

Field notes for transformation

“Our campaigns are bigger than—and not reliant on—partisan politics. We’ll still be at it on November 9, as we have been for nearly 40 years.”

KELLE LOUAILLIER
PRESIDENT

Striving toward our vision, organizing day-to-day

No doubt about it. This U.S. presidential election is momentous. Who wins in November will have significant ramifications on what our country looks like and what values it will represent for years, even for generations to come. My conversations with you over the past few months have often touched on how deeply the outcomes matter.

But even as we hold our breath, watch the polls, and engage in this critical election, I want to take this opportunity to remind us both that we must set our sights beyond November 8.

We need an overhaul of our broken political and economic system. We need a model where we aren’t faced with limited choices every four years and an agenda set by transnational corporations. To achieve this kind of systemic change, we have to keep our eyes on the prize. We must do—and fund—the day-to-day organizing that gets us there.

Transforming the landscape for a deadly industry

We can look at our shared history to see how Corporate Accountability International has changed the system in profound ways. Just look at the campaign to Challenge Big Tobacco.

In 1993, the tobacco industry was driving an entirely preventable epidemic of death and suffering around the world—all in the name of profit. Philanthropic partners like you urged us to rein in this deadly industry.

The stakes were high. For public health. For the organization. For the movement. And we weren’t sure enough people were ready to take on such a powerful industry. But we felt the moral imperative to act.

So we did what we do best: map out targeted, strategic plans designed to have the biggest impact—and then hit the ground running with powerful organizing.

We forced tobacco corporations to curb their pervasive advertising aimed at hooking youth: today, almost no child in the U.S. knows what Joe Camel is. We forced the breakup of the third-largest tobacco corporation in the world, RJR Nabisco. We drove Philip Morris into hiding: It changed its name to Altria and moved its corporate headquarters out of the country.

In the international arena, we partnered with the World Health Organization, governments, and allies to secure a global tobacco treaty that forbids the tobacco industry from having any role in public health policymaking. As a result, countries around the world now have strong,



Our late Latin America Director **Yul Francisco Dorado** in 2012, receiving accolades from Bloomberg Philanthropies for our transformative work on tobacco control in Latin America.



enforceable tobacco control laws and cigarette sales are on a downward slide.

The kicker? We achieved this during the Bush Administration. It's true that President Bush did not ratify the treaty—and frankly, neither has President Obama. But the successes of our campaign opened the door to strong tobacco regulations in the U.S. like advertising bans and higher cigarette taxes. And we secured international policy that holds the tobacco industry accountable, giving countries the legal backing they need to create laws that protect people's health over the profits of a gigantic corporation.

We'll still be at it November 9

Thanks to the guidance and support of philanthropic partners like you, Corporate Accountability International reined in an industry that was running amok. Together, we are saving lives every day because we fundamentally altered how the system worked.

The campaigns we run are bigger than—and not reliant on—partisan politics. With the system as it stands, any nationally elected official, whether senator or president, is hard-pressed to address the root causes of the problems you and I care about so deeply.

As I think back over the last eight years, I think of the victories we have celebrated and challenges we have overcome. And I know that because we are building a people-powered movement, the strategies we'll implement next aren't limited by any

singular elected official. Only our vision, our determination, and our resources can limit us.

We can change the system—we must change it. And we need leaders like you to take the reins and build with us.

So on November 8 I hope you will cast your ballot for candidates who will stand up to corporate power. Candidates who put people and our planet first and champion the corporate accountability movement.

And I will be standing with you on November 9. We'll be at it on that day as we have been for nearly 40 years. That's how we'll create the change we need—in the next four years and beyond.

From advancing the human right to water, to fixing our broken food system, to securing international law that puts human rights and the planet's survival above corporate interests, we'll keep organizing with you. And we'll keep winning, together.

Thank you for making this transformative work possible.

Onward,

KELLE LOUAILLIER | PRESIDENT

