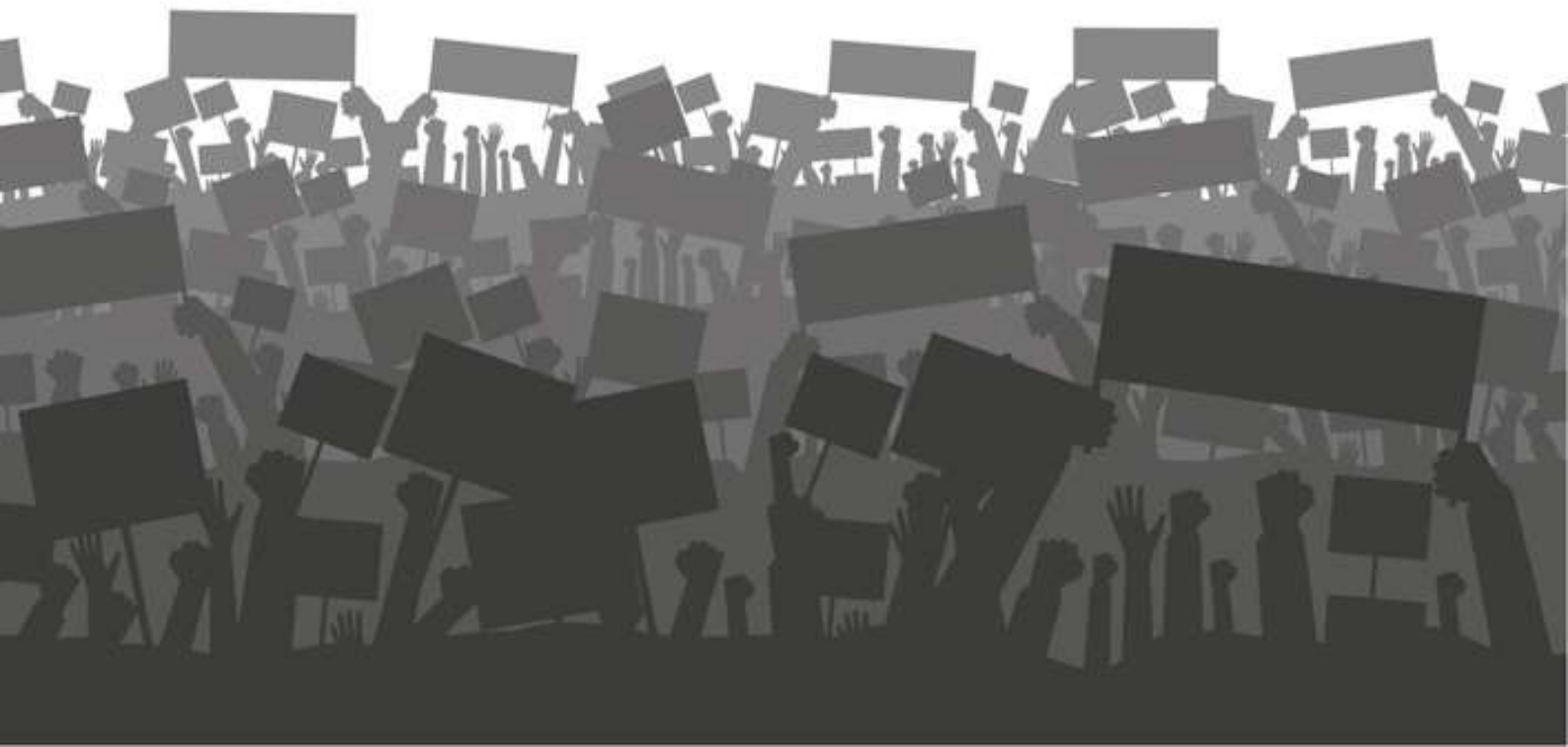


SOCIAL BILLS

\$



*Endless love and gratitude to myself,
for my passion, dedication and hard
work.*

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RESUMEN:

El siguiente estudio examina los movimientos sociales de masas, como pueden influir en la economía de una nación, como influyen en las posiciones de las empresas en cuestiones sociales y políticas, y cómo afectan a los resultados financieros de una empresa.

La otra parte significativa es el desarrollo de un estudio específico sobre el movimiento social abortista en Estados Unidos desde el siglo XX en adelante, su nacimiento, bases, legislación, crecimiento y capacidad económica, así como su importante intervención en la política nacional, a través del nacimiento, origen e intervención de la organización más significativa dentro del mismo y la importante aportación de su creadora con su ideología inicial: la Federación Internacional de Planificación Familiar y sus raíces eugenésicas con Margaret Sanger.

RESUM:

El següent estudi examina els moviments socials de masses, com poden influir en l'economia d'una nació, com influencien les posicions corporatives en qüestions socials i polítiques, i com poden afectar els resultats financers d'una empresa.

L'altra part significativa és el desenvolupament d'un estudi específic sobre el moviment social de l'avortament als Estats Units des del segle XX en endavant, la seva base, legislació, creixement i capacitat econòmica, així com la seva important intervenció en la política nacional, a través del naixement, l'origen i la intervenció de l'organització més significativa dins d'aquest i la important contribució de la seva creadora amb la seva ideologia inicial: la Federació Internacional de Planificació Paternal i les seves arrels eugenèsiques amb Margaret Sanger.

Educate the masses, elevate their standard of intelligence, and you will certainly have a successful nation.

- Alexander Graham Bell

1. INTRODUCTION

This work stems from the author's interest in the methods of social organization and human psychology as manipulators of an increasingly volatile and socially and politically sensitive economy and aims to demonstrate that in a world as globalized as ours today, the organization of a society and the behavior of its elements are co-dependent and capable of generating successes and failures in equal measure.

The following three hypothesis are the result of the study of the ideological organization of masses in society, the behavior and psychology of its mobilized, and its power in the state and corporate sector:

- **Hypothesis 1: The behavior of the masses is manipulable and is not due to a deeply studied ideology but quickly propagated and emotionally assimilated by the mobilized.**
- **Hypothesis 2: A company will prefer to keep good relations with the government especially if it depends on it to a greater extent.**
- **Hypothesis 3: A reputation crisis and its consequences can ruin an entire company regardless of its size.**

And by the examination of a specific case (the pro-abortion movement) occurred in the United States of America between the 20th century and the present, valuable and intriguing conclusions were drawn, which are revealed at the conclusion of this work.

The theoretical framework of this project has been developed through the analysis of books, official studies, and interviews with experts and important businessmen. And all of the information obtained in addition of the reading and study of articles, books and official news, as well as the official balances elaborated by the most important organization of the concrete movement studied and its comparison with the political climate of the nation at different times have been the base for the practical part of this research.

2. SOCIAL MASSES' FORMATION, OBJECTIVE AND REACH

2.1 INTRODUCTION

This first chapter presents the first methodological and theoretical perceptions that must be taken into account when studying this work due to their basic and essential condition for the correct understanding of the thesis.

The following chapter is a basic study of radical mass social movements according to the scope of their objective to change. Within this range are included those whose goals are normative/structural changes for the purpose of profound social transformation or revolutionary movements based on ideological models, which call for complete societal reforms.

In this will be introduced their respective functioning, the factors favoring their formation and the different behaviors they can acquire. All this from a psychological, philosophical and sociological approach.

2.2 PSYCHOLOGICAL MASSES

“Democracy, thus French revolution, was not invented by philosophic theory nor by the bourgeois leadership. It was discovered by the masses in their method of action” — Raya Dunayevskaya

France, 1789.

With the French Revolution, the first mass movement with all the necessary characteristics to be called as such was unified. Citizens became aware and took action for the first time against the privileges of the clergy and the nobility. At that time, anyone who did not belong to the traditional political, social and economic classes of the time was considered part of the masses.

The event that marked the end of the modern age and ushered in the contemporary age did so with a new type of social organization and behavior for the new era of human civilization, the mass society and the psychological masses.

Cambridge, 1920.

Faced with the strong growth of English suffragism at the beginning of the 20th century, William McDougall, inspired by the growth of social movements and in order to understand and define them, published his work "The Group Mind". An exhaustive study of modern civilization, the formation, functioning and methods of organization of society, including mass movements.

As his studies developed, several terms and conclusions appeared, however, there is one that made the difference. It equates all types of movements, even if they are widely opposed, and for the first time it gave a common definition to all. An essential one, objective and far from moral judgments.

The British psychologist coined the already existing term 'crowd' as a collective noun within the sociological subject matter, thus giving a definition to the function and methods of formation to the massive social movements (*see annex 1: Types of social movements and functions*) as a historical phenomenon present in our societies since the modern age.

The Crowd, then, is a multitude of people united by the same ideological position on a specific or general aspect of social reality and with the aim of using collective action to achieve a change in society. The latter will not be governed by any type of superior organization but may possess a simple rudimentary organization of little power. That is to say, a mass with a certain degree of perceptible organization but without formalization or visible institutionalization.

According to Mc Dougall's studies¹, contrasted with the also deeply developed studies on the subject by the polymath Le Bon and the neurologist and founder of psychoanalysis Sigmund Freud, this type of movement is potentially dangerous for the psychological independence of its members. This is in view of their growth on the basis of mental contagion and their strong accentuation of the unconscious soul life of those mobilized. These were united by a strong sense of responsibility, collective power and a moral awareness that led to the so-called "social anguish". This example is perfectly traced in the 'class solidarity' raised by Richard Hyman who said that in capitalist relations, characterized by uneven development and fragmentation, relations of class solidarity arise "against all odds"².

All these characteristics cause the major symptom of the psychology of mass *neurosis*^{*}, the hysteria. Thus, when we analyze Mc.Dougall's thesis and the behavior of the English masses (*see annex 2*) we identify groups with disproportionate actions owing to great inhibitions of the individual intellectual function and rapidly constituted due to the affective intensification of the members and their common interests because of self-consciousness of oppression.

2.3 POLITICIZATION OF MOVEMENTS AND POLARIZATION OF POPULATION

“The rise of identity politics has led to the creation of group identities - the Left Wing and the Right Wing.” — Maham Zahra Mehdi

When it comes to increasing the flow, size and capacity of influence of the masses in other spheres at a global level, it is usual to use the technique of polarizing the population. Consisting in the approach of a great system in the form of a conceptual building (See Figure 1) and the creation of a self-consciousness of greatness or oppression (noble or cruel, guilty or victims) in the individuals of each mass in order to create a great divisive emotional charge in both sides.

The alignment of these with the political division, not bipartisan but of two camps (left-right) born in France during the French Revolution, as a result of the geographic location of the delegates with different doctrinal orientations in the national assembly of August-September 1789, supposes a massive polarization of the population.

