



The Clorox Company Foundation

2006 Annual Report

FISCAL 2006 ALLOCATIONS:

\$4 MILLION (UNAUDITED)

21%

Education & Youth

14%

Culture & Civic

17%

Other

19%

Plant Programs

29%

Gift Campaign

History of The Clorox Company Foundation

Established in 1980, The Clorox Company Foundation has donated millions of dollars to programs in the following key areas: K-12 education and youth development, and cultural and civic vitality. Proud of the rich traditions of the city of our origin — Oakland, Calif. — the foundation devotes the majority of our philanthropic resources to advancing innovative solutions to local needs. Since its inception, the foundation has awarded grants totaling \$66.3 million to nonprofit organizations. In addition, The Clorox Company in fiscal year 2006 donated \$6 million worth of products such as supplies of bleach to regions affected by natural disasters.

Along with grant making in our headquarters community, The Clorox Company promotes community involvement at all our locations by matching employees' contributions through our workplace giving program and supporting local, community-based activities in the regions surrounding our manufacturing plants.

Our Partnership With the East Bay Community Foundation

In 2002, The Clorox Company Foundation forged a partnership with the East Bay Community Foundation to administer our grants. Founded in 1928, the East Bay Community Foundation is a public foundation that has built an excellent reputation as an agent for increasing charitable giving. The organization's knowledge and expertise in grant making and donor support increases Clorox's ability to effectively serve the varied needs of its targeted communities.

The Clorox Company Foundation awards grants to schools and organizations near company manufacturing plants, donates products to aid disaster-relief efforts, **encourages** and matches workplace giving and, through our Commitment Awards program, links grants to employees' volunteer activities. All of these activities reflect Clorox's continued effort to enhance public **education** and preserve **cultural and civic vitality**.

This report highlights some of the remarkable organizations we have contributed to in 2006. We hope you will enjoy reading about their accomplishments.



A handwritten signature in blue ink, appearing to read 'Victoria Jones'.

Victoria Jones | Director



Airing Social Issues at Youth Radio

You may have heard their award-winning commentary aired on National Public Radio or streaming on iTunes. Moving soon to a state-of-the-art digital media center in downtown Oakland, Youth Radio trains high school students in news commentary and music production, then hires them into paid internships. Students gain experience producing programs, teaching their peers, performing job responsibilities and behaving professionally.

The writing, reporting and newsroom activities that college student Belia Mayeno first participated in nine years ago

continue to attract her back for the summer. "I came to a different understanding of how to engage with a topic," she says. "In school, you just do research at the library. Here I can understand the topic from many angles. All the different stories are wrapped into one big thing. I can see the war in Iraq through the eyes of a soldier with post-traumatic stress disorder or a person who lives in Iraq. You learn to ask a lot of questions."

Youth Radio graduate Kareem Chadley partners with media outlets such as Clear Channel and the WB to create extern-

ships for students. "Youth Radio gives you positive reinforcement that there is something you can do," he says. "Kids leave with direction and a goal."



“Hearing the conversations people are having here is so rewarding.”

Belia Mayeno | Associate Producer and Graduate, Youth Radio



ProArts Provides Opportunities for East Bay Artists

ProArts has been creating connections between East Bay artists and the public since 1974. According to volunteer Dan Backman, "It's not just a gallery — the whole East Bay is part of a community that talks to each other and comes here to show their work."

ProArts creates opportunities for artists to show and sell their work through Open Studios (where individual artists open their studios to the public), ProArts gallery and the gallery store. The gallery runs exhibitions involving 1,000 artists and members and 200 volunteers a year.

In addition to the East Bay Open Studios, which this year included more than 400 artists in 13 cities, ProArts continues expanding its reach into a variety of cultural communities

through collaboration with other groups. This year the organization partnered with seven cultural agencies* to create "Still Present Pasts," the first oral history project about survivors of the Korean War in the United States.

