



**99.99% COMMUNITY**

THE  
**CLOROX**  
COMPANY FOUNDATION  
**2018 ANNUAL REPORT**

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## doing THE right THING /

**We** believe every day we are presented with an opportunity to be better and are given an opportunity to live our mission of making everyday life better, every day. As the philanthropic arm of The Clorox Company, The Clorox Company Foundation is committed to making a real difference in our communities. We do this by building healthier communities through our grants, product donations and employee volunteerism. With a clear understanding that a growing business is dependent on healthy, vibrant and growing communities, we also work to build strong partnerships in the communities where we live and work, and beyond. In doing so, we deepen our roots and strengthen our effectiveness as a company.

# difference

*Benno*

In the face of unprecedented levels of natural disasters, including devastating hurricanes and wildfires, we responded with support to communities around the world. Our support provided immediate relief to people in impacted areas, many of which are places where our employees live and work. Our support also helped those affected by a natural disaster to return to a sense of normalcy.

Clorox remains committed to doing the right thing, maximizing our impact in the community and supporting a culture of giving, volunteering and aid in times of disaster. I am proud to present our foundation's annual report, which highlights the difference we are able to make in our communities.

**BENNO DORER**  
Chief Executive Officer  
The Clorox Company



## OUR history /

Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$111.6 million to nonprofit organizations, including schools and colleges. Since its inception, the foundation has focused on supporting effective programs that serve youth, K-12 education, and cultural arts and urban farming organizations. The foundation supports the communities surrounding our headquarters and other facilities, as well as other organizations where Clorox employees are involved. In addition, in fiscal year 2018, The Clorox Company made product donations valued at \$14.4 million.

THE CLOROX COMPANY





## OUR partnership /

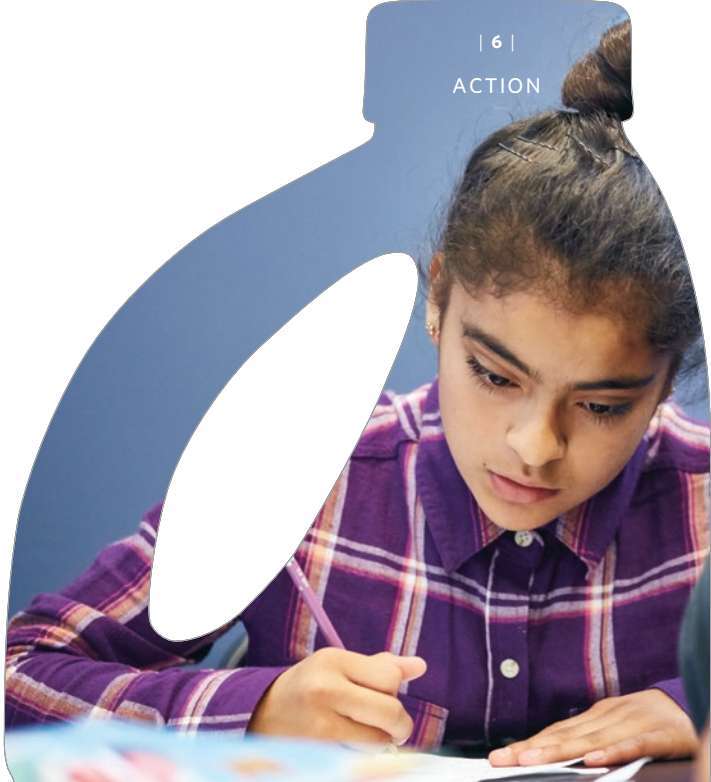
Since 2002, we've partnered with the East Bay Community Foundation (EBCF) to increase the impact of our giving through its expertise in grant making, donor support, education and economic development. We've also sponsored EBCF seminars that help build nonprofit organizations' capabilities to grow and be more sustainable, such as this year's Changing Our Communities by Changing People's Behavior, facilitated by a Clorox marketing leader.

In fiscal year 2018, our foundation engaged EBCF to conduct a strategic assessment of our grant making, our focus areas and overall impact. We learned we could achieve a deeper and more transformative impact in our communities by expanding our notion of youth development. By focusing on programs addressing social determinants of health, we can promote holistic approaches that address the social and emotional stressors affecting youth success. We will also invest in programs that support youth leadership and teach the value of resilience, capacities that are essential for achieving academic success.

Our assessment also helped us refine our philanthropic focus on areas where we can maximize our effect. While K-12 education remains a top priority, we've refined our support to education programs advancing literacy and STEM (Science, Technology, Engineering and Math) instead of general education support.

We believe a healthy community includes a robust cultural landscape, and we will continue to support cultural arts organizations that deliver dynamic visual and performing arts programming in our communities.

We are proud of the impact that The Clorox Company Foundation has had over its 38 years in advancing innovative nonprofit organizations. Through our sharpened focus, we believe our philanthropic activities will have an even greater effect in our communities.



