



# GROWTH

THE CLOROX COMPANY FOUNDATION  
2017 ANNUAL REPORT



**D**oing the right thing and working together are central to our mission of making everyday life better every day. Neighbors helping neighbors is an unspoken commitment that we act on daily at Clorox. Some of the ways we give our help is through financial support for meaningful causes, dedicated volunteerism and our swift action when disaster strikes. By building strong partnerships in the communities where we live and work, we deepen our roots and strengthen our own effectiveness as a company. Clorox remains committed to preserving cultural and civic vitality, advancing education, improving health and wellness, empowering communities and bettering lives.

Through this report, I hope you will see why I — and 8,200 Clorox employees — continue to be so proud of the difference we are able to make in our communities.



A handwritten signature in black ink, which appears to read "Benno Dorer". The signature is written in a cursive, flowing style.

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





## Our **HISTORY**

**F**ounded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$107 million to nonprofit organizations, and schools and colleges. Since its inception, the foundation has focused on supporting effective programs that serve youth, K-12 education, and cultural and civic organizations. This year we proudly launched our urban farming initiative. The foundation supports the communities surrounding our headquarters and manufacturing facilities, and other organizations in which Clorox employees are involved. In addition, in fiscal year 2017, The Clorox Company made product donations valued at \$5.4 million.

## Our **PARTNERSHIP**

**S**ince 2002 we have partnered with the East Bay Community Foundation (EBCF), and through its expertise in grant-making, donor support, education and economic development, we have significantly increased the impact of our giving. We have also sponsored EBCF seminars that help nonprofit organizations identify opportunities to grow and be more sustainable, including *Examining the Technology that Drives Your Organization and Program Delivery Through a Cultural Relevancy Lens*.

# EDUCATION

## and Youth Development

**E**ducation is a pathway for economic achievement, advancement and mobility. Our investments support programs that prepare young people to succeed in school and life. Our investments in education and youth development aim to develop the knowledge, skills and abilities required to expand educational opportunities and improve academic performance. Our commitment to improving education outcomes for young people has led to supporting hundreds of nonprofit organizations. It has also greatly increased opportunities and improved the lives of thousands of young people. Our investments in education and youth-development-focused programs include:

- **Brothers on the Rise** strives to empower male youth to achieve individual success and develop healthy relationships while acting as agents of social change.
- ▲ **Community Resources for Science** has more than 550 STEM professional volunteers giving 8,200 students at 54 K-8 Oakland Unified School District schools an opportunity to experience science firsthand.
- **Girls Inc.** of Alameda County inspires more than 10,500 girls to be strong, smart and bold through training, services, outreach and programs that build self-esteem, foster creativity and promote critical thinking skills.





## Cultural **ARTS**

**W**e believe a healthy community includes a robust cultural landscape — one that nourishes the mind and spirit through museums and the performing and visual arts. The Museum of Children’s Art (MOCHA) develops interactive spaces where children and their families create, share and connect through art. Axis Dance Company, now in its 30th year, is changing the face of dance and disability through artistry, engagement and advocacy. In addition to their performance program, Axis provides unique, inclusive dance education and outreach programs. They build access to dance for people of all ages, with and without disabilities.

# Urban **FARMING**

**I**n FY17 The Clorox Company Foundation launched a new philanthropic focus area: urban farms. This is an exciting new aspect of our company's commitment to health and wellness. Health and wellness has been central to our mission since the founding of our company more than a hundred years ago. A focus on urban farming allows us to continue that work in another way — by addressing food scarcity and self-sufficiency in disadvantaged communities. We believe that good nutrition is at the root of basic health. Lack of access to nourishing, quality food feeds many of the health and wellness concerns that affect contemporary society.

**We have committed**

**\$1 MILLION**

**over four years to urban farming.**

To support this new focus area, The Clorox Company Foundation has awarded six grants to urban farms in Oakland, the Atlanta area and Northwest Arkansas.

These are the six organizations that have won inaugural urban farming grants from The Clorox Company Foundation:

- Apple Seeds
- City Slicker Farms
- Cobblestone Project
- Feed Communities
- Metro Atlanta Urban Farm
- Truly Living Well





## Disaster **RELIEF**

**W**hen disaster strikes, we are proud of our commitment to quickly help impacted communities. Next to water, bleach is one of the most requested items in times of disaster. We are proud to be Annual Disaster Giving Program members (\$1M+) of the American Red Cross.

Here are a few examples of how we provided support in fiscal year 2017:

Following Hurricane Matthew, Clorox donated nine truckloads of product, including over 5,400 cases of Clorox® liquid bleach and nearly 17,000 cases of Glad® trash bags to support those impacted in the Southeast U.S. and Haiti through partnerships with the American Red Cross and AmeriCares.

