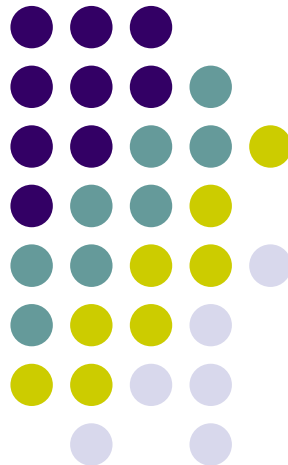


CONSUMER PERCEPTION OF CAUSE RELATED MARKETING



Emmanuel Chéron
Sophia University
Graduate Program in Global Studies
International Business and Development Studies

Data collection benefited from the support of:
Professor Tetsuo Sugimoto, Dean of the Faculty of Economics and Management
Rodi Pau, Credit Suisse Securities Japan Ltd
Tan Shen Sui, Accenture Japan Ltd





Contents

- 1 Introduction and Research Question
- 2 Research Method and Pretests
- 3 Data Analyses and Findings
- 4 Limitations
- 5 Managerial Implications
- 6 Directions for Further Research



1 Introduction

Corporate Social Responsibility (CSR):

A company's commitment to minimizing or eliminating any harmful effects on society and maximizing its long term beneficial impact.

– *Mohr, Webb, and Harris*
2001





Types of Donations

Unconditional

- Donation not linked to revenue-producing transaction with the firm





Canon (China) unconditional donation



Canon (China) gave 300000 yuan for the victims of the Magnitude 6.4 earthquake that hit Pu'er City, Yunnan Province, in southwestern China, on June 3, 2007.



Types of Donations

Conditional / Cause-related marketing (CRM)

- A marketing program that strives to (1) improve corporate performance and (2) help worthy causes
- by linking fund raising for the benefit of a cause to the purchase of the firm's products and/or services



1 Introduction

Ito-en White Ribbon Alliance Donation Campaign



White Ribbon Alliance





The White Ribbon Alliance

For Safe Motherhood

United to Make Pregnancy and Childbirth Safe for All

What's New

- » 2006 Safe Motherhood Champion Awards Presentation May 19, 2006
- » Arts and Advocacy Exhibition: Women and Infants Post-Katrina May 19, 2006

CONTACT US • SEARCH • SITE MAP

ABOUT WRA	GET INVOLVED	MEMBERS	ACTIVITIES	RESOURCES
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Every minute, around the world



380 women become pregnant

190 women face unplanned or unwanted pregnancies

110 women experience pregnancy-related complications

40 women have unsafe abortions

1 woman dies

We're working to change these numbers. Please join us.

DONATE NOW

Global Secretariat • One Thomas Circle NW, Suite 200 • Washington, D.C. 20005 USA
tel: 202.775.9680 • fax: 202.775.9684 • wra1@whiteribbonalliance.org




[KEIO CARD HOME](#)
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[WHAT'S NEW](#)
[独自サービス](#)
[カード会社の紹介](#)

[カードの基礎知識](#)
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- ❖ [「慶應カード\(学生\)」の特徴](#)
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- ❖ [「慶應カード\(学生\)」の概要](#)
- ❖ [保険内容](#)
- ❖ [相談窓口](#)
- ❖ [卒業後は「慶應カード」へステップアップ](#)



Open! your life with a new card
スマートキャンパスライフ「慶應カード」で。

クレジットカードは、大学生活を快適・充実させる必需品のひとつとなっています。国内・海外旅行・留学の際だけでなく、インターネットプロバイダー契約や高速料金の割引がされるETCカードの登録や日用品の購入など、日常生活に深く浸透しています。サインひとつでショッピングやサービスが受けられる一方で、クレジットカードに対する理解不足からトラブルが起きていることも事実です。

学生時代からクレジットカードの性質をよく理解し、正しい知識を身につけていただく、慶應義塾では、平成12年から学部・大学院の塾生に「慶應カード(学生)」を発行しております。



●「慶應カード(学生)」はキャンパスライフを快適にサポート ～8つの特長～●

- 1 塾生の奨学金に活用**
提携カード会社からの還元金は、塾生の奨学金等に有効に活用されています。
- 2 年会費無料**
在学中は年会費無料です。
- 3 高い安全性**
ご利用枠が低く設定されているので安全です。また、お申込みの際は親権者の同意が必要です。
- 4 各種保険付**
海外旅行傷害保険、国内旅行傷害保険等が付帯されています。
- 5 海外でもOK**
海外でも利用できるインターナショナルカードです。
- 6 多くのカードから選択**
三井住友、UC、DC、NICOS、OMCの5ブランドのカード会社と提携しています。この中から自由に1枚を選べます。カード保有数は1枚です。
- 7 慶應独自のサービスもプラス**
カード会社のサービスに加え、所定の協力店で慶應カード独自の優待サービスを受けることができます。
- 8 相談窓口も充実**
キャンパス内の相談窓口でアドバイスを受けることができます。

McGill University Women Health Center Campaign

Français

GIVE A LOT SHOP A LITTLE
BUY INTO THE FUTURE OF WOMEN'S HEALTH
WEEKEND OF SEPTEMBER 29-30 2007

Contact Us Weekend Fundraiser News Retailers Partners Women's Health

SPECIAL OFFERS %
FROM RETAILERS

La SENZA
GARAGE
Ardène
JEAN COUTU
(Club de L'Unité)

NEWS
ELLE QUEBEC in October issue, see page 224...
Geneviève Borne has been interviewed on TVA...

Shop a Little
Give a Lot

A weekend shopping fundraiser in support of the Women's Mission of the MUHC

On Saturday September 29 and Sunday September 30, 2007, many of your favourite stores across Greater Montreal will be donating 5% of their sales to the Women's Health Mission of the McGill University Health Centre. Join us for the first annual Shop a Little, Give a Lot weekend shopping fundraiser and show your support for the future of Women's Health.

Come out on Sept 29-30 and shop for a great cause!

