



## FOUNDATION FOR A TOBACCOFREE WORLD

A 501c3 Foundation · Tax ID 954223462 · [www.Tobaccofree.org](http://www.Tobaccofree.org)

The Foundation for a Tobaccofree World's mission is to motivate youth to stay vape and tobacco free, and to empower those addicted to quit successfully. Best known for its campaigns for teen vaping and smoking prevention, the group's website also offers free support each month to thousands of smokers seeking to quit.

The Foundation has a unique asset among anti-tobacco organizations. Its Executive Director Patrick Reynolds is a grandson of the tobacco company founder RJ Reynolds, but after his father died from smoking, Mr. Reynolds spoke out publicly in Congress against the tobacco industry his family helped build.

In September 2015, the White House and President Obama presented him with the [President's Lifetime Achievement Award](#). In 2003, former US Surgeon General C. Everett Koop commented, "Patrick Reynolds is one of the nation's most influential advocates of a Tobaccofree World. His testimony is invaluable to our society."

Mr. Reynolds' [advocacy work](#) and [motivational talks](#) to youth and adults have made him a well-known and respected champion of a smokefree society. He has helped remind many thousands of people of the dangers of smoking.

Patrick watched his father, RJ Reynolds, Jr., his oldest brother RJ Reynolds III, and other members of his family die from cigarette-induced emphysema and lung cancer. Concerned about the mounting health evidence, he made the decision to speak out against the industry his family helped build.

The family's wealth mostly bypassed Patrick, but he continued his advocacy and has built his foundation into an organization that reaches thousands of people every month. With an endowment he could hire additional staff, including an executive to manage the Foundation's programs, a website manager, a Director of Development, a fundraising manager or consultant, and an in-house manager for the Foundation's campaigns on Google Ads, Facebook, and Twitter, and a SEO expert to optimize the website and increase organic traffic to the site. These hires would require a larger office space as well.

With an endowment, the Foundation will be able to continue its outreach in the years ahead and achieve its goals.

The US has made major progress against tobacco, but other nations are still burdened with high rates of tobacco use. *While fully continuing our fight at home to combat vaping and other issues, the Foundation felt it was important to extend the Foundation's work internationally.* In 2019 the Foundation changed its name from the Foundation for a Smokefree America to the Foundation for a Tobaccofree World.

**Mr. Reynolds wishes to begin a new endeavor: a series of meetings with Ministers of Health and world leaders to inform them about the six government policies which have successfully reduced smoking rates in nations which have implemented three or more of them. The six policies are: education programs in schools, TV and radio ad campaigns, workplace smoking bans, guidelines for advertising of vape and tobacco products, higher e-cigarette and tobacco taxes, and raising the purchase age to 21 for both.**

When the Greek Minister of Health invited Mr. Reynolds to speak in Athens, there was strong coverage by the Greek newsmedia of his visit. Mr. Reynolds' background as a grandson of a tobacco company founder against tobacco use captivated the Greek public. He was also able to meet privately with the Minister of Health and his team to discuss the policies outlined above. Following his visit, the Greek government ran a major TV ad campaign and proceeded with a plan to ban smoking in most public places. See <https://tobaccofree.org/intl.pdf>

Because of Mr. Reynolds' success in Greece, the Foundation is seeking funding to send him on additional international speaking tours. Japan, the Middle East, Russia, India and China are nations with high rates of smoking, and these will be approached first. He will enlist the support of the World Health Organization in Geneva to help coordinate his visit to each nation. An international public relations firm will be needed to publicize his tours.

Mr. Reynolds has an extensive history of speaking internationally and will enlist the support of the World Health Organization's Tobacco Control unit to plan and promote his tours. His letters of support posted at <https://tobaccofree.org/support/> will be helpful. The Foundation will also seek a partnership with the US State Department as a partial funder and organizer of his tours.

