Your Organization

- To make a clear statement about the philosophy of your organization.
- To let the community know that your organization values the health and well being of the individuals you serve.
- To ensure your funding strategy supports your larger mission and commitment.
- To facilitate an open, productive discussion about the issue of accepting funds from corporations that profit from products that contribute to health problems in your community.
- To identify a wide range of potential corporate and individual donors.
- To document and institutionalize your decisions, which avoids wasted time and confusion re-visiting these issues with each new board/staff/volunteer or with the passage of time.