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**Collection:** Roberts, John G.: Files  
**Folder Title:** JGR/Cancer Fundraising Issues  
**Box:** 7

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THE WHITE HOUSE

WASHINGTON

September 23, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Request for White House Support for the  
Fourth National Colon-Rectal Cancer Screening

Attorney Philip F. Zeidman, on behalf of "The Medicine Shoppe," a national chain of pharmacies, has asked that the President endorse The Medicine Shoppe's free colorectal cancer screening program, scheduled for December 6-8. Home testing kits will be distributed free at Medicine Shoppes on those days, and the AMC Cancer Research Center will analyze the results. This is the fourth year for the program.

It is my understanding that the memorandum we prepared on Presidential endorsement of fundraising for colorectal cancer programs is being held in abeyance, pending a meeting with the President on the subject. This request should be addressed at that meeting. This request is a bit different, since it involves a for-profit company, and The Medicine Shoppe will obviously benefit from any publicity surrounding the program. On the other hand, this seems like the sort of private sector initiative often praised by the President, and if he decides to become personally involved in this area he may want to endorse the completely free testing program. I recommend that this be held until it can be raised by you at the anticipated meeting.

# **WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET**

☐ **O - OUTGOING**☐ **H - INTERNAL**☐ **I - INCOMING**Date Correspondence Received (YY/MM/DD) 1 1Name of Correspondent: Tom Dannelley

*JK - for P  
revisions  
to: Mark for review*

☐ **MI Mail Report**

User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Request for WH support for the Lauren National Colon-Rectal Cancer check**ROUTE TO:****ACTION****DISPOSITION**

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>Cumal</u>		<b>ORIGINATOR</b>	<u>85109112</u>			<u>1 1</u>
		Referral Note:				
<u>Unit 18</u>		<u>R</u>	<u>85109113</u>		<u>S</u>	<u>85109123</u>
		Referral Note:				
			<u>1 1</u>			<u>1 1</u>
		Referral Note:				
			<u>1 1</u>			<u>1 1</u>
		Referral Note:				
			<u>1 1</u>			<u>1 1</u>
		Referral Note:				

**ACTION CODES:**

A - Appropriate Action  
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D - Draft Response  
F - Furnish Fact Sheet  
to be used as Enclosure

I - Info Copy Only/No Action Necessary  
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**DISPOSITION CODES:**

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S - Suspended

**FOR OUTGOING CORRESPONDENCE:**

Type of Response = Initials of Signer  
Code = "A"  
Completion Date = Date of Outgoing

Comments: Philip F. Zeidman

Keep this worksheet attached to the original incoming letter.

Send all routing updates to Central Reference (Room 75, OEOb).

Always return completed correspondence record to Central Files.

Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

September 10, 1985

345527 *cc*

MEMORANDUM FOR DAVID WALLER

FROM: THOMAS R. DONNELLY, JR. *Tom*  
SUBJECT: Presidential support of Colon-Rectal Cancer Screening.

I believe the enclosed material from Philip Zeidman is self-explanatory.

When he called, I raised the usual questions of Presidential involvement where the name of a "for-profit" entity was involved.

Phil concurred in our policy but thought we may want to look at this in any event:

1. Because the firm "The Medicine Shoppe" is sponsoring the free checkup and sells no products for activity.
2. Some contact had already been made at the White House and he felt it should be kept in perspective.

Guidance?



LAW OFFICES

BROWNSTEIN ZEIDMAN AND SCHOMER

PHILIP N. BROWNSTEIN  
PHILIP F. ZEIDMAN, P. C.  
MORTON W. SCHOMER  
PERRY C. AUSBROOK  
ARTHUR I. CANTOR  
JOHN F. DIENELT, P. C.  
DONALD A. KAUL, P. C.  
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IRWIN P. ALTSCHULER  
SUSAN E. DUVAL  
H. BRET LOWELL

OF COUNSEL  
MELVYN N. KLEIN  
ARTHUR L. ISAACS\*  
\*NOT ADMITTED IN D. C.