This division distributed different values to each political side. Thus, the right side was given authority, national identity, order, security, militarism, tradition, religion, conservatism and economic freedom.

And the left representing legal equality, respect for national and international, the total state, solidarity, insubordination, secularism, the right of self-determination and social justice through a planned and subordinate economy.

^{*}Neurosis: defined by Freud in his study as the “inability to tolerate ambiguity”. He also states that “the solution of a conflict by a neurosis is one of the most harmless and most tolerable socially”.

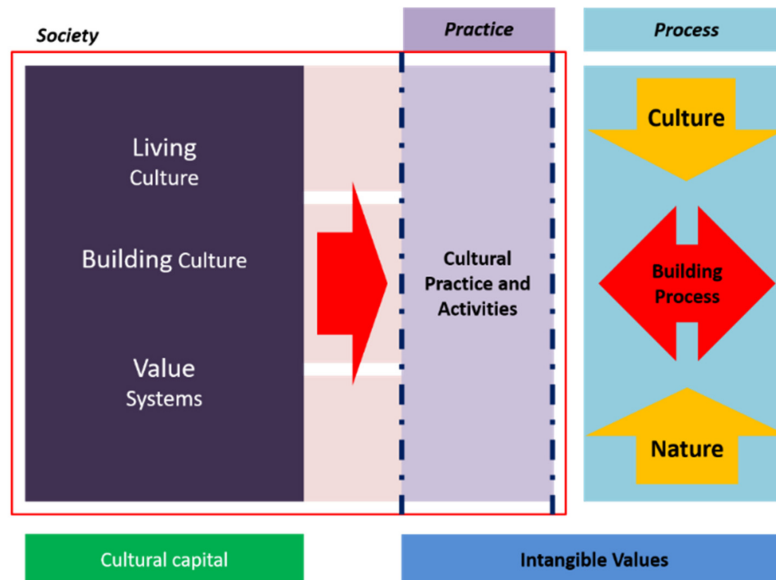


Figure 1: Outline of the system in the form of a conceptual building and the process by which society draws cultural practices in the presence of environmental constraints and opportunities.

Font: Olukoya, Obafemi A. P. 2021. "Framing the Values of Vernacular Architecture for a Value-Based Conservation: A Conceptual Framework" *Sustainability* 13, no. 9: 4974.

This situation gave rise to the intervention of governments and their support to the masses in order to favor the growth of their ideologies and future political successes. They have never been shown as direct controllers of the performance of the masses, but they have come to have a strong influence on the growth of the masses. This is owing to their power of outreach and the very mass behavior with blind trust of their voters.

Since then, according to the *modern structural anthropology*³ of Lévi-Strauss, which emerged as a result of having delved into Friederich Hegel's dialectics of self-consciousness⁴ (master-slave relations), we could say that we have automatically drifted into the formation of a binary social, political and economic system.

¹Allett, J. (1996). Crowd Psychology and the Theory of Democratic Elitism: The Contribution of William McDougall. *Political Psychology*, 17(2), 213–227.

²Hyman, R. (1991). Occupational structure, collective organization, and labor militancy. In C. Crouch and A. Pizzorno (Eds.), *The resurgence of class conflict in Western Europe since 1968 II. Comparative analysis* (pp. 69-116). Madrid: Ministry of Labor and Social Security.

³LÉVI-STRAUSS, Claude: *Structural Anthropology*, Basic Books, EE.UU, 1963

⁴B. PIPPIN, Robert: *Hegel on Self-Consciousness: Desire and Death in the Phenomenology of Spirit*, Princeton University Press, New Jersey, 2011

Furthermore, due to the intrinsic authoritarian and intolerant character of the masses with respect to all qualities opposed to their own, absolutely everything in a society (political, cultural and economic) must be positioned on one side or the other in order not to be excluded (see Figure 2), and if not, each individual will make his own analysis and conclusion about it from his own ideology. In most cases placing him as an enemy due to the direct assumption of his positioning in the opposing faction.

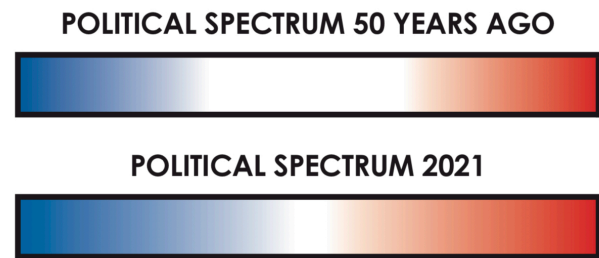


Figure 2: Shading indicates the degree of population polarization with respect to the two political parties in the U.S. with a 50 year gap.
Democrats/Republicans

Font: DALIO, Ray: The changing world order, Simon & Schuster, Great Britain, November 2021.

2.3.1 POPULATION'S POLARIZATION EFFECT ON THE ECONOMY

“Economists treat economics as if it is a pure science divorced from the facts of life. The result of this false accountancy is a willful confusion under cover of which industry wreaks its havoc scot-free and ignores the environmental cost.” — Vivienne Westwood

The effects of polarization on economic growth seem to differ. By fostering political unrest and harming the economy, it may have an indirect, detrimental effect on economic growth.

On the other side, polarization brought on by a larger migration rate might boost emerging countries' economic output. The phenomena happens as opinions on how people ought to engage with one another become more polarized. In view of this, states appear to lose their cohesiveness, and because of these differences, people migrate to countries that are more in line with their interests, making them more relevant.

In addition, the emergence of polarizing ideologies that promote feelings of partisanship within a community (racial supremacy, ethnic tension, etc.) may play a role in contributing to political polarization and its impact on the economic growth of developing, less developed and developed countries.

It is important to point out that in most countries a strong *social capital** can affect the community's financial decisions.

By evaluating civic norms and trust, (Knack & Keefer, 1997)⁵ examined the connection between social capital and economic performance for 29 market economies. According to the findings, nations with more equitable and higher income levels showed substantial levels of social capital.

In fact, it has been proved that social capital can lower transaction costs. According to research on relationship banking, customers can get credit at lower rates if banks can cut expenditures on monitoring and vetting their dependability. And given how poorly credit is flowing in the current economic climate, social capital might be a useful tool to help improve it.

It has also been concluded with a La Porta's et al.⁶ work with trust data from the second wave of the WVS*, operated on a 39-country sample with the dependent variable growth in per capita income, that a 10% increase in trust correlates with an increase per capita income of about 0.3% approximately. Demonstrating this way that confidence and population's cohesion improves economic performance (see Figure 3) and is very strong in all countries.

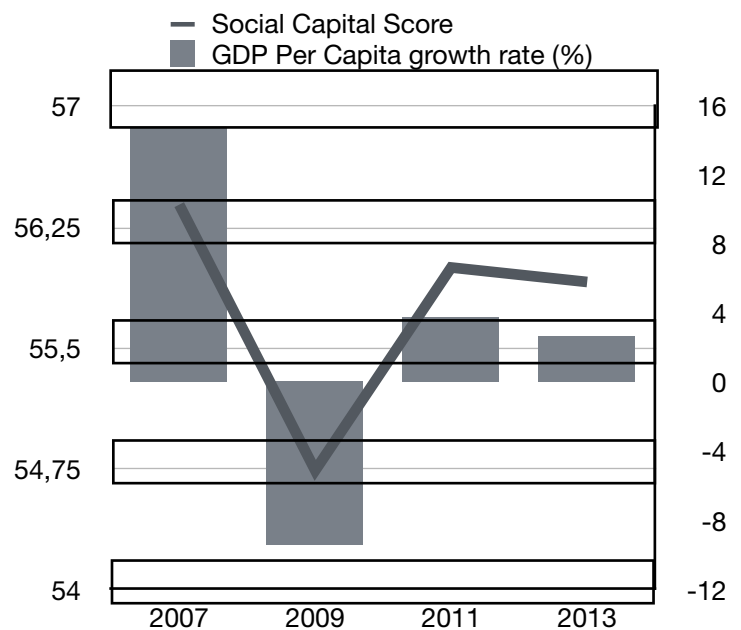


Figure 3: Example of simultaneous decline of GDP per capita and social capital score in Spain after the 2008 crisis period.

Font: Self-made.

Social capital data extracted from Hatzis, Aristides. (2018).⁷

GDP Per Capita data extracted from INE.

*Social capital: the networks of relationships between people living and working in a given society that enable that society to function effectively. Participation, network, trust, sense of belonging, reciprocity, commitment and values/norms are 7 components/variables of it.

⁵ Knack, S., & Keefer, P. (1997). Does Social Capital Have an Economic Payoff? A Cross-Country Investigation. *The Quarterly Journal of Economics*, 112(4), 1251-1288.

⁶ La Porta, R., et al. (1999). Trust in large organizations. In P. Dasgupta & I. Serageldin (Eds.), *Social capital—A multifaceted perspective* (pp. 310–324). World Bank.

*WVS: World Values Survey

⁷ Hatzis, Aristides. (2018). Greece's Institutional Trap. *Managerial and Decision Economics*. 39. 838-845. 10.1002/mde.2970.

3. CORPORATE POSITIONING IN RELATION TO SOCIAL MOVEMENTS

“We'll continue to see more and more brands integrate social causes, charitable components and environmental issues as underlying themes to their campaigns and messaging. Humans connect with humans after all, and brands are using this as a point of connection to engage with their audience, especially charity-minded Generation Y.”
- Amy Jo Martin

3.1 INTRODUCTION

Companies are open systems that engage in interactions and exchanges with other actors in the environment in which they operate. This includes the exchange of information, capital, energy and material. Their success and fate depend to a large extent on what happens in their environment, since they are not only economic actors, but also political and social.

Because of this social character, the concept of Corporate Social Responsibility (CSR) appeared more than 70 years ago. It is defined as an organization's efforts that go beyond what is required by law to achieve a social benefit.

Businesses can use a wide range of strategies to make a genuine social effect, which changes the environment in which the company competes. But CSR is not only about being socially or environmentally friendly, the firm's public demonstration (statements and/or actions) of support for or opposition to one side of a partisan sociopolitical issue can also affect the stakeholders response and the financial performance of the company.

3.2 MASS PRESSURE ON CORPORATE SOCIAL POSITIONING AND ITS RESPECTIVE MARKET REACTIONS

“I could tell you that CSR and the developing of new and more effective sustainable positioning and systems for our business and customers takes up roughly 40% of the time spent by our CEO.”

— Jose Diaz Cela⁸ (personal communication; 26th July, 2022)

“The risk of a reputation crisis and its consequences has grown immensely in the last 10 years. A good consumer reaction to a positioning can affect 20-30% of a campaign's profits. But, a bad one can ruin an entire company regardless of its size.” (C.Real⁹, personal communication; 15th July, 2022).

