

Macro Issues

1. How do politics influence the appropriateness of sponsorship relationships and promotion (for example, the US Olympic Team received apparel from Ralph Lauren that was manufactured in China)?
2. How does social responsibility influence the appropriateness of sponsorship relationships (for example, Budweiser sponsoring football tailgates for a major university)?
3. What should nonprofits do to adequately research the history and practices of the for-profits that want to sponsor them?
4. Chapter 6 discusses the role of the corporate citizen as one element that can have a positive impact on the bottom line. Do you believe sponsorships such as the one described above contribute to the concept of the “good” corporate citizen? Do motives matter?

CASE 3-G

A CHARITY DROPS THE BALL

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Susan G. Komen for the Cure is a global organization dedicated to finding a cure for breast cancer, educating the public about the disease and aiding patients who have been diagnosed with cancer. The organization has raised nearly \$2 billion in more than three decades of operation. Its signature event, the Susan G. Komen Race for the Cure, draws on a network of activists, survivors, and volunteers to create an event that is one of the largest in all US charities. Since 1982, the Komen organization has been a trusted brand in its chosen field of breast cancer research.

In February 2012, the leadership of Komen announced that it would end its long-standing relationship with Planned Parenthood, a women’s health resource. Planned Parenthood delivers reproductive health care, sex education, and information to its clients worldwide. Their 800 centers in the United States serve nearly five million clients each year. According to their publicity information, one in five women in the United States has visited a Planned Parenthood health center at least once in her life. Nearly three-quarters of a million breast exams are provided by the organization each year. Three percent of the healthcare

provided by Planned Parenthood are abortions or abortion referrals. This keeps them at odds with many religious groups and conservative causes as well.

Prior to the decision by Komen, it had been announced that Planned Parenthood was under congressional investigation to determine if they had used federal funding to finance abortions. In the midst of the inquiry, Susan G. Komen for the Cure announced that it would suspend its funding of Planned Parenthood—at the time a total of \$680,000 annually.

Backlash to the decision was swift and came from many sources. Children's author Judy Blume was one who condemned the Komen organization, publicly saying, "Susan Komen (the namesake of the charity) would not give in to bullying or fear. Too bad the organization bearing her name did." Other criticism came from various sources around the country.

Days later, the Komen organization apologized for their actions and reinstated the funding to Planned Parenthood. Karen Handel, vice president for public affairs at Susan G. Komen for the Cure, resigned following the public apology. Handel had been an outspoken critic of Planned Parenthood, and most members of the media believed that her resignation was not voluntary and was instead connected to the bad publicity from the suspension of the funding to that group. However, in her resignation letter and in interviews afterwards, Handel said that while she had a role in the decision, both the Komen board and top executives were onboard with it.

Micro Issues

1. Does a charity such as Susan G. Komen for the Cure have a duty to reflect the views of its donors in its policies and its affiliations?
2. Should donors have a right to shape the way their funds are used after they have given them?
3. If the original decision to drop the funding had the support of the board of Komen, why did Handel have to resign?

Midrange Issues

1. The decision to break the affiliation with Planned Parenthood by Komen came in the midst of a congressional inquiry with largely Republican support. Was the subsequent decision of Komen to reinstate Planned Parenthood politically motivated?

2. If you are a spokesperson for a group, is it incumbent that you agree with all of its actions? Would you have resigned as Handel did? Why or why not? Does your opinion about abortion have anything to do with your decision?

Macro Issues

1. This controversy involved two of America's largest charities for women's health care. Much of the funding of these charities comes from large corporate donations. In light of that, what is your opinion of Komen's initial action against Planned Parenthood? What about its subsequent reversal?
2. Donations to organizations such as Komen are tax deductible. To what extent does that give the government a right to regulate them?