

Building A Multi-State Giving Strategy

Jennifer Mather Thomas | March 07, 2017

Johnson & Johnson

Where We Give

- We Give in 44 States
 - 18 Corporate States
 - CA, CO, FL, GA, ID, IL, MI, MS, NH, NJ, NV, NY, OR, SC, UT, VA, VT, WA
 - 26 PAC States
 - AL, AR, AZ, DE, ID, IN, KS, KY, LA, MD, ME, MN, MO, MT, NC, ND, NE, NM, OH, OK, PA, SD, TN, TX, WI, WV
 - We do not give in 6 states, DC or PR
 - AK, CT, HI, IA, MA, RI

Johnson & Johnson Corporate Political Fund

(J&J CPF)

- Set amount each year funded by Johnson & Johnson
- State Government Affairs (SGA) requests contributions through Skadden's Political Approval System (PAS).
- Political Compliance approves for budget.
- Skadden approves for legal.
- Political Compliance cuts check and mails on behalf of SGA.
- Skadden files any necessary reports.

Johnson & Johnson Political Action Committee

(J&J PAC)

- SGA is given a budget by J&J PAC
- We do not set up state PAC's where it requires a separate bank account.
- State Government Affairs (SGA) requests contributions through Skadden's Political Approval System (PAS).
- Political Compliance approves for budget.
- Skadden approves for legal.
- Political Compliance cuts check and mails on behalf of SGA.
- Skadden files any necessary reports.

How the Budget is Decided

- Every 2 years the previous cycle's budget is reviewed with VP State Government Affairs.
- Request is made to increase CPF budget.
- Request is denied.
- Sit down and review Federal PAC budget and where we can allocate additional PAC dollars to SGA.
- Review where we can move CPF dollars to PAC dollars.
- Review where we *need* to spend more money in the states vs. where we *want* to spend more money in the states.

How the Budget is Decided

(cont)

- Allocate money across the 44 states.
- Review proposed budget with State Leadership Team.
- Fight.
- Reiterate that money can be moved across regions as long as we are not violating any ethics rules and movement is properly documented.
- State Leadership Team distributes the budget to their direct reports.

2017-2018 Budget

- \$509,750 CPF Annually
 - *BUT* - \$165,000 of that is allocated to state stakeholder groups.
 - \$349,750 to work with.
 - \$95,000 is allocated to California, \$45,000 to New Jersey, \$30,000 to Florida.
 - Nearly half allocated between 3 states.
- \$349,000 PAC per Cycle
 - Nearly an even split between PAC and CPF in the states.
 - \$57,000 is allocated to Pennsylvania, \$52,000 to Texas.
 - Nearly a third allocated between 2 states.
 - *PAC is on a 2 year cycle while CPF is per year.*



Questions?

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