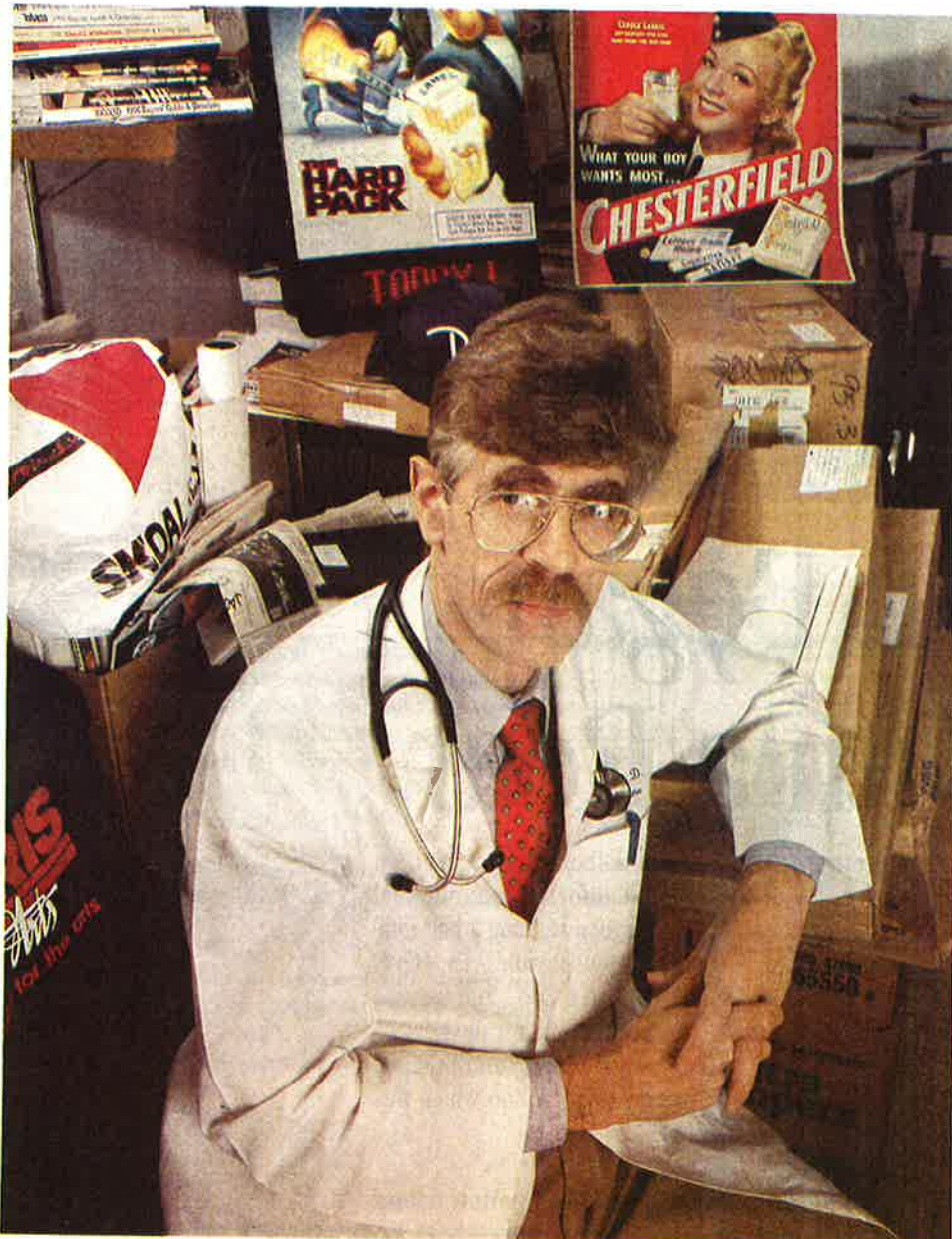


# THE CHRONICLE OF PHILANTHROPY

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Alan Blum, founder of Doctors Ought to Care, a group that has had trouble attracting foundation grants for its efforts to ridicule the tobacco industry: "We're the Beavis and Butthead of this movement."

JEFF SHAW/MERCURY PICTURES, FOR THE CHRONICLE

## Charities Try to Snuff Out Smoking

*Foundations spend millions to keep teen-agers from lighting up; critics say the efforts are too cautious*

By DOMENICA MARCHETTI

**T**HE ROBERT WOOD JOHNSON FOUNDATION is leading a charge to stamp out Joe Camel and the Marlboro Man.

In the last five years, the foundation—the nation's largest health philanthropy—has pumped more than \$80-million into dozens of projects designed to keep children from starting to smoke, help tobacco addicts quit, and take away the social cachet of smoking.

