

MAKE  
EVERYDAY  
*everyday* LIFE  
BETTER  
EVERY  
DAY

THE CLOROX COMPANY FOUNDATION ANNUAL REPORT 2019

**WELL-BEING  
FOR OUR COMMUNITIES**

At Clorox, our mission is to make everyday life better every day through our products, our brands, our people and our unwavering support of our communities. Well-being begins where people live, earn, play and learn, and we believe that we have an important role to play in helping to build healthy and vibrant communities. Whether it's through our support of the arts, urban farming that promotes nutrition education in under-resourced areas, or aid in times of natural disasters, making a real difference is our philanthropic commitment.

Through The Clorox Company Foundation, the philanthropic arm of The Clorox Company, we advance this commitment with our grants, donations and employee volunteerism. Since 1980, the foundation has focused on the well-being of young people. We continue to bring that mission to life by supporting programs such as AYPAL, which works to empower Oakland's low-income Asian & Pacific Islander immigrant and refugee families to be leaders for neighborhood change, and Big Brothers Big Sisters of Northwest Arkansas, which provides positive influence for youth through mentorship. Like Clorox, both organizations seek to create healthy, safe and thriving communities.

Vibrant and growing communities are a cornerstone of advancing business so we work to build and maintain strong partnerships in the communities we call home. Throughout this report, I hope you will see why I continue to be so proud of the difference this company and its people make in our communities.



**Benno Dorer**  
Chief Executive Officer  
The Clorox Company

A large, stylized, handwritten signature in a light blue color, which appears to be 'Benno Dorer', spanning across the bottom of the page.

# FOCUSING ON THE WELL-BEING OF YOUNG PEOPLE



## 39 YEARS

### OF ENRICHING COMMUNITY WELL-BEING

Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$115 million to non-profit organizations, including schools and colleges.

Since its inception, the foundation has focused on supporting effective programs that enrich the well-being of our communities.

Our focus areas include youth development, urban farming, literacy, science, technology, engineering and math (STEM), and cultural arts for students in kindergarten through 12th grade. The foundation supports the communities surrounding our headquarters and other facilities as well as organizations and causes important to our employees. In addition, in fiscal year 2019, The Clorox Company made product donations valued at \$6.1 million.

## WORKING TOGETHER TO WIN

### OUR PARTNERSHIP WITH THE EAST BAY COMMUNITY FOUNDATION

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 organization capabilities to grow and be more sustainable, such as this year's "Provision for the Vision," where attendees gained tools to evaluate their vision and mission statements and made adjustments to help their organizations weather potential challenges of the upcoming decade.

**WE HELP  
BUILD OUR  
COMMUNITIES**





**FOUNDATION COMMUNITY INVESTMENT**  
**FY19 ALLOCATIONS**  
**\$3.9M (AUDITED\*)**

5%  
Disaster  
Relief

7%  
Urban  
Farming



8%  
Cultural  
Arts

22%  
Education  
& Youth  
Development

58%  
Employee  
Matching  
Programs\*

## GIVING BACK THROUGH EMPLOYEE DONATIONS, VOLUNTEERING AND LOCAL GRANTS

Our employees help build communities through workplace giving and volunteer activities, offering their time, talent and hope.

Because doing the right thing is one of our core values, we offer programs that support their efforts.

### Workplace Giving – Getting Involved for Tomorrow (GIFT) Campaign

- Our dollar-for-dollar matching gift program up to \$2,500 helps employees maximize their impact by boosting donations to their favorite causes.
- GIFT is available year-round, enhances employees' ability to give and magnify personal giving to charitable causes they are passionate about.
- 2018 ended with 45% of eligible U.S. and Canadian employees participating and a record \$4.8 million contributed to over 3,500 nonprofit organizations.

### Volunteer Program – Sharing Time and Talent

- Our employees volunteered more than 106,000 hours in 2018, an effort valued at \$2.7 million<sup>†</sup>, to causes that are meaningful to them.
- The foundation donated \$63,000 to organizations where our employees had volunteered their time.

### Community Development Program – Building and Supporting Healthy Communities

- We care about the communities where our facilities are located, and make a meaningful impact through local community giving and employee volunteerism. Our employees are often leaders in their communities, and supporting causes they are passionate about invigorates them and their communities.



\*Excludes employee donations

<sup>†</sup>The financial equivalent is determined using a rate of \$25.43 per volunteer hour, which is based on the 2018 industry standard from Independent Sector, a leading nonprofit organization that determines the financial equivalent for a variety of volunteer initiatives ([http://www.independentsector.org/volunteer\\_time](http://www.independentsector.org/volunteer_time)).