BARRY M. HELLER  
KYLIIKKI KUSMA  
TIMOTHY J. ALUISE  
SHELLEY R. GRANT  
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MARK R. BEATTY\*  
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EDWARD S. WEST

SUITE 900  
1401 NEW YORK AVENUE, N. W.  
WASHINGTON, D. C. 20005-2102

TELEPHONE  
202-879-5700

TELECOPIER  
202-879-5773

TWX  
710-8229772

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TELEX 1764068 BJFNME

WRITER'S DIRECT DIAL NUMBER

September 5, 1985

202-879-5730

Mr. Thomas R. Donnelly, Jr.  
Special Assistant to the President  
for Legislative Affairs  
White House  
East Wing  
Room 112  
Washington, D.C. 20500

Dear Tom:

It was good talking with you on August 29, and being brought up to date. I'll await further word from you as to when you think it would be productive to get together.

I am enclosing the material regarding the fourth National Colon-Rectal Cancer Check offered by the Medicine Shoppe chain as a public service. As we discussed, I think it would be entirely appropriate for the White House to lend whatever support it deems appropriate, perhaps in the form of a letter encouraging people to participate in such screenings.

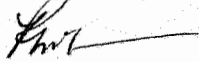
I am keenly aware of the quite legitimate concern that the President and the First Lady not be drawn into commercial undertakings, even (and perhaps especially) when triggered by the heightened public awareness as a result of the President's

operation. Nevertheless, it seems to me that the public service nature of this program is such that it would not be inappropriate. I defer to your good judgment on that score. In that regard, I am also enclosing an internal memorandum indicating the contacts which have been made. I suspect, however, that those "contacts" have been, of necessity, rather impersonal.

I will be interested in your thoughts.

In the meantime, I am

Sincerely,

A handwritten signature in dark ink, appearing to read 'Phil', with a horizontal line extending to the right.

Philip F. Zeidman



Medicine Shoppe International, Inc.

TO: Jeff Atkinson  
FROM: Nancy Schwartz *NS*  
SUBJ: White House Contact - Update  
DATE: August 9, 1985

Nancy Wilson in the Private Sector Initiatives Office received my information. She will work with our contact on the Special Message Unit in the Correspondence office, to get an answer to our "Presidential Message" request. Also, Pam's contact in Senator Danforth's office will be calling Nancy for an extra "push".

Nancy said it may take up to two weeks to get the answer. Her impression is that the President has not decided what role he wants to play in the CRC issue. However, she thinks a letter encouraging people to participate in screenings like ours is a realistic possibility.

Here is a list of the additional contacts Pam and I have made:

1. Faith Whittlesey  
Assistant to the President for Public Liaison
2. Assistant to Russ Mack  
Director Public Affairs
3. Assistant to Kenneth Barun  
Director of Projects and Scheduling
4. Assistant to Peter Roussel  
Deputy Press Secretary

cc: Jerry Sheldon  
Pam Harrison Debandt

THE WHITE HOUSE

WASHINGTON

August 27, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request to Use Picture of the President  
in Connection With Special Fundraising  
Piece to be Distributed by the American  
Cancer Society

The Connecticut Division of the American Cancer Society has asked permission to use a picture of the President in a fundraising brochure on colorectal cancer. As you noted on the tracking sheet, we are likely to receive numerous similar requests. (I have already seen several advertisements, for products ranging from home colorectal cancer detection kits to prunes (a high fiber food) mentioning the President's cancer.) You may want to raise the question directly with the President, but I assume we will adhere to our usual policy of generally declining to participate in particular fundraising campaigns. A draft along these lines is attached.

Attachment



THE WHITE HOUSE

WASHINGTON

August 27, 1985

Dear Mr. Norbeck:

Thank you for your recent letter to the President, requesting permission to use a picture of the President in connection with a fundraising campaign. As you might imagine, the President receives countless requests to lend his name to fundraising activities for laudable charities. We cannot grant all such requests, and there is no fair way to discriminate among the many worthy requests that are received.