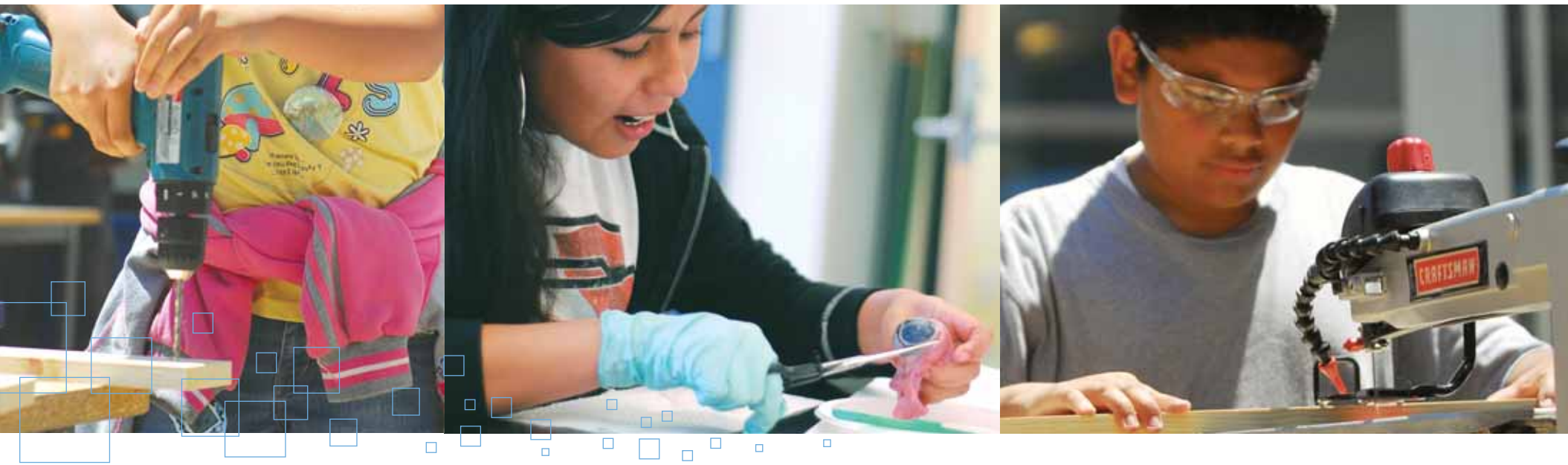
"Such collaborations bring vitality to this organization and our gallery space," says Executive Director Margo Dunlap. "It pushes the boundaries of what we do, of what art is and how accessible it is to different communities."

*Korean Community Center of the East Bay, Korean Youth Cultural Center, the Korean Association, Committee for Korea Studies (UC Berkeley), Korean Americans United for Peace, Oakland Asian Cultural Center and the Asian Resource Gallery.

"You see art on the walls, but what happens inside the walls is exciting, too."

Margo Dunlap | *Executive Director, ProArts*





Oakland Youth “Aim High” Through Summer Enrichment Program

The sense of community that develops between children at Aim High stems in part from its “small school” approach. Days begin with a community check-in. Classes mix two teachers with 15 students, and teachers conduct classes linked with one theme. “Each child is known and loved,” says Executive Director Alec Lee. “I really believe that at my core.”

Aim High strengthens students’ preparation for their next grade through an intensive summer academic and cultural enrichment program, followed by meetings twice a month during the school year. A typical summer day includes five classes, lunch and activities ranging from sports to poetry to bike repair.

Run in partnership with the school district, Aim High’s Oakland, Calif., program serves students in sixth through ninth grades. Eighty percent of the students participate for all four years, and many return in later years to staff the program. In fact, more than a quarter of the organization’s staff are Aim High graduates.

With support from Clorox and other funders in 2006, Aim High doubled its program in Oakland from 60 to 120 children by expanding to a second site.

“Kids come through the doors at Aim High and they feel safe. It’s okay to be smart. It’s okay to take risks.”

Alec Lee | Founder and Executive Director, Aim High



Opera Piccola Teaches Expression Through the Arts

What if parents could experience live theater without hiring a babysitter and paying for parking? What if children in low-income neighborhoods could work with professional artists to share their hopes and fears?

At Opera Piccola, they can. "We bring our scenery and lights to wherever people are," says Founder and Executive Director Susannah Wood. "We push aside the bookshelves in the library, or visit a park or a mall" to make the arts more accessible.

In addition to traveling shows, Opera Piccola places working artists in Oakland public schools through its ArtGate program, founded in 1993. Clorox's 2006 grant enabled Opera Piccola to fund more artists for in-school residencies, reaching more students than they could through after-school programs alone.

