



The Foundation For A Smokefree America

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Patrick Reynolds, Executive Director
Carol Chudy, Director of Programs and Development
Christine Hou, Office Manager

RE: Major gift and grant request

Dear friend,

Thank you for your concern about the problem of tobacco use. On behalf of the Board of Directors, we are now seeking major gifts in order to implement a comprehensive program to reduce smoking and tobacco use by teens and adults.

The Foundation for a Smokefree America is a tax-exempt 501(c) (3) non-profit organization with a mission of motivating young people to stay tobacco free and helping smokers to quit successfully.

Since its founding in 1989 through the present, the Foundation has largely been a volunteer organization. The Executive Director, Patrick Reynolds, a grandson of R.J. Reynolds, has been supporting the Foundation through his speaking fees and the sale of an educational video. Both his talks and the video are focused on teen smoking prevention. We now wish to expand our activities, and offer several new and innovative services to both teens and adults.

According to former Surgeon General C. Everett Koop, smoking is the single most preventable cause of death and disease and is as addictive as heroin or cocaine. Cigarettes alone cause more deaths than cocaine, auto accidents, AIDS, alcohol, heroin, fire, suicide, and homicide combined. The cost of tobacco to our society includes over 420,000 lives lost every year in the U.S. – over 1,200 per day – and over \$50 billion annually in increased health care costs. Moreover, the American Lung Association estimates that as many as 44,000 Americans are dying annually from second hand smoke, which is known to cause lung cancer and health disease in non-smokers.

In 2018 US smoking rates are at historic lows, with only 16.4% of adults and under 8% of high school students smoking cigarettes on a regular basis. However, the use of nicotine-laced electronic cigarettes has surged several hundred percent among youth with no research showing they are significantly safer, and even though 30 States have by now passed 100% smoking bans, millions of people are still affected by second hand smoke in the workplace.

Moreover, it's easy for youth to become addicted. Studies have shown that teens can get hooked in as little as 2 weeks, even when smoking only 2 cigarettes per day. The same is true of electronic cigarettes; most have nicotine added by the manufacturers.

In most cases, the initial decision to smoke is not made by adults. Sixty percent of smokers had their first cigarette by the age of 14, and 90% of all smokers became addicted by the age of 19. Two thousand children start smoking every day. Regrettably, many of them will die prematurely because of their tobacco habit.

Tobacco companies spend \$9.6 billion annually in the US on advertising, or 20 dollars for every dollar spent on tobacco prevention and cessation programs. Over the years the tobacco industry has intentionally and successfully targeted much of its advertising at youth, who are vulnerable and the only new customers they can get. Almost no one starts after age 21.

Smoking in movies has doubled since 1990, but has declined in recent years as Hollywood became more aware of the problem. Seeing actors smoke on-screen raises the risk of young people starting to smoke, as they emulate the actions of their heroes and role models. A recent study conducted by researchers from Dartmouth Medical School found that even when other factors were taken into account, youth who were highly exposed to smoking in movies were three times more likely to start smoking themselves, compared to those students whose exposure to on-screen smoking was rated as low. Hearing this, one influential Hollywood producer, Rob Reiner, vowed to produce only smoke free movies.

While State funded tobacco education programs were making tremendous progress in cutting teen smoking rates (Florida's program reduced middle school smoking by 50%), recent years have seen major cutbacks by nearly all the States with such programs. Governors and legislators, now pressed by crushing budget deficits, are drastically cutting or even eliminating these highly successful and vital programs. Who will take up the slack? Now more than ever, there is a real mandate for the Foundation's work.

The goals of the Foundation are to educate youth and adults about tobacco, to prevent young people from beginning to smoke, and to help people quit smoking successfully. In order to accomplish these goals, the Foundation has outlined a set of activities that have been proven effective.

