



TOBACCOFREE EARTH

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www.Tobaccofree.org

FROM: Patrick Reynolds, Executive Director
RE: Major gift and grant request

Dear friend,

Thank you for your concern about the problem of tobacco use. Tobaccofree Earth is a tax-exempt 501(c) (3) non-profit organization with a mission of motivating young people to stay tobacco free and helping smokers quit successfully. We were founded in 1989.

On behalf of the Board of Directors, the group is now seeking major gifts in order to implement a comprehensive prevention and cessation campaign aimed at reducing smoking, vaping and chewing tobacco among youth and adults.

Formerly our group was known as the Foundation for a Smokefree America, but in recent years our outreach had become increasingly international. In 2020 we rebranded as Tobaccofree Earth, and in the following pages we will outline our plan to offer new services to teens and adults.

Since our founding our NGO has been a volunteer-driven organization. Executive Director Patrick Reynolds, a grandson of R.J. Reynolds, is an expert in the field who is frequently called on by newsmedia for on-air interviews when tobacco issues are in the news. The family's wealth bypassed Patrick, but he has been supporting the group mostly through his speaking fees and the sale of an educational video.

There is a strong case for our new capital campaign and for our group's work. According to former Surgeon General Koop's landmark Report on Nicotine Addiction, smoking is

the single most preventable cause of death and disease and is as addictive as heroin or cocaine. Cigarettes alone cause more death 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 1,000 per day – and over \$50 billion annually in increased health care costs.

Even though 30 States have passed 100% smoking bans, millions of people are still affected by second hand smoke in the workplace. As many as 41,000 Americans are dying annually from exposure to second hand smoke, which has been shown to cause lung cancer and health disease in non-smokers. Even though 30 States have passed 100% statewide smoking bans, millions of people are still affected by second hand smoke.

According to the CDC, in 2018 13.7% of US adults smoked cigarettes daily, or an estimated 34.2 million people. More than 16 million Americans live with a smoking-related disease.

Although smoking has dropped dramatically to only 5.8% of high school students in 2019, their use of nicotine-laced electronic cigarettes skyrocketed from 1% in 2011 to 19.6% in 2020, down a bit from 2019. There no credible research showing they are significantly safer.

Moreover, it's easy for youth to become addicted. Studies have shown that teens can get hooked on nicotine products in just 2 weeks, even if they smoke 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 have their first cigarette by the age of 14, and 90% of all smokers become addicted by the age of 19. Two thousand children still start smoking every day. Regrettably, many of them become addicted and will die prematurely because of their tobacco habit.

In 2020, tobacco companies spent \$9.6 billion 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. They know that only one in 10 smokers start the habit 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 Tobaccofree Earth 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, Tobaccofree Earth has outlined a set of evidence-based activities that have been proven effective when implemented.

Tobaccofree Earth will:

- Provide school-based programs to educate children through smoking prevention activities and educational materials.
- Enhance its websites and outreach on the Internet
- 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 teens are surprised to learn that tobacco companies pay stores a monthly fee for in-store tobacco displays.
- Implement a new program to remind and encourage physicians to take a proactive role with their smoking patients and intervene, because they listen to their doctors.
- Design Public Service Announcements with celebrities to send powerful anti-smoking and anti-vaping messages to youth.
- 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, Tobaccofree Earth 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 established Tobaccofree Earth 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. In 2015 President Obama awarded him the White House’s Award for Lifetime Achievement. Since first speaking out publicly in 1986, Mr. Reynolds has testified before government agencies on a wide range of tobacco issues. He has spoken live at universities and schools to over 1 million students; he has distributed educational videos, and advocated for tougher laws concerning advertising and tobacco use by youth. His actions have earned him the praise and admiration of his colleagues, including the World Health Organization, which honored him with a special award, and the Mount Sinai Hospital Group in Chicago, which named him “Humanitarian of the Year”.

In order to implement all of our planned activities, Tobaccofree Earth will require \$1.23 million in the coming year; our proposed budget is at the end of this document. We are hopeful that you will contribute a major gift to help us meet this goal. We are now actively soliciting donations from private citizens and foundations in order to fund our worthwhile activities.

The health and well being of our youth are at stake. Please help us to raise awareness, and implement proven-effective tobacco prevention programs now. Together we will improve the health of our youth by preventing young people from starting a deadly addiction to nicotine products, and by helping those addicted to quit successfully.

Please review our information and budget on the last page. The contribution you make at this time will make a real difference and be greatly appreciated.

