

# We've been giving at the office for as long as we can remember.

**1945**

The Philip Morris family begins its support of the *United Negro College Fund* in its founding year.

**1949**

Philip Morris gives its first annual contribution to the *National Urban League*.

**1975**

Philip Morris establishes its present partnership and annual support of the *Dance Theatre of Harlem*.

**1979**

Miller Brewing, part of the Philip Morris family of companies, becomes the first corporate supporter of the *U.S. Hispanic Chamber of Commerce*.

**1981**

Philip Morris establishes the *Philip Morris Supplier Diversity Program* to support minority business development.

**1989**

Philip Morris was recognized as the major funder of both the touring and artistic activities of the *Alvin Ailey American Dance Theater* and the *Joffrey Ballet*.  
*(Guillermo Asca of Alvin Ailey American Dance Theater—Photo courtesy of Joseph Astor)*

**1991**

Philip Morris launches two education initiatives – *Aid to Education*, providing scholarships and grants for minorities in the technical and business fields, and *Project Awareness*, a high school career development program.

**1992**

Miller Brewing launches *Tools for Success*,<sup>®</sup> an innovative program that awards technical college graduates with the actual tools they need to enter the workforce – providing tools for people and workers for America.

**1996**

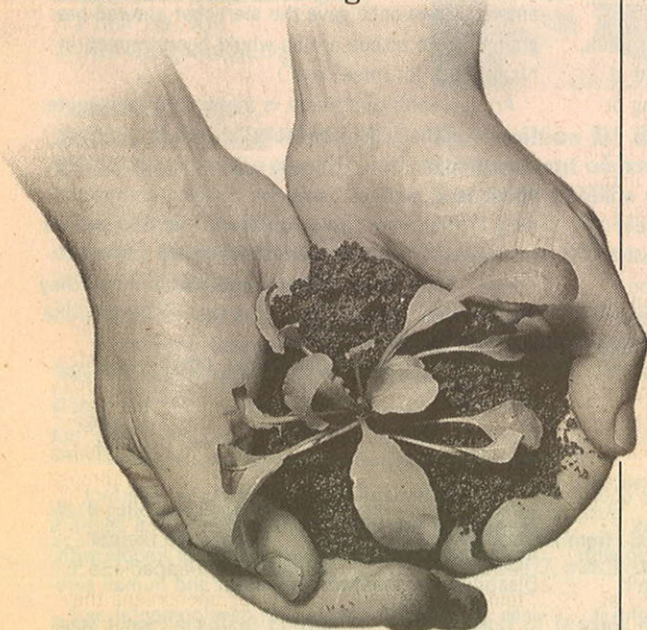
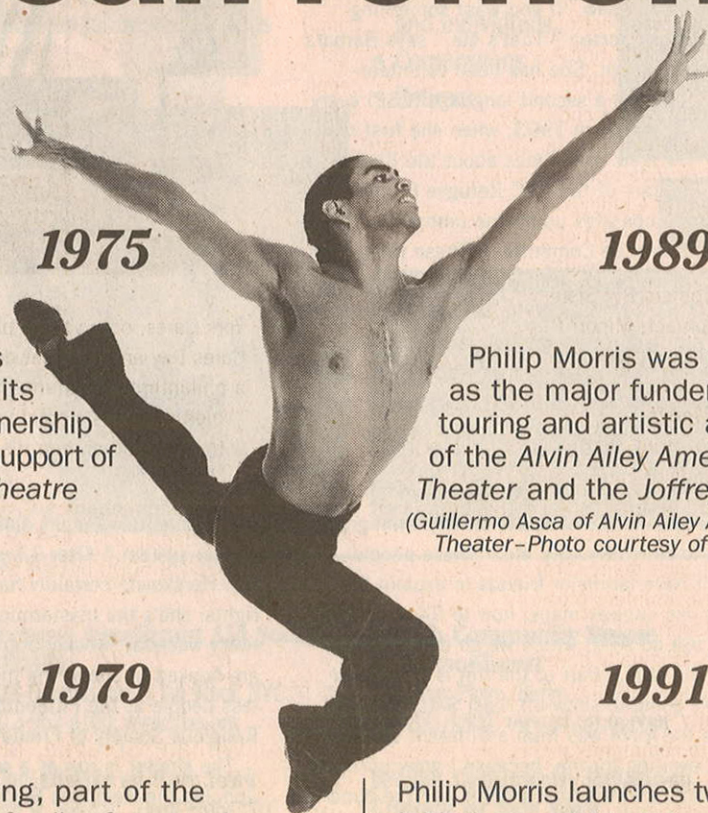
Philip Morris creates a hunger-related program in partnership with the *National AIDS Fund* to help feed people living with HIV/AIDS.

