

Author: DIANE B HERNDON at MONSL515
Date: 9/25/96 2:30 PM
Priority: Normal
TO: STEPHEN J HENDERSON at MONQNY01
CC: CINDY A HAUSER at MONQNY01
CC: RUSSELL F SACKETT at MONWKG01
Subject: Re[2]: 1997 Community Relations plans

1997 CR/FUND
PLAN

----- Message Contents -----

Steve,
this looks fine. \$27,000 is about even with last year. As noted in my earlier message, the Fund is allowing an additional \$2000 per site to sponsor teachers to the National Science Teacher's Association conference in New Orleans this spring. You may want to add this to bring your budget up to \$29,000. Do you want me to fill out the grid like we did last year that breaks out where the plant/Fund community relations money is being spent and why? We'll then submit it to the Fund.

When things settle down a bit I'd like to pursue with you the Souldard Market opportunities to see if we can still get funding set aside this year (up to \$10,000) for a sustainability related project. Let me know when your schedule and the Souldard market rep's schedule will allow.

Thanks. --diane

Reply Separator

Subject: Re: 1997 Community Relations plans
Author: STEPHEN J HENDERSON at MONQNY01
Date: 9/19/96 12:49 PM

As you know we are in the process of consolidating the Kruumrich and Queeny sites under one managment team. This creates uncertainty about many things including the on-going community relations plan.

It is my recommendation that we continue the current strategy of working with a local school, supporting several organizations in which community leaders and spokespersons are involved, and any "visible" needs in the community. As we have discussed we are pursuing more of an outreach strategy as opposed to formal CAP. This effort will include several things we have done over the past year. This includes, but may not be limited to:

- 1) Near Southside Employment Coalition
- 2) Work with LEPC
- 3) Science education program with Lafayette School
- 4) T.I.E. Workshop

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- 5) N.S.T.A. Convention
- 6) St. Louis Boy's Club
- 7) A program with Soulard Market
- 8) Youth Education and Health in Soulard

While the details of any formal plan or change in direction should be left to the new management team, I would think that a total of about \$27K should cover the above programs and any other adjustments.

I would be glad to discuss this further as appropriate.

Steve Henderson

Reply Separator

Subject: 1997 Community Relations plans
Author: DIANE B HERNDON at MONCOM01
Date: 8/28/96 4:07 PM

It is time once again to update your community relations plans for 1997. You will recall that last year you established a three year plan to help you think strategically about community goals and involvement. Please update that plan to make sure your priorities for 1997 are still on track and to look out through 1999. Public Affairs and Monsanto Fund continue to work together to assure there is synergy in our community outreach efforts.

Plans and Monsanto Fund budgets should be completed and returned to me by Sept. 20, 1996. I will forward a copy to John Mason. Your 1997 community relations plan should reflect the priority concerns of your plant and, where possible, include Monsanto Fund as a resource for accomplishing your goals.

In general, strategic philanthropy:

1. Favors, fewer, larger grants rather than many small grants. We should target recipients with specific involvement in our community relations goals. Examples might include environmental projects, science education, and health and safety programs.
2. Is inherently visible to the community at large, or a specific target audience, or will be made visible through related community relations activities.
3. In addition, for 1997, Monsanto Fund will provide \$2,000 for each location to use for supporting local teacher attendance at the 1997 NSTA conference.
THIS WILL BE ADDED TO YOUR APPROVED BUDGET, SO, YOU WON'T NEED TO CHOOSE THIS OVER OTHER PRIORITIES YOU HAVE.

The 1997 National Conference will be held in New Orleans, and our colleagues from Luling will be working with the local NSTA planning committee to ensure Monsanto is properly represented.

YOU MAY WANT TO DESIGNATE THE TEACHER NOMINEES BEFORE THE END OF 1996, since many school districts take some time to process such recommendations.

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If you have any questions or would like any help, feel free to call me at
Mon-net 544-2915.

--Diane Herndon

DSW 137918

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