



**Philip Morris Companies Inc.**

**IN THE PUBLIC  
INTEREST...**

**1985**

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## Introduction

The responsibilities of any company are to produce goods or services, provide jobs, pay taxes, and generate earnings for stockholders. At Philip Morris, we have been conscientious about that. But we also seek to understand other needs of the society we are part of, and to discharge the obligations of a strong company like ours to contribute to society's overall well-being. As a result, in 1985 the Philip Morris companies and their 114,000 employees once again increased their contributions of funds and time. This report presents highlights of those contributions.

Taken together, our grants encourage human aspirations and address human problems. Diversity comes from decentralization: we most often respond to local initiatives in areas near our plants and offices, where our people work and live, although we also support endeavors of national and international significance. Employees at all levels of the company shape our involvement through donations of their own funds that are matched by corporate grants, and by contributing their time to community organizations.

Programs we support are grouped here by categories, although they often interact: grants to nationwide programs benefit plant communities, for instance, and programs in one location demonstrate approaches that can be used elsewhere.

Business cannot thrive unless society thrives. Yet for corporations, as for individuals, the benefits from involvement with society are more than economic. At Philip Morris, we are always searching for creative thinking, and through our efforts as a corporate citizen, we dramatize that search. We think this makes our employees conscious of working in a stimulating environment, and makes them and others we deal with proud of their association with Philip Morris.

In short, we believe our activities in the public interest contribute to making Philip Morris stronger.



Hamish Maxwell  
Chairman of the Board and  
Chief Executive Officer

# PHILIP MORRIS INCORPORATED

## Education

Philip Morris support of education includes programs of interest to both the company and our communities. For example, as an agriculturally based company Philip Morris funds research and other programs at agricultural colleges and universities in the tobacco-growing states. Other grants reflect the company's need for skilled employees and its commitment to drawing on the widest possible pool of talent.

Philip Morris depends on and is committed to using U.S. leaf tobacco, which is the best in the world. Grants from the Philip Morris Agricultural Leadership Development Program last year enabled producers of flue-cured tobacco to attend agricultural and farm policy seminars at North Carolina State University. Producers of burley tobacco took part in a similar program at the University of Kentucky.

To further serve tobacco growers, Philip Morris supported academic study by county extension agents in six states. In addition, the company supported research projects such as one at the University of Kentucky on improving burley tobacco harvesting, housing, and curing.

We support organizations addressing diverse educational needs. In Germany, for example, to create a professorship in applied computer science we made a grant to the Association for Innovative Technologies in Munich. Near our plant in Cabarrus County, North Carolina, we supplied funds to the Catawba College Center for Educational Services, which develops courses for businesses and organizations in six surrounding counties.

For young people in Ireland, the bottlers of 7UP underwrote a video presentation on how the entrepreneurial spirit fosters creative solutions to everyday situations at home, school, and leisure. The video won an award at the 28th International Film Festival in New York City.

**In Richmond, Virginia,** Philip Morris established four-year scholarships for minority students at the state's accredited engineering schools. The company funds similar minority scholarship programs in other plant communities. Also in Richmond, Philip Morris played a major role in "Community Learning Week," which celebrates the birthday of Dr. Martin Luther King, Jr.

Philip Morris and its operating companies have long been supporters of the United Negro College Fund. In addition to the company's direct grants, for the last two

years Philip Morris Vice Chairman Hugh Cullman led the Fund's national corporate fund-raising campaign. (The year 1985 marked the 40th year of General Foods support for UNCF.) Philip Morris also supported the Council of Independent Colleges, in Washington, D.C., which helps colleges with management and curriculum development.

**The company's support** of adult education is extensive. In Milwaukee, Miller Brewing Company not only provides general support to Alverno College, a four-year independent women's college, but contributes to the institution's "Weekend College" program, which enables area residents with full-time jobs to receive degrees. Philip Morris made a similar gift to Spalding University in Louisville, another plant city, for its own weekend college for working people. To help combat adult and teenage illiteracy, the company contributes to the tutoring programs of Literacy Volunteers of America, Inc.