The Princeton, N.J., grant maker is one of a handful of foundations that have turned their attention to tobacco in recent years:

- ▶ The California Wellness Foundation has spent more than \$4-million to help publicize efforts by tobacco companies to weaken anti-tobacco laws.

- ▶ Small foundations in Kansas, Pennsylvania, and other states have made grants to local groups that seek to reduce the number of children who start smoking.

- ▶ Numerous grant makers, including the Annie E. Casey Foundation, the Everett Foundation, the Conrad N. Hilton Foundation, and the Henry J. Kaiser Family Foundation, have joined with Robert Wood Johnson and several health charities to provide \$33-million for the National Center for Tobacco-Free Kids, a new charity that wants to stop cigarette manufacturers from marketing their products to children.

Several of the nation's biggest health charities, *Continued on Page 14*

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### A New Way to Work

Jake Sinclair (*right*) got an unusual kind of help from the Roberts Foundation: money and advice on how to start a business that would support his youth charity—and employ the troubled kids it tries to help. Story on Page 9.

### Getting Out of the Woods

The Sierra Club is finding ways to recover after enduring a tough period of declining membership, internal clashes, political setbacks, and budget deficits. Story on Page 36.



RUSSELL CURTIS, FOR THE CHRONICLE

A complete guide to this issue appears on Page 4.

# Foundations Spend Millions on Campaigns to Discourage Smoking

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including the American Cancer Society, the American Heart Association, and the American Lung Association, have also begun new efforts to fight smoking on the state and local level, with an emphasis on supporting programs and policies that keep tobacco away from teenagers. They coordinate such work through an organization they created, the Coalition on Smoking Or Health, based in Washington.

## Applause and Criticism

The role of foundations in anti-smoking campaigns has drawn both praise and criticism from several fronts. Some non-profit leaders applaud grant makers for taking on a \$47-billion-a-year industry that for decades has held considerable political sway and is not timid about defending its rights.

"It is an incredible, formidable, media-savvy foe, and most foundations are nervous about that," says Michael Pertschuk, a former chairman of the Federal Trade Commission who is now head of the Advocacy Institute, an organization that trains activists to fight smoking and lead other crusades. "Those that have been willing to work in this area deserve a lot of credit."

But some non-profit groups that have been battling the tobacco industry for decades say that foundations are late in coming to the issue and that most of their money goes toward programs that are not innovative or aggressive enough. Moreover, those groups say they have seen little or none of the money that has been poured into anti-tobacco efforts.

"Foundations have dealt with this issue mostly by being very cautious, by funding educational campaigns and policy research," says John Banzhaf III, executive director of Action on Smoking and Health, a Washington-based non-profit group that has pursued numerous lawsuits in behalf of non-smokers. "They've been very reluctant to fund things which are on the cutting edge."

Mr. Banzhaf says his group, which operates with a \$1.2-million budget, gets "minimal foundation money" and is supported mainly through small donations from individuals.

## Legal Troubles for Tobacco

The philanthropic assault on smoking comes at a time when the tobacco industry faces increasing hostility—and legal troubles.

President Clinton has approved strict new rules to regulate advertising and marketing of tobacco products, and 16 states have sued cigarette companies to recover hundreds of millions of dollars in medical costs for treating smoking-related illnesses.

To head off some of the problems, tobacco companies have been funneling money to conservative and libertarian think tanks that oppose government regulation of tobacco products.

A recent report by Public Citizen, a Washington watchdog group, found that from 1992 to 1995, seven think tanks received at least \$3.5-million from drug and tobacco companies. During the same period, the report said, the think tanks had produced "a steady stream" of reports and articles accusing the federal government of "deadly overcaution and bullying of manufacturers."



DEBBI MORRIS/ FOR THE CHRONICLE

**William D. Novelli, head of the Center for Tobacco-Free Kids: "Tobacco is seductive. It has a certain cachet to it. If we're going to have an impact on these kids, we have got to curtail that image."**

**As part of a public-relations campaign, the Center for Tobacco-Free Kids has been using advertisements like this to support the Food and Drug Administration's proposal to restrict the marketing and sale of tobacco products to children.**

The Tobacco Institute, a trade association which represents the six major cigarette manufacturers in the United States, declined to comment on the infusion of money from foundations and other charities to fight smoking.