The most important question that arises in light of the fact presented in this quote is whether it is worthwhile for companies to take positions on important sociopolitical issues (*See annex 3: Additional information on “sociopolitical issues”*) knowing the risk involved.

Considering the above, knowing that today compared to the 26% of consumers who plan to advocate after seeing a company's product marketing, consumers react 8% more to a brand's stand communication. And knowing too, that about 64% of them will buy or boycott a brand based on its stances on sociopolitical issues (Edelman, 2018)¹⁰. Companies are coming under significantly more pressure from stakeholders to speak out on social issues such as LGBTQ rights, feminism, abortion and climate change.

CSR activities are not only beneficial to society, they are also used to strengthen the relationship with key stakeholders, which in turn can increase shareholder value. This has also led stakeholders to pressure companies to speak out, especially those that are more sensitive to such issues.

But it is also true that social activism will be increasingly welcomed by liberal-leaning companies. There is a tendency for companies to be more open to taking political and social positions in accordance with the political ideology of their members.

Moreover, lately, in order to connect the employee's positioning with that of the company, more and more employers being asked about it during job interviews.

⁸ Jose Diaz Cela: Director at Capgemini, Account Executive and HPS Head.

Capgemini is a 18.16 billion EUR (2021) worth global leader company in consulting, technology services and digital transformation. (*See annex 4*)

⁹ Carlos Real: Deloitte's Analytics & Cognitive field Senior Manager.

Deloitte is a 50.2 billion USD (2021) worth leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax, and related services. (*See annex 4*)

¹⁰ Edelman, “Brands Take a Stand”. Edelman Earned Brand Report, 2018.

However, despite their support for liberal social positions, investors have recently demonstrated that they react negatively to the remarks made by businesses when the majority of the workforce adheres to more liberal ideologies.

According to prior research (Aguilera et al., 2007)¹¹, employees may exert pressure on a company's management team to take action in order to feel good about themselves and have a feeling of justice, a behavior in full agreement with that previously explained in the first chapters. This could be one explanation for the current scenario.

3.3 POLITICS INFLUENCE ON CORPORATE SOCIAL POSITIONING

“Know what you own, and know why you own it.” — Peter Lynch

Due to the growth and performance of CSR, the government has increased its obligations to corporations and broadened the law.

To understand how this works it must first be pointed out that government is an element in the *non-market environment**¹² which acts as a significant stakeholder in businesses as it directly affects the environment through law or market restrictions.

Acknowledging this the goal has become to comprehend the market's reaction to a company's statement in relation to the political ideology of the state in which its headquarters is located, that's why the relationship with local government has previously been examined in various studies (Hillman et al., 2004)¹³ (Lawton et al., 2013)¹⁴.

¹¹ Aguilera, R. V., Rupp, D. E., Williams, C. A., & Ganapathi, J. (2007). Putting the s back in corporate social responsibility: A multilevel theory of social change in organizations. *Academy of Management Review*, 32(3), 836–863.

*In the context of the non-market environment, "those interactions that are mediated by the public, stakeholders, government, media, and public institutions" (Baron, 1995)¹² is meant.

¹² Baron, D. P. (1995). *Integrated Strategy: Market and Non-market Strategies*. *California Management Review*, 37(1), 47–65.

¹³ Hillman, A. J., Keim, G. D., & Schuler, D. (2004). Corporate political activity: A review and research agenda. *Journal of Management*, 30(6), 837–857.

¹⁴ Lawton, T., Mcguire, S., & Rajwani, T. (2013). Corporate Political Activity: A Literature Review and Research Agenda. *International Journal of Management Reviews*, 15(1), 86–105.

According to the resource dependence theory, a company will prefer to keep good relations with the government if it depends on it to a greater extent. For businesses to participate in CPA and manage their relationship with the federal government, it has been essential that they have a sizable cash flow from sales to the government.

As a result, in order to acquire a competitive advantage, businesses are also motivated to work to influence government policy in their favor. These initiatives might involve lobbying, financial support for political campaigns, or even involvement in electoral politics.

And if the controlling shareholders, directors, or executives are comprised of senators and ministers or have a close connection with politicians, the company is seen as having political connection, which may or may not also help the financial performance of the company depending on the politician, the state and the stakeholder's opinion about it.

The sustainability of businesses will suffer if they are unable to manage their connections with many stakeholders. However, businesses are unable to meet the needs of all stakeholders due to their limited resources. Not all stakeholder demands, according to Donaldson and Preston (1995)¹⁵, are reasonable. Companies must therefore create a balance between the many stakeholders and respond to their requests for social responsibility in a selected manner, based on their relative importance. This paper's theoretical framework comes from Mitchell et al. (1997)¹⁶, who developed stakeholder salience theory in terms of stakeholder attributes, legitimacy, power, and urgency. Dynamic stakeholder relevance and through the use of political influence and alliance-building, stakeholders can alter how managers are viewed to be important.

When it comes to private businesses, the introduction of a political connection might alter managers' assessments of the relative significance of stakeholders, and consequently, the degree to which various stakeholders are satisfied with a company's social responsibility.

¹⁵ Donaldson, T., & Preston, L. E. (1995). The stakeholder theory of the corporation: concepts, evidence, and implications. *Academy of Management Review*, 20(20), 65–91.

¹⁶ Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: defining the principle of who and what really counts. *Academy of Management Review*. *Academy of Management Review*, 22(4), 853–886.

4. CASE STUDY: THE PRO-ABORTION SOCIAL MOVEMENT AND ITS POLITICAL AND BUSINESS RELEVANCE AND CONNECTION IN THE U.S

4.1 INTRODUCTION

The next chapter studies the birth and behavior of the mass abortion movement. As well as it studies the birth, growth, power and value of the main organization behind the movement (PPFA), its relationship with the political state of the country and the profit depending on it, as well as the entry and withdrawal of private companies' investment in such “non-profit“ organization depending on different scenarios. It will also be stated the current situation in the U.S.

All this executed from the reading and study of articles, books and official news, the official balance sheets published by the organization and the comparison of them all with the political situation of the country during each period of time.

For this purpose, a large amount of data and terms presented in the first part of this thesis will be applied.

4.2 PLANNED PARENTHOOD’S FOUNDER AND BACKGROUND: MARGARET SANGER AND EUGENICS.

"The most merciful thing that a family does to one of its infant members is to kill it." — Margaret Sanger (The Woman Rebel, Volume I)

Margaret Louise Higgins was born in Corning, New York, in 1879 to an Irish Catholic immigrant family. Anne, her mother, had a total of eighteen pregnancies and eleven living children. She was the sixth child out of eleven, and her mother expected her to help with the upbringing of her siblings. The Higgins family had little financial resources. This would affect her thinking in the following ways, in her own words:

"From the earliest years of my life, I connected large families with poverty, labor, unemployment, alcoholism, fights, fights, debts, and imprisonment."¹⁷

This assertion was embodied in her own book entitled "*My Fight for Birth Control*" a really similar and almost a parallel title to Hitler's "*Mein Kampf*"¹⁸ where which after being read and analyzed and compared, makes really perceptible the espousing of the same ideology regarding the creation of a master race and the role of medicine in the process.

Margaret's book was published on 1931, 5 years after the publication of Nazi Party leader Adolf Hitler's autobiographical manifesto.

Later on, her work was out of print and ceased to be produced by all publishers. Nowadays the only way to obtain her work is through pdf documents or through the purchase of antique official editions valued at around 1500-2000\$ (see Figure 4).

Regarding this, the image-washing strategy for the author, that has been on for years now, comes as no surprise, for in order to gain global acceptance of her pro-abortion ideology, it was necessary to make her true intentions, which she has never been shy to hide, disappear.

During the twenties decade, in the U.S., *eugenics** groups (with whom Sanger was openly in favor), were increasingly discredited for being unscientific and racially biased, but also for being applied to the disabled people and other minority groups, as a method of "improving the human race".

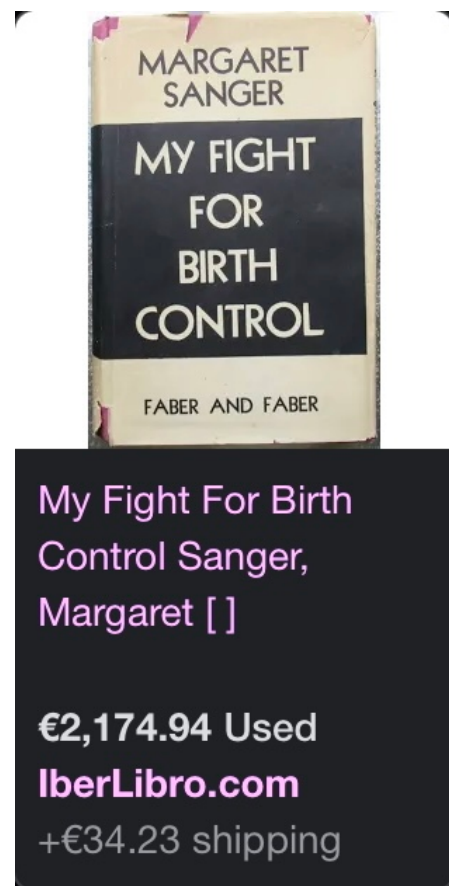


Figure 4: Original edition of Margaret Sanger's book "*My Fight for Birth Control*" being sold for over 2000\$ due to its shortages and destocking.

Font: Google, IberLibro.com
(21/9/2022)

¹⁷ SANGER, Margeret: *My Fight for Birth Control*, 1931. p.332

¹⁸ [My Fight]

*Eugenics: The study of how to arrange reproduction within a human population to increase the occurrence of heritable characteristics regarded as desirable.

In the majority of the states of the Union, legislation was passed at the turn of the 20th century allowing local authorities to compel sterilization of those who were deemed feeble-minded, which included not only those with physical or mental impairments but also those with licentious habits like prostitution and alcoholism. (See Figure 5)



Figure 5: American eugenics poster from the 1920s endorsing the selective breeding of "high-grade" people and calling for the elimination of genetic "defectives" including the insane, "feeble-minded," and criminals.

Font: Wikipedia, "Eugenics in the United States"

The court determined in 1927 that a state may compel sterilization of its citizens for the greater good, keeping in mind that it may demand sacrifices of its citizens, including their lives, because "society may prevent those who are manifestly deficient from continuing their species"¹⁹, the text of the judgement concludes, causing a great deal of debate even today. Eight people voted in favor of the sentence, and one person voted against it.

¹⁹ United States Supreme Court [1927]: Case 274 US 200.

Up until the legal statutes enabling them were completely abolished in the 1970s, it is estimated that about 20,000 forced sterilizations²⁰ were performed in the United States.