The artists collaborate directly with students, asking what is in their hearts and minds and providing tools to express those feelings. Whether they publish poems or write plays, the

children demonstrate "so much insight into their own experience," says Managing Director Ben Frandzel. ArtGate helps them transform that insight into something they can share.

*When I'm with my family
I feel like jumping*

*I feel bien
I feel like a flying boomerang.*

I feel happy

I feel like a cloud tree

I feel like a strong heart ocean

I feel like a shaking wobbly sun

I feel bien

I feel like a flying boomerang.

*When I feel mad I feel heavy
like a full moon
like a bursting moon*

"The things that kids come up with are amazing and inspiring. I heard a middle school student share a poem with depth beyond her years."

Justa Mui | ArtGate Program Coordinator



Red Cross Blood Drive

Every two seconds someone in the United States needs blood. Thanks to the consistent and well-organized efforts of Clorox volunteers in Oakland, Calif., Clorox is one of the 10 leading corporate blood donors for the Red Cross Northern California Blood Services Region. The Oakland office collected more than 60 units of blood at its last blood drive alone. The largest amount the office has donated in one day was 100 units. Each one of those donations has the potential to make a life-saving difference for three people.

The Blood Drive Committee hosts three blood drives at the Oakland headquarters each year. Once the date is set, word

goes out through many channels. On the day of the event, the Red Cross brings its machines and personnel to Clorox offices, while the Clorox team supplies volunteers, donors and the ever-important cookies and juice.

"Clorox has very dedicated donors," says longtime volunteer Toni Sampson. "If a meeting comes up, they will call and re-schedule their appointment. If it happens several times in the day, they will still find a way to get in. We even have a couple of retired folks who come in for every drive."

"I became involved because my mother was a member of the Gallon Club. She received a pin for every gallon donated, and I inherited her pins."

Frances Hopson | *Coordinator of Clorox's Blood Drive Committee*

and work continued in 2006. Clorox employees participated in many individual and team volunteer activities, such as those described below.



Habitat for Humanity Build in Jackson, Miss.

How would you like to volunteer from 5:30 to 11 a.m. before you even start your workday? That is precisely what 14 people from the Jackson, Miss., plant did on Sept. 29, 2005. They arrived before daylight for "Operation Home Delivery," a pilot project sponsored by Habitat for Humanity to frame houses for families who lost their homes in Hurricane Katrina.

According to Operations Manager Scott Baldwin, it was dark when the team arrived, and the area was lit with stadium lights. "People had all different types of skills," he says. "If you could swing a hammer, you could help. You didn't need to be a carpenter."

HR Administrative Coordinator Betty Kotsonaros says, "This was a very busy time for our plant, but our employees were so enthusiastic about helping that we had no problem getting a group of volunteers together."

Everyone was broken up into small teams to build one wall, then each of the walls was tacked together according to a master floor plan. The Clorox team helped frame four houses over the course of the day. At the end of the week, Habitat for Humanity sent the houses to Covington and Hammond, La.

Looking back a year after Hurricane Katrina, what stands out most to Plant Manager John Mutchler is knowing that the homes the volunteers framed up are being lived in by families who lost their homes in the storm.

"It meant so much to get involved because we were impacting people we knew or were related to."

Scott Baldwin | *Operations Manager,
Jackson plant*

GUIDELINES AND PRIORITIES

GEOGRAPHIC FOCUS

The foundation makes grants primarily in its headquarters community of Oakland, Calif. Clorox manufacturing plants operate small giving programs in their local communities. These programs are administered independently and serve organizations within a three- to five-mile radius of the facility.

FOUNDATION FOCUS AREAS

The foundation concentrates on contributions for specific community needs. The foundation has two focus areas: education/youth development and culture/civic programs. The foundation may shift funding priorities from year to year.