Sincerely,

Patrick Reynolds

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Major Gift and Grant Request

Tobaccofree Earth

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Patrick Reynolds, Executive Director
Carol Chudy, Director of Programs and Development
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**TOBACCOFREE
EARTH**

M I S S I O N

Tobaccofree Earth is a 501C3 nonprofit organization whose mission is to motivate youth to stay tobaccofree, and to empower smokers to quit successfully. The goals of Tobaccofree Earth 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 2020, 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. The State of 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.



Patrick Reynolds in 2020

Public Response

Public response to Patrick Reynolds' work, and resulting interest in our non-profit group, 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 appeared on The Today Show, Good Morning America, CNN Headline News, Fox News, ABC World News, CNBC and many other prestigious television programs.

Tobaccofree Earth has had success as a volunteer-based organization. As a consequence of Mr. Reynolds' lectures, his media appearances, and the website

he founded, hundreds of callers have phoned in to make donations or volunteer time to Tobaccofree Earth. Many of them are now assisting the organization, or are on standby to give of their time and professional skills as needed. 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. The potential for the organization, especially as he meets with leaders in nations with high rates of smoking and vaping addiction, is enormous.



Background

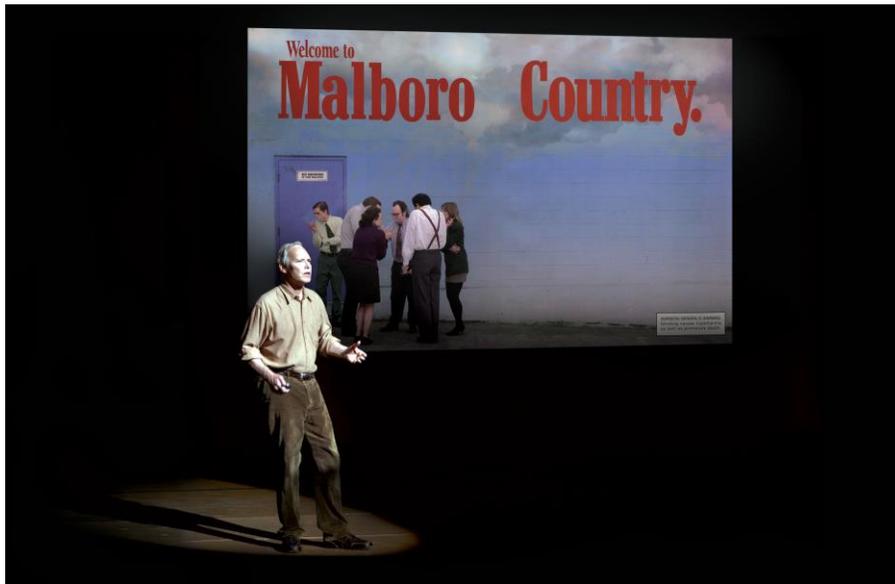
The organization was founded in 1989 by Patrick Reynolds, a grandson of the founder of R.J. Reynolds Tobacco (Camels and Winstons). A former pack-a-day smoker, he saw his father, oldest brother and other relatives die from cigarette-induced emphysema and cancer.

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. In 2015 President Obama awarded him with the White House's Award for Lifetime Achievement.

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 our non-profit group, 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 his foundation during his media interviews and lectures, and in this way has helped build goodwill and name recognition for our group.

The Foundation's website receives 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 global advertising. At all the major search engines, the Foundation's site comes up on the first page of "organic" (unpaid) search results for major search terms,

like *anti-smoking, anti-tobacco, anti-vaping groups*, and variations of these. The paid Google Grant for \$10,000 per month of free advertising also fuels our website's high visibility on the web.

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 testified before Congress that, "When my grandfather began manufacturing cigarettes, he did not know that smoking causes lung disease, heart disease and cancer. Now 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. Worldwide, the toll exacted by tobacco use is two to three million deaths each year. Of the planet's 1.2 billion smokers, the world health Organization estimates that 500 million of them will die early because of smoking – it means that 9% of people now alive on our planet will die early because they smoked.

The tragedy is that it's preventable: nine out of ten smokers become addicted before reaching age 19. Only one in ten smokers gets addicted after the age 19, so the tobacco industry, knowing this, targeted youth in their advertising, using handsome cowboy role-models, images of successful, independent women, and even 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.

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, Tobaccofree Earth 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.

Tobaccofree Earth Budget for 2021

Personnel	
Executive Director	\$175,000
Program Manager	\$96,000
Program Developer	\$60,000
Consultant	\$70,000
Health Insurance	\$5,016
Worker's Compensation	\$900
	\$406,916
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
<div style="display: flex; justify-content: flex-end; align-items: center;"> <div style="margin-right: 20px;">Total</div> <div>\$1,232,206</div> </div>	