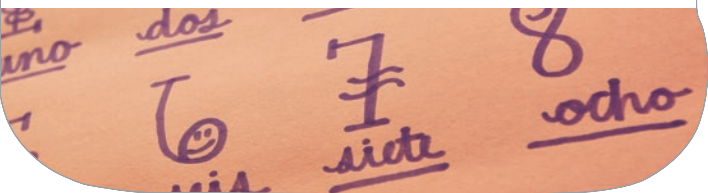
## education **AND** youth DEVELOPMENT /

Our investments support programs that prepare young people to succeed in school and life. Education is a key ingredient for a vibrant community and for our future. To make a difference in our communities, we work with nonprofit partners to provide tools and expand educational opportunities that help young people reach their full potential. By investing in education and youth development, we aim to support youth as they develop knowledge, skills and abilities to improve their academic performance, which will positively impact economic achievement, advancement and mobility. Our commitment to better education outcomes for young people has led us to support hundreds of nonprofits, helping to improve the lives of thousands of young people.





Investments in education and youth development-focused programs, including East Oakland Youth Development Center (EOYDC), are an example of our commitment in action. Since its opening, EOYDC and Clorox have had a strong partnership. In fact, Clorox and then-Chairman and CEO Robert Shetterly provided seed funding to set up both EOYDC and its endowment. This year, as EOYDC celebrates its 40th year of changing lives, we remain deeply involved and are proud of the legacy they are building by serving more than 2,000 young people annually, offering everything from homework help through their After School Leadership Academy to cooking classes in their commercial kitchen to college access and job preparation through their Pathway to College workshops.





## CULTURAL arts /

Cultural arts contribute to the well-being of communities, as art can be a catalyst for social change. Thriving communities include a lively, inclusive cultural hub that welcomes and encourages creativity and diversity. Visual and performing arts have the ability to spark revitalization that transforms a community.







We support organizations like The Crucible, because they inspire creative exploration and expression in a way that people of all ages find inviting. Through unconventional hands-on courses and experiential learning, The Crucible's students create unique works of art. From glass blowing to building custom bicycles, The Crucible's wide range of classes promotes artistic expression.





## URBAN **farming** /

Through the foundation's urban farming grants, we are strengthening Clorox's commitment to health and wellness, a tenet that has been central to our mission since the founding of our company. Through these grants, we seek to address some of the root causes of basic health disparities. The foundation supports urban farms programming focused on bolstering communities in the following ways:

- **NUTRITION EDUCATION**
- **ACCESS TO HEALTHY FOOD**
- **MINIMIZING BARRIERS ASSOCIATED WITH EATING GOOD, NUTRITIOUS FOOD**

With a commitment of \$1 million over four years to urban farming, we believe that we can have a significant impact.

In year two, The Clorox Company Foundation has awarded six grants to urban farms in Oakland, Calif.; the Atlanta area; Durham, N.C.; and Northwest Arkansas.



WE'VE COMMITTED

**\$1 Million**

OVER 4 YEARS TO

**urban farming**

We are proud to partner with the following urban farms:

- APPLE SEEDS
- CITY SLICKER FARMS
- FEED COMMUNITIES
- METRO ATLANTA URBAN FARM
- SEEDS
- TRULY LIVING WELL

METRO  
ATLANTA  
URBAN  
FARM

feed  
COMMUNITIES

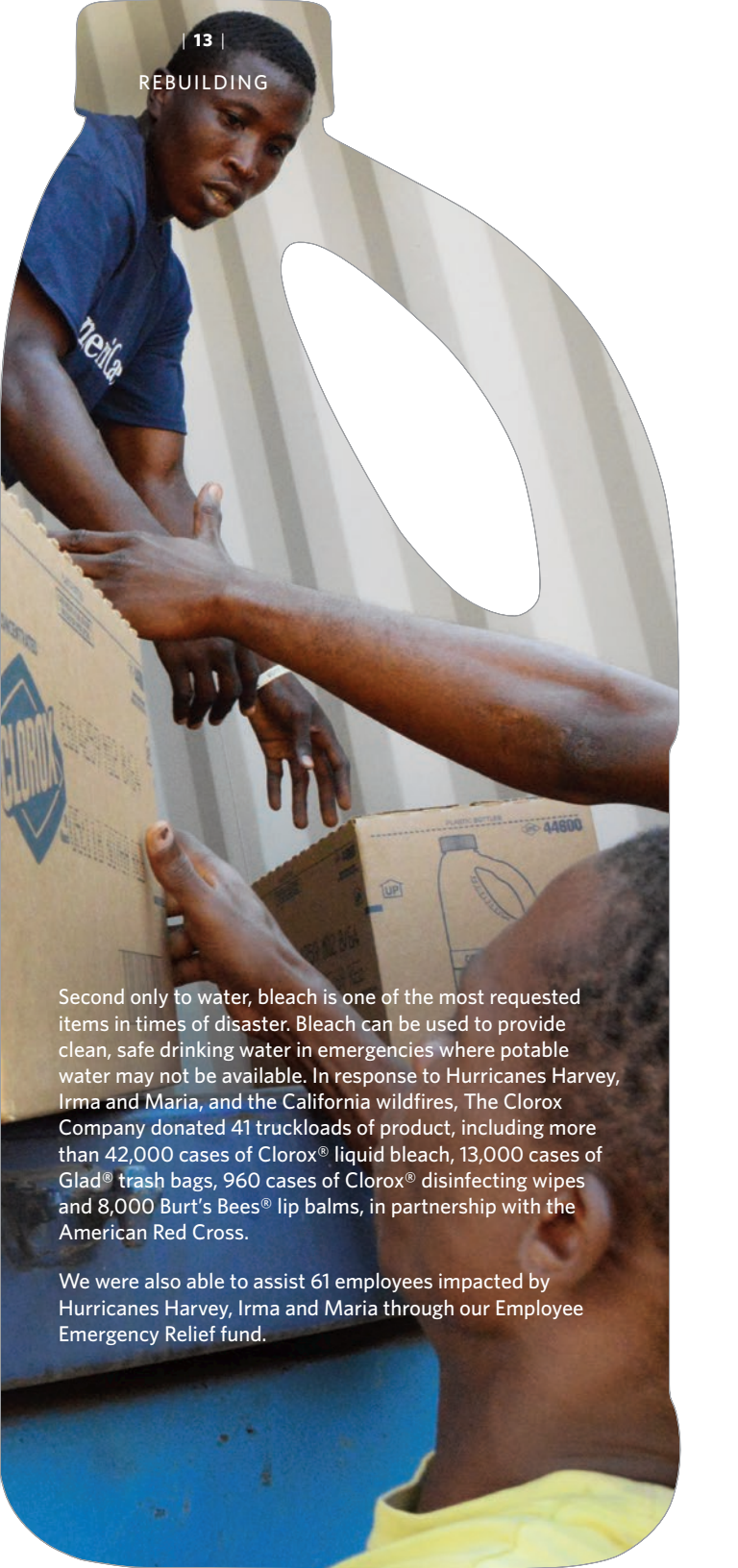
trulyLIVINGwell



## DISASTER relief /

In the aftermath of disaster, Clorox is committed to quickly helping impacted communities recover and stands ready to provide relief and aid in cleanup efforts. We are members of the American Red Cross's Annual Disaster Giving Program (ADGP) with cash, product and employee donations in excess of \$1 million per year through our longstanding partnership with the nonprofit. Supporting community is essential, and we are especially proud to be members of ADGP during the most urgent times of need.





Second only to water, bleach is one of the most requested items in times of disaster. Bleach can be used to provide clean, safe drinking water in emergencies where potable water may not be available. In response to Hurricanes Harvey, Irma and Maria, and the California wildfires, The Clorox Company donated 41 truckloads of product, including more than 42,000 cases of Clorox® liquid bleach, 13,000 cases of Glad® trash bags, 960 cases of Clorox® disinfecting wipes and 8,000 Burt's Bees® lip balms, in partnership with the American Red Cross.

We were also able to assist 61 employees impacted by Hurricanes Harvey, Irma and Maria through our Employee Emergency Relief fund.



## COMMUNITY **involvement** /

The Clorox Company Foundation helps build stronger communities by encouraging workplace giving and employee volunteerism. We recognize that our most important assets are our employees. They help build stronger communities by giving time, money and hope to a broad range of nonprofit organizations. And because doing the right thing is one of our core values, we offer many programs that support their efforts:

### **WORKPLACE GIVING** —

#### Getting Involved for Tomorrow (GIFT) Campaign

- 2017 ended with 44 percent of eligible U.S. and Canadian employees participating and a record \$5+ million contributed to over 3,500 nonprofit organizations.

\* The financial equivalent is determined using a rate of \$24.69 per volunteer hour, which is based on the 2017 industry standard from Independent Sector, a leading nonprofit





### **VOLUNTEER PROGRAM —**

#### Sharing Time and Talent

- Our employees volunteered more than 101,000 hours in 2017, effort valued at \$2.5 million,\* to causes that were meaningful to them.
- The foundation donated \$58,800 to organizations where our employees had volunteered their time.