CRITERIA FOR FUNDING

The foundation receives many more requests than it has resources to fund. Applicants must be in receipt of an IRS ruling confirming their classification as a 501(c)(3) tax-exempt nonprofit organization or be sponsored by a qualified fiscal agent. In addition, the proposal must meet the foundation's geographic scope and address one of the focus areas listed above. The following criteria are used by the foundation in selecting agencies for funding:

- Clarity of purpose
- Outcomes related to performance (e.g., improved grades, test scores, graduation rates, increased audiences in underserved communities)
- Strategies that will achieve the stated outcomes
- Sound fiscal and management practices
- Involvement of board of directors
- Demonstrated collaborative relationships
- Fundraising capacity
- Diversity of board, staff, clients, audiences, etc.
- Nondiscrimination policies and practices

INELIGIBLE FOR FUNDING

In general, the foundation does not fund the following:

- Fundraising events, benefits or raffles
- Athletic events or league sponsorships
- Field trips, tours and travel expenses
- Advertising or promotional sponsorships, media productions (TV, radio or film)
- Conferences, conventions, meetings, etc.
- Projects of a national scope
- Direct assistance to individuals or individual sponsorships
- Religious-based activities for the purpose of furthering religious doctrine
- Political parties, organizations, candidates or activities
- Exclusive membership organizations and associations or membership dues
- Association or membership dues
- Deficits or retroactive funding
- Capital projects
- Individual school projects

HOW TO APPLY FOR A GRANT

1. Type and single space all proposals.
2. Briefly answer all of the questions in the order listed, typing the number and the question followed by your answer.
3. Limit the number of pages submitted in answering the questions below to five sheets (single-sided), in addition to the cover sheet. (Proposals longer than five pages are not considered.)
4. Do not include any materials other than those specifically requested at this time.

QUESTIONS

1. Describe your mission and most recent accomplishments. If your organization received funding from Clorox last year, submit a year-end report with your application.
2. Briefly describe the population that you plan to serve with the funds requested, including the number of individuals, geographic location, age, socio-economic status, race, ethnicity, language, gender, etc. For cultural organizations, include this information for your audience and/or participants. Include a breakdown of the population served by racial/ethnic group and gender, using percentages.
3. Describe the project and the expected outcomes of the project for which you are requesting funds. Describe program/activities that will lead to these outcomes. Include the methods that will be used to evaluate the project.
4. Explain any significant changes in agency revenues or expenses from one year to the next, as well as the nature and purpose of any cash reserves or endowment. List in-kind or other non-cash contributions.
5. Discuss significant partnerships with other agencies.

ATTACHMENTS

Please label all attachments and indicate the dates each document covers:

1. **Tax Status** — Copy of the most recent IRS tax-exemption letter indicating your agency's or fiscal sponsor's 501(c)(3) status.
2. **Board List** — Include current officers and board of directors and their professional affiliations. Include a breakdown by racial/ethnic group and gender using percentages.
3. **Staff List** — Include position titles and contact information. Please indicate whether staff person is full-time, part-time and/or a volunteer. Include a breakdown of your current staff by racial/ethnic group and gender using percentages.
4. **Project Budget** — List each staff position separately and include percentage of time spent on project. Indicate the items to be supported by the requested grant.
5. **Organizational Budget** — Income and expenses for the current program or fiscal year. Additionally, list agency's budget from the previous fiscal year. If there is a positive fund balance or deficit from the preceding year, account for it in the current year's budget.
6. **Committed and Anticipated Grants List**
7. **Financial Statement** — Balance sheet and income/expense statement, audited if available, for the most recently completed fiscal year.

APPLICATION DEADLINES

AND PROPOSAL REVIEW PROCESS

Application deadlines are July 1, Oct. 1, Jan. 1 and April 1, or the previous business day if deadline falls on the weekend. Applications must be received in our office by 5 p.m. on the deadline dates. East Bay Community Foundation staff receives all proposals and reviews them on behalf of The Clorox Company Foundation. The Clorox Company Foundation board of trustees ratifies all funding decisions. If your proposal is not a match for the foundation's program, you will receive notification declining funding early in the process. If your proposal meets the guidelines, you will be notified that your application will continue through the full review process. You will be notified by mail of the final decision. We encourage applicants to send their applications, with attachments, electronically to cloroxfndt@eastbaycf.org. If you submit your application electronically, you may submit verification of your organization's nonprofit status by retrieving a copy of your 501(c)(3) designation from www.guidestar.org and sending it as a Web-link attachment. Faxed copies are not accepted. If you prefer to submit your application via mail, please mail your application to:

The Clorox Company Foundation
c/o East Bay Community Foundation
De Domenico Building
200 Frank Ogawa Plaza
Oakland, CA 94612

For additional printed copies of these guidelines, call (510) 836-3223 or retrieve a copy from The Clorox Company Web site at www.thecloroxcompany.com/community.