The Foundation for a Smokefree America will:

- Provide school-based programs to educate children through smoking prevention activities and educational materials.
- Enhance the Foundation websites
- Offer smokers online resources to help them quit successfully.
- Enact peer-teaching programs designed to help youth recognize they are the targets of tobacco advertising. Most are surprised to learn that tobacco companies pay stores a monthly fee for in-store tobacco displays.
- Implement programs to encourage physicians to take a proactive role with their smoking patients, to intervene and ask them to quit.
- Design Public Service Announcements (PSAs) with celebrities to send powerful anti-smoking messages to youth. These will be shown in movie theaters among previews.
- Establish a Hollywood for Teens group, which will empower young people to advocate de-glamorizing smoking in films by movie stars.
- Establish an anti-smoking campaign for Universities and Colleges, which will include posters, tobacco free days, and educational speakers on campus.
- Design educational materials for legislators regarding current tobacco laws, cigarette taxes, and the dangers of tobacco use and second hand smoke.

The outcome expected from this comprehensive campaign will be to reduce smoking and tobacco use by at least 10% at the end of 3 years. By the end of the first year, the Foundation expects to have raised sufficient funds to support 3 full time staff members, establish an Advisory Board and a Youth Board, provide at least 10 speaking engagements at high schools and universities, research and purchase educational materials for high schools, mail flyers to Legislators, establish a Hollywood for Teens group, and contact celebrities to appear in PSAs to be run in movie houses among the previews. An outside evaluator will be hired to evaluate the effectiveness of the activities and programs proposed. Process and outcome measures will be evaluated, and changes will be made to the program accordingly.

Patrick Reynolds, a grandson of the founder of the R.J. Reynolds Tobacco Company, established the Foundation for a Smokefree America in 1989. A former pack-a-day smoker, Patrick saw his father, oldest brother, and other relatives die from cigarette-induced emphysema and cancer. Concerned about the widespread death, disease and economic hardship caused by tobacco, he divested his RJR stock, quit smoking, and became in the words of former Surgeon General C. Everett Koop, “one of the nation’s most influential advocates of a smokefree America.”

Patrick Reynolds’ name, his history, and his dedication to improving the health of present and future generations make him a unique and powerful spokesman against smoking. Since first speaking out publicly in 1986, Mr. Reynolds has testified before government agencies on a wide range of tobacco issues. He has given speaking engagements all over the country to over 1 million students, has distributed educational videos, and advocated for tougher laws concerning advertising and tobacco use by children. His actions have

earned him the praise and admiration of his colleagues, including the World Health Organization, which honored him in 1988 and the Mount Sinai Hospital Group in Chicago, which named him “Humanitarian of the Year” in 1989.

In order to implement all the activities outlined in this proposal, the Foundation for a Smokefree America will require \$275,000 in the next year (See our proposed budget at the end of this document). We are hopeful that you will contribute a major gift towards this goal. The Foundation is now actively soliciting donations from private citizens, corporations, and large foundations, in order to fund these worthwhile activities.

The health and well being of our youth are at stake. We need to raise awareness, and implement proven-effective tobacco prevention programs now, in order to improve the health of our youth by preventing young people from starting this deadly habit.

Please review our information package and budget which follow, and know that any contribution you make at this time will be greatly appreciated.

Sincerely,

Christine Hou

Director of Development
The Foundation for a Smokefree America



Major Gift and Grant Request

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M I S S I O N

The Foundation for a Smokefree America is a 501C3 nonprofit organization whose mission is to motivate youth to stay tobaccofree, and to empower smokers to quit successfully. The goals of the Foundation are:

- To establish in-house programs to fight tobacco use at the local, regional and national levels
- To educate children through smoking prevention activities, and interactive educational programs
- To continue offering smokers online smoking cessation resources
- To enact peer teaching programs designed to help youth defend themselves against the onslaught of peer pressure and tobacco advertising
- To implement programs to remind physicians to take a more proactive role with their smoking patients, to intervene and ask them to quit
- To raise youth awareness of smoking by stars in the movies, and to view point-of-sale tobacco displays as paid advertising

In 2018, with nearly every State cutting back tobacco education and prevention programs, the case for supporting the Foundation's work is now more pressing than ever. Tobacco prevention programs work, and have been proven to reduce the rate of youth smoking. Florida's program resulted in a 50% reduction in middle school smoking, and in 35% less high school smoking. Now more than ever, with so many States cutting or eliminating these programs, it's vital to continue and further the Foundation's efforts.