### **COMMUNITY DEVELOPMENT PROGRAM (CDP) —**

#### Building and Supporting Healthy Communities

- The Clorox Company supported more than 50 nonprofit organizations in Clorox communities throughout the U.S. and Canada.
- In addition to foundation support, through CDP, The Clorox Company supported more than 50 nonprofit organizations in Clorox communities throughout the U.S. and Canada, awarding more than \$300,000 in grants.

organization that determines the financial equivalent for a variety of volunteer initiatives ([www.independentsector.org/volunteer\\_time](http://www.independentsector.org/volunteer_time)).



8%

Major Grants

9%

Cultural Arts

10%

Disaster Relief

15%

Education & Youth  
Development

# foundation

COMMUNITY

## investments

**FY18**

\$3.9M  
(audited\*)

58%

Employee  
Matching Programs\*

\*Excludes employee donations



Through Clorox and the foundation, we donated over \$1 million in cash, product and employee match to support disaster relief.

## board<sup>OF</sup>trustees /

**Benno Dorer** : Chair

**Laura Stein** : President

**Paola Gonzalez** : Vice President/Treasurer

**Kathryn Caulfield** : Vice President/Secretary

**Troy Datcher** : Trustee

**Timothy Smith** : Trustee

## THE clorox<sup>COMPANY</sup> foundation<sup>STAFF</sup> /

**Kathryn Caulfield** : Vice President,  
Corporate Responsibility & Chief Communications Officer

**Alexis Limberakis** : Senior Director,  
Corporate Responsibility & Sustainability

**Deborah Napierski** : Associate Director, Community Relations

**Nichelle Rachal** : Senior Manager, Community Relations

**Donna Turner** : Coordinator,  
Global Government Affairs and Community Relations

**Debrah Giles** : East Bay Community Foundation

Go to [www.thecloroxcompany.com/corporate-responsibility/purpose](http://www.thecloroxcompany.com/corporate-responsibility/purpose)  
to learn more about: The Clorox Company Foundation | Grant Guidelines |  
Applying for a Grant | Volunteerism | GIFT

## nonprofit ORGANIZATIONS /

Acta Non Verba:  
Youth Urban Farm Project

Aggregate Space Gallery

Aim High for High School

Ala Costa Centers

Alameda County

Community Food Bank

Alternatives in Action

Ann Martin Center

AYPAL

Experience Corps Bay Area

Aspire Education Project

Attitudinal Healing  
Connection

AXIS Dance Company

Bay Area Children's Theatre

Bay Area Girls Rock Camp

Boys and Girls Club  
of Oakland

Brothers on the Rise

Businesses United in  
Investing, Lending and  
Development (BUILD)

Cantare Con Vivo

Chabot Space and  
Science Center

Children's Fairyland

Choose College Educational  
Foundation, Inc.

Clausen House

Community Resources  
for Science

Destiny Arts Center

Dimensions Dance Theater

Earth Team

East Bay Agency for Children

East Bay Performing Arts

East Oakland Boxing  
Association

East Oakland Youth  
Development Center

Faith Network of the East Bay  
Family Support Services of the  
Bay Area

Gritty City Repertory  
Youth Theatre

Hidden Genius Project

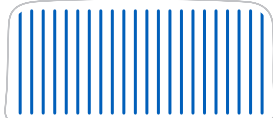
Jewish Coalition for Literacy

Junior Achievement of  
Northern California

## OUTREACH

Living Jazz  
 Emily Butterfly Productions  
 Luna Dance Institute  
 Music in Schools Today  
 NatureBridge  
 Oakland Asian Cultural Center  
 Oakland Ballet Company  
 Oakland Interfaith  
 Gospel Choir  
 Oakland Leaf Foundation  
 Oakland Museum of California  
 African American Male  
 Achievement  
 Media Enterprise Alliance  
 Tech Exchange  
 Oakland Symphony  
 Oakland Youth Chorus  
 Oaktown Jazz Workshops  
 Omnira Institute  
 Oral Lee Brown Foundation  
 Partners Program  
 Prescott Circus Theatre  
 Pro Arts, Inc.  
 Producers Associates, Inc.  
 Ragged Wing Ensemble  
 Reading Partners  
 Refugee Transitions

Shapeshifters Cinema  
 Ensemble for These Times  
 Save The Bay  
 Dana Lawton Dances  
 Spanish-Speaking Unity Council  
 Stagebridge  
 Summer Search  
 Super Stars Literacy  
 Tandem, Partners in Early  
 Learning  
 Techbridge Girls  
 The Crucible  
 The Mentoring Center  
 The Peters Family  
 Enterprise, Inc.  
 The Regents of the University of  
 California  
 Thingamajigs  
 UCSF Benioff Children's Hospital  
 Oakland  
 United Roots  
 Upward Roots  
 Digital Storytellers  
 Youth Alive!  
 Youth Radio  
 Youth Speaks  
 Youth Together



THE CLOROX COMPANY

P.O. BOX 24305, OAKLAND, CA 94623



NI-46352

DESIGN ⚡ Electro Creative Workshop