A prize-winning television "school on the air," supported by Philip Morris in the Philippines, helps individuals to become more self-sufficient in such skills as automotive repair and maintenance, food preservation, hotel service, flower arrangement, and building supervision.

**As part of** a commitment to increasing the effectiveness of nonprofit institutions, the company funded a program to encourage future business executives to get involved in civic activities. Internships for MBA students at the University of Virginia's Colgate Darden Graduate School of Business Administration let them work during summers in places like museums and government agencies.

To examine the role of business in society, the company endowed the Philip Morris Program in Business and Society at Baruch College in New York City. Established in honor of George Weissman, a Baruch alumnus and former Chairman of Philip Morris, the program brings distinguished scholars and lecturers to the campus.

Finally, in support of employees' personal commitments to education, the company donated \$600,000 to over 500 colleges and universities to match employee contributions. Company scholarships for children of Philip Morris employees helped 508 students with their vocational or technical training, college, graduate, or professional studies. Other children of U.S. employees spent the summer abroad, and children of overseas employees came to the United States, under an international student exchange program.



**BINDING TOGETHER FOR LITERACY:** *Volunteers learn bookmaking techniques at the Literacy Volunteers of America's adult training program. LVA is one of numerous educational organizations that Philip Morris supports.*

## Health and Welfare

To help meet community needs, including those of our employees, Philip Morris last year contributed to programs dealing with varying problems in different localities.

**The company's longstanding** interest in the performing arts led to an interest in artists' special health problems—and a grant to the Kathryn and Gilbert Miller Health Care Institute for Performing Artists at St. Luke's/Roosevelt Hospital Center in New York City.

Other hospital support included grants to the Milwaukee Children's Hospital, a teaching institution that provides specialized pediatric care in Miller Brewing Company's "hometown"; grants for surgery and internal medicine at the Dr. Luis E. Aybar Hospital in Santo Domingo, the Dominican Republic; and support for the McGill-Montreal Children's Hospital Learning Center in Canada. The company supported management training of pharmacists with a grant to the University of Toronto's Koeffler Institute on Pharmacy Management, and helped build Pakistan's first kidney center.

To aid individuals and families with special needs, Philip Morris supported programs and institutions like the Cabarrus Victims Assistance Network, a facility near our plant in North Carolina that provides a 24-hour crisis line and shelter for battered women and their children. In a more direct contribution, Mission Viejo Realty Group constructed Orangewood, a multi-unit village, as a shelter for abused children in Orange County, California.

Strokes are the third leading cause of death in the United States and a major cause of disability; the nation's 5 million stroke survivors and their families often lack information and guidance on coping with the aftereffects. A Philip Morris grant enabled the National Stroke Association to publish educational pamphlets and materials.

**A number of** grants helped prevent and treat substance abuse at, for example, the North Conway Institute, in Boston, which deals with alcohol and drug problems. Miller Brewing Company continued to support a nationwide organization called BACCHUS, formed and operated by college students, which serves as a catalyst and promoter of comprehensive campus alcohol education.

Concerned about the responsible use of alcohol beverages and about keeping abreast of information on medical effects of alcohol consumption, Miller Brewing Company

**EDUCATION, NOT REGULATION:** Students at the BACCHUS national convention in Indianapolis learn to combat alcohol abuse through education. An organization administered by students, BACCHUS is supported in part by a grant from Miller Brewing Company.





**ARMCHAIR ATHLETICS:**  
*Many recreational and athletic activities are available to the handicapped at Mission Viejo's Junior Wheelchair Sports Camp in Highlands Ranch, Colorado. Throughout the country, Philip Morris works with the handicapped and other groups with special needs.*

supported the Alcoholic Beverage Medical Research Foundation. This is a joint undertaking of the Brewers Associations of the United States and Canada and the Johns Hopkins University. The Foundation supports research into the physiological and psychological effects of moderate alcohol consumption, factors influencing the transition from moderate to excessive drinking, mechanisms of organ damage, and drinking and driving.

