



**CORPORATE  
ACCOUNTABILITY  
INTERNATIONAL**

ANNUAL REPORT

2010



**33 YEARS OF PROTECTING HUMAN RIGHTS  
FROM CORPORATE ABUSE**



“Our progress in capacity-building has allowed the organization to open new fronts in our drive to foster the just society envisioned by our committed philanthropic partners and dedicated membership. Together we have expanded our campaigns to people and places unimaginable thirty three years ago.”

KELLE LOUAILLIER, EXECUTIVE DIRECTOR





**Corporate Accountability International**  
is a membership organization  
that has waged winning campaigns  
to expose and challenge corporate  
abuse for more than 30 years.

## Dear Friend:

This year, the Corporate Accountability International family suffered a great loss with the passing of Edmund A. “Ted” Stanley. A well-regarded businessman and philanthropist, Ted always insisted that the “the quest for the almighty dollar” not come at “the exclusion of all other values.”

The greed Ted Stanley urged corporate America to root out took center stage over the last year. A decade of BP’s greenwashing and abysmal environmental and safety record concluded in the worst oil spill in U.S. history. The Supreme Court opened the floodgates for unlimited corporate dollars to flow into federal elections. Millions remained jobless thanks to the lingering effects of predatory lending, reckless speculation, and other precursors to financial crisis.

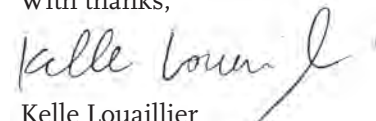
Developments like these were Ted’s motivation to advance Corporate Accountability International’s “tough advocacy”... and see its impact deepen. With corporate misconduct posing increased threats to human rights, public health, the environment, and democracy itself, the country’s leading corporate watchdog needed to expand to meet these new challenges. Over the last year we have done that, thanks to Ted’s wife, Jennifer Stanley, and so many other important philanthropic partners like you. The organization that helped move General Electric out of the nuclear weapons business and

Nestlé to curb its deadly marketing of infant formula, all on a shoestring budget, is now bringing three major campaigns to scale, while deepening its financial sustainability for the long-haul.

Our progress in capacity-building has allowed the organization to open up new fronts in fostering the kind of just economy Ted had long envisioned, expanding the Campaign Challenging Corporate Control of Water and launching a bold new campaign to Challenge the Corporate Abuse of Our Food. It has also continued to curb the influence and impact of Big Tobacco globally by taking the world’s first public health and corporate accountability treaty from pipedream to ratification by more than 170 countries. And as you’ll read in the following pages, this is but a sampling of our progress.

What we accomplish in the years to come is our tribute not only to Ted, and so many others who left this world better than the one they entered, but to partners like you whose commitment makes the organization’s “tough advocacy” possible.

With thanks,



Kelle Louaillier  
*Executive Director*

## Challenge Corporate Control of Water

### **A WORLD THIRSTY FOR CHANGE BEGINS BY THINKING OUTSIDE THE BOTTLE**

Over the past year, Corporate Accountability International:

- helped compel dramatic shifts in consumer behavior, from a continued decline in bottled water sales to 40 percent of the public switching back to the tap;
- exposed a backroom €100 million World Bank deal to privatize water in Eastern Europe;
- worked with allies to advance the human right to water at the United Nations;
- compelled Congress to echo the campaign's demands to the bottled water industry;
- launched the animated short film "The Story of Bottled Water" to an audience of a million plus;
- moved Colorado's governor to cut state spending on bottled water and laid the groundwork to compel others to follow suit; and
- drew national attention to the wide range of mayoral action taking place to *Think Outside the Bottle* and encouraged more.

The campaign impact of the last year is both significant and undeniable. The organization and its allies continue to fundamentally shift the public discourse, build support for strong public water systems and spur millions to question who should be allowed to control water and to what end.

#### **THE WORLD BANK: ACCESS DENIED**

Today, one in six people lack access to enough clean drinking water and, if current trends continue, by 2025 nearly two out of three people around the world won't have access to enough water. The world's poorest countries will be hit hardest even as the World Bank pumps hundreds of millions of dollars into projects supposedly aimed at stemming scarcity.

