

**Philip Morris Donates \$1-Million!**

# Urban League Pushes Toward \$50-Million Development Fund

## Donors Commit \$12-Million to Special Income-Producing Development, Expansion Fund

SAN FRANCISCO — The National Urban League moved dramatically closer to its goal of a \$50-million Permanent Development Fund, as six major corporations and four foundations committed more than \$12-million to the fund during the League's 76th Annual Conference here recently.

"This fund will help provide the fiscal stability the League needs to best serve its constituents," said Stanley S. Scott, Vice President and Director of Corporate Affairs, Philip Morris Companies Inc., as he presented a check for \$200,000 to John E. Jacob, President of the National Urban League. This was the first of five annual installments that will complete the Philip Morris pledge of \$1-million.

Jacob has said the fund will not be touched but will be invested in order to provide operating income for the support and expansion of League programs aimed at combatting the problems of crime, teenage pregnancy and the incidence of households headed by single women. Income from the fund would also be used to help Blacks better understand the need for more effective political power bases and insure better schooling for black students. "especially in mathematics and the sciences to prepare them for the increasingly technical world of the next

century," Jacob said. In an interview Jacob noted that Philip Morris, "a supporter of the Urban League for more than 40 years," had played a pivotal role in helping to promote the fund among other business corporations.

Jacob said that Hamish Maxwell, Chairman and Chief Executive Officer of Philip Morris Companies Inc., had offered his help to make the fund a reality. "Maxwell invited several other CEOs to his office so that we could have a 'dialogue' on the development fund — this helped to convince other corporations that it was important for the National Urban League to develop other income from investments," Jacob said.

In addressing the conference's Business and Labor Luncheon, Scott reminded the listeners that Philip Morris' support for the League had begun more than four decades ago and that this 76th Annual Conference marked the 30th anniversary of the company's regular donations to the League.

"In fact," Scott said, "our early support once triggered a boycott of Philip Morris products by opponents of our commitment to the partnership between ourselves and the Urban League. We're proud to be partners in progress with an



**FOR PERMANENT INCOME** — Stanley S. Scott, Vice President and Director of Corporate Affairs, right, presents check for \$200,000 to John E. Jacob, President of the National Urban League, the first of five annual installments of Philip Morris' commitment of \$1-million. Joining in the presentation are, from left, Lee Archer, Vice President, Urban Affairs, General Foods Corp., George R. Lewis, Vice President and Treasurer, Philip Morris Companies Inc., and Margaret Young, President of the Whitney M. Young, Jr. Foundation and a member of the board of Philip Morris.

organization that is making a difference in meeting the social challenges of American society," Scott said.

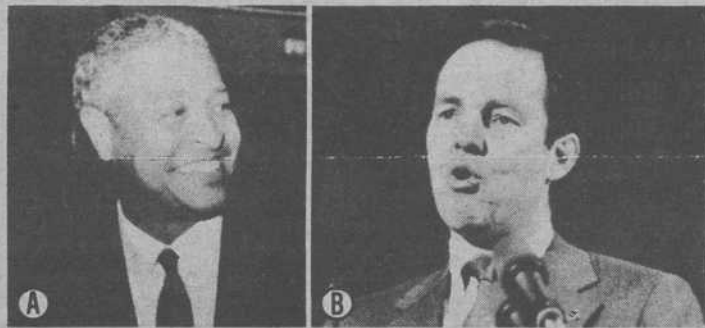
Scott said that the late Herbert Wright, the company's Executive Director of Urban Affairs, had pioneered in helping the company "to translate its social consciousness into economic reality." Wright, Scott said, was the founder of the Julius A. Thomas Society, an organization of former League employees and supporters that provided consultation and support for the organization.

George R. Lewis, Vice President and Treasurer of Philip Morris Companies Inc., commenting on the company's support for the League, said: "A guiding principle at Philip Morris is that equal opportunity is vital to the creation of a national environment in which we can all flourish — including the business community."

Lewis, who was elected to the League's board of directors during the conference, observed that this belief has led to the creation by Philip Morris of a number of industry-leading programs in support of banks, insurance companies, business firms and media organizations owned by minorities.

League officials said they were beginning a national effort to raise a total of \$50-million or more for the Permanent Development Fund.

"John E. Jacob's fundraising accomplishments say something very positive about the confidence that major corporations and foundations have in the League's vision and managerial competence," Scott told the luncheon audience. "It also says something very positive about Jacob's own personal qualities, an extraordinary combination of conviction and leadership," Scott said.



**SPEAKERS** addressing the National Urban League's 76th Annual Conference included: (A) Clifton R. Wharton, Jr., Chancellor, State University of New York; (B) Thomas H. Kean, Governor of New Jersey; (C) Samuel R. Pierce, Jr., Secretary, U.S. Department of Housing and Urban Development; (D) Dianne Feinstein, Mayor of San Francisco.



The "DIALOGUE" between the National Urban League and the business community was given a boost last year when Hamish Maxwell, right, Chairman and Chief Executive Officer of Philip Morris Companies Inc., invited League President, John E. Jacob to Philip Morris' headquarters to discuss the League's \$50-million Permanent Development Fund with other CEOs of major corporations.



**DELEGATE**, Joyce C. Lowe, left, Vice President of the Board of the Bergen County (N.J.) Urban League, relaxes between workshops with Shelly Moore, a former League staff writer and currently a Brooklyn-based communications consultant.



**BOARD MEMBERS** — Tom Shropshire, right, recently retired Senior Vice President and Treasurer of Miller Brewing Company, a member of the League's Board of Directors, discusses the civil rights organization with George R. Lewis, Vice President and Treasurer of Philip Morris Companies Inc., who was elected to the board during the conference.



**NETWORKING** at the Urban League Conference in San Francisco are Edward Van Dyke, Director of Region Sales, Philip Morris U.S.A., left, and Robert Turner, an Alderman from Racine, Wis., and Chairman of the Racine and Kenosha, Wis., Urban League.



**CONFERENCE PARTICIPANTS** traveled from far and near to meet at San Francisco's Moscone Center for the League's 76th Annual Conference. They included, at top, from left, Gregory Best and Yvonne Townsend, volunteers with the San Francisco Bay Area Urban League and at bottom, from left, Clarence Barney, President of the New Orleans, La., Urban League, Nathaniel LaCour, President of the United Federation of Teachers in New Orleans and a League volunteer, and Al Squire, Director of Field Services for the American Federation of Teachers, Washington, DC.