The Junior Wheelchair Sports Camp movement began in 1979 as an outgrowth of recreation programs in Mission Viejo, and since then has expanded nationally. The newest such camp is at Mission's development in Highlands Ranch, Colorado. Mission Viejo Realty Group has designed access for the handicapped into all its new homes and recreation facilities.

**Helping communities cope** with disasters, Philip Morris donated hydraulic equipment to Goya, Argentina, a plant location where floods annually destroy homes and public properties. Within hours after the Philadelphia fire last spring that left more than 200 persons homeless, the company made a major contribution to provide immediate aid to the victims. Philip Morris also extended emergency assistance to others in stress, ranging from victims of the famine in Africa, the earthquake in Mexico, and the volcanic eruption in Colombia to tobacco farm families in West Virginia displaced by floods.

## Culture and Humanities



**PAS DE DEUX:** Joffrey ballet members in "Round of Angels," choreographed by Gerald Arpino. Philip Morris sponsored the troupe's 1985 national tour, and is increasingly committed to the performing arts.

For more than a quarter century, Philip Morris has encouraged artistic creativity and played a leading role in promoting public participation in the visual and performing arts. As a consumer organization marketing to large numbers of people, the company is especially interested in the arts because they help stimulate innovative communications.

**In 1985 Philip Morris** kept up its support of major museum exhibitions. "Primitivism in 20th Century Art," a landmark exploration of the influence of Oceanic and tribal art on Western art, had opened in New York in 1984; in 1985, it toured to The Detroit Institute of Arts and the Dallas Museum of Art. "The Precious Legacy," Judaic art and artifacts from Czechoslovakia, continued its U.S. and Canadian tour in New Orleans, Detroit, Hartford, Toronto, and Calgary. A documentary film on the exhibition was carried by the U.S. Public Broadcasting Service and won four major awards. "Southern Folk Art," revealing arts that shaped the character of the U.S. South, opened at New York City's Museum of American Folk Art and traveled to Birmingham, Alabama, as part of a six-city tour.

In Germany, Philip Morris underwrote an exhibition of nearly 5,000 drawings by the Swiss artist Paul Klee, which appeared in Berlin, Munich, and Bremen. In São Paulo, Brazil, the company sponsored an exhibition of sculpture by Marilda Pedrosa. In Guatemala, a grant went to an exhibition of native textiles, organized by the Ixchel Museum, which later was seen in Washington, D.C.

Rome and Paris celebrated their similarities and differences in two company-supported exhibitions, each allowing the citizens of one capital to learn about the major river of the other. "The Seine" was shown in Rome; "The Tiber," in Paris. A photographic exhibition about New York City was sent to two of its sister cities, Beijing and Tokyo.

**Many grants encourage** emerging artists and institutions. The Studio Museum of Harlem, for example, has grown with Philip Morris support from an alternative arts space in a loft into "the principal center for the exhibition and study of black art in America," according to the Rockefeller Foundation.

The Philip Morris Art Grant in Australia in 1985 continued commissioning works of young Australian artists and photographers. Selected by the director of the Australian National Gallery, the works now number over 100.



To build a base for future creativity, Philip Morris helped the Music and Art School in Los Angeles provide professional training to disadvantaged youth, and supported New York's Institute for Art and Urban Resources, which helps transform abandoned or underutilized buildings into studio, exhibition, and performance spaces.

**The performing arts** received new emphasis in 1985. Philip Morris sponsored the national tour of the Joffrey Ballet; the Philip Morris Dance Project assisted the Joffrey and other dance groups in introducing newly commissioned works and fresh talent. With Philip Morris help, the Brooklyn Academy of Music's Next Wave Festival developed and toured large-scale experimental works produced by collaborations of artists from different disciplines. Sponsorship of Dance Theatre of Harlem's Open House series helped that group improve its outreach to minority audiences.