## Resistance From Board

The controversy surrounding tobacco has made it hard for many foundations to decide what course to take.

Steven A. Schroeder says he was surprised when, on taking over as president of the Robert Wood Johnson Foundation in 1991, he discovered that it was doing little to fight smoking.

He says he encountered resistance when he approached the foundation's board about a new grant program to discourage tobacco use. Some board members worried about controversy; others feared that the foundation did not have any experience dealing with tobacco issues.

Dr. Schroeder says he persuaded the board using "the power of numbers," citing facts like these: More than 400,000 people die each year from smoking-related diseases, and each day 3,000 children take up smoking.

Now fully supported by the board, Robert Wood Johnson's anti-tobacco efforts run the gamut, from persuading professional-sports franchises to endorse no-smoking campaigns aimed at children, to programs that help pregnant women stop smoking, to research evaluating policies aimed at curtailing the tobacco industry's ability to market its products.

## Keeping Kids Off Cigarettes

Much of Robert Wood Johnson's work focuses on keeping kids from taking up cigarettes, since the number of young people who smoke has been rising fast. Nearly 35 per cent of all teen-agers described themselves as smokers last year, compared with 27.5 per cent in 1991, according to the federal Centers for Disease Control and Prevention in Atlanta.

The foundation's most visible undertaking is its \$20-million grant to the new Center for Tobacco-Free Kids, based in Washington. The American Cancer Society has also made a substantial commitment to the center—\$10-million over the next five years—and the American Heart Association has pledged \$1-million over four years.

The center is headed by William D. Novelli, "the retired co-founder of the Porter/Novelli public-relations agency and former executive vice-president of CARE, the international-relief organization.

The center's strategy is to fight tobacco in the same way it is promoted—through a sophisticated advertising and public-relations campaign, says Mr. Novelli.

It unveiled its first advertising campaign, directed at members of Congress, in August. The group has been running ads in newspapers across the country that show photographs of members of Congress and ask whether they will "stand by America's kids" and support the rules President Clinton has approved to limit tobacco advertising.

The group also plans to persuade advertising agencies to stop designing campaigns for cigarette companies. "Tobacco is seductive," Mr. Novelli says. "It has a certain cachet to it. If we're going to have an impact on these kids, we have got to curtail that image."

Robert Wood Johnson's other major foray into tobacco control is its "Smoke-

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## Robert Wood Johnson Foundation Leads Campaign Against Smoking

Continued from Page 14

Less States" program. Begun in 1993, the program has awarded \$10-million in grants to coalitions in 19 states that are made up of non-profit health organizations, anti-smoking groups, and government agencies. Recently, the foundation committed an additional \$20-million to expand the program.

The Coalition for a Tobacco-Free Arizona has received \$3-million from Robert Wood Johnson for an effort to decrease smoking rates among Tucson's teen-agers by 10 per cent over five years. The result is a group called Full Court Press, started earlier this year. It is run by the American Cancer Society and several other organizations, and employs 15 teen-age interns at \$5.50 an hour.

Full Court Press puts on skits at local schools and distributes a newspaper at schools and community centers.

It also conducts "sting" operations to find merchants who sell cigarettes to minors and plans a survey to determine where tobacco billboards are placed throughout the city.