The problem is that World Bank funds often come with a dangerous condition: that governments hand over control of public water to a private corporation to make decisions about who gets water and at what price. Time and again corporations like Suez and Veolia have then profited handsomely from these public dollars while driving up rates, hindering people's access and failing to deliver on promises to expand access to those in the greatest need.

To spur needed reform, Corporate Accountability International **continued its ambitious project to map the Bank's decision making process and power structure.** Speaking with key World Bank officials, leading international economists and other power brokers, organizers determined the pressure points for leveraging a shift in Bank policy.

#### **EXPOSING FAILED BANK PRACTICES**

At the same time, staff and members began working with global allies to **expose damaging World Bank practices** across the globe. In the Philippines, Bank-backed privatization resulted in widespread water shortages, causing civil unrest. Given the negative outcomes in Manila, the Bank attempted to keep a similar investment of €100 million in Veolia's Eastern European subsidiary quiet in mid-June. Corporate Accountability International made sure the deal came to the attention of the international financial press.

In South America, where Uruguay became the first country to **guarantee the human right to water** in its constitution, Latin America Coordinator Yul Francisco Dorado coordinated the development of strategies challenging water privatization within Red VIDA – a coalition of organizations working to secure the same right for countries across the hemisphere. At the 10th anniversary of Cochabamba's effective fight to reclaim its public water system from Bechtel, Dorado and allies **laid the groundwork for a resolution**



**“The human right to water is foundational to all other rights, because without it, there’d be no life itself. It is our commitment to see that no man, woman, or child is denied this birth right for lack of income, political access, or otherwise.”**

CHIEF OF STAFF LESLIE SAMUEL RICH

protecting the human right to water to be advanced at the United Nations.

#### COMMODYFING WATER VIA THE BOTTLE

In the U.S., the most visible form of corporate control of water continued to be water bottling. Thirty years of bottled water marketing has left public confidence in the tap, well, in the gutter. This, despite the fact that bottled water is far less regulated and up to 40 percent of the bottled stuff is sourced directly from the tap. Without broader public support, funding for water systems has dropped off precipitously creating a \$22 billion plus annual shortfall.

But the landscape continued to shift thanks to *Think Outside the Bottle*.

#### BOTTLERS FORCED TO SHOW THEIR CARDS

In July of 2009, a Congressional subcommittee held hearings around a Government Accountability Office report finding bottled water regulation lacking compared to the tap. Following the hearing, Rep. Waxman (D-CA)

and Stupak (D-MI) subpoenaed the country’s 13 largest bottlers for information about the quality and sourcing of their bottled water – echoing Think Outside the Bottle’s long-standing demands. While Corporate Accountability International has compelled Pepsi and Nestlé to print the source of its bottled water on product labels, there is currently no legal requirement to do so.

#### PUBLIC OFFICIALS MAKE A STAND

In April, Colorado Governor Bill Ritter cut state spending on bottled water in response to “Getting States Off the Bottle,” a Corporate Accountability International report documenting public spending on bottled water in nine states. The report underscored that bottled water was costly, wasteful, and undermined public confidence in the tap. The findings and related grassroots organizing have prompted Connecticut, Maryland, Massachusetts, and Pennsylvania to consider taking similar action. Ongoing work with governors aims to move more states to reinvest in public water, in part by bucking the bottle.

And in June, the U.S. Conference of Mayors released a survey demonstrating broad national progress for cities in *Thinking Outside the Bottle*. Two years ago the Conference – a body representing more than 1000 U.S. mayors – passed a resolution calling on mayors to phase out public spending on bottled water in response to Think Outside the Bottle. The survey found that over half of the cities surveyed had since eliminated or reduced city spending on bottled water.

Top: Residents of Central Rome toss-up empty boxes that previously contained the 1.5 million petition signatures used to block local privatization of water.

Bottom: Think Outside the Bottle Director Kristin Urquiza releases a report on state spending of bottled water alongside State Senator Jamie Eldridge of Massachusetts.





