

**PROJECT**  
**Ride**

**EDUCATION PACKET**

**NO ASH FOR CASH CAMPAIGN:**

**Protecting city-funded human service  
organizations from tobacco sponsorship**

**M O D I F Y   T H E   W O R L D**

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## INTRODUCTION: NO ASH FOR CASH CAMPAIGN

This education packet will answer many questions you might have concerning Project RIDE such as who we are and why we are asking you to support our “NO ASH FOR CASH” campaign by endorsing a tobacco free sponsorship policy for San Francisco’s city funded human service organizations. Keeping these organizations free from the influence of big tobacco is very important to both the financial and physical health of our community. We are advocating an ordinance that prohibits human service agencies from accepting tobacco money in order to receive city or county funding. Currently, only a very small number of San Francisco’s human service organizations receive tobacco funding and in relatively small amounts, making this policy easy to implement by requiring a “certification of non-acceptance” in the funding process.

Now is a crucial time to protect city-funded human service organization’s from big tobacco. An overview of our reasons for support is listed below:

- Tobacco companies are known for using financial resources to integrate themselves into local organizations, especially during difficult economic times. The strings accompanying tobacco money, such as product sponsorship, often create a greater pitfall than a boon for organizations, especially those whose mission is to protect the health and well-being of the community.
- Receiving tobacco money could create a sense of financial dependency that would become harder to reverse in time.
- The public is strongly opposed to tobacco interference. Association with the tobacco industry could harm an organization’s reputation within the community.

The full list of arguments supporting this policy can be found on page five of this education packet. Please read through the packet to learn more about Project RIDE and this initiative. As a youth centered organization, we have a group of 6-8 youth who are making presentations on this issue. They have worked hard to get tobacco sponsorship out of the import car scene and are seeking to spread this message on a city-wide level. Please let us know if you have 15-20 minutes available to hear their presentation.

Also included in this packet is an endorsement form which you can sign and return to us, if you’re ready to do so. Your endorsement of this policy would go a long way in helping us succeed in this mission.

Thank you for your time, and we will be contacting you in the near future to answer questions and talk in further detail.

**PROJECT**

**RIDE**

# WHAT DO WE SEEK AND WHY SPONSORSHIP?

The mission of RIDE as a statewide program is to bring together young people particularly Asian Americans from throughout the Bay Area and California with a love for cars and racing to protect both their communities and the automotive scene from the tobacco industry, and to promote young people as advocates and leaders by transforming their participation in the import car culture as a way to make meaningful and proactive changes in their communities.

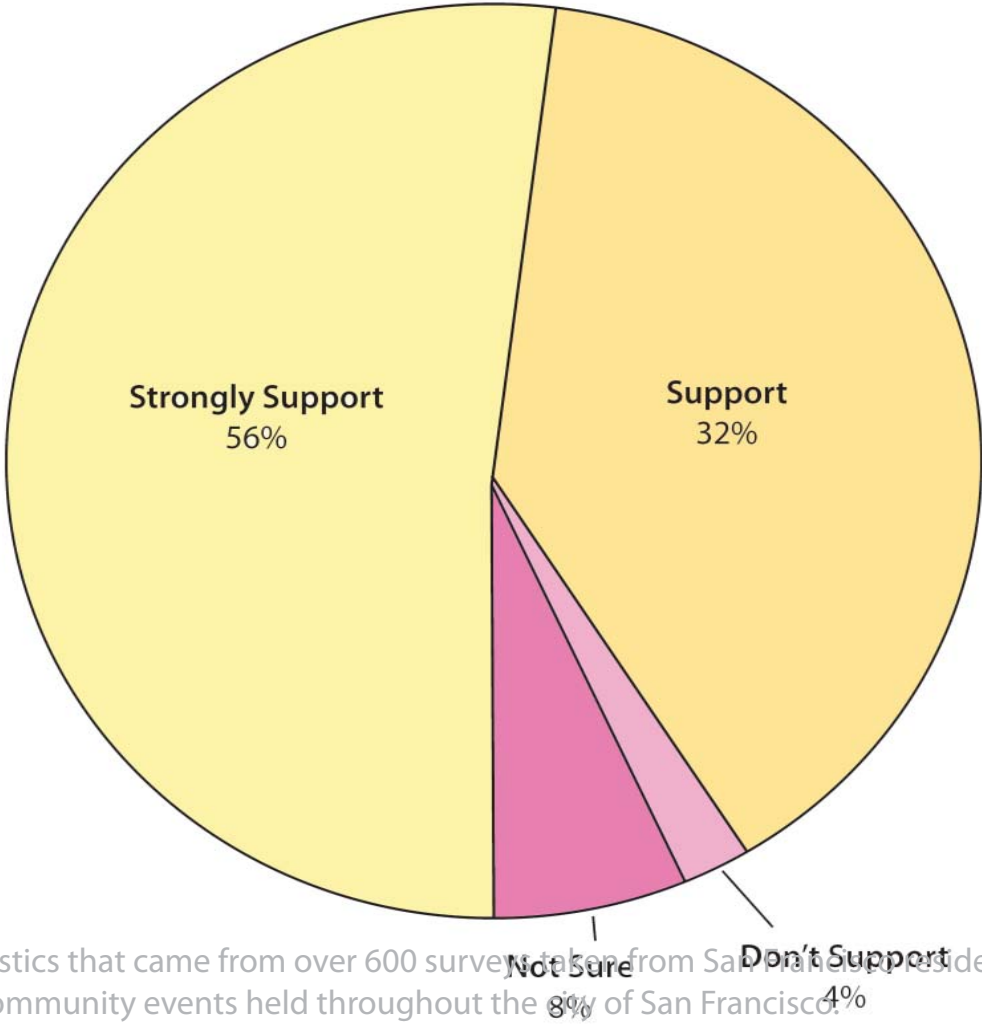
Our organization's work in popular subcultures such as the arts and music brought us into contact with many youth and young adults. Working with this diverse demographic has made us realize how the tobacco industry has penetrated into other arenas such as education, health care, and community wellness. We have seen how tobacco sponsorship encourages positive attitudes towards smoking and the tobacco industry.