MUHC
McGILL UNIVERSITY HEALTH CENTRE
FOUNDATION

[Click here to see the participating Shopping Centers](#)

Geneviève Borne
Quebec TV and radio personality
Spokesperson, Shop a Little, Give a Lot

On Sep 29 and 30, many of your favourite Stores across Greater Montreal will be giving 5% of their weekend sales to the Women's Health Mission of MUHC

McGill University Women Health Center Campaign





Consumer Charity Choice ÆON Happy Yellow Receipt Campaign



Once a month, ÆON donates a portion of the day's receipts to shopper-designated Japanese NGO and non-profit organizations.



1 Research Question

How does allowing the consumer to play a part in choosing the cause in a CRM program compares to either a conditional and or an unconditional corporate donation for which the cause has been decided only by the firm?



More specifically

How does the type of charity donation system influence how consumers regard the company, to what extent they consider the donation as motivated by the company's self-interest and their perception of the company's quality of management?



2 Research Method

- Pretest with Sophia students
 - Combini scenarios
- Online survey with Singapore respondents
 - Supermarket scenarios
 - Each respondent was exposed to only one scenario
- Follow-up online survey questionnaire
- Convenience sampling and snowballing



One Time Donation Scenario (Sophia students)

- Imagine that when shopping in your local combini for a bento and a soft drink, you see an advertising banner saying that this chain of convenience stores will make a one-time 100 million yen funding donation over one year to UNICEF, an international children's charity.
- 近所のコンビニへお弁当や飲み物を買いに行く事を想像して下さい。その店舗では、「年間定額 1 億円をUNICEF（国連児童基金）に寄付する」という義援活動の広告が掲示されています。



One Yen per Item Scenario (Sophia students)

- Imagine that when shopping in your local combini for a bento and a soft drink, you see an advertising banner saying that this chain of convenience stores will donate 1 yen for each item sold over one year to UNICEF an international children's charity. The total amount donated varies according to the number of items sold; the more sold, the more the charity will receive.

Percent of Ballot Scenario (Sophia students)

- Imagine that when shopping in your local combini for a bento and a soft drink, you see an advertising banner saying that this chain of convenience stores is asking customers to vote during one year for a charitable donation of their choice by depositing their cash receipt in one of three boxes (UNICEF, an international children's charity, the RED CROSS or help for EARTHQUAKE victims). The donation given to the selected charity is 1% of the amount of the receipts put in the box.





Survey Questionnaire (Sophia students)

- Random distribution of scenarios to students
- Questionnaire in English to FLA students and Japanese to others
- One page questionnaire:
 - Introduction
 - Scenario
 - Main questions:
 1. Because of this donation you have a high regard for this company.
Strongly agree 5 4 3 2 1 Strongly disagree 9 Don't know
 2. This company is making this donation to increase sales.
Strongly agree 5 4 3 2 1 Strongly disagree 9 Don't know
 3. This donation is a good management decision.
Strongly agree 5 4 3 2 1 Strongly disagree 9 Don't know
 - Last week visits to combini and spending, gender, faculty of study, field, year



Profile of Sophia respondents

Language & Gender	One time donation	One yen per item	Percent of ballot	Total
English Males	15	23	16	54
English Females	52	40	52	144
Japanese Males	22	26	26	74
Japanese Females	54	45	46	145
Total	143	134	140	417