Mrs. Margaret Sanger, the great birth control advocate, and her two sons

“WOMAN AND THE NEW RACE”

By Margaret Sanger

This book, just published, is Margaret Sanger's greatest effort for the birth control movement. It contains the very essence of her life's work. It instructs the women of the world in the greatest step of their emancipation. “WOMAN AND THE NEW RACE” contains the sum total of Margaret Sanger's experience and knowledge on this vital subject—knowledge she dared to utter and print—knowledge for which she faced jail and fought through every court to establish as woman's inalienable right.

PART OF CONTENTS	
Woman's Error and her Debt	Continence: Is it Practicable or Desirable?
The Struggle for Freedom	Contraception or Abortion?
Two Classes of Women	Are Preventive Means Certain?
Immorality of Unwanted Large Families	Battalion of Unwanted Babies Cause of War
Cries of Despair	Woman and Morality
Women who plead for Abortion	Legislating Woman's Morals
When should a Woman avoid having children?	Why not Birth Control Clinics in America?
Any one chapter is worth the price of this book	

THE KNOWLEDGE IS PRICELESS

This book, “Woman and the New Race,” by Margaret Sanger, contains so much that is vital, thorough and necessary to every married couple, that it would require a book to describe it. **THE KNOWLEDGE OF BIRTH CONTROL WILL BRING HAPPINESS TO EVERY MARRIAGE.**

Price Only \$2.00 Sent Prepaid
Order at Once. Don't Delay.

TRUTH PUBLISHING CO.
1400 Broadway Dept. 5-G New York

Figure 6 and Font: Advertisement for Sanger's book Woman and the New Race that was included in a 1922 issue of Science and Invention

In any event, it should be highlighted that the eugenic movements' objectives included not just achieving compulsive birth control for individuals seen to have inferior mental faculties, but also encouraging initiatives aimed at persuading these same individuals to consent to control their reproduction. And in this situation, Margaret Sanger's enormous relevance comes into play.

The Negro Project, implemented in the Southern states of the United States with the express purpose of deterring African-American women from procreating, was the most contentious initiative she created.

In order to explain precisely this query, it is important to note that Dr. Clarence Gamble, the Procter & Gamble heir, helped the company expand its operations in the southern United States.

The future IPPF founder was worried that promoting contraceptive methods in the South, where they were only administered by white medical personnel, might cause apprehension among her target audience because it might be interpreted as an attempt by the African American community to "destroy their race."

²⁰ GOULD, Stephen Jay: "Carrie Buck's daughter", Natural History Magazine, July 1984. p. 332.

Knowing this, she sent Clarence Gamble a letter in December 1939 (see Figure 7) to try to stop it from happening, advising him to hire people of color to do birth control procedures because, in her opinion, African American women wouldn't trust the counsel of white doctors in these issues.

She also made the decision to suggest the hiring of religious ministers who would have a higher chance of reaching the populace after doing a population analysis and identifying the significant presence of religious zealots in the area. All this in the following quote:

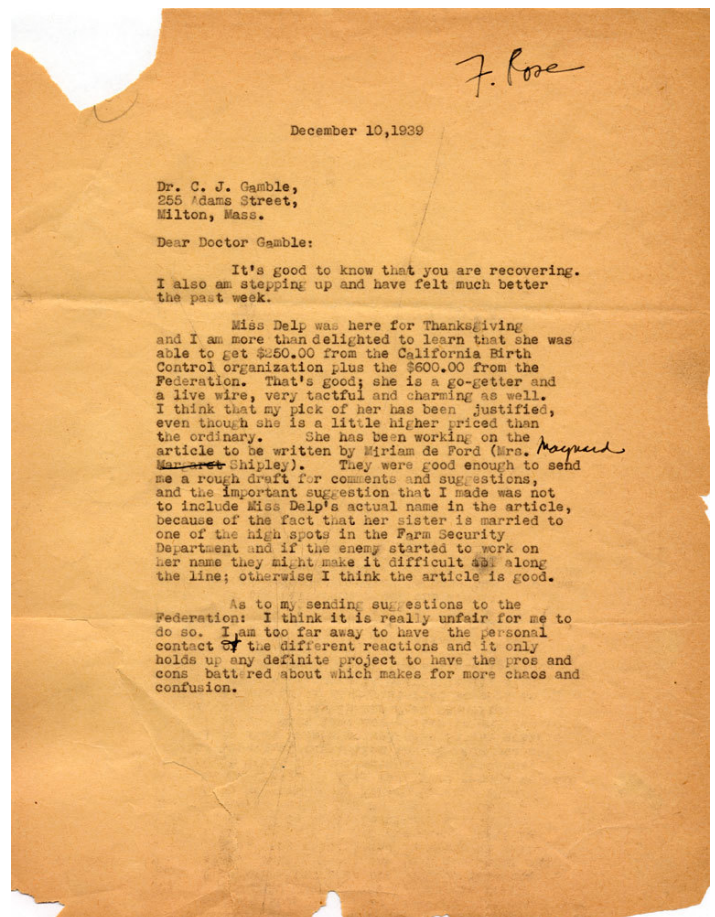


Figure 7: Original letter from Margaret Sanger to Dr. C.J. Gamble, December 10, 1939.
Font: Smith Libraries Exhibits, accessed September 1, 2022

"We should hire three or four colored ministers, preferably with social service backgrounds, and with engaging personalities. The most successful educational approach o the Negro is through a religious appeal. We don't want the word to go out that we want to exterminate the Negro population, and the minister is the man who can straighten out that idea it it ever occurs to any of their more rebellious members."²¹

Despite all of this, it is crucial to remember that Sanger was against abortion, calling it "humiliating, unpleasant, painful, and frequently a deadly surgery."²²

²¹ Margaret Sanger's December 19, 1939 letter to Dr. Clarence Gamble, 255 Adam Street, Milton, Massachusetts. Original source: Sophia Smith Collection, Smith College, North Hampton, Massachusetts.

²²SANGER, Margaret: "Women and the New Race", Brentano's, New York, 1920. p.119

However, it is clear from examining her writing and speeches that she saw the women who were rejected as "martyrs to the hard conditions (...) brought about by the blindness of society as a whole."²³ That allows verifying the fact that her rejection was focused more on procedural than moral issues.

Eventually, the initiative that was born "to spread contraception in order to reduce poverty rates" in the South, received private and federal funding, and after that, its power was given to the BFCA*, which pushed for the funding of the pre-existing clinics.

4.2.1 PLANNED PARENTHOOD'S CREATION

The American Birth Control League (ABCL) and the Birth Control Clinical Research Bureau were combined to become the Birth Control Federation of America (BCFA) on January 19, 1939. (BCCRB). In sessions of a joint committee made up of officials from both organizations, the reorganization into the BCFA was discussed. In contrast to competition, duplication of services, and publicity, the group came to the conclusion that the birth control movement would only be accepted more widely by concerted effort and coordinated resource usage. The BCFA became the **Planned Parenthood Federation of America (PPFA)** on January 29, 1942, at a special membership meeting.

For the first time in the history of the birth control movement, men occupied almost all of the top leadership roles during the BCFA. Margaret Sanger was relegated to a minor position as honorary chairman of the BCFA, and she played no significant part in the majority of the organization's daily operations or policy decisions. She did, however, act as an advisor, top fund-raiser, and regular troublemaker, frequently defying the Federation's leadership.

However, the Negro Project's authority remained its own under the new organizational structure.

It was overseen by a National Council of Black Consuls, which was made up of representatives from 25 significant black organizations and universities and featured numerous notable black leaders.

²³ SANGER, Margaret: "Women and the New Race", Brentano's, New York, 1920.

*BFCA: Birth Control Federation of America

The Negro Project gathered clinical data with the assistance of local community organizations in order to influence the adoption of clinics and anti conceptive techniques, particularly in the South African black communities. Two demonstration projects were managed by the Negro Project in Nashville (Tennessee) and Berkeley County (South Carolina).

4.3 OVERCROWDING AND LEGISLATION OF THE PRO-ABORTION MOVEMENT IN THE U.S. DURING THE XX AND XXI CENTURY.

"The United States completed its transition from a nation with no abortion laws of any kind to a nation in which abortion was legal and officially outlawed." - Oregon James C. Mohr in his book *"Abortion in America"*

As previously said, the American Birth Control League changed its name to the International Planned Parenthood Federation in 1942. Control, a word with a dictatorial connotation, had been replaced by the more elegant and friendly word "planning". All of this seems to be done with the intention of "de-Nazify" the name of eugenics and strengthening the scientific foundation and worldwide movement profile. Because of the fact that during the 1940s, the IPPF experienced severe discredit because of the eugenic policies developed by German national socialism, which not only resulted in the Holocaust of Jews but also in the racial cleanings carried out against ethnic groups like the Gypsies, Poles, and Russians.

The goals supporting the promotion of birth control also needed to change, in addition to the rhetoric. The threat of the "population bomb," which attracted the attention of the mass media in the 1960s especially, will be crucial in this situation.

The fear of the demographic explosion was accompanied, in the words of Eugenia Rocella and Lucetta Scaraffia by an: "unexpected stroke of fortune: in the 1970s, feminism spread throughout the West, bringing abortion and contraception to the forefront and making it a question of feminine freedom. The new slogans will be adopted with suspicious fervor by anti-natalist associations, which will thus enjoy an excellent ideological cover, universally respected"²⁴

Abortion was criminalized in almost all states in 1967, and there were minimum protections for maternal health or rape-related pregnancies. All this was altered in the 1970s. States all around the nation started to reevaluate and relax their abortion-related laws, and in 1973, the Supreme Court issued two precedent-setting decisions (Roe v. Wade and the less well-known but no less significant Doe v. Bolton) that effectively ended abortion restrictions in all 50 states.

From after the landmark Roe v. Wade case to the present day there have been about 20 legislative changes regarding the complex debate on abortion and birth control.

The landmark case of Planned Parenthood v. Danforth, in which two doctors and the Planned Parenthood Federation of America sued the state of Mississippi after the state decided to require spousal or guardian consent (for a minor under the age of 18) for the termination of a pregnancy, occurred in the 1970s, more specifically in the year 1976. The state's abortion laws had been subject to a number of restrictions. The justices determined that these limitations were unlawful because they granted a third party "total veto power." The court did uphold several state-imposed limitations, though.

The now already known Planned Parenthood was involved in several cases in addition to this one. Pennsylvania approved a law limiting women's access to abortions in 1980 that included a 24-hour waiting time and requirements for spouse notification. The state was sued by Planned Parenthood of Southeastern Pennsylvania, who claimed the bill violated the Roe v. Wade ruling. The case imposed additional constraints on state-level abortion rights restrictions in Pennsylvania and was the first significant test of the Roe ruling.

