

his proposed activities or projects as he would to any foundation business activity. Proper economic funding, a realistic statement of objectives and methods of accomplishing the goals should be stated in detail in order to accomplish the project most efficiently and to preserve capital for long-term use for "retirement".

Advertising

A foundation may advertise its services or activities in any way that is normally used by commercial enterprises. However, foundations generally do not advertise except for lectures, seminars or literature that might be available. Certainly, a foundation involved in a professional activity such as medicine, law, optometrics, chiropractic, or related fields, would conform to the advertising prohibitions in the individual code of ethics for each field. In other words, a Doctor of Medicine, even though employed by a foundation, would not have that foundation advertise his services, because it would be a breach of the code of ethics of the medical profession.

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