## Challenging Corporate Abuse of Our Food

### RETIRING RONALD SETS THE TABLE FOR FOOD SYSTEMS REFORM

As United Farm Worker Co-Founder César Chávez once said, “[o]nce social change begins, it cannot be reversed.” That has certainly been the case for Corporate Accountability International’s newest campaign.

A little over a year ago, the organization and its partners came together to identify a critical need in the burgeoning food movement. Popular books like “The Omnivore’s Dilemma” and films like “Food Inc.” were whetting the public’s appetite for reform. Farmer’s markets were continuing their rebirth across the country.

Yet one of the most devastating and immediate consequences of the breakdown of the food system – the staggering rates of diet-related illness – remained unchanged. For all the progress being made, the movement was failing to adequately hold accountable the corporations at the heart of the breakdown and the conjoined health crisis; it was failing to make the vital linkage between the *demand* driving the need for such a destructive *supply* chain.

Now, over a year later, the campaign is not only broadening a discourse long dominated by Big Food and its public relations firms, but actualizing substantive change in industry

practice. Challenging Corporate Abuse of Our Food’s initiatives have also emboldened public officials and allies to stand up to industry intimidation.

#### MENU LABELING: A FIRST STEP

The work began in earnest after Corporate Accountability International threw its grassroots heft behind successful menu labeling ordinances in Oregon, Massachusetts, and Maine and advocated the strongest possible menu labeling requirements as part of the 2010 health care bill. As was to be expected, a fast food industry quick to argue that eating junk food is a matter of *personal choice*, was firm in opposing these efforts to provide *informed choice* at the point of purchase.

#### KIDS’ MARKETING: PRIMARY TO PRIVATE PROFITS, PUBLIC PROBLEMS

Corporate Accountability International next began grappling with what was driving so much demand for such high volumes of low-nutrition, unsustainably-raised foods – the marketing of junk food to children. After all, McDonald’s didn’t become the leading purchaser of American staples from beef and pork to potatoes and apples, and a primary determining force in today’s farming practices, by sitting on its hands.

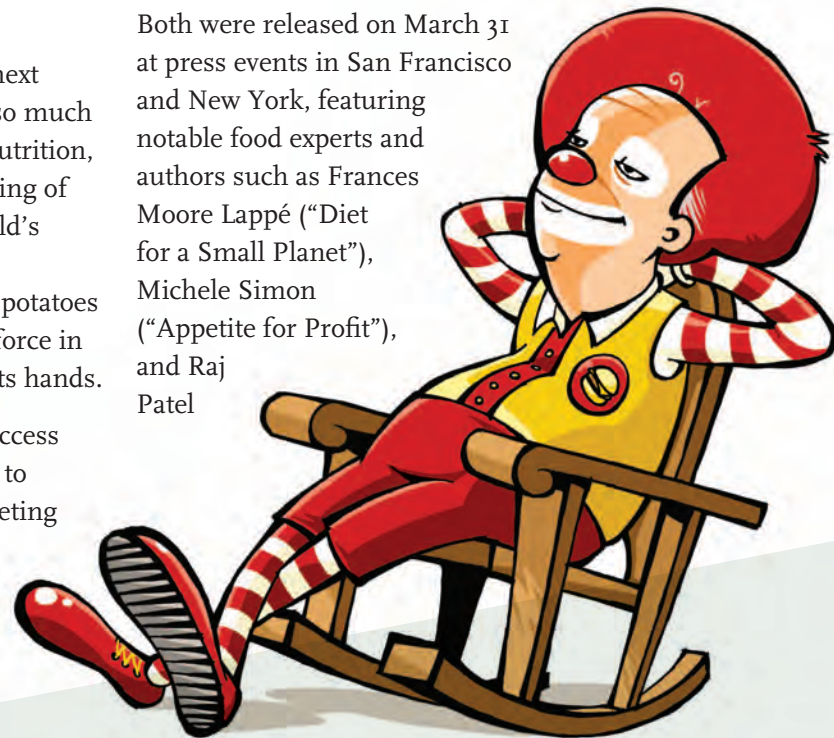
What has long propelled McDonald’s success is its pioneering use of direct marketing to kids. And the centerpiece for such marketing has always been Ronald McDonald. As former chief marketing officer for McDonald’s Larry Light puts it, “Ronald captures kids’ attention better than anyone else can.”