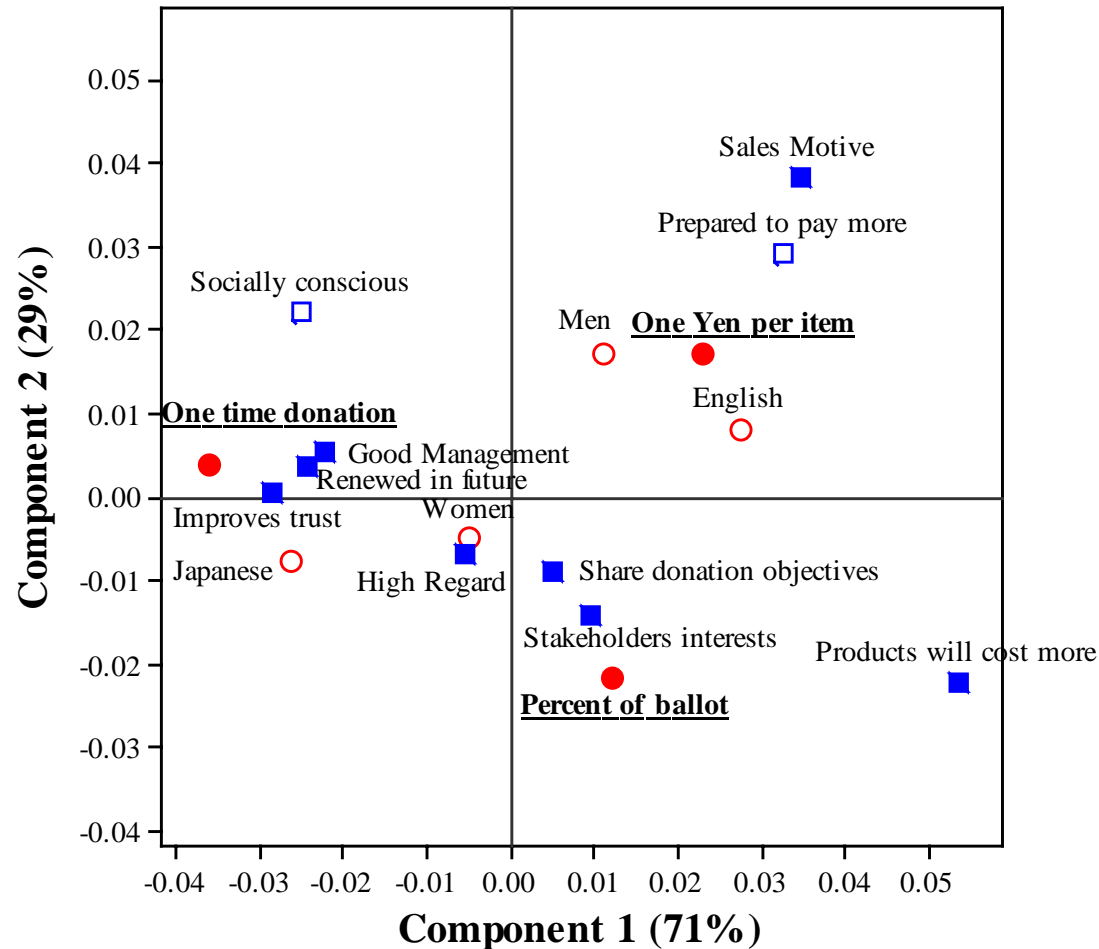
Profile of Sophia respondents

Combini frequency & spending	One time donation	One yen per item	Percent of ballot	F & p values
How many times last week?	4.07	4.49	3.99	.98; p=.38
How much on average last week? (yen)	467.28	404.19	472.25	1.09; p=.34

Gender difference	Males	Females	
Number	127	281	
How much on average last week? (yen)	452.52	454.95	T=.05; p=.96

Sophia results

Correspondence Analysis with Supplementary Points





One Time Donation Scenario (Singapore respondents)

- Imagine that when shopping in your usual supermarket for groceries, you see an advertising banner saying that this chain of supermarkets will make a yearly one-time S\$1 million donation to UNICEF, an international children's charity.

One Percent of Sales Donation Scenario (Singapore respondents)



- Imagine that when shopping in your usual supermarket for groceries, you see an advertising banner saying that this chain of supermarkets will donate 1 cent for each dollar of sales revenue over one year to UNICEF, an international children's charity. The amount varies according to the amount of sales – the more sales, the more the charity will receive.

One Percent of Ballot Donation Scenario (Singapore respondents)



- Imagine that when shopping in your usual supermarket for groceries, you see an advertising banner saying that this chain of supermarkets is asking customers to vote during one year for a charitable donation of their choice by depositing their cash receipt in one of three boxes (UNICEF, an international children's charity, the RED CROSS or help for EARTHQUAKE victims). The donation given to the selected charity is 1% of the amount of the receipts put in the box.

Singapore Online Survey



Corporate Donations

In this survey, which will take less than 10 minutes to complete, we are interested in your opinion about social responsibility of companies. After carefully reading the scenario below, please choose your answers. There is no right or wrong answer, we are only interested in your opinion. All answers will be kept strictly confidential aggregate results only will be analyzed.

All respondents of this survey are invited to participate in a lucky draw. Three winners will be picked at random. Please leave your email address and let us know your preferred prize at the end of the survey!

Thank you for your participation!

START SURVEY!



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2 Research Method



Corporate Donations

Questions marked with an asterisk (*) are mandatory.

Imagine that when shopping in your usual supermarket for groceries, you see an advertising banner saying that this chain of supermarkets will make a yearly one-time S\$1 million donation to UNICEF, an international children's charity.

Would you say that:

- 1 *Please choose 5 if you strongly agree, 4 if you agree slightly, 3 if you agree level is average, 2 if you disagree slightly and 1 if you strongly disagree. Choose "Don't Know" only if you cannot understand the question.

1	2	3	4	5	Don't Know
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. Because of this donation, I would regard this company highly.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This company is making this donation to increase sales.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This donation decision is a good management decision for the long-term profitability of the company.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This company is involving consumers in deciding which charity will receive the donation.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel that I share the donation objectives of this chain of supermarkets.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I consider myself to be a socially conscious person.					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fictional instance of corporate donation

5-point Likert scale to measure constructs

Manipulation check
(level of involvement)

3 Data Analyses and Findings



Process



3 Data Analyses and Findings



- **Data preparation**

- 312 responses in total (100, 108, 104)
- Coding
- Compute indices
- Lucky draw preferences (232 out of 312)

	Men	Women
S\$50 Borders Voucher:	33.8%	38.8%
S\$50 HMTV Voucher:	8.8%	15.8%
S\$50 Donation to UNICEF:	57.5%	45.4%
	100.0%	100.0%
Chi-Square: 3.86, df = 2, p = .15 NS		