THE CLOROX COMPANY FOUNDATION COVER SHEET FOR GRANT APPLICATION

Please generate this cover sheet on a computer. All information requested must be in this format on one page.

NAME OF ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EXECUTIVE DIRECTOR: _____

PRIMARY CONTACT PERSON: _____

PHONE NUMBER: () _____ FAX NUMBER: () _____

E-MAIL ADDRESS: _____

WEB SITE: _____

PROPOSAL SUMMARY

PURPOSE OF GRANT: _____

PROJECTED OUTCOME: _____

CLOROX AFFILIATIONS: _____

TOTAL ORGANIZATIONAL BUDGET: _____

TOTAL PROJECTED BUDGET: _____

AMOUNT REQUESTED: _____

APPLICATION CHECKLIST:

COVER SHEET

RECENT AUDITED YEAR-END FINANCIAL STATEMENTS

NARRATIVE OVERVIEW (UP TO 5 PAGES)

COPY OF 501(C)(3)

PROJECT BUDGET

ORGANIZATIONAL BUDGET

ANNOTATED LIST OF BOARD MEMBERS

LIST OF COMMITTED AND ANTICIPATED GRANTS

STAFF CONTACT SHEET

Please note that applications missing the information listed above will not be considered.

ADMINISTRATIVE USE ONLY

DATE RECEIVED: _____

ACKNOWLEDGMENT SENT: _____

FUNDING: _____

BOARD OF TRUSTEES

Steven S. Silberblatt, President
Daniel J. Heinrich, Vice President/Treasurer
Jacqueline P. Kane, Vice President/Secretary
James A. Hasler, Trustee
Patricia F. Martin, Trustee
Soraya M. Wright, Trustee

THE CLOROX COMPANY FOUNDATION STAFF

Victoria Jones, Director, Clorox
Deborah Napierski, Community Relations Manager, Clorox
Fran Goin, Administrative Assistant
Carla Dartis, Vice President of Community Investment, East Bay Community Foundation
Krishen Laetsch, Program Officer, East Bay Community Foundation

THE CLOROX COMPANY: U.S. LOCATIONS

The Clorox Company Headquarters – Oakland, Calif.
Clorox Services Company Technical Center – Pleasanton, Calif.

CLOROX PRODUCTS MANUFACTURING COMPANY PLANTS

Aberdeen, Md.
Forest Park, Ga.
Chicago, Ill.
Cleveland, Ohio
Fairfield, Calif.
Houston, Texas
Jackson, Miss.
Los Angeles, Calif.
Tampa, Fla.

KINGSFORD PRODUCTS MANUFACTURING COMPANY PLANTS

Belle, Mo.
Beryl, W. Va.
Burnside, Ky.
Parsons, W. Va.
Springfield, Ore.
Summer Shade, Ky.

CUSTOMER SERVICE/ MANUFACTURING

Alpharetta, Ga.

HIDDEN VALLEY MANUFACTURING COMPANY

Reno, Nev.
Wheeling, Ill.

A & M PRODUCTS COMPANY

Spring Hill, Kan.

GLAD MANUFACTURING COMPANY

Amherst, Va.
Kennesaw, Ga.
Rogers, Ark.

THE ARMOR ALL/STP PRODUCTS COMPANY

Painesville, Ohio

PAULSBORO PACKAGING COMPANY, INC

Paulsboro, N.J.

OTHER NORTH AMERICAN LOCATIONS

BRITA LP
Brampton, Ontario, Canada

**THE CLOROX COMPANY
OF CANADA, LTD.**
Orangeville, Ontario, Canada

A decorative graphic consisting of numerous squares of various sizes and orientations, scattered across the top half of the page. Some squares are solid blue, while others are white with blue outlines. They are arranged in a way that suggests movement or a grid pattern.

The Clorox Company 1221 Broadway, Oakland, CA 94612 www.TheCloroxCompany.com