Public Response

Public response to Patrick Reynolds' work, and resulting interest in The Foundation for a Smokefree America, has been tremendous. Media coverage of Mr. Reynolds' lectures and news conferences includes articles in the Los Angeles Times, USA Today, The Wall Street Journal, Chicago Tribune, The New York Times, New York Daily News, Denver's Rocky Mountain News, Arizona's Republic, Time, Newsweek, U.S. News and World Report, Associated press, Germany's Der Stern, Japan's Shinbun, and more. Mr. Reynolds has also repeatedly appeared on The Today Show, Good Morning America, CNN Headline News, Larry King Live, ABC World News, CNBC and many other prestigious television programs.

The Foundation for a Smokefree America has had success as a volunteer-based organization. As a consequence of Mr. Reynolds' lectures, his media appearances, and the four websites he founded, hundreds of callers have phoned in to make donations or volunteer time to The Foundation for a Smokefree America. Many of them are now assisting the organization, or are on standby to give of their time and professional skills. Their addresses, phone numbers and skills are always entered into our database. Callers have often been referred to local organizations in their own cities, fighting for a particular issue the caller is interested in.

But public response has overwhelmed the capacities of a volunteer-run organization. The Board of Directors and Mr. Reynolds know it is time to hire

staff for the organization. Because of his commitment, Mr. Reynolds has allowed the organization to operate out of his own modest home.

This is a man whose work fighting tobacco is worthy of support; and the potential for the organization is enormous.



Background

The organization was founded in 1989 by Patrick Reynolds, a grandson of the founder of the R.J. Reynolds Tobacco Company. A former pack-a-day smoker, he saw his father, oldest brother and other relatives die from cigarette-induced emphysema and cancer.

Concerned about the widespread death, disease, and economic hardship caused by tobacco, Patrick Reynolds divested his RJR stock, quit smoking and became, in the words of former Surgeon General C. Everett Koop, "one of the nation's most influential advocates of a smokefree America."

Since first speaking out publicly in 1986, Mr. Reynolds has testified before Congress, as well as State and municipal legislatures, on a wide range of tobacco issues. His actions have earned him the praise and admiration of his colleagues, including the World Health Organization, which honored him in 1988, and the Mount Sinai Hospital Group of Chicago, which named him "Humanitarian of the Year" in 1989.

Patrick Reynolds' name, his story and his dedication to improving the health of present and future generations make him a unique and powerful spokesman against smoking.



Successes

Each year since founding The Foundation for a Smokefree America, Mr. Reynolds has spoken before dozens of universities, high and middle schools, and before numerous health conferences and medical forums. The press has been invited to the majority of his talks, and his appearances have received positive coverage in print and broadcast media. He has always mentioned the Foundation during his media interviews and lectures, and in this way has helped build goodwill and name recognition for the Foundation.

The Foundation's four websites, www.Anti-smoking.org, www.TobaccoFree.org, www.NoTobacco.org and www.TobaccoFree.com are receiving 80,000 individual visitors a month, thanks in part to a \$10,000 per month in-kind grant from Google in the form of free advertising. At all the major search engines, the Foundation's sites come up in the top 5 results, for search terms like *anti-smoking*, *anti-tobacco* and numerous variations on these.

Mr. Reynolds was partly motivated by the deaths of his father and other family members from tobacco use, and partly by his own ten year struggle to break an addiction to cigarettes. He has noted that, "When my grandfather began manufacturing cigarettes at the turn of the century, he did not know that smoking causes lung disease, heart disease and cancer. Now that this has been absolutely proven, I want to help people wake up to how addictive and poisonous cigarettes are."

Since beginning his tobacco free advocacy work in 1986, Mr. Reynolds has had nearly one thousand media interviews in over 250 cities and several nations abroad, and has given hundreds of lectures before schools, colleges, and health organizations. The organization has a mailing list of ten thousand names nationally.

All of this has been accomplished with part-time staff and a small office. The successes to date have been based on the dedication and knowledge of the founder, Patrick Reynolds, and on the public response to his concerns.

The Problem Being Addressed

Smoking is the single most preventable cause of death and disease. Cigarettes cause more deaths than cocaine, auto accidents, AIDS, alcohol, heroin, fire, suicide and homicide combined.

The costs to our society include over 320,000 lives lost every year in the U.S. -- over 1,000 per day -- and \$50 billion annually in lost productivity and increased health care costs. Worldwide, the toll exacted by tobacco use is two to three million deaths each year. Of the world's 1.2 billion smokers, the world health Organization estimates that 500 million of them will die early because of smoking -- 9% of people now alive on our planet.