3 Data Analyses and Findings



- **Testing internal validity**

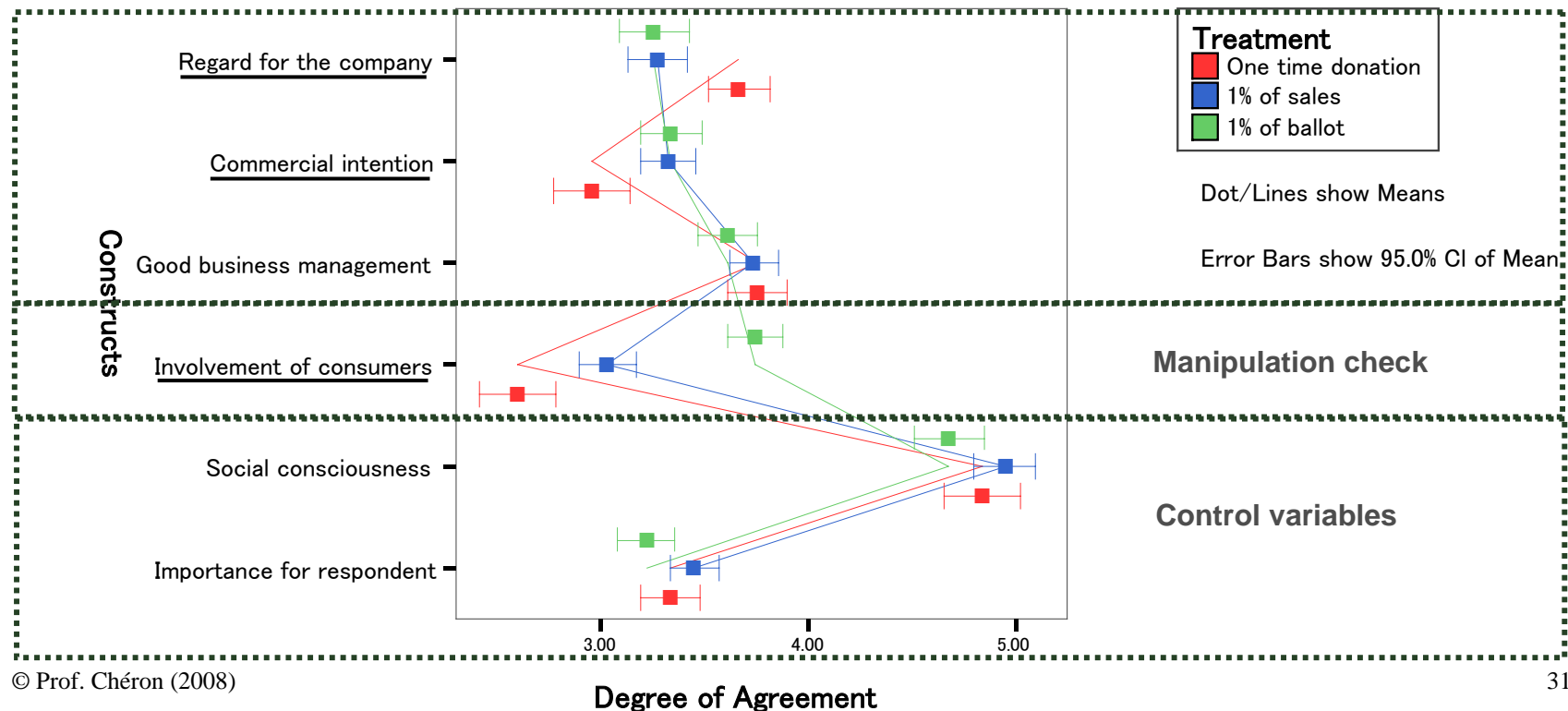
- Q6: “Do you know the purpose of the survey?”
- Profile of respondents across treatments
- Control variables
- Factor analysis
- Reliability tests of constructs

3 Data Analyses and Findings



● One-way Analyses

Profiles of means for the three constructs of interest, the manipulated construct of involvement of consumers and control variables



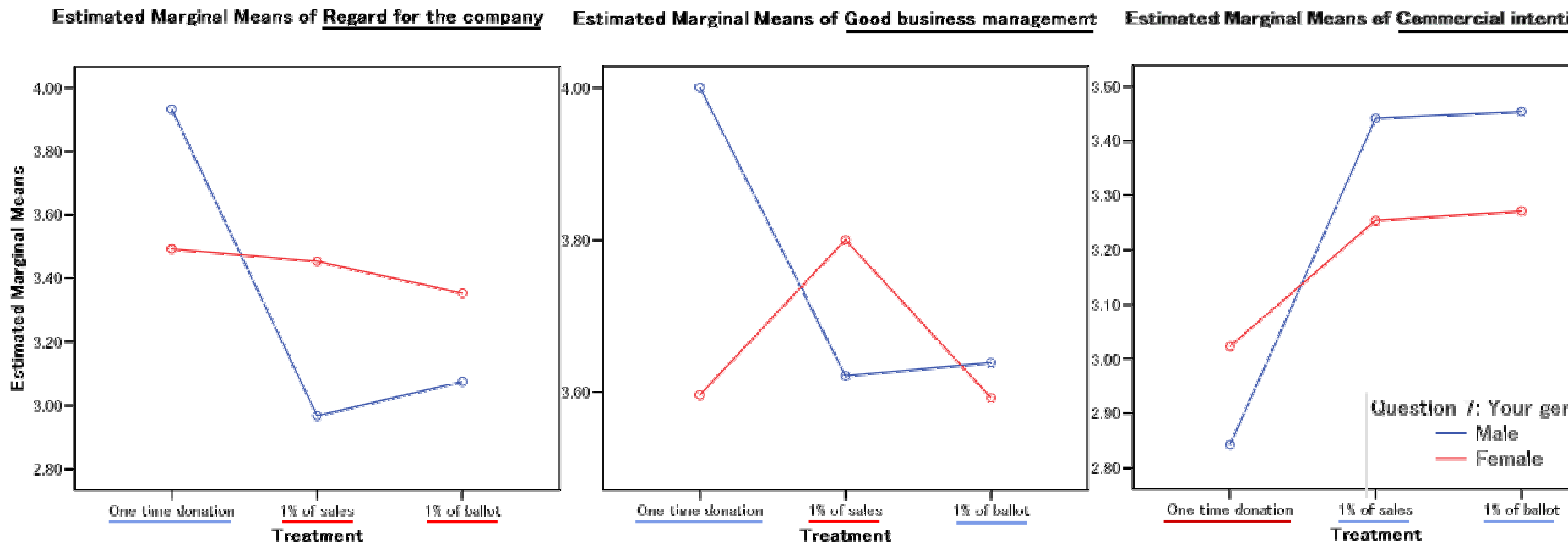
3 Data Analyses and Findings



● Two-way Analysis of Variance

- Significant interaction between type of donation program and gender type on consumer attributions

Interaction Graphs (Fixed Factors: Scenario, Gender)