The Philip Morris Theater Project supported a variety of American theaters, including traditional, experimental, Shakespearean, black, American musical, repertory, and Hispanic. Joining with the Ford Foundation, as well as Exxon and the AT&T Foundation (the first such multi-company collaboration in the field), Philip Morris helped fund a combined venture by Playwrights Horizons, the Music The-

***ALL THAT JAZZ: The Philip Morris Superband on tour in Europe—one of Philip Morris' international cultural and artistic activities.***





**SHAKESPEARE IN THE FACTORY:** Philip Morris sponsors many cultural activities in its plant communities, such as the Virginia Shakespeare Festival's performances of *The Taming of the Shrew* at the Manufacturing Center in Richmond, Virginia. Cast members are shown with Peggy Goswick, a Philip Morris employee.

atre Consortium, and the Minnesota Opera to commission new and experimental works for the musical theater.

**Shakespeare came to** the factory when the Virginia Shakespeare Festival presented seven performances of *The Taming of the Shrew* at the Philip Morris Manufacturing Center in Richmond. At the opening, Helen Hayes, the Festival's honorary chairman, said she hoped "this innovative use of a plant facility signals a new trend in corporate sponsorship of the arts."

As the company's sponsorship of music broadened, Philip Morris made grants in the New York City area for performances of contemporary "Music at the Crossroads" at the Whitney Museum of American Art at Philip Morris, probably the country's first museum conceived and built as an integral feature of a corporate headquarters. Grants also went for presentations in Brooklyn schools by the St. Luke's Performing Arts Ensemble; for Jazzmobile's concerts, lecture/demonstrations, and free Saturday workshops; for the Chamber Music Society of Lincoln Center; and for Horizon Concerts' classical music performances for groups of the elderly.

**In Europe,** for 20 days last year Philip Morris was synonymous with great jazz. The Philip Morris Jazz Grant, a separate company-sponsored foundation, sent the Philip Morris Superband of top artists to play in Antwerp, Brussels, Frankfurt, The Hague, Lausanne, London, Lyon, Madrid, Milan, Munich, and Paris. The London *Financial Times* called the tour "an illustration of the positive, constructive way an international corporation can include jazz in its widespread arts sponsorship." Proceeds from the kickoff concert in New York went to the United Negro College Fund.

In Montreal, Canada, the company sponsored a ten-day International Jazz Festival as well as a performance of Donizetti's *Don Pasquale* by the renowned Opera de Montreal. In Sweden, the company was principal sponsor of "Stockholm Music Weeks," a festival ranging from jazz to classical Chinese music. Touring Asia, the company-sponsored "Ambassadors of Opera" troupe presented *Aida*, *Carmen*, and excerpts from Broadway musicals in Bangkok, Hong Kong, Manila, Seoul, and Taipei.

## Support for Women and Minorities

A wide spectrum of activities affirms Philip Morris' continuing commitment to helping women, and blacks, Hispanics, and other minorities, enter the mainstream of U.S. life. Often Philip Morris enlists other companies and institutions in promoting equal opportunities for these groups, which make up about two-thirds of the U.S. population.

**Women are advancing** in politics, and Philip Morris is helping them. Through the Women's Research and Education Institute in Washington, D.C., the company enables women to work as interns for U.S. Representatives as an introduction to careers in public service. To encourage women to enter politics, the company helped the Center for American Women in Politics produce a documentary film called *Not One of the Boys*, portraying women office-seekers on the campaign trail.

To strengthen Hispanic women leaders' understanding of government, business, the media, labor, and community organizations, the company contributed to the Coro Foundation Eastern Center's training program. Philip Morris also supported a three-day leadership development seminar run by the National Coalition of 100 Black Women.

Aid went to such national organizations as the National Association for the Advancement of Colored People, National Urban League, National Council of La Raza, the U.S. Hispanic Chamber of Commerce, and the Hispanic National Bar Association, and frequently to their chapters and local programs in company "hometown" areas.