So Corporate Accountability International set out to determine just how Ronald McDonald and an annual \$400 million ad budget for kids’ marketing was being used. Needless to say, members found Ronald everywhere kids were and, all too often, in places parents would be hard pressed to constantly monitor — namely in and around schools.

#### IT’S TIME TO RETIRE RONALD

The findings of the “Where’s Ronald” search and findings by independent polling firm Lake Research that about half of all Americans would like to see the clown retire, provided impetus for the release of a report, “Clowning With Kids’ Health: The Case for Ronald McDonald’s Retirement,” and a popular website, [www.RetireRonald.org](http://www.RetireRonald.org).

Both were released on March 31 at press events in San Francisco and New York, featuring notable food experts and authors such as Frances Moore Lappé (“Diet for a Small Planet”), Michele Simon (“Appetite for Profit”), and Raj Patel



(“Stuffed and Starved”) and timed with grassroots visibility actions in more than 15 major cities across the country. Crowded press events translated into nearly 1000 news stories, from segments on CNN to features in international media. The initiative was now engaging millions of people from Sydney to Bogotá, Moscow to Johannesburg.

**“Our food system is broken and it needs fixing. But you can’t fix supply unless you address demand. And nobody manufactures a greater demand, nor demands a greater supply, for unhealthy food than McDonald’s.”**

STACEY FOLSOM,  
DIRECTOR OF PHILANTHROPIC PARTNERSHIPS

While McDonald’s CEO later dressed down public health professionals at the corporation’s shareholders’ meeting for advocating Ronald’s retirement, claiming the clown was “not retiring” and did not “hawk food” to kids, behind closed doors the corporation was already at work mitigating the liability of being called out for its predatory marketing. The corporation’s spending on ads during kids’ programming was being scaled back and, as one Chicago marketing executive put it, the corporation had already begun, “trying to use Ronald in a more targeted fashion toward children and using him less in mass media.”

## STRIKING A NERVE, EMBOLDENING ACTION TO PROTECT PUBLIC HEALTH

Still the vigor of the corporation’s outward defense of its unethical marketing served to prove a critical point: that such marketing is enormously effective in growing profits and thereby enormously effective in deepening an epidemic of diet-related disease. After all, a recent study demonstrates that reducing even one form of fast food marketing, TV in this case, could reduce the number of overweight children in the U.S. by nearly 20 percent.

As Corporate Accountability International’s efforts continued to receive widespread attention, the White House was emboldened to recommend the junk food industry curb its marketing to kids, ally Center for Science in the Public Interest threatened to sue McDonald’s for violating consumer protection laws with regard to offering toy giveaways as an incentive to children to eat junk food, and San Francisco became the first city in the nation to propose removing toy giveaways from junk food kids’ meals.

## CHANGING THE FOOD CULTURE

Just as the organization’s past success in retiring Joe Camel and the Marlboro Man helped reduce youth smoking rates, retiring Ronald, and the suite of predatory marketing of which the clown is the centerpiece, promises to curb a childhood epidemic of diet-related disease. It also promises to loosen the grip of the fast food giant and its competitors on our food system and food culture at large.



Top: Members from across the country, including these students from Charlotte, N.C., urge McDonald’s to lose its marketing mascot.

Bottom: Director of Philanthropic Partnerships Stacey Folsom speaks at the Retire Ronald press conference in San Francisco. McDonald’s is driving the breakdown of our food system and an epidemic of diet-related disease, primarily through its predatory marketing to kids.



## Challenging Big Tobacco

### **FROM PIONEERING TOBACCO CONTROL IN THE U.S. TO UPENDING ABUSE IN ALL CORNERS OF THE GLOBE**

A great deal has changed since 1992, when Corporate Accountability International first began challenging the industry abuses behind the world's single most preventable cause of disease, suffering, and death. Back then, Big Tobacco was still lying about the addictive properties of nicotine. Today there's a global tobacco treaty protecting 87 percent of the world's people, thanks to Corporate Accountability International members and allies.