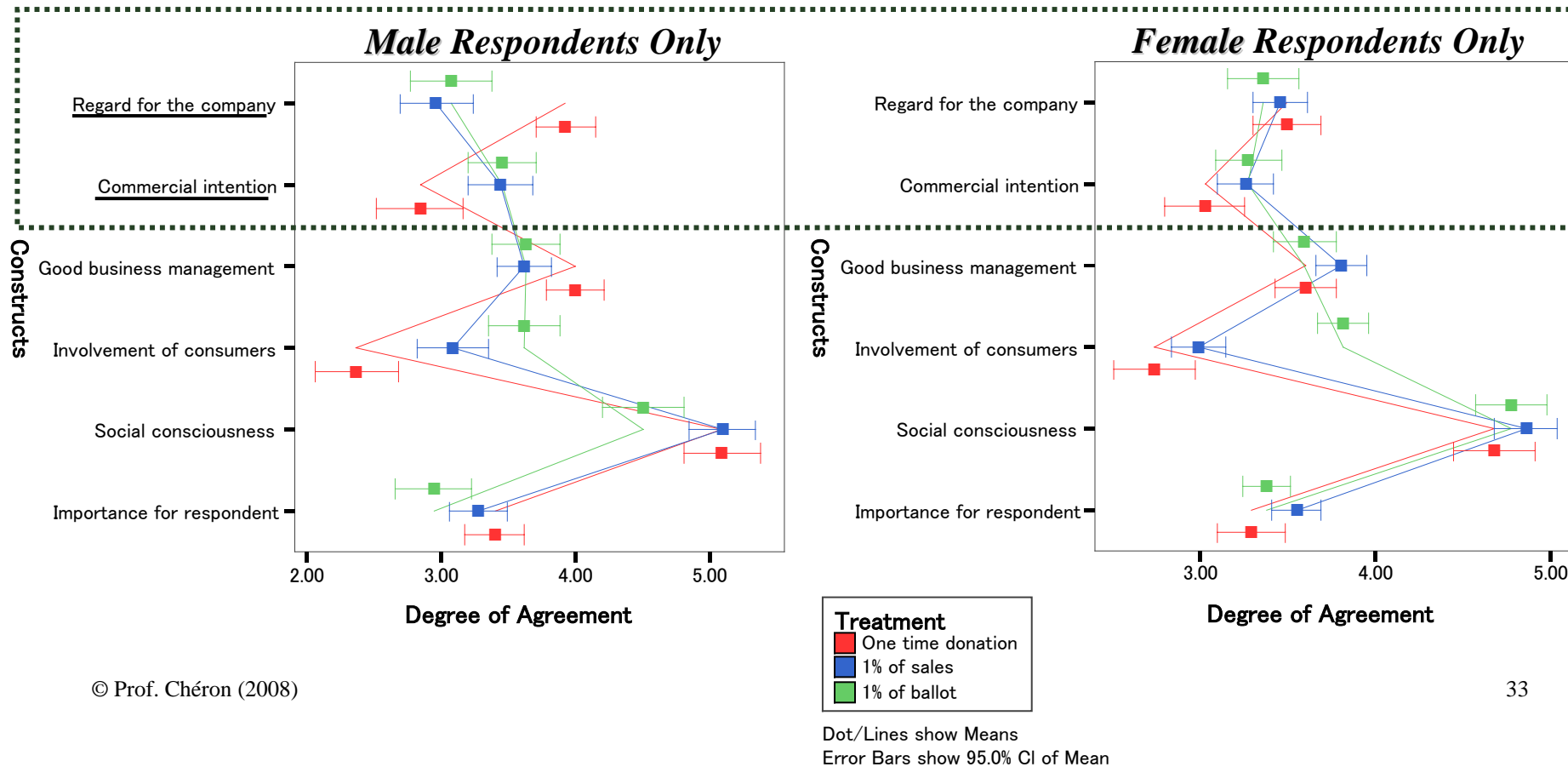


3 Data Analyses and Findings



● Two-way Analysis of Variance

Profiles of means for the various constructs



3 Data Analyses and Findings



Only male respondents perceived a difference between an unconditional system compared to a conditional system.

For males only, an unconditional system leads to a higher perceived degree of regard toward the firm and a lower perceived self-interest of the firm.

With respect to perceived management skills, further research is needed.



- **“... why do you think companies organise charity donation campaigns?”**

- Rewards sought for the firm itself (n=99)
- Rewards sought mostly for firm but partly for others (n=50)
- Rewards sought mostly for others but partly for firm (n=24)
- Rewards sought solely for others (n=16)

(Not significantly different between men and women)

3 Data Analyses and Findings



“To a certain extent, the objective of companies going into such campaigns is for the sake of **publicity**. Many even **mark up the selling price** slightly so that the profit margins wouldn’t be affected, while at the same time getting the desired publicity effect. The cost burden can be passed on to the unknowing customers. If the companies are sincere about donation campaigns, **they should organize it in such a way that it is not directly linked to their business activities** (such as x% of revenue etc). Publicity is something that should be given to companies who are sincere and upfront in helping the less fortunate.”

— *Male, 36*





4 Limitations

- Respondents
 - Experiments cannot be projected to the entire population
- Fictional situations
 - Real-life company situations are multidimensional
- Number of dependent variables
 - Captures only a fraction of the possible changes in consumer reactions

5 Managerial Implications



- Results support Unconditional Donation Program
- Target Market
 - Different approaches for males/females
- To manage cause-related marketing better
 - Increase amount pledged to charity/cause
 - Demonstrate long-term commitment
- Company Charity Choice > Consumer Charity Choice Donation Program
 - Less logistics involved



5 Managerial Implications

“On some occasions, the companies truly want to make charitable donations while also increasing their own reputation in their customer’s eyes as a morally upright company. In these cases, a much *higher percentage* of the donation (if not all) would go to the charity of choice. *Otherwise, these companies seem to be in it mostly for the money and publicity less so than to help.*”

— *Female, 19*



5 Managerial Implications

“ ...I’m not sure how much the charity (or even the company itself) will benefit. e.g. For each McDonald’s Happy Meal sold, I think 5 cents goes to a charity but because it is ***only 5 cents***, I will not purposely buy a Happy Meal so that the charity can get that 5 cents. Sometimes, I also think that ***McDonald’s is ‘stingy’ in its donation, and yet still dares to ‘advertise’ their ‘generosity’***. ”

— *Female, 25*



6 **Directions for Future Research**

- Reactions to other corporate donation programs
- Influence of the organiser of corporate donations
- Too many steps in consumer charity choice donations
 - Backfires
- Increasing consumer awareness
 - Effects on CSR strategies?