**Philip Morris supported** the Puerto Rican Forum to assist mainland Puerto Ricans and other Americans with job training and English language counseling, and the National Black Police Association for its programs to improve relations between police departments and black communities. In 1985, the company completed a five-year gift for general operating expenses to the Opportunities Industrialization Centers of America. OIC's employment and economic development affiliates have trained over 900,000 disadvantaged and underskilled Americans of all races for more productive jobs; 75% of those have obtained full-time positions.

Miller continued for a third year the tour of its "Gallery of Greats," specially commissioned paintings depicting contributions of black men and women to the United States.

**LEARNING FOR LEADERSHIP:**  
*Philip Morris underwrites a leadership training program for Hispanic women at the Coro Foundation Eastern Center among other programs which train women and members of minority groups for active roles within their communities.*



## Cities and Civic Activities

Richmond, Virginia, location of Philip Morris' largest cigarette-making facility, provides a good case study of Philip Morris civic activities in company "hometowns," which also include Louisville, Milwaukee, Denver, Melbourne, and Lausanne. Hometown concerns are often mirrored in grants to nationwide programs.

**"I just don't know** what Richmond would do without a corporate citizen like Philip Morris," Richmond's Mayor Roy A. West said last year. Philip Morris employees gave more than \$1 million to the United Way. The company's grants ranged from gifts to the Children's Hospital to assistance to the Federated Arts Council, which develops citywide cultural events.

Preserving the past, Philip Morris helped the historical society in neighboring Chesterfield County to purchase Magnolia Grange, one of the most outstanding examples of Federal period plantation houses. The company also gave to the Edgar Allan Poe Museum, which maintains the poet's manuscripts and artifacts from his 13 years in Richmond, and helped erect a monument to police officers killed in the line of duty.

Protecting the present, the company supported the Virginia Nature Conservancy's campaign to preserve threatened ecosystems, including marshlands and pine barrens.

Improving the future, Philip Morris contributed to developing Richmond's riverfront for public uses, to a new wing of the Virginia Museum of Fine Arts, and to services for upgrading housing and public facilities in historic minority communities.

A company-backed program helped high school students find financial aid for attending technical schools and colleges. The company supported sports training and athletic competition for mentally retarded children and adults, and helped Junior Achievement teach students business skills and economics.

**Similar assistance went** to "hometowns" elsewhere. Philip Morris made a grant to match contributions from New Yorkers for the New York Vietnam Veterans Memorial, and for a program to train and retrain Vietnam-era veterans. The company continued to support the Summer Jobs program of the New York City Partnership and to back the New York Public Library, the second-largest library in the nation.



**VIVE LES VETERANS:** Philip Morris helped New York pay a long overdue tribute to veterans of the Vietnam war by helping underwrite the city's Vietnam Veterans Memorial and one of the largest ticker-tape parades ever held in the city.

In a ceremony funded by the company, famous immigrants to New York City, along with descendants of past immigrants, read aloud the poem by Emma Lazarus that is inscribed on the base of the Statue of Liberty. The reading was recorded and will be used in 1986 as part of two company-sponsored exhibitions at the Museum of the City of New York, "The Statue of Liberty" and "Beyond the Golden Door: Settlement Houses in New York."

**Although the company's** Denver real estate development, Highlands Ranch, has a sufficient water supply, Mission Viejo staff members helped secure a reserve for the surrounding community by helping a project that planned future water storage and conservation for the entire Denver metropolitan area. Philip Morris also supported the National Water Alliance's effort to frame a critically needed national bipartisan water policy.

Merging the historical with the modern, our Ecuador affiliate typified civic activities abroad. It supported a three-year project to preserve and beautify "La Ronda," a historic street in Quito, and, in a consortium with other firms, was instrumental in paving and lighting a stretch of the Pan American Highway.