#### **TAKING ON BIG TOBACCO INTERNATIONALLY**

Progress didn't happen overnight, however. In the early 90's, Corporate Accountability International first launched a movement for tobacco control that rapidly swept across North America and Europe, significantly reducing tobacco-related disease and fatalities in just under two decades.

Constrained by law and public opinion, Big Tobacco developed new and pernicious ways to reach potential customers. The industry also exported proven tactics, now criminalized in the Global North, to the Global South.

As Corporate Accountability International told NPR earlier this year, "These are the countries that can least afford the burden of an entirely preventable epidemic. So it's a ticking time bomb of health and economic disaster."

This global expansion prompted Corporate Accountability International and its allies to advance a treaty to prevent the off-shoring of the epidemic. By 2005 the international community

adopted the first public health and corporate accountability treaty. In five years, more than 170 countries would ratify, making it one of the most rapidly adopted of modern treaties.

#### **INDUSTRY INTERFERENCE DENIED**

But Big Tobacco soon set about subverting the treaty. It quickly became apparent that the primary obstacle to implementation would be the interference of the industry.

That's why in 2008 Corporate Accountability International initiated the creation of legally binding guidelines to stop the influence peddling undermining the treaty. These guidelines forbade bribery, coercion, revolving doors between government and industry, and other means of subverting public health law.

**In the last year alone, Corporate Accountability International and its allies used these guidelines to bring about a range of progress across the globe.** Colombia, for one, passed sweeping legislation to establish smoke-free public places, place health warnings on tobacco packaging, and curb industry sponsorships and promotions. The reforms were only possible because of a grassroots mobilization led by Latin America Director Yul Francisco Dorado that persuaded legislators to follow the guidelines, remove Big Tobacco's seat at the negotiating table, and allow the measure to move forward. Prior to the shake-up, the industry's involvement had delayed the bill for months and threatened to compromise it to the point of being ineffectual.





While Colombia, as well as countries from the Philippines to Mauritius, were throwing-off the yolk of industry interference, Corporate Accountability International released a damning exposé of how the industry uses front groups and trade associations to position itself as a “partner” in addressing problems, namely smuggling, in which its complicity is undeniable.

### **“A WORLD UNITED FOR TOBACCO CONTROL”**

In April of 2010, Corporate Accountability International and its allies also outed the Chair of the Board of IDRC, a Canadian government development organization involved in tobacco control, for her ties to a British American Tobacco (BAT) subsidiary. The revelation came on the eve of a continental African tobacco control meeting sponsored by IDRC. Allies across Africa declined to participate in the meeting and successfully called upon the Gates Foundation to withdraw its \$5.2 million grant to IDRC for playing host. A letter circulated by Corporate Accountability International would generate more than 400 organizational signatories from 100 countries calling for the Board Chair’s resignation.

As Challenging Big Tobacco Campaign Director Gigi Kellett told the New York Times, not only was the move by African allies a disciplined and courageous stand against a clear conflict of interest, but a nod to the letter of the law. Treaty guidelines say signatories, such as Canada, “should not allow any person employed

by the tobacco industry...to be a member of any government body...that sets or implements tobacco control or public health policy.”

But among the recent abuses exposed by Corporate Accountability International, from BAT-sponsored youth smoking parties in Nigeria to Philip Morris International’s (PMI) \$125 million gift to the Colombian government, perhaps none was so worrisome as PMI’s lawsuit against Uruguay.

### **REJECTING BIG TOBACCO’S BULLYING**

In advance of treaty meetings, PMI sought to make an example of the host country; an early leader in implementing the treaty. PMI sued the country for implementing treaty-mandated warning labels that have proven highly effective in reducing demand for the deadly product. PMI calculated that even when the treaty stood up in court, the corporation’s intimidation would have shaken the resolve of other governments to take similar action.

The problem was, PMI’s calculation didn’t take into account Corporate Accountability International’s track record. In the lead-up to the Uruguay meetings, actions in more than 30 countries were organized to demonstrate solidarity and the international community’s continued resolve in challenging Big Tobacco in every corner of the globe.



