

## Success Stories & Educational Materials

Liz Claiborne Inc.  
Labor/Mgmt Awareness Program  
A Coordinated Response to DV  
American Express  
Altria Group, Inc. DV Commitment  
A Successful Resolution  
Educational Literature

## The Altria Family's Commitment to Domestic Violence Awareness and Prevention

### Issue Overview

Domestic violence is a serious social issue that affects millions, including our family members, neighbors and colleagues. It has far-reaching effects, both at home and in the workplace. It is pervasive and does not discriminate, impacting individuals of all races, ethnicities and income levels. It is also a crime that often goes unreported.

One in four women has been assaulted or raped by a current or former partner according to the U.S. Department of Justice. Thirty percent of women who visit emergency rooms reportedly receive treatment for injuries sustained as a result of domestic abuse.

Injuries inflicted on victims are often serious, if not fatal. In fact, battering by intimate partners is the leading cause of injury among women ages 15 to 44. According to the Federal Bureau of Investigation, four in ten female homicide victims are killed by their husbands or boyfriends.

While physical scars can heal or fade with time, the emotional trauma of domestic abuse is often felt for many years by survivors as well as those who are close to them, particularly children.

### Altria Group's Response

The Altria group of companies - which includes Kraft Foods Inc., Philip Morris International and Philip Morris U.S.A. - is committed to helping prevent this devastating societal problem. At the Altria family, we recognize that the business community, often with far greater access to resources than individuals, is well positioned to spearhead efforts to find solutions.

That's why the Altria family, in conjunction with other businesses and community-based organizations, is helping to strengthen the safety net available to victims and survivors and to raise public awareness of the debilitating effects of domestic violence on individuals and its negative impact on all sectors of society, including the workplace.

### Comprehensive Approach to a Complex Issue

The Altria family's commitment to address domestic violence is a comprehensive response to a complex issue. By collaborating with the nation's leading experts in the field, we are addressing the issue in the workplace; promoting public awareness; and supporting community programs that provide critical services to victims and their families while seeking to break the cycle that perpetuates this pervasive problem.

Our support for organizations concerned with domestic violence began with food donations to crisis shelters in the early 1990s. As our understanding of the issue grew, contributions from the Altria family increased, our employees became more involved in community volunteer projects at crisis shelters, and proactive initiatives were created.

In 1995, an education and awareness program for our employees got underway. We also launched an initiative to reach out to other businesses and community leaders to bring together best practices and establish a network of resources focused on long-term solutions. We amended our Workplace Violence Prevention Policy, which prohibits violence in the workplace, with language that strongly condemns domestic violence. The policy's provisions stipulate actions the Altria companies will take to assist employees who report any incidents of violence, including domestic violence, to their respective managers, supervisors or human resources representatives.

As a result of these efforts, the Altria companies developed a framework that today constitutes one of the most comprehensive, corporate commitments to address this devastating problem. In addition, the Altria companies each year award grants to domestic violence service providers across the U.S., through a major corporate contributions initiative. To date, the Altria family of companies has:

- Provided more than \$26 million in grant support to hundreds of domestic violence service providers nationwide
- Conducted outreach to businesses, starting with the first corporate conference against domestic violence in 1996 and since then hosting more than 40 conferences and workshops in U.S. cities and around the world to educate employers and communities about the impact of domestic violence on the workplace
- Partnered with other companies, non-profit organizations and local government to form coalitions to help educate employers and the business community about this issue
- Sponsored national and local education and advertising campaigns to help raise awareness among the general public
- Encouraged employee contributions to and volunteerism at domestic violence service organizations
- Instituted internal Human Resources and Security Department programs to educate employees in the Altria family of companies about domestic violence and provide confidential counseling and security services to those who request help.

### Altria Doors of Hope Program

The Altria Doors of Hope Program, a primary focus of the company's contributions program and one of its largest national grant-making initiatives, was established in 1998 in partnership with the National Network to End Domestic Violence Fund ([www.nnedv.org](http://www.nnedv.org)), which helps identify critical service gaps, provides knowledge and expertise about key issues and manages the application process. Altria Doors of Hope grants support the many needs of victims and survivors of abuse through direct service programs, food and nutrition services, and community-based awareness-raising efforts.

Since its inception, the Altria Doors of Hope Program has provided support to hundreds of domestic violence service organizations throughout the United States, including:

- Direct services grants to assist survivors with emergency shelter, counseling, legal advocacy and representation, and intervention services for children. In 2002, two-year grants, totaling \$5 million, were awarded to more than 100 direct service providers across the country.
- Community awareness grants that fund local public education campaigns to inform those who need help about available resources and to raise public awareness about domestic violence. Projects have included radio and television public service announcements, print advertising campaigns and educational materials. In 2002, Community Awareness grants, totaling \$625,000, were awarded to 20 nonprofit organizations across the country.
- Food for Survival grants that help service providers meet the immediate food needs of the individuals and families seeking refuge from abusive relationships. In 2001, Food for Survival grants, totaling more than \$550,000, were awarded to 90 nonprofit organizations nationwide.

### Corporate Conferences and Public Awareness

It is estimated by the Bureau of National Affairs that domestic violence costs American businesses between \$3 billion to \$5 billion each year in medical expenses, employee absences and decreased productivity. Because of the impact of domestic violence on the workplace, the Altria family of companies has joined with other business leaders to raise awareness - and to encourage companies, large and small, to address the issue.

To this end, Altria companies have hosted conferences and workshops in cities across the United States and abroad with topics ranging from security measures businesses can implement to ways in which communities can build stronger safety nets that address the needs of victims.

The Altria group of companies has also partnered with other companies, non-profit organizations and local governments to form coalitions to share best practices with other employers. One of the most successful is Safe at Work, a coalition of corporate, nonprofit and government organizations. The coalition is re-launching its Web site in February 2003 to serve as a national resource center for companies of all sizes to acquire information they can use in their employee education and security programs.

Also on a national scale, the Altria group of companies is a major supporter of the Texas Council on Family Violence, which operates the National Domestic Violence Hotline (NDVH) and provides advocacy, training, education and conducts public awareness campaigns. The hotline assists those affected by domestic violence 24 hours a day, seven days a week, in all 50 states and U.S. territories. The hotline staff provides guidance and resources in 139 languages and can refer victims to 4,000 shelters and service providers in communities nationwide.

Employees of the Altria family of companies have been a central focus of the company's educational efforts. Through regular communications and outreach activities, the companies have instituted programs to inform its 169,000 employees worldwide of domestic violence issues. Moreover, these programs and services are made available to the families of employees and others who are close to them.

### Conclusion

The road to survival and recovery from domestic abuse can be long and complicated. From food and shelter to counseling, legal support, and job training, victims often require a variety of essential services to rebuild their lives.

The Altria family is committed to making a difference for these individuals. This commitment is being realized through funding for domestic violence organizations, public awareness outreach campaigns, business/community coalitions, and employee education.

For more than four decades, Altria companies have supported programs and charitable organizations nationwide and have provided philanthropic assistance to communities around the world. For more information about the Altria family of company's programs and philanthropy, visit the company's Web site at

[http://www.altria.com/media/03\\_04\\_programs\\_and\\_partnerships.asp](http://www.altria.com/media/03_04_programs_and_partnerships.asp)