

Meth Project founder pledges money for Montana's future

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Preventing an entire generation of Montanans from trying methamphetamine is not easy, or cheap. Through a non-profit foundation, Project Founder Tom Siebel has spent nearly \$12 million of his own fortune on television ads, billboards and a statewide public art competition.

Montana's Attorney General says the money was well spent. "There is hardly a person in Montana that is now not aware of methamphetamine and the negative impact that it causes. That's a dramatic change."

The Meth Project's annual operating budget is between five and six million dollars. Most of that money is spent developing attention-grabbing ads, buying air time and billboard space, and paying for comprehensive surveys to gauge the project's success.

Since January of 2006, the Meth Project says they have received \$1.3 million in donations outside of the Siebel Foundation. To encourage those other donors, Siebel has pledged to match private and corporate donations up to five million dollars in 2007.

(This is one story that aired as a three-part series, which aired February 28, March 1 and March 2.)