In the Dobbs v. Jackson Women's Health Organization case, which was brought before the SC in 2001, the high court rejected a Mississippi legislation that outlawed abortions beyond 15 weeks of pregnancy. It claimed that the Roe decision would be overturned by the law.

²⁴ ROCELLA, Eugenia & SCARAFFIA, Lucetta: Contra el cristianismo, la ONU y la Unión Europea como la nueva ideología [Against Christianity, the UN and the European Union as the new ideology], Madrid, Ediciones Cristiandad, 2008.

According to a draft opinion obtained by Politico on May 2, 2022, the U.S. Supreme Court may be poised to overturn the famous 1973 Roe v. Wade decision, which legalized abortion nationwide.

The opinion project claims that Roe was fundamentally mistaken from the beginning. It is signed by Judge Samuel Alito, a member of the court's majority conservative group (6 to 3), who was chosen by former Republican President George W. Bush. The document was labeled as the "1st Draft" of the "Tribunal's Opinion" in the Dobbs v. Jackson Women's Health Organization case, which challenges Mississippi's ban on abortions after 15 weeks.

The Roe v. Wade decision, which had established abortion as a constitutionally protected right, was overturned by the U.S. Supreme Court on June 24th. Following the decision, as many as 20 U.S. states would ban or restrict abortion during the first trimester or early weeks of the second trimester.

4.3.1 CURRENT LEGISLATIVE SITUATION OF ABORTION IN THE U.S.

After the Supreme Court's decision to overturn Roe v. Wade each state has started its independent process for making a decision between total or partial illegalization of abortion or maintaining its legality either totally or with certain restrictions depending on the cause of the pregnancy.

In many states the fight over abortion access is still taking place in courtrooms, where advocates have sued to block enforcement of laws that restrict the procedure.

The respected American daily The New York Times last updated Figure 8 on October 8, 2022, to indicate the current condition of the legislative process in each state.

When each state is examined separately and in light of Figures 9 and 10, it becomes clear that there is some ideological ambiguity among voters and political leaders in the states where the process is more stalled and still being debated. These states tend to be those where the Republican Party won the most recent elections or where there was a change from the previous elections.

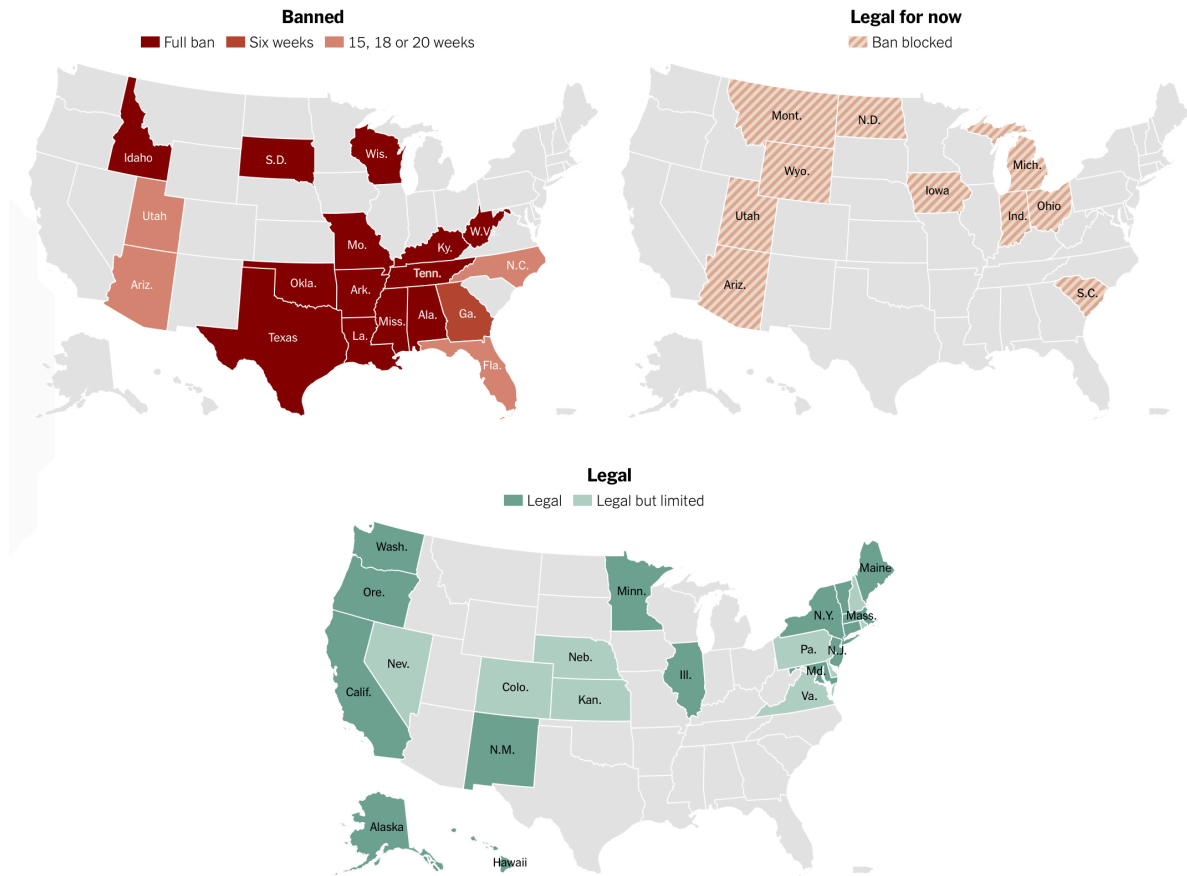


Figure 8: Current status of abortion in each state.
Font: The New York Times 8/10/2022

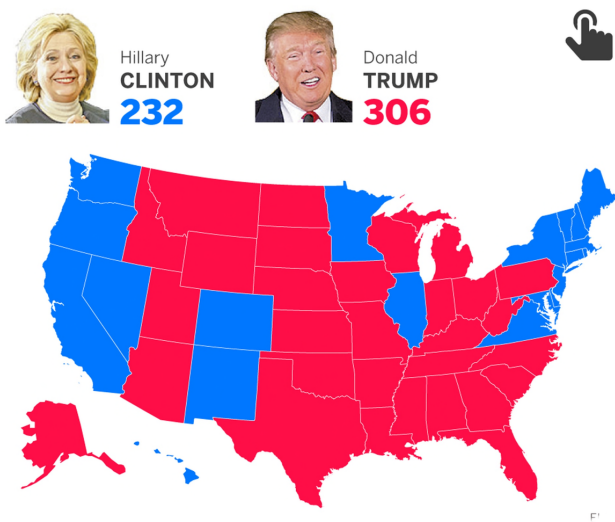


Figure 9: Election result year 2016, Donald Trump vs Hilary Clinton.
Font: Google Images

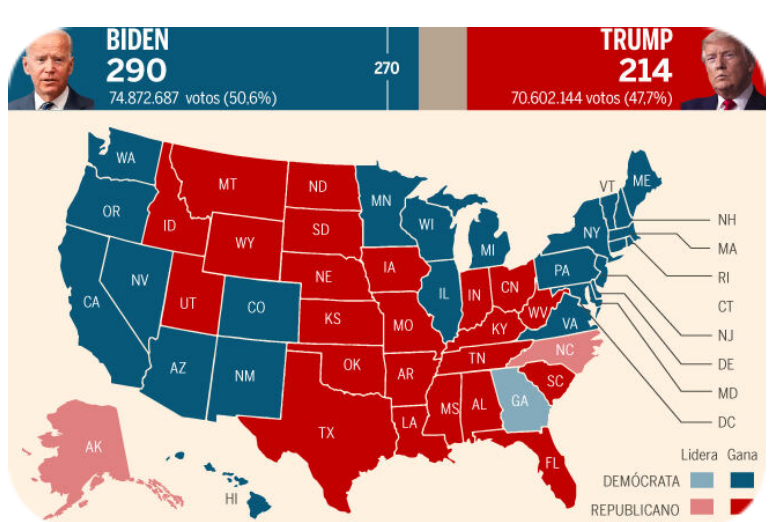


Figure 10: Election result year 2018, Donald Trump vs Joe Biden.
Font: Google Images

4.4 FEDERAL FUNDING AND POLITICAL SUPPORT

In the period between October 2018 and September 2019, Planned Parenthood carried out 354,871 "abortion procedures," according to the organization's most recent annual report. In the United States, this equaled to 972 abortions per day and 41 abortions every hour. Without type-specific pricing information, the average cost of an abortion would be \$840, resulting in a gross income of around \$298 million. But this is not the organization's primary or sole source of income.

*Federal limits on government funding of abortion** have raised questions about their financial stability, notwithstanding the fact that abortions make up about 3% of the services they offer to patients. Planned Parenthood nevertheless receives a sizable amount of cash from Medicaid reimbursements and government grants because they offer a wide range of other sexual health treatments.

Government funding for Planned Parenthood comes in two primary forms: reimbursements for services rendered to Medicaid recipients and grants from government organizations, principally HHS. The Congressional Budget Office estimated that Planned Parenthood collected \$390 million in Medicaid reimbursements from the federal and state governments in FY 2015 (Figure 11), making this the nonprofit's single-largest source of income.

Planned Parenthood used \$57.28 million in grant funds from the *HHS** Title X Family Planning Services Program during the same fiscal year.

**Federal limits on government funding of abortion:* Since 1977, the U.S. federal government has stopped subsidizing abortions. The Hyde Amendment budget clause restricts the use of federal financing for abortions, with the exception of situations involving rape, incest, or a danger to the life of the pregnant person. However, because Medicaid is a federal-state partnership, 16 states do use state Medicaid funds to subsidize abortions that are medically necessary. States cannot use federal funds to fund these initiatives because of the restrictions imposed by the Hyde Amendment.