Throughout the United States, arts centers, theaters, and museums are helping economic growth. To encourage cities to make the arts part of their development programs, for six years Philip Morris has cosponsored the City Livability awards with the U.S. Conference of Mayors. The 1985 awards went to St. Paul, Charleston, and Baton Rouge.

**Helping consumers make** informed choices, The Seven-Up Company printed a teaching manual on consumerism, a cooperative project with the United States Office of Consumer Affairs.

Philip Morris has long backed comprehensive litter control through Keep America Beautiful. In 1985, the company continued its general support for that organization and aided its Virginia anti-litter campaign. Through the Community Chest of Hong Kong, we contributed to local volunteer cleanup drives there.

And the company literally set off fireworks—by sponsoring the Benson & Hedges International Fireworks Festival in Montreal, featuring entrants from eight countries.



**FANNING THE FIRE:** A nine-day international fireworks festival sponsored by Benson & Hedges in Montreal, Canada, recognizes a universal form of civic inspiration and folk art.

# GENERAL FOODS CORPORATION

*General Foods contributions are made directly by the company itself and by The General Foods Fund, Inc., a not-for-profit, tax-exempt organization funded exclusively by General Foods Corporation.*

## **Education in Nutrition and Food Science**

Contributions to education account for the largest portion of General Foods' corporate giving. They center on education for those who will teach nutrition to others or who will provide nutrition and health guidance to the lay public.

The most significant activity here was aimed at one of the nation's most prevalent health problems, nutrition-related diseases, which affect blacks more than whites. A gift was made to Meharry Medical College in Nashville, Tennessee, the nation's leading educator of black medical professionals. It provides full funding for a new Nutrition Center, which will offer the first program in the United States to integrate nutrition with medical education and make it part of academic research.

General Foods continued its long-time support of both the Nutrition Foundation and the International Life Science Institute, two groups that merged this past year. The most recent Fund grant supported ILSI-NF's ongoing work to advance knowledge of food and nutrition, to promote food testing standardization, and to encourage worldwide exchange of food safety information.

**Nutrition education programs** are also under way with GF Fund support at the Columbia-Presbyterian Medical Center and the New York Hospital-Cornell University Medical Center, both in New York City. The programs are designed to improve public awareness of good nutrition by increasing the nutrition knowledge of physicians and many other health care professionals.

In 1985, the Fund provided ten fellowships at universities across the country to help train those who will teach others about nutrition; Fund fellowships administered by the Institute of Food Technologists, now in their 31st year, were awarded to six graduates.

For the 25th consecutive year, General Foods sponsored the National 4-H Food-Nutrition Awards Program. The students with the six best Food-Nutrition projects received college scholarships.

## Higher Education

General Foods supports numerous colleges, universities, and higher education service associations in areas of special interest to the company's business.

A Fund grant was given to the newly formed Coalition of Essential Schools, a partnership between Brown University and 14 public high schools around the country, to find ways to strengthen and improve public education. The Coalition is studying some departures from U.S. public school norms, among them smaller classes, placement of students in grades according to their ability instead of age, simplified curriculums, and granting diplomas on the basis of performance rather than years of attendance.

**The company also** aided the Inroads program, which encourages minority college youths to prepare for careers in business and technology by providing student counseling and arranging business internships. General Foods contributed funds to Inroads start-up programs at colleges and universities in Westchester County, New York, and Fairfield County, Connecticut, near the company's headquarters.

For the 32nd year, General Foods helped the 39 State and Regional Associations of Colleges affiliated with the Inde-

***IT'S NEVER TOO EARLY: General Foods provided full support for the new Nutrition Center at Meharry Medical College. The company is committed to helping solve one of this country's most pressing health problems—nutrition-related diseases of black Americans.***



**BEYOND THE BASICS:** *General Foods is exploring new methods of improving public school education around the country, in part by supporting the programs of the Coalition of Essential Schools.*



pendent College Funds of America (Philip Morris Incorporated also contributes to many of these Associations). The General Foods Fund and the company contributed to minority fellowship programs at the Consortium for Graduate Study in Management and at Northwestern University's J. K. Kellogg Graduate School of Management; gave general support to the National Action Council for Minorities in Engineering; and made a grant to the National Merit Scholarship Corporation's National Achievement Program for academically talented black students.