The Foundation will also contact the Directors of Health Promotion within Ministries of Health in each target nation, and request a public meeting with the Minister of Health or other official. Private meetings are also an option. Health Promotion units will also be helpful in booking his speaking dates and venues, and inviting the press in every city. Depending on the Foundation's available funding, a large European public relations firm may be retained.

It is anticipated that one billion people will get a powerful reminder about tobacco use from news coverage of Patrick Reynolds' visit to these nations, and, whether in public or in private, his meetings with their leaders will help speed the implementation of new government policies which have been proven effective at reducing smoking rates. This happened in Greece after he proposed a TV ad campaign to its Minister of Health.

The Foundation's educational video, The Truth About Tobacco, has now been purchased by over 10,000 schools and health departments in the US and internationally. A new video on vaping is being planned, and funding is needed for that.

The Foundation's website offers a powerful outreach to youth and adults. Tobaccofree.org offers education about chewing tobacco, e-cigarettes, hookahs and more. Over the years the site's vaping and prevention message to youth has impacted millions of children and teens, in part because Google awarded the Foundation an in-kind grant of \$10,000 per month for free advertising. The Foundation uses this to reach target populations, and raise awareness about vaping and tobacco. We need additional staff to keep our website up to date and manage several social media campaigns.

The Foundation is very active helping people quit nicotine addiction. Every week thousands of people addicted to tobacco and vaping products visit the Foundation's free Quitting Tips page. Traffic is from all around the world, fueled by search terms in the Foundation's Google Ads campaign like "quit smoking", "quit vaping", "how do I stop smoking," and numerous variations of these. The Foundation's Quitting Tips have reached millions of people, and our tips are based on proven techniques for quitting endorsed by the mainstream medical community. Alternative cessation methods are not included, as most have been proven to make no difference.

The website also supports thousands of students and journalists every year as they research tobacco issues. We provide access to a huge searchable database of news articles about tobacco issues.

The Foundation needs to build an endowment to assure that its campaigns will be carried on well into the future, until smoking is no more.

Letters of support for the Foundation's work may be viewed at the link below. These include letters of support from President Obama, former Surgeon General C. Everett Koop, David Kessler, the former head of the FDA, the Greek Ministry of Health, and several other highly regarded members of the international health community.

The Foundation for a Tobaccofree World is a tax-exempt, 501c3 foundation founded in 1989. More detailed information may be found at the links below.

Contact info for the Foundation is at bottom.

## **INFORMATION ONLINE**

### **Letters of support from well known members of the health community**

<https://tobaccofree.org/support/> - Each excerpt has a link at bottom to the complete, original letter.

**The Foundation's proposal for an international speaking and goodwill tour for Patrick Reynolds** <https://tobaccofree.org/intl.pdf> `

### **Media coverage and advocacy by the Foundation**

<https://tobaccofree.org/news/>

**Continued**

**TV news interviews with Mr. Reynolds about global tobacco issues**

<https://tobaccofree.org/tv/>

**Video clips from Mr. Reynolds' live motivational talks to adults and youth**

<https://tobaccofree.org/clips/>

**Client feedback on Patrick Reynolds' speaking work**

<https://tobaccofree.org/clients/>

**The Foundation's educational video, *The Truth About Tobacco***

<https://tobaccofree.org/video/>

**Info on Patrick Reynolds' live talks**

<https://tobaccofree.org/patrick/>

**IRS Tax Exemption letter**

<https://tobaccofree.org/wp-content/uploads/irs.pdf>

**Foundation for a Tobaccofree World - Website**

<https://Tobaccofree.org/>

**Contact: Patrick Reynolds, Executive Director**

Foundation for a Tobaccofree World

email [patrick@Tobaccofree.org](mailto:patrick@Tobaccofree.org)

Tel +1(310) 880-1111 Fax +1(310) 388-1350

**Postal address**

8117 West Manchester Ave Suite 500

Playa del Rey CA 90293 USA