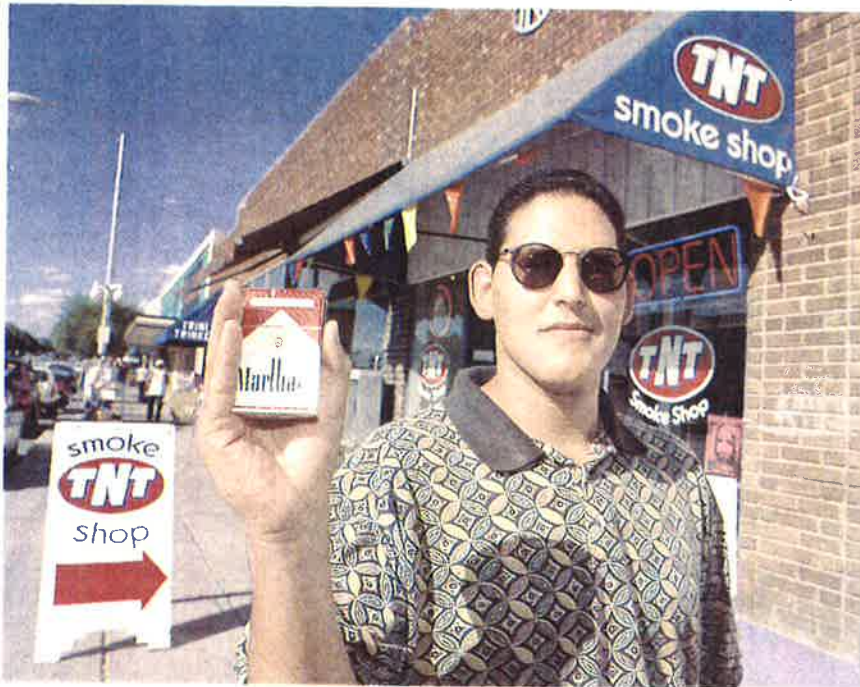
"We talk to people about the fact that the tobacco companies are trying to take us for a ride," says Ferris Travis, a 15-year-old member of Full Court Press.

### Campaign on Ballot Measure

Another grant maker that has won attention for its anti-smoking work is the California Wellness Foundation.

The foundation, based in Woodland Hills, Cal., gave \$4-million in 1994 to the Public Media Center, a non-profit advertising agency, to educate the public about a measure on the California ballot.

The campaign informed voters that although the measure, called Proposition 188, would impose statewide smoking restrictions, it would also repeal state and local laws that regulate where people can smoke. It also pointed out that those in favor of Proposition 188 included five major tobacco companies, while those opposed included major health charities, as well as



Full Court Press, a group financed by a grant from the Robert Wood Johnson Foundation, conducts "sting" operations to find merchants who sell cigarettes to minors.

the California Medical Association. The measure was ultimately defeated.

The campaign was closely watched by many in the non-profit world who wondered whether California Wellness was straying into dangerous territory by financing a project that involved a proposed law. Tax laws severely limit foundations' ability to influence legislation.

But observers say the material produced by the campaign was even-handed and objective, presenting the arguments in favor of and against the proposed measure without stating a view.

"That's the single most valiant, aggressive thing that's been done in this area," says Drew Altman, president of the Kaiser Family Foundation.

But anti-smoking groups say the

vast majority of foundation work has not been that bold.

"If foundations rethought their traditional role, says Mr. Banzhaf of Action on Smoking and Health, "we would be much further along."

Mr. Banzhaf, a lawyer who has been involved in the fight against tobacco for more than three decades, played a key role in the campaign to have cigarette advertisements banned from television in the 1960s. His group has since been instrumental in numerous other anti-smoking battles, including the successful fight to ban smoking from domestic airline flights. ASH has won its battles primarily by filing complaints with regulatory agencies like the Federal Communications Commission and the Civil Aeronautics Board, and by lobbying Congress for smoking restrictions.

"Legal action is far more effective, dollar for dollar, than the more conventional approaches," he says.

But because lawsuits are expensive, Mr. Banzhaf says, it has taken his group longer to fight its battles than it would have if more foundation support had been available.

"If we had more legal firepower," he says, "we'd have been able to limit smoking in public places by now."

Alan Blum, founder of Doctors Ought to Care, a Houston-based charity that works to turn teenagers off tobacco by ridiculing the industry's products and by staging protests at sporting events sponsored by tobacco companies, says few foundations have been willing to finance his group's work.

The group, known as doc, which

was started in 1977, has an operating budget that fluctuates between about \$45,000 and \$150,000, depending on whether it gets any foundation support in a given year. Most of doc's money comes from individuals. The group has been turned down twice when it sought money from the Robert Wood Johnson Foundation and has received only two small grants in recent years, both from small foundations.

"We're the Beavis and Butthead of this movement," Dr. Blum says. In its literature and advertisements, the group refers to Marlboro as "Barboro" and to Virginia Slims as "Emphysema Slims."

In a 1992 letter, a program officer for Robert Wood Johnson explained its reason for turning down doc's request for money to run a broadcast advertising campaign, saying it would require an "enormous amount of money" and "would not be a strategic use of grant funds."

Eric Solberg, doc's executive director, says he believes the group's unorthodox approach may not sit well with many foundations.

"Maybe there's a perception that we're too radical for foundations, or they feel they have to give to a more mainstream kind of group," he says. "But in the long run, perhaps they're not as effective as they could be."