Accordingly, we have been compelled to adopt a policy of generally declining requests that the President participate in particular fundraising projects.

I trust you will understand the reasons we must adhere to this policy, and that our inability to grant your request is in no sense an adverse reflection on your organization or the important work with which it is involved.

Sincerely,

Fred F. Fielding  
Counsel to the President

Mr. Timothy Norbeck  
American Cancer Society  
Connecticut Division, Inc.  
Post Office Box 410  
Wallingford, CT 06492

FFF:JGR:aea 8/27/85  
cc: FFFielding/JGRoberts/Subj/Chron

ID # 334617 CU

PRO1489

# WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence  
Received (YY/MM/DD) 1 1JR - see notes for  
these!Name of Correspondent: Imathy Nurbesh☐ MI Mail Report

User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Request to use POTUS' picture in connection  
with special fund raising piece to be sent out  
by the Connecticut Division of the American  
Cancer Society

## ROUTE TO:

## ACTION

## DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>central</u>	ORIGINATOR	<u>85107130</u>			<u>1 1</u>
<u>chat 18</u>	Referral Note: <u>D</u>	<u>85107131</u>		<u>S</u>	<u>85108111</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
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THE WHITE HOUSE  
WASHINGTON

Date 9.13.85

Suspense Date \_\_\_\_\_

MEMORANDUM FOR: John

FROM: DIANNA G. HOLLAND

ACTION

- ☐ Approved
- ☐ Please handle/review
- ☒ For your information
- ☐ For your recommendation
- ☐ For the files
- ☐ Please see me
- ☐ Please prepare response for  
\_\_\_\_\_ signature
- ☐ As we discussed
- ☐ Return to me for filing

COMMENT

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THE WHITE HOUSE  
WASHINGTON

September 10, 1985

FRED FIELDING:

Per our discussion, Fred Ryan is preparing a memo on this subject suggesting a meeting with Don so that he can review various options with the President. I am returning your memo so that you can bring it to that meeting.

A handwritten signature in dark ink, appearing to read 'Dil' or 'Dil' with a stylized flourish.

David L. Chew


cc: Fred Ryan

THE WHITE HOUSE  
WASHINGTON

Received 9-5  
1985 SEP -5 11 10 35

September 4, 1985

MEMORANDUM FOR THE PRESIDENT

FROM: FRED F. FIELDING   
SUBJECT: Requests from Charitable Organizations  
Concerned with Cancer for Fundraising  
Endorsements

I. ACTION FORCING EVENT

We have received several requests from reputable charitable organizations involved in cancer treatment and research, asking that you permit your name to be used in their promotional or fundraising campaigns.

II. DISCUSSION

As you know, our usual policy is to decline such requests from charitable organizations. We explain that the White House receives countless requests for such endorsements, cannot possibly grant them all, and out of fairness to all has been compelled to adopt a policy of generally declining such requests. Rare exceptions are made only after consultation with you and Mrs. Reagan, and typically only for particular causes in which you or Mrs. Reagan have been personally involved, such as Foster Grandparents, various drug abuse prevention programs, and the Motion Picture Country House and Hospital.

A decision needs to be made whether to adhere to the general policy of declining to provide fundraising endorsement for particular charities in the case of cancer-related charities, or to make an exception. I recommend that an exception not be made for cancer-related charities. Your successful operation and recuperation have already done much to promote awareness in this area. Charitable fundraising is as intensely competitive as any business, and I think those working on other diseases might legitimately object to Presidential endorsement of donations to fight only cancer. You often endorse charitable contributions and voluntarism in general, but the choice of what particular cause to support should be an individual's own, and I do not think the President's name should be invoked to sway that decision.



III. RECOMMENDATION

That you adhere to our usual policy and not endorse particular fundraising or promotional campaigns for cancer-related charities.

Approve\_\_\_\_\_

Disapprove\_\_\_\_\_