

*"...OF NATIONAL  
AND INTERNATIONAL  
SIGNIFICANCE AND OF  
BENEFIT TO ALL HUMANKIND..."*

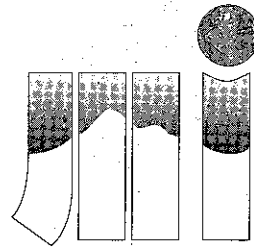
## HISTORY

The Marin County Superior Court established The Marin Institute in 1987 as one of three projects endowed by the Leonard and Beryl Buck Foundation (the Buck Trust).

After an extensive review process to select projects that would be based in Marin County and would be "of national and international significance and of benefit to all humankind," the Court selected The Marin Institute for the Prevention of Alcohol and Other Drug Problems and designated three percent of the continuing income of the Buck Trust to fund the project.

From the beginning, the Institute has raised additional funds to support its work. The Buck Trust provides approximately two-thirds of its budget; grants and donations comprise the balance.

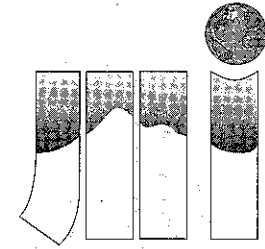
A Special Master appointed by the Court monitors the project continuously.



## *The Marin Institute*

*for the Prevention of Alcohol  
and Other Drug Problems*

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## *The Marin Institute*



Citizens rally in Sacramento, California for community control of local alcohol outlets

*"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."*

— Margaret Mead

# ***THE PUBLIC HEALTH APPROACH TO PREVENTION...***

*Creating an environment that helps individuals make healthy choices and requires responsible action from government and business*

## **PROTECTING COMMUNITIES FROM HARMFUL INFLUENCES**

*Spearheading action from coast to coast to establish policies such as local ordinances that reduce the glut of alcohol outlets in low-income communities*

## **SUPPORTING INDIVIDUALS AND GROUPS TAKING ACTION TO IMPROVE THEIR COMMUNITIES**

*Providing training and know-how to hundreds of groups in all parts of the country*

*Supporting Marin County prevention councils who take the lead in creating a healthier environment through advocacy efforts such as eliminating prizes featuring alcohol advertising from children's games at the Marin County Fair*

## **CHANGING UNJUST CONDITIONS**

*Assisting groups working to alleviate poverty, discrimination, and other social problems*

*Addressing community issues such as economic development that will provide income-generating alternatives to liquor stores and illegal drug sales, and limiting distribution of malt liquor and fortified wines in low-income neighborhoods*

## **HOLDING ACCOUNTABLE THOSE WHO PROFIT FROM HARMFUL CONDITIONS**

*Acting as watchdogs of alcohol marketing practices*

*Filing an Anheuser-Busch shareholder resolution and launching a media campaign to eliminate alcohol advertising images that appeal to children*

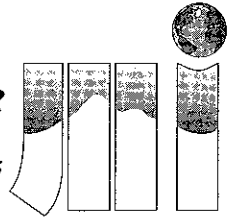
## **WORKING WITH THE INTERNATIONAL COMMUNITY ON GLOBAL POLICY INITIATIVES**

*Collaborating with the World Health Organization and other groups to build the world's only database on alcohol use, problems, and policies worldwide*

## **DISSEMINATING RESEARCH AND INFORMATION AS A CATALYST FOR SOLUTION- ORIENTED ACTION**

*Distributing innovative research by staff and others to advocates and the public, and publishing newsletters on ground-breaking topics such as the ease with which minors can obtain alcohol through the Internet*

*The Marin Institute*  
*for the Prevention of Alcohol and Other Drug Problems*



**Winter 1996**

*An appeal to our respected colleagues-*

We've proven that **IT IS POSSIBLE TO CREATE HEALTHIER COMMUNITIES** - if we are willing to fight exploitation and injustice - and if we work together.

The alcohol companies are becoming bolder than ever, and now **WE NEED YOUR HELP.**

- The Budweiser frogs are as popular as Bugs Bunny, and they even appear on T-shirts in the back-to-school section of department stores. 60% of U.S. high school students begin drinking in the ninth grade or earlier.
- Wine is marketed as health food. The Seagram Co. has violated the voluntary ban on hard liquor advertising on TV, malt liquor advertising blatantly targets African Americans and Latinos, and new products called Alcopops entice kids with a sweet taste and names like Oatmeal Cookie and Butterball.
- Alcohol companies donate millions of dollars to politicians who find it tough to bite the hand that feeds them. And they've used their influence to try to impose a gag order on non-profits that advocate for changes the alcohol industry doesn't want.
- And now, in their pursuit of new markets, alcohol companies are exploiting developing countries.

The Marin Institute has always raised funds to supplement monies received from the Buck Trust because there is more work to be done than can be funded by the Trust alone.

Unfortunately, as problems are growing, funding opportunities for this work are shrinking.

It is vital that we continue to be a watchdog for exploitive practices. Your donation will help us keep the pressure on the alcohol industry to stop harmful influences. The well-being of our families and our communities depends on it.

We appreciate anything you can give. Please send your donation in the enclosed envelope TODAY.

**THANK YOU FOR YOUR SUPPORT,**

*Jennie Alexich*

Jennie Alexich, Board President

*Diana Conti*

Diana Conti, Executive Director