HHS:* United States Department of Health and Human Services

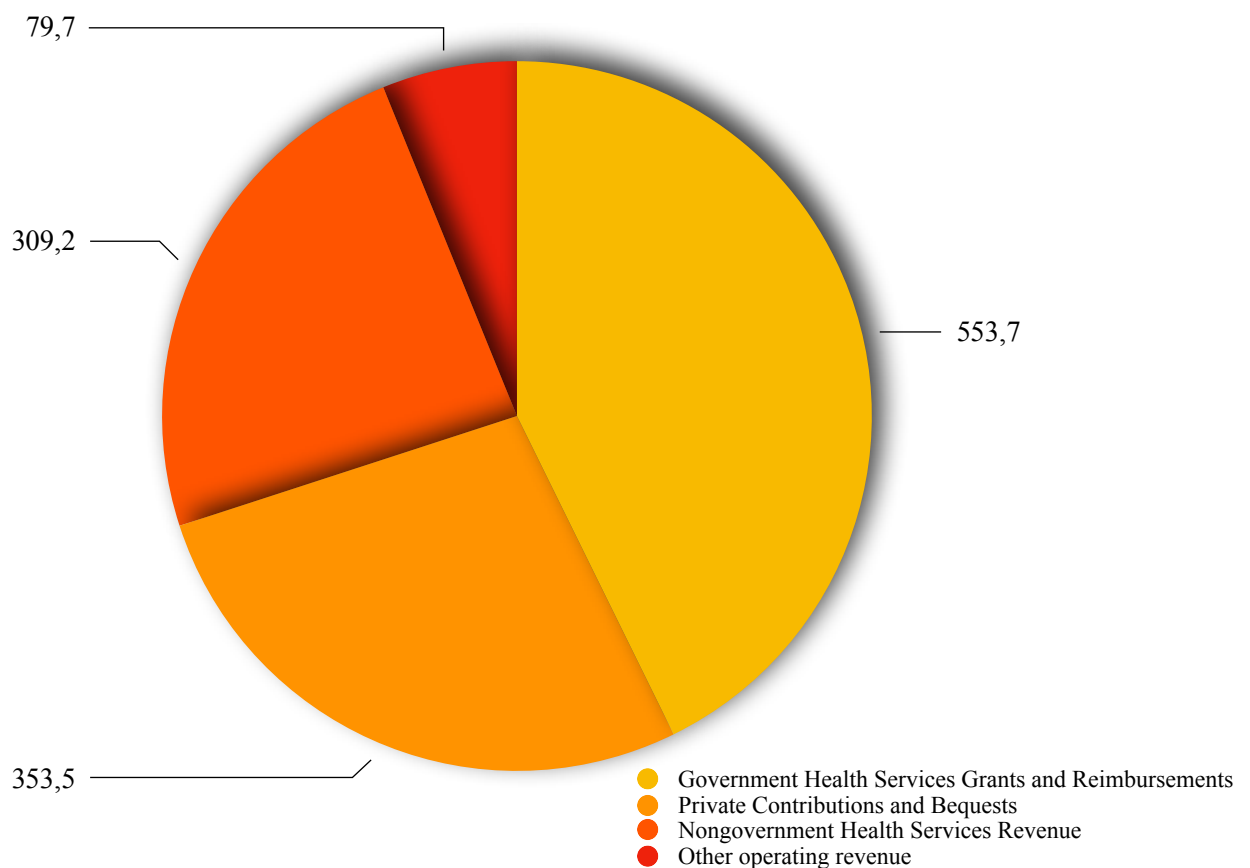


Figure 11: Amount of money (in millions) received by each source of funding for Planned Parenthood in fiscal year 2015. \$1.29 billion in total revenue.

Font: Self made

Data extracted from public Planned Parenthood’s Annual Report

Family planning services such as contraception, pregnancy tests, STI screening and treatment, and basic infertility care are covered by Title X funds. These awards prohibit recipients from using the money to cover the cost of abortion services. HHS awarded Title X funding totaling \$265 million in 2022, including \$16 million to regional Planned Parenthood organizations.

From 2020 to 2021, Planned Parenthood did not get any *Title X grant money**. During those years, HHS forbade grant recipients from directing patients seeking abortion care to other providers. After the limits were relaxed that year, in 2022, the nonprofit once more accepted Title X grants.

Title X grant money: Title X is the only American federal grant program dedicated solely to providing individuals with comprehensive family planning and related preventive health services.

The reason for this temporary gap in state funding was due to the presidency of former Republican President Donald Trump, who, following in Bush's footsteps, the same year he took office in the United States (2017) signed legislation allowing states to withhold federal family planning funds from Planned Parenthood and other abortion providers. He at times referred to the organization as "like an abortion factory" and speculated the service could make up 85% of their work.

Trump's action overturned a rule issued by the Department of Health and Human Services (HHS) in December, just five weeks before President Obama left office.

The PPFA was benefiting greatly from the HHS rule, and through the years at least 12 states had already tried to reduce funding to Planned Parenthood before this decision, some of them in the wake of major scandals found concerning the country's top abortion provider.

The largest abortion business in the US, however, made news in 2015 after a dozen hidden camera films were made public that exposed the company's trafficking in baby parts.

However, in many instances, the courts were able to block these actions, preventing this decision and allowing the group to carry on receiving government support. (See annex 5)

The reinstatement of the Obama-era ban on federal funding for organizations that perform abortions abroad and the reversal of an Obama-era policy that forbade states from withholding Title X funds for abortion clinics were described by Charmaine Yoest, HHS assistant secretary for public affairs and former president of Americans United for Life, as follows:

"This is part of the Trump administration's effort to reverse regulations that the Obama administration took out to radically favor abortion."

All this information allows understanding the strong interest that the organization has shown election after election in the victory of the Democratic Party in the United States. For no organization or multinational could afford to risk losing 43% of its revenues.



Figure 12: During a Planned Parenthood Action Fund membership event in Washington on June 10, 2016, Democratic presidential candidate Hillary Clinton makes a speech.
Font: <https://time.com/4364304/hillary-clinton-planned-parenthood-womens-issues/> accessed 18/8/2022

In its first-ever primary support, Planned Parenthood backed Clinton in her primary contest with Vermont Sen. Bernie Sanders. In her speech, Clinton compared the 100-year-old women's health group, which has been the target of nearly continual attacks from conservatives who want to close it down, particularly in 2015, to her own historic candidacy.

"We are proud to endorse Hillary Clinton for President of the United States. No other candidate in our nation's history has demonstrated the strong commitment to women or a clear record on behalf of women's health and rights. This goes far beyond Planned Parenthood. The health care of an entire generation is at stake." Said Cecile Richards, president of the Planned Parenthood Action Fund and the organization's \$20 million contribution to the Democratic campaign was disclosed the same day.

This year 2022, during the presidency of the Democrat Joe Biden and after Title X grant restrictions were lifted, Planned Parenthood again received the revenue, this time HHS disbursed \$265 million in total in Title X grants, including \$16 million to regional Planned Parenthood groups.

4.5 CURRENT SITUATION ON PRIVATE CONTRIBUTION AND DONATIONS

The Planned Parenthood Federation's second-largest source of funding is its private contribution (see figure 11). For up until 2015, prior to the organization's involvement in the serious organ trafficking scheme, about 40 of the largest multinational corporations (see annex 6) in the United States donated enormous sums of money in investments that, as was extensively explained in the second chapter of this thesis, were more than profitable. However, more than half of them withdrew their generous contributions as a result of a reputation crisis that have already been developed in the first chapter, which dealt the organization a devastating blow.

However, this was only the case for a tiny subset of the businesses; the others remained mute until after the news was covered up and its reputation was damaged.

The current scenario after the overturning of the Roe v. Wade abortion law in the United States and the 2022 midterms in the election cycle is much more optimistic as well as complicated for the entity. Planned Parenthood Votes this June had already spent almost \$9.1 million in the 2022 election cycle. Additionally, the Planned Parenthood Action Fund spent roughly \$570,000 on federal lobbying during the second quarter of this year, breaking its previous record. The organization fought for a number of federal measures, including the still-stalled Women's Health Protection Act.

“Big stakes require big investment, which is why this fall Planned Parenthood advocacy and political organizations will run our largest-ever electoral campaign to preserve and expand abortion access in as many states as possible,” Jenny Lawson, executive director of Planned Parenthood Votes stated this August, after announcing a \$50 million election investment by the organization.

But when it comes to revenue, the agency has not fallen short either, Planned Parenthood experienced a 4,000% increase in donations after the Supreme Court released its decision in Dobbs v. Jackson Women's Health Organization, which struck down the federal right to abortion. It's been reported the raising of \$2.7 million in July on its most recent monthly filing with the Federal Election Commission. That's down from nearly \$5.1 million in June.

Planned Parenthood Action Fund also reported receiving \$66,000 in May following the POLITICO bombshell reporting on the draft opinion and \$71,000 in July after the decision dropped at the end of June – more money than it has raised per month in the election cycle.

5. CONCLUSIONS:

Most of the initial assumptions proposed have been proven after a case study based on the bases created in the first two portions of this thesis' theoretical framework, though not all of them.

It led to the development of hypothesis n.1 with regard to the first section of the theoretical framework where the emergence and conduct of the social masses is developed.

Hypothesis 1: The behavior of the masses is manipulable and is not due to a deeply studied ideology but quickly propagated and emotionally assimilated by the mobilized.

The selected and investigated instance has supported the first theory. Both in the case of the social masses later misled into thinking that the expansion and legalization of abortion was a matter of women's health and freedom of choice without any type of eugenic background, as in the study of the Negro Project, where the racial social masses of the early twentieth century in the United States were easily manipulated by the main religious figures (placing religion in this case as the mother ideology of the psychological mass). Both have illustrated the irrational behavior, simple manipulation, and emotional impulse- and peer-pressure-driven behavior of the majority.

When the conduct of a corporation was examined in Chapter 2 based on its ideological adherence to the ruling party, hypothesis n.2 resulted in:

Hypothesis 2: A company will prefer to keep good relations with the government especially if it depends on it to a greater extent.

Which has also been amply demonstrated by the 20 million dollars donated by the organization to Hilary Clinton's campaign with the Democratic party, as her victory would have ensured significantly more economic stability and federal funding income, which were destroyed and withdrew with the victory of Donald Trump and the Republican party in 2016.

In the same way that Planned Parenthood has already disclosed a \$50 million investment in the Democratic candidates running in these next elections. Reiterating the desire for

ideological alignment in order to achieve their goals and increase both direct and indirect income, as clients are forced to pay more due to the loss of federal funding, decreasing the number of people who use their services, especially given that the organization's initial focus was primarily on low-income women.

The Planned Parenthood case has specifically proven the theory presented in Section 2.2, which I quote:

”businesses are also motivated to work to influence government policy in their favor. These initiatives might involve lobbying, financial support for political campaigns, or even involvement in electoral politics”.

Although the reputation crisis brought on by the organ trafficking scheme resulted in the withdrawal of several sizable companies, in this concrete case, it did not ultimately cause Planned Parenthood going not even close to go bankrupt and it barely affected its stability during the legal process of the case, refuting hypothesis n.3:

Hypothesis 3: A reputation crisis and its consequences can ruin an entire company regardless of its size.

This new variable could be attributed to government assistance, lucrative image-laundering methods, gullibility in public opinion, and other factors. This uncertain conclusion leaves this matter open for more investigation. Nevertheless, it can be noted that in this case the abortion multinational has been much more affected by changes in political leaders than by any other factor presented during the investigation of the theoretical framework, giving a really interesting starting point to future research.

As the author of this study, after all the obstacles faced regarding the difficulty in obtaining official data and contrasting all the numbers as well as updating information until the very last moment due to the current situation of the chosen topic.