- Do accusations of irresponsible acts hurt companies more when they promote themselves as being socially responsible?
- Differences between men and women?
- I am socially responsible...but do you remember me?
- Extend research to different social, political, economic contexts (ie: Consumer perceptions of CSR in Korea)



MANAGEMENT OF CRM PROJECTS BY NON PROFIT ORGANISATIONS

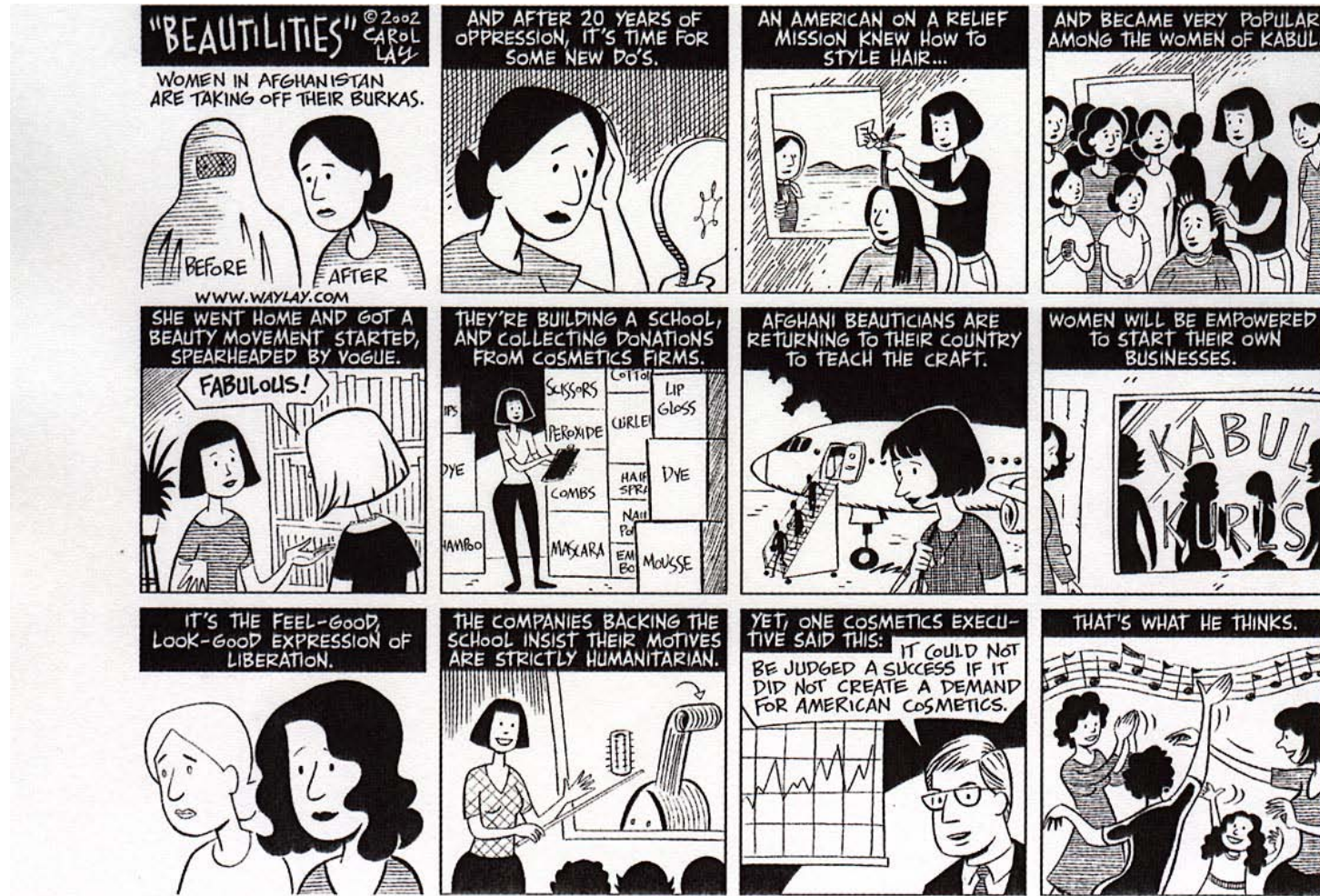
- 1. Understand your non-profit product/service and your value**
- 2. Understand business and how it works**
- 3. Follow classic account management principles (one contact person)**
- 4. Best proposals happen without paper**
- 5. Learn a lot about potential partners and listen to them**
- 6. Patience is required**
- 7. Cause-related marketing is an agency-wide effort**
- 8. Cause-related marketing is about relationships**
- 9. Cause-related marketing is about delivering**
- 10. Cause-related marketing is about becoming part of the business strategy of a corporation**

Kurt Aschermann,

Chief Marketing Officer and Managing Director, Boys & Girls Club of America

<http://www.independentsector.org>

POTENTIAL CONFLICT OF INTERESTS BETWEEN PROFIT AND NON PROFIT ORGANISATIONS



54 METROPOLIS.CO.JP



**Thank you very much
for your attention!**

JAPANESE RED CROSS COLLECTION BOXES




Singapore Airlines A380 First Flight Charity

http://www.a380.singaporeair.com - Singapore Airlines A380 - Mozilla Firefox

HOME • THE AIRCRAFT • GALLERY • DOWNLOADS • NEWS • REGISTER • [CHARITY AUCTION](#) • SINGAPOREAIR.COM

COUNT DOWN TO THE WORLD'S FIRST A380 COMMERCIAL FLIGHT

A380 First Flight Charity Auction has begun. Place your bid now!



[Sign up for updates on the auction ▶](#) [View package details & register to bid ▶](#)

The world's first commercial flight of the A380 will take off from Singapore on 25 October 2007 and return from Sydney on 26 October 2007.

Singapore Airlines is auctioning seats on both legs of the flight on eBay. All proceeds will be donated to charities.

On board, you'll be the first to experience new standards in comfort and luxury across all three classes of travel. Indulge in masterful culinary delights from renowned chefs Sam Leong (Singapore) and Matthew Moran (Australia), members of the Singapore Airlines International Culinary Panel.

You will also receive a personalised certificate to commemorate participation in this historic event.

