

GRANT 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
- 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, socioeconomic 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 the 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**

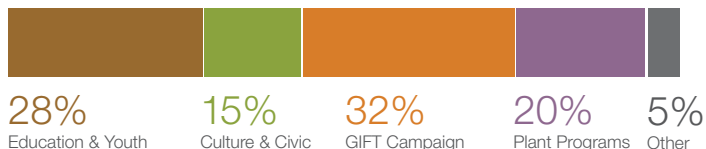
Application deadlines are July 1, Oct. 1, Jan. 1 and April 1, or the previous business day if deadline falls on the weekend. Applications must be received in our office by 5 p.m. on the deadline dates. East Bay Community Foundation staff receives all proposals and reviews them on behalf of The Clorox 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.

Chart Representing FY07 allocations

Fiscal 2007 Allocations • \$3.4 Million (unaudited)



BOARD OF TRUSTEES

- Don Knauss, Chairman
- 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
- Deborah Napierski, Community Relations Manager
- Fran Goin, Administrative Assistant
- Carla Dartis, Vice President of Community Investment, East Bay Community Foundation
- Krishen Laetsch, Program Officer, East Bay Community Foundation

www.thecloroxcompany.com/community