At any rate, I cannot be more proud of the final result and enriched by all the information discovered and studied.

This has been a deeply enriching and inspiring project for my future business major studies.

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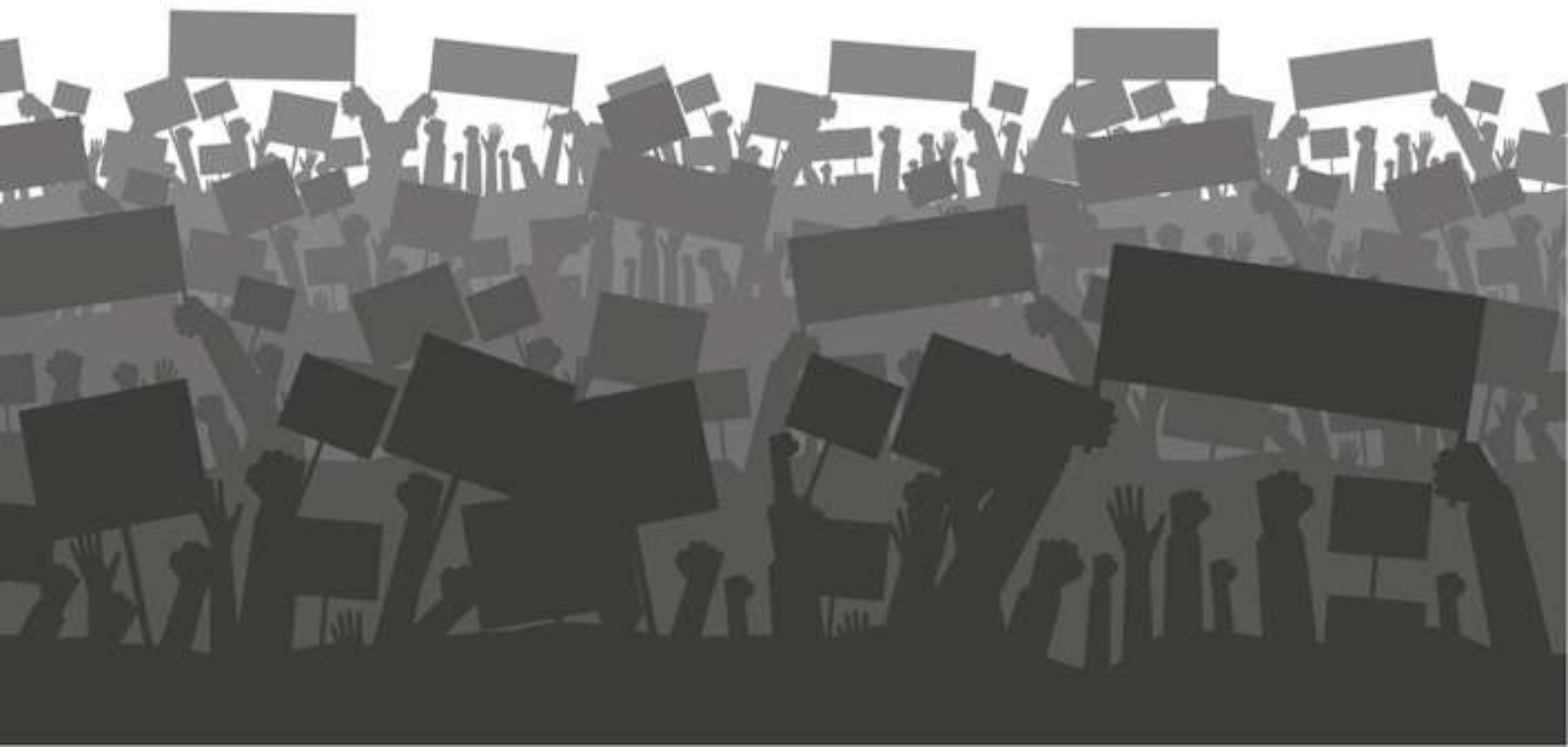
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ANNEXES

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Amina Sahli Khazzan Mesbah
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ANNEX 1: TYPES OF SOCIAL MOVEMENTS AND FUNCTIONS

TYPES OF SOCIAL MOVEMENTS
depending on:

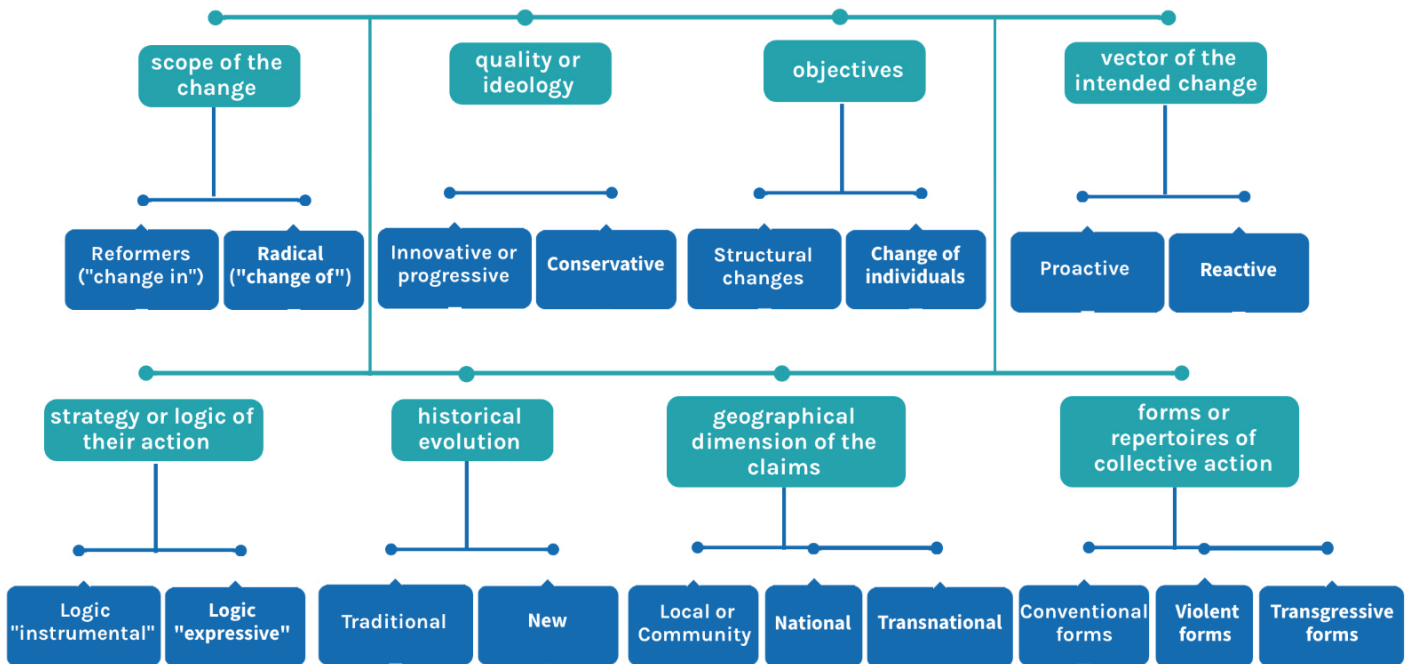


Figure 1: Types of mass social movements depending on the different characters they can acquire.

Font: Self made

ANNEX 2: DEVELOPMENT AND INCIDENTS OF ENGLISH SUFFRAGISM

Returning to the concept of mental contagion explained in Chapter 1, the rapid development, growth and success of the English suffragette movement can be seen in the following temporal description.

The whole social movement for women's suffrage began in 1866, with the first mass petition of suffragettes to parliament. The following year, 1867, the first debate on the issue was officiated in the English parliament by John Stuart Mill.

The suffragettes began to unite in an official and relevant way for the first time in 1903 with the creation of the Women's Social and Political Union, although the National Union of Women's Suffrage Societies (NUWSS) was prior to it, being formed in 1897, but did not gain importance until 1907. In 1907 the Women's Freedom League was formed. And finally in 1914 the East London Federation Suffragettes.

During this period of time all kinds of demands were seen and as it is well explained before, the consequences of this type of these groups are unimaginable due to their inability to reason. Their mobilized people do not listen to reason and are affected as much by the unreal as by the real. This was demonstrated by violent behavior in several mobilizations and several arrests of their leaders for vandalism. In 1909, several suffragette leaders were imprisoned, triggering the first hunger strike, and three years later, in 1912, vandalism and attacks on private property began. Finally, after the entry of women into the labor market (1914) due to the 1st World War I, in 1918 English women received their right to vote, but it was not until 1928 that this right was extended to women over 21 years of age.

It is important to point out that British suffragettes not only united in order to obtain the vote for women, but over the years, they also joined and appropriated other struggles such as the legalization of contraception, the acceptance of homosexuality or the reform of English legislation regarding divorce.