90% of smokers became addicted before reaching age 19. It means that one in ten smokers became addicted after the age of 19. Only one in ten started after age 19, and the tobacco industry, knowing this, targeted youth in their advertising, using handsome cowboy role models and images of successful, independent women, and even using cartoon characters like Joe Camel.

Former Surgeon General C. Everett Koop alerted the nation that nicotine is as addictive as heroin or cocaine. Yet tobacco companies have been spending over \$9.6 billion annually on advertising and promotion. That amounts to \$20 for every \$1 spent on tobacco prevention and cessation campaigns.

Because of health problems associated with cigarette smoking, several nations have passed a total ban on cigarette advertising. But in the US, Congress legislated no significant changes in this area, and the courts have held that

tobacco advertising is protected by the First Amendment. The United States is still not a signatory on the Global Treaty on Tobacco.

As stated earlier, with the tremendous cutbacks by the States of their tobacco education and prevention programs, the case for supporting the Foundation's work is stronger and more pressing than ever.

Tobacco education programs have been proven to work, and there is a now real mandate to continue and expand the Foundation's efforts.



Future Development

With Patrick Reynolds as Executive Director, the Foundation for a Smokefree America has plans to develop and implement programs focused on tobacco and vaping prevention. Projects on the drawing board call for us to:

- Research which States' tobacco control programs have been most successful at preventing tobacco use among youth, and share that information with the tobacco control community, in news releases and on our website.
- Jointly with a University, undertake a study of attitudes among youth about the future, and whether a more negative attitude about the future has a significant influence on a teen's decision to smoke, vape, drink or use drugs. We will also seek to learn to what degree they are hopeful or pessimistic about the future.
- Produce movie house trailers and spots with Hollywood stars aimed at raising awareness among youth of smoking and vaping. These will also be placed in and promoted in social media. A top ad agency will be contracted to produce the spots, and major stars will pitch our messages.
- While the stars are filming these short spots, we will also ask them read additional teleprompter script, for a series of educational videos we plan to produce and distribute free to middle and high schools. Our educational DVD will be sent at no cost to every school in the nation,

and this series will also be available at our websites, on YouTube and in other social media. Movie stars pitching our messages in the educational DVD series will make them unique indeed.

- Develop and enhance our existing websites. We wish to make them more interactive, and also to enhance our collection of contact data from youth and adult visitors. These will be used to offer e-mailed newsletters to teens, and a new tobacco news Action alert service for adults.
- Contract with a credible market research firm to poll smokers, to learn what percentage would like to see tobacco made illegal. If the results are significant, we will release them to the media in a press conference, and we believe the results will surprise people.
- Develop a tobacco education resource catalog, for tobacco education videos, educational materials, sources for posters, and live speakers
- Continue to offer smokers resources to empower them to quit successfully.
- Establish an “out of the box,” pre-packaged anti-smoking campaign for colleges. It will include posters, tobacco-free days, and speakers on campus. Colleges which have not yet taken their campus smokefree will be targeted.

Foundation for a Smokefree America Proposed Budget for 2018 - 2019

Personnel

Executive Director	\$185,000
Program Manager	\$96,000
Program Developer	\$60,000
Consultant	\$70,000
Health Insurance	\$5,016
Worker's Compensation	\$900
	\$416,916

Accounting and bookkeeping **\$3,500**

Operating Expenses

Fundraising	\$300,000
Rent	\$30,040
Telephone/Fax	\$9,800
Office Supplies	\$3,300
Postage	\$3,000
Janitorial	\$4,000
Dues/Subscriptions	\$300
Computers Purchase	\$15,000
Internet	
IT	\$3,600
Website Hosting	\$360
Website design enhancements	\$15,000
Insurance	
Directors and Officers	\$1200
Office	\$810
Itemized equipment	\$380
	\$186,790

Program Expenses

Staff Training	\$4,000
Public Service Announcements	\$90,000
Production of Educational Videos	\$200,000
Social media, advertising	\$100,000
Educational Materials	\$20,000
Guest Speakers	\$6,000
Travel	\$15,000
	\$435,000

Miscellaneous expenses **\$15,000**

Total **\$1,242,206**