Top: Latin America Coordinator Yul Francisco Dorado (far left) celebrates the passage of Colombia’s landmark tobacco control law with allies. Bottom: Dorado (left), Campaign Director Gigi Kellett (center), and Nigerian ally Akinbode Oluwafemi at treaty meetings in Geneva at WHO.



## MEMBERS VOTE OIL GIANT WORST OF '09

**ExxonMobil** The 2009 winner was... **Exxon Mobil**, as voted by thousands of people from around the world. Each year the Corporate Hall of Shame partners with a range of organizations including Greenpeace, SEIU, Sierra Club and others to expose and challenge the abuses of eight transnational corporations. We then let the people decide the corporations that deserve ongoing scrutiny by singling out the worst of the worst.

In 2008, while people paid wallet-popping prices at the pump, Exxon Mobil reported the largest annual corporate profit in U.S. history, making \$45 billion. The largest corporation in the world by profit and the second largest by revenue, ExxonMobil's sales now eclipse the gross domestic product of about two-thirds of the countries on the planet. Using its economic and political clout as a hammer the corporation

continues to overstep the legal limits of its ability to pollute, including dumping 15,000 gallons of diesel into the Mystic River in Massachusetts in early 2009. And building on a long track record of propping up front groups like the American Petroleum Institute and the Global Climate Coalition to influence policy by promulgating the work of climate change skeptics and global warming apologists, ExxonMobil increased lobbying expenditures in 2009 by 50 percent.

**AIG** Close behind was **AIG**. In late 2008, AIG catapulted to the top of the list of reckless corporations gambling with the United States' economic future, and its bad bets sent ripples throughout the global economy. Dubbed "too big to fail," AIG has so far collected \$150 billion in taxpayer funds to recover from its self-induced collapse.

*Corporate Accountability International nominated six other corporations in 2009:*

**Cargill** **Cargill**, the largest privately owned corporation in the U.S., dominates our global food system in near secrecy. What's not so secret is that in 2008 Cargill raked in record profits in the midst of food shortages and riots resulting from high prices on the very agricultural products that Cargill controls.

**Kimberly-Clark** **Kimberly-Clark**, for wiping away endangered forests one Kleenex at a time, despite public outcry to change its destructive habits. Kimberly-Clark, the largest tissue maker in the world, owns the Kleenex, Scott, Cottonelle, Kotex and Huggies brands and produces more than four million pounds of tissue products a year.

**UBS** **UBS**, for their role in the now infamous Bernie Madoff Ponzi scheme. The Swiss bank helped more than 50,000 of America's wealthiest commit tax evasion defrauding the U.S. government of at least \$780 million.

**Goldman Sachs** **Goldman Sachs**, for being a top seller of asset and mortgage-backed securities at the height of the real estate bubble. Goldman Sachs directly received \$10 billion in taxpayer bailout money and then paid out \$6.5 billion in bonuses. Goldman's average bonus of \$218,193 per employee was the highest among its peer investment banks and nearly double the average Wall Street bonus.

**Walmart** **Wal-Mart**, for its atrocious record of workers' rights violations, earns it a perennial nomination to the Hall of Shame. With more than \$12 billion in profits in 2008, Wal-Mart is the biggest and arguably most influential corporation in America.

**MERCK** If offering kickbacks to doctors to peddle their prescriptions weren't cause enough, recent attempts by **Merck** to exert undue influence on medical research have even medical students crying foul.

*Thanks are due to Corporate Accountability International members, who both nominated and voted for these dangerous corporations. Through the involvement of members, allies and activists, the Corporate Hall of Shame continues to shine a bright light on the darkest corporate abuses.*



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**“Results don’t wait with this organization. And in this respect, 2010 has been like every year past. Corporate Accountability International is committed to realizing a future where our democracy serves human need over corporate greed. And each year’s victories are a drum beat toward this end.”**

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**"I continue to be impressed with Corporate Accountability International's dexterity. This is an organization as equipped to advance health policy at the U.N. as it is to halt abuse through grassroots public education. The staff and membership base are truly a diverse, talented, and powerful force."**

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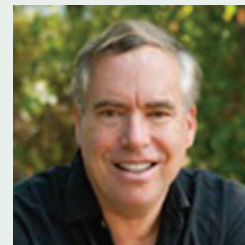


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**“Corporate Accountability International is a smart, strategic, and driven partner. When the organization speaks, policymakers, public interest groups, news media, and Big Business listen. I take pride in being a part of amplifying the organization’s message and mission to a public thirsty for change.”**

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**2010**

**FINANCIAL  
REPORT**

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*July 1, 2009 - June 30, 2010*

A more detailed report  
of Corporate Accountability  
International's current financial  
statements, audited by  
Gonzales and Associates,  
Certified Public Accountants,  
is available upon request.

