

P.O. BOX 2179  
AUCKLAND - 1  
NEW ZEALAND

20 October 1987

Ms Marjet Pot  
Auckland Home Birth Association Inc  
P.O.Box 7093  
Wellesley St  
AUCKLAND 1

Dear Ms Pot,

Thank you for your letter outlining your concern per our funding procedures.

Let me make it extremely clear at the outset that we receive requests from hundreds of organisations every year, most of whom reach baby product consumers and are therefore considered "appropriate bodies".

Our rejection of funding to you and other groups is primarily a financial consideration. We understand and admire the worthwhile efforts of all of these groups, but we simply cannot support them all. Our 1988 "public relations" budget is actually lower than in 1987 due to the business need to be alert operators in a more competitive marketplace.

Our criteria for funding involves a series of judgements:

- Is the funding reaching an appropriate number of people versus other fund requests?
- Are the funds being used for educational materials/training which is preferred over one time use "promotional" items? i.e. stickers etc.
- Does the use of the funds by the group reflect the professional standard of operation expected within Johnson & Johnson.

These would be our primary concerns in reviewing funds requests.

Yours sincerely



Jim C. Weber  
Product Manager  
BABY TOILETRIES