## BOARD OF TRUSTEES

Benno Dorer  
Chair

Laura Stein  
President

Kathryn Caulfield  
Vice President/Secretary

Paola Gonzalez  
Vice President/Treasurer

David Green  
Assistant Treasurer

Troy Datcher  
Trustee

Peddy Khatami  
Trustee

Jennifer Richter  
Trustee

## THE CLOROX COMPANY FOUNDATION STAFF

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

# DOING THE RIGHT THING IS ONE OF OUR CORE VALUES



Go to <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 HELPING TO BUILD HEALTHY AND VIBRANT COMMUNITIES

100 Black Men of the  
Bay Area, Inc.  
Ala Costa Centers  
Alameda County Community  
Food Bank  
Aspire Education Project  
AXIS Dance Company  
B4BEL4B Gallery  
Bay Area Children's Theatre  
Bay Area Girls Rock Camp  
Big Brothers Big Sisters of  
the Bay Area  
Boys & Girls Clubs  
of Oakland  
Brooklyn Preserve  
Cantare Con Vivo  
Catholic Charities of the  
East Bay  
Chabot Space and  
Science Center  
Children's Fairyland  
Community Resources  
for Science  
Community Women's  
Orchestra  
Creative Growth, Inc.  
Dancers' Group  
Destiny Arts Center  
Dimensions Dance Theater  
Earth Team  
East Bay Spanish Speaking  
Citizens' Foundation  
East Oakland Youth  
Development Center  
Faith Network of the East Bay  
Family Support Services  
of the Bay Area

First Place for Youth  
Girls Incorporated of  
Alameda County  
Golden Gate Audubon  
Society  
The Hidden Genius Project  
Home of United  
String Ensembles  
Jewish Community  
Relations Council  
Lend A Hand Foundation  
Lincoln, fka Lincoln  
Child Center  
Living Jazz  
Luna Dance Institute  
Martin Luther King Jr.  
Freedom Center  
Museum of Children's Arts  
NatureBridge  
Oakland Asian Cultural  
Center dba  
API Cultural Center, Inc.  
Oakland Ballet Company  
Oakland Interfaith  
Gospel Choir  
Oakland Leaf Foundation  
Oakland Museum  
of California  
Oakland Public  
Education Fund  
Oakland School for the Arts  
Oakland Symphony  
Oakland Technology  
& Education Center  
aka D.U.S.T.Y.  
Oaktown Jazz Workshops  
Pacific Boychoir Academy  
Prescott Circus Theatre

Prescott-Joseph Center for  
Community Enhancement  
Pro Arts, Inc.  
Ragged Wing Ensemble  
Reading Partners  
Reconstruction Study Project  
Refugee Transitions  
Shawl-Anderson  
Modern Dance Center,  
fbo Vella & Merrell  
Spanish-Speaking  
Unity Council  
Stagebridge  
Student Program for  
Academic & Athletic  
Transitioning  
Summer Search  
Super Stars Literacy  
Tandem, Partners in  
Early Learning  
Tech Exchange  
Techbridge Girls  
The Crucible  
The Mentoring Center  
The Mosaic Project  
The Regents of the University  
of California at Berkeley  
Thingamajigs  
United Roots  
Urban Peace Movement  
West Edge Opera  
Young Audiences of  
Northern California  
Youth ALIVE!  
Youth Speaks  
YR Media



## THE IMPORTANCE OF READING PROFICIENCY

There is no secret that literacy is critical to school and career success. By focusing on improving reading and comprehension, we can change a child's life trajectory. Our nonprofit partners offer programs that help improve and enrich the lives of young people in the communities they serve. These organizations understand that there is no one-size-fits-all solution when it comes to learning. Literacy provides the best chance for success in education. Academic success generates positive, long-term ripple effects throughout the community. Our grantees are all committed to building a future where young people enjoy equal resources and opportunities, and can live to their full potential. Development of literacy is a foundational step in improved life circumstances.

We fund organizations that prioritize improving the educational outcomes and experiences of the students we care about most—people who are under-resourced and underserved.

Girls Inc. of Alameda County supports the “whole girl” and offers programs on a continuum of services offering activities to support girls’ increased self-efficacy, and literacy is at the beginning of the programmatic sequence.



## THE ARTS AS A CATALYST FOR COMMUNITY WELL-BEING

When art is at the center of a community, it enriches lives by providing outlets to express feelings that help people dream the unimaginable and it stimulates curiosity. Communities with a vibrant cultural landscape are fertile grounds for growth and well-being.

The arts have a long history of bringing people together. They cross boundaries, increase understanding and can bring healing. Cultural arts can be restorative and drive change in communities.

By supporting arts programs, we are providing space for storytelling, whether that is in the form of creative writing, singing, dancing or painting.

Arts organizations are a vital component of a healthy, strong and dynamic community.