Project RIDE surveyed San Francisco residents and found the following results:

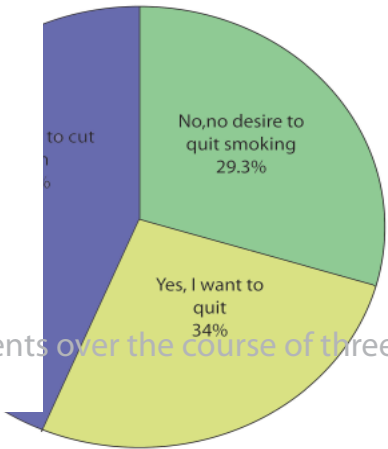
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# Support for Policy Prohibiting Tobacco Sponsorship



## Desire to Quit Amongst Smokers



These are just a few of the statistics that came from over 600 surveys taken from San Francisco residents over the course of three months at public health and community events held throughout the city of San Francisco.

## **A policy prohibiting tobacco sponsorship of city-funded human service organizations protects the community and should be passed for the following reasons:**

### **Don't Feed the Tobacco Influence**

A tobacco sponsorship policy protects the city's mission to promote the health and well-being of the community by preventing the allocation of taxpayer money to organizations that may be under the financial influence of the tobacco industry.

### **Inoculate the Community from Tobacco Targeting**

A tobacco sponsorship policy protects community based organizations (CBOs) from increased pressure to accept tobacco funding, especially in this economy. This eliminates big tobacco's targeting of vulnerable populations through human service agencies.

### **Preserve Tobacco Independence**

A tobacco sponsorship policy seizes a current window of opportunity to keep CBOs tobacco-free. Only a small minority of San Francisco's CBOs accept any tobacco funding at this time, but they are likely to be approached as stronger federal and local laws provide the tobacco industry with fewer avenues of influence.

### **Just say "No"**

Implementation is fast and convenient. Contractors would simply sign and submit a "Certification of Non-Acceptance of Tobacco Funds" when applying for city funding.

### **An Ounce of Tobacco Prevention is Worth a Pound of Cure**

A tobacco sponsorship policy is necessary because should CBOs begin accepting tobacco funding on a larger level, tobacco companies could create a sense of financial dependency that would become harder to reverse in time.

### **No More Smoke Screens**

Tobacco funding is no longer hidden from the public eye. The mobilization of tobacco control groups and public disapproval makes it increasingly likely that an organization's receipt of tobacco funding would become publicly known. This publicity could harm the organization's reputation within the community. In a survey of 623 San Francisco residents, there was overwhelming (88%) support of the policy with 56% strongly supporting it and 32% supporting it.