Don't miss this chance to be part of history! The auction is now open for bidding and you may proceed to [place your bid](#). If you are not already qualified, click [here](#) to register and view packages that are available.

If you do not have an eBay ID, simply click [here](#) to create one.

[Read](#) the full story and [sign up](#) to receive the latest updates on the auction.

Click [here](#) to read answers to Frequently Asked Questions.

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Read www.a380.singaporeair.com

All
proceed
will be
donated
charities

Singapore Airlines A380 First Flight Charity

http://www.a380.singaporeair.com - Singapore Airlines A380 - Mozilla Firefox

Singapore Airlines A380 Singapore Airlines A380 Singapore Airlines A380

ABOUT THE BENEFICIARIES

Singapore

COMMUNITY CHEST OF SINGAPORE

Community Chest was founded in 1982 to raise funds for the nation's many social service organisations, relieving them of the burden of fund-raising so they can focus on their primary responsibility of caring for and serving the needy. With the generosity of individuals, corporations and foundations, today Community Chest funds 147 social service programmes run by 57 charities to help over 340,000 people in Singapore. All funds raised will go towards nurturing children to succeed, keeping families together, dignifying the lives of the elderly as well as empowering people with disabilities to lead independent lives. Singapore Airlines has been a supporter of Community Chest for over two decades.

www.communitychest.org.sg

Sydney

SYDNEY CHILDREN'S HOSPITAL, RANDWICK

Sydney Children's Hospital, Randwick is one of Australia's leading specialist medical centres for children. They provide quality, comprehensive and expert clinical services to the children and families of New South Wales and beyond.

www.sch.edu.au

THE CHILDREN'S HOSPITAL AT WESTMEAD

The Children's Hospital at Westmead is the highly respected, largest paediatric centre in NSW, providing excellent care for children from NSW, Australia and across the Pacific Rim. The Hospital has 3,000 staff working in 150 departments.

www.chw.edu.au

Global Humanitarian Organisation

MÉDECINS SANS FRONTIÈRES

Médecins Sans Frontières (MSF) is an independent medical-humanitarian organisation, delivering emergency aid to people affected by armed conflict, epidemics and natural as well as man-made disasters in over 70 countries. MSF is an international movement with branches in 18 countries. MSF teams in the field are composed of international and national staff and each year over 3000 volunteers work alongside more than 25,000 locally hired staff to provide urgent medical care to vulnerable populations. In emergencies and their aftermath, MSF provides essential healthcare, rehabilitates and runs hospitals and clinics, performs surgery, responds to epidemics, carries out vaccination campaigns, operates feeding centres for malnourished children, and offers mental healthcare. When needed, MSF also constructs wells and dispenses clean drinking water, and provides shelter materials like blankets and plastic sheeting. MSF was founded in 1971, with the aim of cutting through red tape to deliver humanitarian aid fast and effectively. The organisation focuses on delivering emergency care and also on speaking out, using volunteers' eyewitness accounts and medical data, when witnessing massive acts of violence against individuals and groups. MSF was awarded the Nobel Peace Prize in 1999.

www.msf.org

Download the full press release [here](#).

AIR FRANCE ECPAT CRM CAMPAIGN



**Achetez ce jouet pour que les enfants
ne soient plus des jouets.**
Buy this toy to stop children becoming toys.



**Lorsque vous achèterez cet ours en peluche,
les profits de la vente iront à ECPAT INTERNATIONAL.**

Organisation internationale qui lutte contre l'exploitation sexuelle et commerciale des enfants.
D'autres articles vendus à bord de nos avions sont également associés à cette opération.

**When you buy this teddy bear, the profits from
the sale go to ECPAT INTERNATIONAL.**

Other products sold on board are also associated with this campaign.

END CHILD PROSTITUTION PORNOGRAPHY AND TRAFFICKING



(PRODUCT)RED CAMPAIGN



Products

Check out the (PRODUCT)RED items that are available now. We'll unveil more in the coming months. Click on the image or logo below to see more details on each (PRODUCT)RED line.

Designed to Help Eliminate AIDS in Africa



(PRODUCT)RED CAMPAIGN



(PRODUCT)RED CAMPAIGN

Doubts raised over Motorola, Apple AI...

CRAP BUY (LESS) CRAP!

SHOPPING IS NOT A SOLUTION

Buy (Less). Give More.

Join us in rejecting the ti(red) notion that shopping is a reasonable response to human suffering.

We invite you to donate directly to the (RED) campaign's beneficiary *The Global Fund* and to these other charitable causes ... without consuming.

[Charities](#) | [Mission](#) | [Contact](#) | [Recommend a Charity](#)

The Global Fund

The Global Fund was created to finance a dramatic turn-around in the fight against AIDS, tuberculosis and malaria. To date, the Global Fund has committed US\$ 7 billion in 136 countries to support aggressive interventions against all three diseases.

<http://www.theglobalfund.org>

DONATE

Alzheimer's Research

The Fisher Center for Alzheimer's Research Foundation is dedicated to attacking the scourge of Alzheimer's with a 3-pronged assault focused on the cause, care, and cure for Alzheimer's disease as well as supporting the public with educational programs.

<http://www.alzinfo.org>

DONATE

Wherever The Need

Wherever The Need provides clean drinking water to villagers and

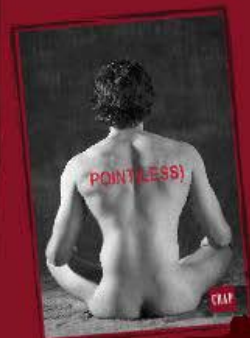
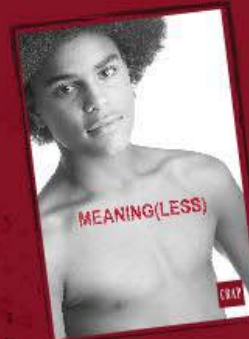
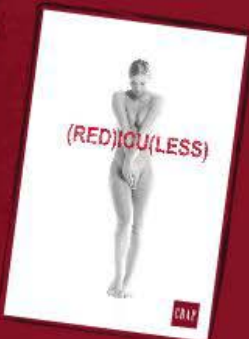
DONATE

TELL A FRIEND

your email

friend's email

send



wpi R Digg This



ONE LAPTOP PER CHILD (OLPC) PROJECT



Get 1 Give 1

**Intel has withdrawn its funding
and technical help (Jan 2008)
Classmate vs. XO**



**OLPC is a non-profit organization set up by Professor Negroponte of MIT
to bring education to poor regions of the world**

SAVE ELLIS ISLAND PROJECT

://www.weareellisland.org/pages/the_cause

Phillips-Van Heusen Corp.