*Income*

INDIVIDUAL CONTRIBUTION .....	\$2,407,460
GRANTS .....	1,296,200
INTEREST .....	5,071
OTHER INCOME .....	53,499
TOTAL SUPPORT & REVENUE .....	\$3,762,230

*Expenses*

**CAMPAIGN**

GRASSROOTS ORGANIZING .....	\$1,353,857
INTERNATIONAL ORGANIZING .....	622,356
CAMPAIGN COMMUNICATIONS .....	523,215
MEMBERSHIP DEVELOPMENT .....	279,713
MEDIA ORGANIZING .....	349,120
RESEARCH .....	343,165
SUBTOTAL CAMPAIGN EXPENSES .....	\$3,471,426

**OFFICE OPERATIONS & FUNDRAISING**

MANAGEMENT /OFFICE OPERATIONS .....	\$209,924
FUNDRAISING .....	186,313
SUBTOTAL OPERATIONS & FUNDRAISING .....	\$396,237

TOTAL EXPENSES .....	\$3,867,663
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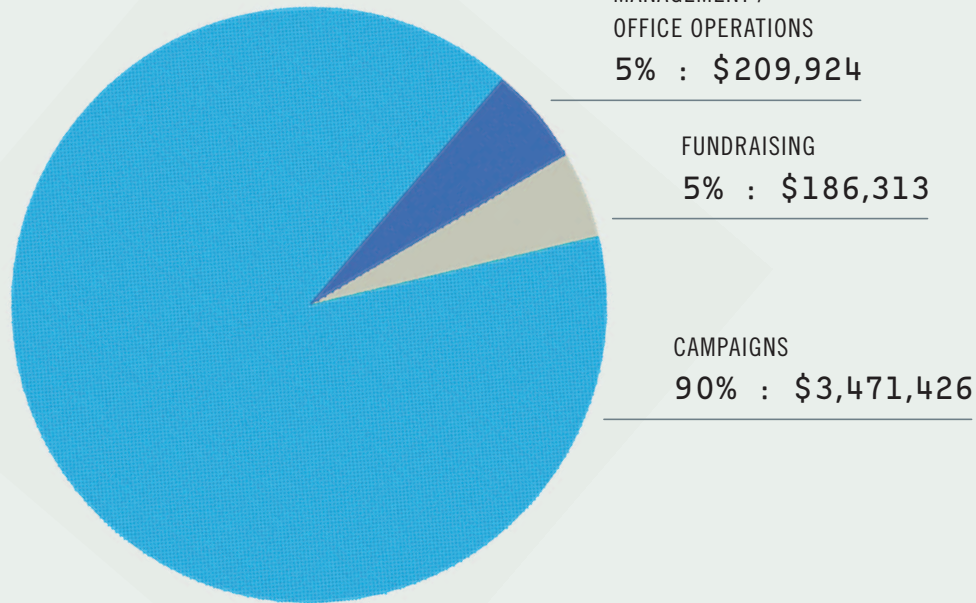
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*Net Assets*

BEGINNING OF THE YEAR .....	\$2,080,168
CHANGE IN NET ASSETS .....	(105,433)
END OF THE YEAR .....	\$1,974,735



## Expenses



“Corporate Accountability International is one of the best managed organizations I have been associated with during my 25 years serving the non-profit sector. When I write a check to support this work, I am confident that every dollar will be stretched to have the biggest possible impact. That is how this organization continues to achieve the impossible time and again.”

**JIM BECKER, BOARD MEMBER**



If you have any questions or comments please contact our Director of Philanthropic Partnerships, Stacey Folsom, at (617) 695-2525

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