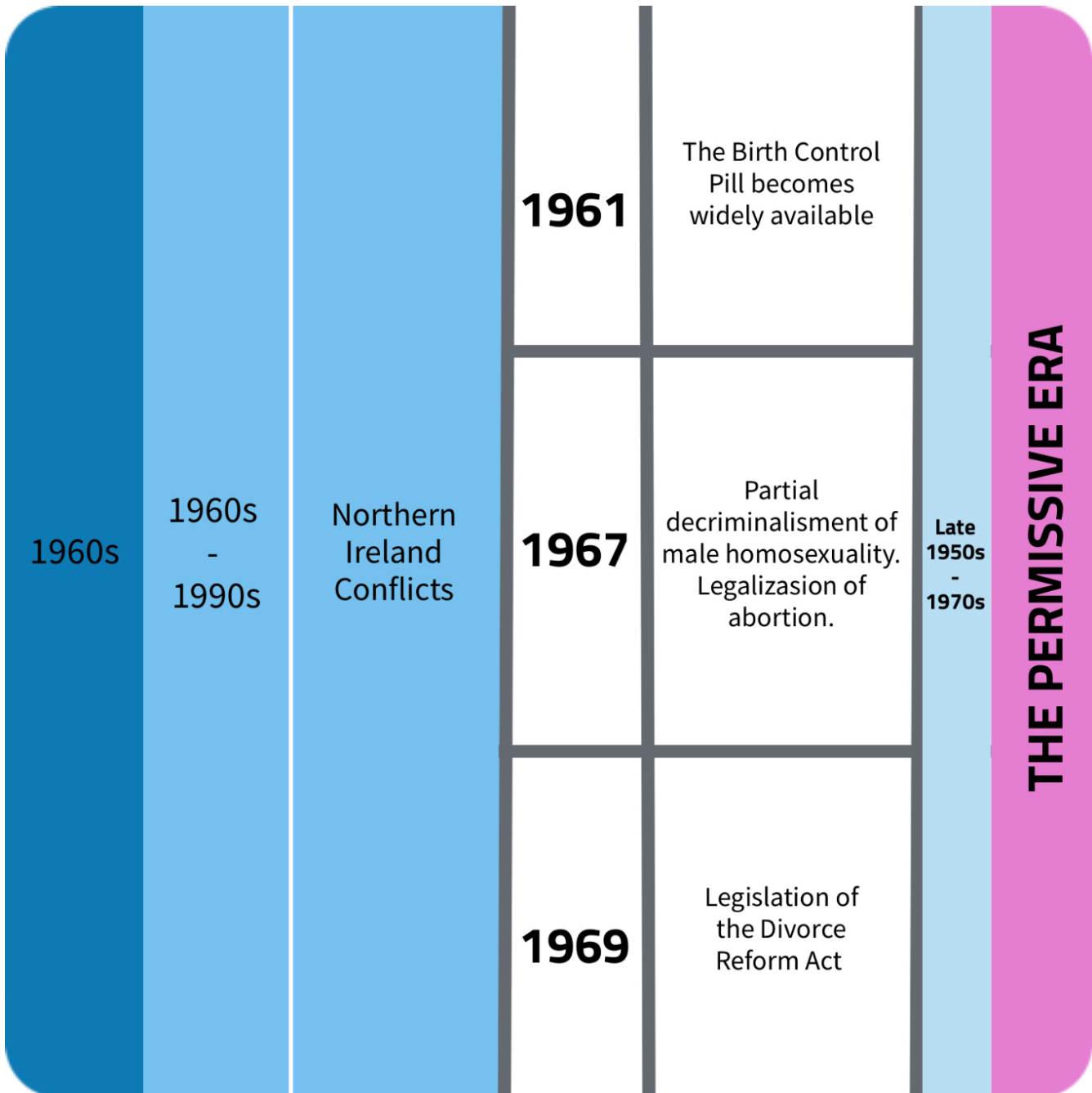


Figure 2: Growth and achievements of English Suffragette and related movements over a 10-year period.

Font: Self made

Data extracted from: <https://www.studysmarter.co.uk/explanations/history/modern-britain/britain-20th-century/> 22/08/2022

English suffragism began the so-called "permissive era" in the United Kingdom, all this during a bad political period due to the conflict with Northern Ireland. (See Figure 1).

After this, Margaret Thatcher became the first female prime-minister in the history (1975).

ANNEX 3: ADDITIONAL INFORMATION ON “SOCIOPOLITICAL ISSUES”

Three factors can be used to categorize sociopolitical issues, the first of which is the absence of societal consensus, as evidenced by the fact that opinions are divided between those who are "for" and those who are "against" at various levels of society. Since there is a lack of factual knowledge on social topics, information rationality is low. The general public believes they already have enough information on the subject and do not require further viewpoints. Finally, the social issue is important to society and has developing viewpoints. Thus, sociopolitical issues might be defined as "salient unresolved social matters on which public and institutional opinion is split, potentially engendering acrimonious dispute among parties." Public controversies can arise around sociopolitical concerns.

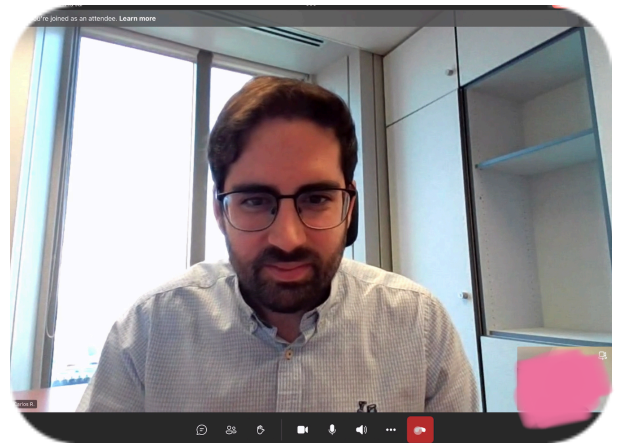
ANNEX 4: VISITS AND INTERVIEWS DURING RESEARCH PROCESS

I, as the author of this work, had the wonderful opportunity to interact with a variety of specialists and businesspeople during the research process necessary for the creation of this work.

Some of the companies and leading experts were contacted by e-mail, sharing various details about their operations, including their marketing and recruitment procedures. All of them provided me with a wealth of wisdom.

Regarding interviews, the first one took place on July 15 with Carlos Real (Deloitte's Analytics & Cognitive field Senior Manager), who described to me how the cutting-edge Marketing Mix Modeling (MMM) system operates. This system uses analytics to determine the effectiveness of advertising when providing clients with advice.

Along with telling me about his ground-breaking tool, he also gave me valuable information on the significance and strength that CSR has acquired in recent decades, the sectors in which it has grown the most (telecommunications and IT) and how real reputational crises have affected companies' share prices.



Deloitte.

Additionally, I was fortunate to be able to speak with Jose Diaz Cela (Director at Capgemini, Account Executive, and HPS Head), who gave me a wealth of extremely useful details about the operation and importance of the company as well as how the technology consulting firm takes it into account when providing its services to clients. This was done as part of a study on the value of CSR to big businesses and multinationals.

The interview held on July 26th allowed me to see the company's social commitment to racial causes, feminist causes, inclusiveness in terms of sexual orientation and identity, as well as the company's very strong commitment to climate change.

During the fruitful conversation it was also recognized the fact that social positioning was a strong demand of the society that has been growing more and more during the last decade assuming a higher and higher percentage of risk of bankruptcy in case of a reputation crisis, demonstrating in a resounding way all the information provided by the first interview carried out.

And along with all this, I also had the chance to spend a whole working day at the offices and take in the fantastic atmosphere among its employees in addition to having the opportunity to interview the executive. I had a very enriching time getting to know their facilities, equipment, and staff because it allowed me to see first hand the professional application of my future studies.



ANNEX 5: IPPF ORGAN TRAFFICKING SCHEME

The Center for Medical Progress (CMP), an anti-abortion group, produced multiple covertly filmed videos in 2015. To enter both gatherings with abortion clinicians and facilities, CMP members pretended to be representatives of a biotechnology firm. Video evidence demonstrated how the abortionists gave the researchers access to fetal tissue.

According to analysis by Fusion GPS, a former investigative writer for The Wall Street Journal, all of the tapes were eventually "proven" to have been altered. The changes, according to CMP, were made by taking out "bathroom breaks and waiting intervals." Fusion GPS's latest research revealed that the larger version of the recordings was also altered, with skips and missing material. CMP had provided a longer version of the tapes as "full," in addition to a shorter, edited version.

However, after the first video was made public, conservative members of Congress singled out Planned Parenthood and started introducing legislation that would deprive the group of federal funds for family planning. No similar proposal by Congress to reduce government financing for Planned Parenthood's family planning services became law. Conservative lawmakers have also grabbed the chance to reduce or make attempts to reduce state financing for family planning in a number of states.

Planned Parenthood video: Congress launches investigation

© 15 July 2015



| Deborah Nucatola, Planned Parenthood's senior director of medical research, appears in the video

Figure: Official BBC media report on the IPPF organ trafficking scheme and the legal process.

Font: <https://www.bbc.com/news/world-us-canada-33545006>

Investigations into the allegations made in the films were conducted by authorities in twelve states, but none of them discovered that Planned Parenthood clinics had sold tissue for profit as CMP and other anti-abortion groups claimed.

The Republican-controlled Select Investigative Panel's final report, which called for defunding Planned Parenthood, was made public on December 30, 2016. Democratic committee members, Planned Parenthood, and other media outlets roundly decried the report as politicized and unreliable.

A Texas grand jury examining Planned Parenthood found no evidence of wrongdoing by the organization in January 2016, but Sandra Merritt and David Daleiden of the CMP were indicted instead for fabricating and using fraudulent identification documents and attempting to buy baby tissue.

Six months later, the charges against Daleiden and Merritt in Texas were dropped on the grounds that the grand jury could only indict Planned Parenthood. In March 2017, the State of California indicted Daleiden and Merritt on 15 felony counts, including one each for the people they had secretly filmed and one for criminal conspiracy to breach privacy. The State of California re-filed updated charges in July 2017 after all of the invasion of privacy counts (but not the conspiracy charge) were dismissed with leave to amend in June 2017.

ANNEX 6: COMPANIES INVOLVED IN PRIVATE CONTRIBUTION TO PLANNED PARENTHOOD

The following are the 38 companies that remain on the list of companies that contribute with generous financial donations to the growth of the PP.

1. Adobe
2. American Cancer Society
3. American Express
4. Avon
5. Bank of America
6. Bath & Body Works
7. Ben & Jerry's
8. Clorox
9. Converse
10. Deutsche Bank
11. Dockers
12. Disney
13. Energizer
14. Expedia
15. ExxonMobil
16. Fannie Mae
17. Groupon
18. Intuit
19. Johnson & Johnson
20. La Senza
21. Levi Strauss
22. Liberty Mutual
23. Macy's
24. March of Dimes
25. Microsoft
26. Morgan Stanley

27. Nike
28. Oracle
29. PepsiCo
30. Pfizer
31. Progressive
32. Starbucks
33. Susan G. Komen
34. Tostitos
35. Unilever
36. United Way
37. Verizon
38. Wells Fargo

The following six companies are those that withdrew their contributions in the face of the reputational crisis resulting from the organ trafficking scheme, which is explained in detail in Annex. The first three (AT&T, Coca-Cola, Ford) withdrew their funds immediately, the last four did not do so until after a year of the plot, therefore, they remained steadfast in providing the multinational abortion company throughout the legal process of the case.

39. AT&T
40. Coca-Cola
41. Ford
42. Xerox
43. GrubHub
44. Kellogg's
45. Target

According to Marketing Insider Review¹, the businesses highlighted in pink are among the best in CSR. See their stock market performance over the previous few years in the charts below (all data extracted from NASDAQ).

Since the stability of the markets has been significantly impacted by the recent pandemic years, it is obvious that their profits and/or losses cannot be evaluated solely on the basis of their investment in CSR or PP, but it is true that all of them experience positive outcomes in terms of the firm's market value over the long term.



Pfizer's Stock Market chart from 2021-2022



Disney's Stock Market chart from 2018-2022



Johnson & Johnson's Stock Market chart from 2018-2022



Starbucks' Stock Market chart from 2018-2022

¹ <https://www.marketinginsiderreview.com/9-marcas-que-realizan-con-exito-la-rsc/>

In the specific case of Coca-Cola, since the firm was already in a precarious condition in 2014, a year before the PP crisis, this fragility of the company's finances may have contributed to the company's quick removal of cash before to the news in an effort to prevent more losses.



Coca Cola's Stock Market chart from 2014-2022