## Cultural Affairs

General Foods contributes to organizations and programs with broad appeal in General Foods communities and nationally. Preference is given to the performing arts, although museums, libraries, zoos, and other institutions are also among the recipients.

Among General Foods' oldest relationships in the cultural affairs area are those with two nationally known centers for the performing arts—both familiar to Americans all over the country through televised performances. The General Foods Fund has been a supporter of Lincoln Center since 1958 (when the original corporate fund drive was led by a former General Foods Chairman, the late Clarence Francis). The Fund has supported the John F. Kennedy Center for the Performing Arts in Washington, D.C., since 1978. Philip Morris Incorporated also has supported both institutions over the years.

The Philharmonia Virtuosi, a small orchestra specializing in baroque music, first achieved renown near company headquarters in Westchester County and has since won a national reputation. In addition to previous support for the group's Westchester appearances, General Foods for the last two years has sponsored the annual Philharmonia Virtuosi concert at New York City's Town Hall, a musical gift from the suburbs to the Big Apple.

## Socioeconomic Development

General Foods' corporate giving aids institutions and programs devoted to health care, youth training and development, and promotion of equal opportunity; and those





addressing the special needs of women, the elderly, minorities, and the disadvantaged. Gifts are made primarily to local groups in communities where General Foods employees live and work.

**Some aid in 1985** helped meet emergencies resulting from natural disasters that struck two Latin American countries with which General Foods has close ties. To aid victims of the earthquake in Mexico City, General Foods immediately distributed food, and followed that with financial contributions (through the Association of American Commerce and Industry of Mexico Foundation, Inc.). Significant General Foods contributions also went through the Red Cross to aid victims of the volcanic eruption in Colombia, where General Foods is a large purchaser of the export coffee crop.

General Foods is a long-time contributor to a number of socioeconomic development groups, including the National Association for the Advancement of Colored People, which Philip Morris Incorporated also supports. The General Foods Fund provided a grant for general use, and a contribution from General Foods helped pay for relocation of NAACP headquarters from rented space in New York City to a building of its own in Baltimore, Maryland.

General Foods, like Philip Morris Incorporated, is a regular supporter of United Way funds in U.S. and Canadian communities where the company has a presence.

With increasing awareness of the hunger problem afflict-

***LIVE AT LINCOLN CENTER: In their common tradition of contributing to the performing arts, both General Foods and Philip Morris Incorporated have been regular supporters of Lincoln Center in New York City.***



**RELIEF FROM DISASTER:** *General Foods was one of the first companies to come to the aid of the Mexican earthquake victims with food and financial contributions. Both General Foods and Philip Morris have been quick to respond to disaster victims.*

ing many Americans, more and more communities are establishing privately supported food banks to collect and distribute food. In 1985, General Foods donated more than 2 million pounds of surplus, not-for-sale quality food products valued at over \$2 million to 50 food banks in 30 states.

## **Public Policy Development**

General Foods supports not-for-profit organizations engaged in research, evaluation, deliberation, and resolution of issues important to public policy generally and to the food industry in particular.

The General Foods Fund made a grant to help pay for the League of Women Voters' National Issue Debates that will be televised nationally in 1986 and 1987. This grant was an outgrowth of Fund support to the League's presidential debate telecasts in 1983.

General Foods contributed to National Public Radio and, for the third year, to the NPR news programs "All Things Considered" and "Morning Edition."

As one of the nation's largest television advertisers, General Foods is concerned with the quality of television programming. A grant to the National Council for Families and Television will help underwrite a two-year project aimed at redefining and restructuring NCFT's efforts to improve the quality of family television. Included in the program are special projects to promote the use of prime-time television as a classroom study tool.

For more information on contributions guidelines of Philip Morris  
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