WE ARE ELLIS ISLAND

READ AND WATCH AMERICA'S STORIES OF HOPE AND INSPIRATION

THE CAUSE

ABOUT ELLIS ISLAND

OUR VISION

WHO WE ARE

OUR PLAN

WHAT YOU CAN DO

THE CAUSE

Sometimes called Ellis Island's "forgotten side," nearly 30 hauntingly beautiful buildings on the Island's South Side have been vacant, shuttered, and unseen by the public for well over a half a century. These are the former buildings where immigrants in need of medical attention received care. **The buildings are in dire need of repair and your help.** Save Ellis Island, Inc. has joined the National Park Service to raise funds to rescue and reuse these buildings.



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YOUR
STORY



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AUTHENTIC APPAREL SINCE 1851

SAVE ELLIS ISLAND PROJECT



WE ARE ELLIS ISLAND

READ AND WATCH AMERICA'S STORIES OF HOPE AND INSPIRATION

THE CAUSE

ABOUT ELLIS ISLAND

OUR VISION

WHO WE ARE

OUR PLAN

WHAT YOU CAN DO

WHAT YOU CAN DO

- 1 SHARE YOUR STORY**

First, share your story of your family's journey through Ellis Island to highlight the hope, courage and inspiration that personifies America.
- 2 SPREAD THE NEWS**

Second, help spread the news of the campaign to create the greatest public awareness of Save Ellis Island's efforts in raising donations.
- 3 HELP DONATE NOW**

Finally and most importantly, please donate to this worthy cause.



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Pink Ribbon Example



Yoplait

Save Lids to Save Lives

For every ***pink lid sent back to the company***, Yoplait will donate 10 cents to the Susan G. Komen Foundation, with a minimum total donation of \$500,000 and a maximum donation of \$1.5 million.

Price: \$1



think before you pink

A PROJECT OF
**BREAST
CANCER
ACTION**

**TAKE
ACTION
NOW**

click here

Breast cancer is about
women's lives, not a
marketing opportunity.

**Tell corporations to put
people before profits**



**BREAST
CANCER
ACTION**

play again

[Send a Message to the Pink Ribbon Marketers](#)

Pink Ribbon Example





A dollar gift on a \$200 purchase is less than one percent-and Eureka caps its annual contribution from the sales at \$250000. Is the company spending more on its “Clean for Cure” ads than it’s donating to the cause?

Who’s really cleaning up here?



It sounds noble: Buy this vacuum cleaner and Eureka will give a dollar to a breast cancer organization.

But wait. A dollar gift on a \$200 purchase is less than one percent—and Eureka caps its annual contribution from the sales at \$250,000.

Is the company spending more on its “Clean for the Cure” ads than it’s donating to the cause?

It’s not just Eureka. American Express donates a penny per transaction when you “Charge for the Cure.” BMW kicks in a buck per mile when you test-drive its cars, which produce chemical compounds linked to breast cancer.

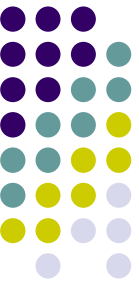
Avon lipstick, Yoplait yogurt—the list goes on and on. During Breast Cancer Awareness Month, pink-ribbon promotions are everywhere.

Breast Cancer Action urges you to “think before you pink.” Will your purchase make a difference? Or is the company exploiting breast cancer to boost profits?

Preventing, curing, and guaranteeing quality treatment for breast cancer will require real change—and not the kind you carry in your pocket.



55 New Montgomery St., Suite 323, San Francisco, CA 94105 • www.ThinkBeforeYouPink.org



Dozens of products of the cosmetics industry contain toxic ingredients that may be linked to breast cancer itself. Is this philanthropy? Or hypocrisy?

THE COSMETICS INDUSTRY AND BREAST CANCER

Philanthropy or Hypocrisy?

October is breast cancer awareness month, and major cosmetics companies – from Avon and Revlon to Estee Lauder – are marketing pink ribbon products to “support the fight against breast cancer.”

That might seem like a good thing. But dozens of their products contain toxic ingredients that may be linked to breast cancer itself. Is this philanthropy? Or hypocrisy?

Parabens (PAR-a-bens), used as preservatives, are endocrine disruptors that mimic the hormone estrogen. And increased estrogen exposure over a lifetime is a proven risk factor for breast cancer.

Phthalates (THAL-ates) help lotions penetrate the skin and make nail polish more flexible. They have been phased out of baby toys

because of an association with birth defects and developmental disabilities. Because phthalates are also endocrine disruptors, concerns have been raised as well about their association with breast cancer.

With safer alternatives available, it's past time for the cosmetics giants to phase out these chemicals. In the meantime, they should be clearly listed on the label so consumers can make an informed choice.

After all, corporate conscience belongs in a company's products, not just its marketing.

To learn more about this issue, and what you can do about corporate “pinkwashing,” visit www.ThinkBeforeYouPink.org.

☐ I want to support this work.

NAME _____ PHONE NUMBER _____
ADDRESS _____ E-MAIL ADDRESS _____
CITY _____ STATE _____ ZIP _____

Make checks payable to BCA and send to the address on right. Breast Cancer Action is a registered 501(c)(3) nonprofit organization. Donations are tax-deductible to the extent provided by law.

**BREAST
CANCER
ACTION**

Breast Cancer Action
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