**1997**

Kraft Foods launches the *Kraft Fresh Produce Initiative*, a \$7.5 million commitment enabling food banks to collect and distribute millions of pounds of nutritious fruits and vegetables to the hungry across the country.

**1997**

Philip Morris and its operating companies respond to seventeen disasters in ten states and six countries overseas.



**1956**

As one of the founding members of *Keep America Beautiful*, Philip Morris makes its first environmental grant to help preserve community environments.

**1958**

Philip Morris sponsors its first arts event, a free outdoor concert in Louisville, Kentucky.

**1965**

Philip Morris sponsors its first museum exhibition, the landmark show of *Pop and Op*.



**1986**

Philip Morris begins providing grants to HIV/AIDS related organizations.



**1987**

As part of the Philip Morris family of companies, Miller Brewing becomes the corporate founding sponsor of the *Thurgood Marshall Scholarship Fund*.

**1995**

Kraft Foods signs on as a gold sponsor for the first annual *National Council of La Raza ALMA* awards, a tradition that continues to this day.

**1996**

Philip Morris decides to honor the birthday of Dr. Martin Luther King, Jr. by annually giving employees the day off to go out into local neighborhoods to work on company-organized community service projects.

**1996**

Philip Morris hosts the first *Corporation Conference on Domestic Violence* in the U.S., raising awareness about the issue and the impact it has on the workplace.

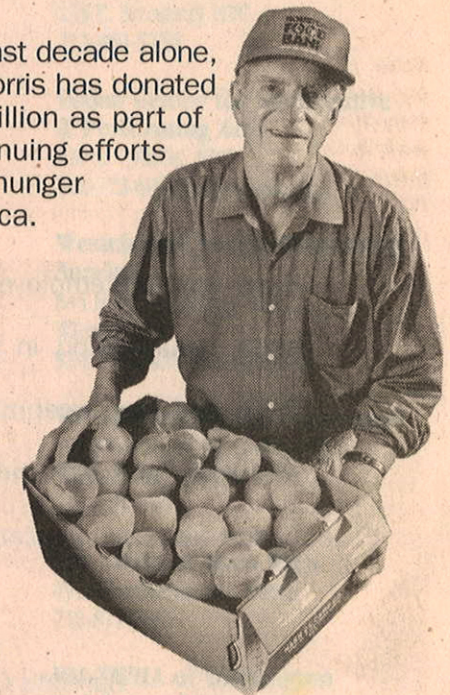
**FOR SUCCESS**

**1998**

Philip Morris establishes *Doors of Hope*, a grant-making initiative of more than a million dollars that supports victims of domestic violence through programs and services in all 50 states.

**2000**

In the past decade alone, Philip Morris has donated \$380 million as part of its continuing efforts to fight hunger in America.



For more than 50 years the Philip Morris Companies have been one of America's largest corporate sponsors of programs, scholarships and local initiatives. In fact, over the last decade, Philip Morris has contributed over one billion dollars to efforts that improve and enrich the communities in which we live and work. To learn more, visit [philipmorris.com](http://philipmorris.com). **Working to make a difference.**

**THE PEOPLE OF THE PHILIP MORRIS COMPANIES**



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