### Inundated With Proposals

Nancy Kaufman, a vice-president at Robert Wood Johnson, says the foundation is inundated with grant applications whenever it announces a program related to the issue of tobacco.

"Usually we'll get several hundred responses," she says, "and we may only be able to fund 20."

That's why some non-profit groups argue that more foundations need to get involved in the issue.

Robin Hobart, associate director of Americans for Nonsmokers' Rights, a non-profit group based in Berkeley, Cal., says she recently received a phone call from a researcher in Arizona whose grant request to study the economic effects of regulations that restrict or prohibit tobacco smoke in restaurants had been turned down by Robert Wood Johnson.

"She had no idea who else to turn to," Ms. Hobart says. "If Robert Wood Johnson is the only game in town and they decline to fund, then what do we do?"

A few foundations say they may consider doing more in the area. Mr. Altman, for example, says the Kaiser Family Foundation might be willing to finance lawsuits to recover money the government spends to treat poor people who suffer health problems because of their smoking habits.

Ms. Kaufman of the Robert Wood Johnson Foundation says she looks forward to getting more support from other grant makers.

"People say to us, 'Why should we get involved? You guys are the big kid on the block,'" she says. "That's dead wrong. There are so many things to be done, it's a wide-open field."

## \$27-Million Bequest to Boarding School Heads List of Big Gifts

Several institutions have received big gifts:

► The Westminster School in Simsbury, Conn., is the beneficiary of a \$27-million bequest from the estate of Walter Evans Edge, Jr., a farmer.

► The SETI Institute in Mountain View, Cal., has received a bequest valued at more than \$20-million from the estate of Bernard Oliver, a chief researcher at Hewlett-Packard who pioneered the handheld calculator. (See story on Page 31.)

► Six Texas institutions will receive gifts totaling \$16-million from Joseph D. Jamail, a Houston trial lawyer, and his wife, Lee.

► The University of the South in Sewanee, Tenn., has received the remainder of the late playwright Tennessee Williams's estate, valued at \$7-million.

Mr. Edge spent only his senior year at Westminster, in 1934, but "he was touched by the school, and now he has transformed the school," said Alan F. Brooks, director of development. The gift is larger than the boarding school's entire endowment, which was \$20.5-million in June.

Mr. Edge, who had a 1,110-acre farm in Florida, set up several remainder trusts for the school beginning in the late 1970s. Westminster dedicated a dormitory to him on September 21.

The bequest initially will go into the endowment, Mr. Brooks said. Trustees and officials will then begin a year-long planning process to assess the school's needs.

Mr. Jamail, ranked by *Forbes* magazine last year as the nation's top trial lawyer, divided his gift among the following: \$5-million to

the University of Texas at Austin, \$5-million to Rice University, \$3-million to the Museum of Fine Arts in Houston, and \$1-million each to Baylor College of Medicine, the University of Texas Health Science Center at Houston, and the University of Houston M. D. Anderson Cancer Center.

The bulk of the Tennessee Williams estate had been in trust to provide for the care of his older sister, Rose, who died last month. Williams, who died in 1983, had stipulated in his will that when she died, the remainder of his estate should go to the University of the South, which his grandfather attended in the late 1890s. The bequest includes the rights to all of his plays and will support the Sewanee Writers' Conference and scholarships in creative writing as well as establish a writers' series

that will publish poetry, plays, and fiction, beginning in the fall of 1997.

Other recent gifts:

Elon College (N.C.): \$3,000,000 from Dalton McMichael of Madison, N.C., chairman of Mayo Yarns, for the capital campaign.

Nature Conservancy (Va.): \$900,000 bequest from the estate of Edward J. Hess of Horseshoe Bend, Ark., a college professor, to endow the Arkansas field office in Little Rock.

Norfolk Foundation (Va.): Bequest valued at \$7,000,000 from the estate of F. Ludwig Diehm of Norfolk, Va., a composer, for a music center at Old Dominion U. that will include an archives, listening area, and seminar room.

Oregon Health Sciences U.: \$3,500,000 bequest from the estate of Martha C. Peterson of Portland, Ore., a manicurist and inventor of "Nail Magic," a nail-strengthening product, for the Casey Eye Institute.

Rollins College (Fla.): \$3,000,000 from Harold Alford of Belgrade Lakes, Me., founder of Dexter Shoe Company, and his son, Ted, of Weston, Mass., to help construct a new athletic center.