# TOBACCO SPONSORSHIP UNLEASHED

Why are tobacco companies spending nearly hundreds of millions of dollars annually on charitable contributions? What does smoking and tobacco have to do with the local little theater, senior center, or soup kitchen for the homeless in your community? It's Big Tobacco's same old dirty tricks.

What non-profits are saying about the Issue: **"We decided as an organization that we didn't want to take that money. We felt that the products were unhealthy for our communities. Because we're in the business of trying to build healthy family and communities, it would be a conflict to take that money."** - **Asian Women's Shelter Director**, on declining to apply for Philip Morris funding.

The Industry has to find new ways to promote its brand and image: Since the 1998 Master Settlement Agreement (MSA), corporate sponsorship and corporate advertising are becoming more important for tobacco companies. They have been limited from advertising in most places. The only thing that is left is to highlight its charitable endeavors in order to improve its corporate image.

Tobacco companies want to change perceptions: Non-profits are associated with positive social values, and institutions that have high public approval in the community. A recent public opinion poll of perceptions of 15 industries found that the tobacco industry was ranked the lowest of all the industries surveyed.

Tobacco companies want to be associated with non-profits: These companies want to be associated with positive social values to buy the good will of the community. Phillip Morris for example, between 1999 and 2001, spent 3 to 5 times more money to advertise its corporate brand name and charitable assistance than it did on its top selling cigarettes.

Tobacco money comes at a price: Often tobacco companies will expect organizations to not speak out against the donor and to support their initiatives. Do you want non-profit organizations associated with companies that are killing millions of Americans?

Tobacco Industry corporate sponsorship may make people less critical of tobacco companies, make people less critical of smoking, and second-hand smoke, and may erode public support for tobacco control policies which have been effective in controlling smoking and second-hand

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REVEAL

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## SAN FRANCISCO SMOKING STATISTICS

**The following statistics are courtesy of  
the San Francisco Tobacco Coalition**

- 8 out of 10 smokers start smoking by the age of 18 and the tobacco industry claims it does not target youth. 13.2% of youth are able to purchase tobacco illegally from retailers. (2006 California data)
- Secondhand smoke kills over 53,000 non-smokers every year.
- In 2005, the tobacco companies spent over 35 million dollars every day advertising and promoting a product that, when used as intended, kills.
- In 2005, 13.9% of San Francisco adults were smokers compared to 19.5% in 1999.

**San Francisco Laws Currently Limiting  
Tobacco Sponsorship and Promotion**

- Ban on tobacco advertising on city and county property.
- San Francisco County Public School's dress code prohibits the wearing of or use of tobacco promotional items.
- Ban on tobacco companies sponsoring youth sports leagues.
- Ban on free tobacco product giveaways and coupons.

**We seek to further limit  
tobacco company influence in  
San Francisco**

## Tobacco-Free Sponsorship Endorsement Form

I/We recognize that tobacco company sponsorship is a serious threat to public health. I/We support the passage of an ordinance by the San Francisco Board of Supervisors that would require all Human Service contractors and grantees that accept San Francisco City funding to not accept tobacco funding.

Individual  Business  Organization  Health Professional

Name/Business/Organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_

Fax Number: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*(Required for public use of endorsement)*

I would be interested in:

- Testifying at a committee hearing.
- Writing a letter or call my supervisor
- Talking to the media
- Other (please explain): \_\_\_\_\_

### Thank you for your support!

Please mail or fax this form to:

Project RIDE  
678 13<sup>th</sup> Street, Suite 103  
Oakland, CA 94612  
Phone: 510-452-1234  
FAX: 510-452-1024  
email: [mlazo@baer.org](mailto:mlazo@baer.org)

*By signing this endorsement form you are giving permission for your name or your organization's name to be listed publicly as a supporter of the Tobacco Free Project Campaign. Your contact information, including Email, will NOT be shared. For more information about the RIDE project, log on to [www.projectride.net](http://www.projectride.net).*

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## Current List of Endorsements

Girls After School Academy

San Francisco Youth Commission

Chinese Progressive Association

Bay Area Community Resources

Youth Leadership Institute

CHALK

Breathe California

Sunset Project

San Francisco Study Center

11 Individual Endorsements



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Please visit our web site at: [www.projectride.net](http://www.projectride.net)

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