- In response to the historic flooding in Louisiana, we donated 10 truckloads of product, more than 8,600 cases of Clorox® liquid bleach and 18,700 cases of Glad® trash bags, through the American Red Cross Annual Disaster Responder Program.

- Clorox also donated Clorox® bleach in Peru to support those impacted by flooding in early 2017.

# COMMUNITY

## Involvement

### Employee Giving — Time, Money, Hope

We are proud of our Clorox employees who 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

- 2016 ended with 47 percent of eligible U.S. and Canadian employees participating and a record \$4.76 million contributed to over 3,500 nonprofit organizations.

#### ● Volunteer Program — Sharing Time and Talent

- Our employees volunteered more than 115,320 hours, valued at \$2.8 million\* to causes that were meaningful to them.
- This year, the foundation donated \$36,180 to organizations where our employees had volunteered their time.

#### ● Field Grant Program — Building and Supporting Healthy Communities

- We supported more than 50 nonprofit organizations in Clorox communities throughout the U.S. and Canada.
- We are proud of our impact in the Atlanta area, where we awarded nearly 20 grants to nonprofit organizations.

\*The financial equivalent is determined using a rate of \$2414 per volunteer hour, which is based on the 2016 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)).





## Foundation Community Investments

FY17 Allocations \$4.4 Million (unaudited)

Education & Youth Development Grants

20%

Employee Matching Programs

52%

Major Projects

10%

Field Grant Programs

8%

Cultural Arts Grants

10%

## Board of Trustees

Benno Dorer, Chairman

Laura Stein, President

Charles R. Conradi, Vice President/Treasurer

Victoria Jones, Vice President/Secretary

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## The Clorox Company Foundation Staff

Victoria Jones, Vice President, Global Government Affairs and Community Relations

Deborah Napierski, Associate Director, Community Relations

Nichelle Rachal, Senior Community Relations Consultant

Donna Turner, Coordinator, Global Government Affairs and Community Relations

Debrah Giles, East Bay Community Foundation

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.

Making everyday life

# BETTER EVERY DAY

in the communities we serve.

## Nonprofit Organizations

3 Realms Collective	Children's Fairyland	Lincoln Child Center	Real Time and Space
51Oakland	City Slicker Farms	Living Dream Arts	Regional Parks Foundation
Aim High for High School	Community Resources for Science	Living Jazz	Royal NoneSuch Gallery
Alameda County Community Food Bank	Creative Growth Inc.	Living Room Light Exchange	Samaritan Neighborhood Center
Alternatives in Action	Destiny Arts Center	Luna Dance Institute	Save The Bay
Amy LaCour	Dimensions Dance Theater	Martin Luther King Jr. Freedom Center	Spanish-Speaking Unity Council
Ann Martin Center	Dragon School	Media Enterprise Alliance	Stagebridge
Art Renaissance Collective (dba ARC Oakland)	Earth Team	Museum of Children's Art	Student Program for Academic & Athletic Transitioning
Aspire Education Project	East Bay Agency for Children	Music in Schools Today	Studio One Art Center
Awesome Orchestra Collective	East Oakland Youth Alliance	Music Is Extraordinary	Summer Search
AYPAL	East Oakland Youth Development Center	Oakland Ballet Company	Super Stars Literacy
Bay Area Children's Theatre	Experience Corps Bay Area	Oakland Kids First	Sustainable Agriculture Education
Bay Area Girls Rock Camp	Faith Network of the East Bay	Oakland Leaf Foundation	Techbridge Girls
Big Brothers Big Sisters of the Bay Area	Family Support Services of the Bay Area	Oakland Museum of California Foundation	The Mosaic Project
Boys and Girls Club of Oakland	Friends of Peralta Hacienda Historical Park	Oakland School for the Arts	The Regents of the University of California Theatre Aluminous
BRAVA! for Women in the Arts/Encuentro de Son Jarocho Oakland	Friends of Sausal Creek	Oakland Technical High School PTSA	Thingamajigs
Brothers on the Rise	Galewind Films	Oakland Youth Chorus	Timeless, Infinite Light
Businesses United in Investing, Lending and Development (BUILD)	Girls Incorporated of Alameda County	Oakland Zoo	UCSF Benioff Children's Hospital Oakland
California Humanities	Golden Gate Audubon Society	Oaktown Jazz Workshops	United Roots
Cantare Con Vivo	Grown Women Dance Collective	Prescott Circus Theatre	Upward Roots
Chabot Space and Science Center	Jewish Coalition for Literacy	Prescott-Joseph Center for Community Enhancement	Youth Alive!
Cherie Hill IrieDance	Junior Achievement of Northern California		Youth Together



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