From large institutions like Oakland Museum of California to neighborhood organizations like Thingamajigs, arts organizations demonstrate great value to the community. These organizations inspire creative appreciation and exploration in a way that is accessible to people of all walks of life.



# A VIBRANT CULTURAL LANDSCAPE IS FERTILE GROUND FOR GROWTH AND WELL-BEING



SHARING TIME  
AND TALENT  
106,000 HR



THE CLOROX COMPANY



## PLANTING GOOD SEEDS FOR COMMUNITY WELL-BEING

Three years ago, when seeding a bold new direction for our corporate philanthropy, urban farms, our commitment to health and wellness was an acknowledgment that good nutrition is at the root of basic health.

Our pledge to youth wellness also means a commitment to family wellness. We support programs that encourage healthy eating and aim to increase consumption of nutrient-dense foods by exposing young people to nutrition education, to know what healthy food is, understand where it comes from, and know why it is important to eat it every day.

Studies show that healthy children are better prepared for school and for life. What they consume has a direct impact.





# HEALTHY CHILDREN ARE BETTER PREPARED FOR SCHOOL AND FOR LIFE

Through these grants we seek to address some of the root causes of basic health disparities and general well-being. The foundation supports urban farms programming focused on bolstering communities in the following ways:

- Nutrition education
- Exposure and 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 three, The Clorox Company Foundation has awarded five grants to urban farms in Oakland, California; the Atlanta, Georgia area; Durham, North Carolina; and in Northwest Arkansas.

We are proud to partner with our most recent urban farm grantees:

Acta Non Verba  
(Oakland, California)

Apple Seeds  
(Fayetteville, Arkansas)

Metro Atlanta Urban Farm  
(Atlanta, Georgia)

Numi Foundation  
(Oakland, California)

SEEDS  
(Durham, North Carolina)

We are excited that through our latest partnership with Numi Foundation, we will ensure that all 36 low-income (Title 1) elementary schools in Oakland Unified School District will have a school garden.



## EVERYDAY INNOVATION FOR STUDENTS

In today's global society it is critical that opportunities are created and expanded for all youth to access the kind of education that will lead them to not only navigate, but be a driving force in the world. While all subject areas are important, in order to thrive in our technology-driven society, students need to be supported in building their skills in STEM.

STEM is important because it pervades our lives. Programs that support young people becoming engaged in STEM as the designers of apps or games, not just users, is an important step in exposing youth to this field of study.

We support programs that engage youth in hands-on STEM content, as well as expose them to careers and professionals. Programs that provide traditionally underrepresented

youth opportunities they need and deserve will continue to bolster their confidence and will begin to have an impact on eliminating diversity gaps in STEM-related fields.

The Hidden Genius Project does an incredible job of blending youth development and STEM in their program. Their signature program, the Intensive Immersion Program, is a holistic 15-month mentorship experience that provides computer science, software development, entrepreneurship and leadership training for black male youth. Their goal is to support participants in becoming technically skilled global citizens who can successfully address and solve problems that affect their communities.





## THE VALUE OF RESILIENCE

By focusing on programs addressing social determinants of health, we can promote holistic approaches that address the social and emotional stressors affecting youth well-being and success. We also invested in programs that support youth leadership and teach the value of resilience, capacities that are essential for achieving academic success, as well as success beyond the classroom.

Many children lack the education, social and emotional support, and opportunity they need to thrive, and when children aren't learning it affects the community in countless ways.



Protecting the emotional health of young people is vital to helping them grow into healthy adults. Supporting organizations that provide access to the resources and support they need to navigate life's challenges is essential. Our foundation supports direct service programs that help young people shape their own futures and lead healthy, productive lives by providing leadership training, mentorships, life-skills training, and social empowerment activities.



The Mentoring Center supports youth as they face challenges. Through their Transformative Mentoring Leadership Program, they work with young people as they transition out of the juvenile justice system and other places of confinement towards healthy, successful lives by providing critical support, including mentoring, case management, educational and employment preparation, and placement services.



# MAKING A REAL DIFFERENCE IS OUR PHILANTHROPIC COMMITMENT

# LIFE BETTER

## OUR LONG-STANDING COMMITMENT IN TIMES OF DISASTER

When disaster strikes, we are proud of our commitment to quickly help affected communities.

Bleach is one of the most requested items in times of need. Only water is requested more.

In response to hurricanes Florence and Michael, and Midwest U.S. flooding, The Clorox Company donated more than 10,000 cases each of Clorox® liquid bleach and Glad® trash bags, over 3,500 cases of Clorox® disinfecting wipes, three truckloads of Kingsford® charcoal and 1,000 Burt's Bees® lip balms, working primarily with our partner, the American Red Cross. Additionally, The Clorox Company Foundation donated \$200,000 to the American Red Cross, and employees donated nearly \$50,000 through our workplace giving program, which included matching funds from the foundation.