



Clif Bar & Company in the Community

[Clif Bar & Company](#) is guided by five equally-weighted bottom lines, known as the Five Aspirations, to sustain its people, brands, business, community and the planet. Community support is an integral part of the company's business model and since inception, Clif Bar has been committed to helping build healthy, sustainable communities locally and globally.

At the heart of Clif Bar's community efforts is [Project 2080](#), a way for Clif people to give back. As an employee-run program, Project 2080 makes it easy for staff to identify, organize and participate in community volunteer efforts on company time. Founded in 2001, Project 2080 had an initial goal of committing at least 2,080 hours to community service each year or the equivalent of one full-time employee. As the company has grown, so too has the Project 2080 annual hourly target. In 2010, with an 86 percent participation rate, employees collectively donated over 5,200 hours to over 170 organizations such as Meals on Wheels, Rebuilding Together, City Slicker Farms, GRID Alternatives and many others.

Clif Bar also supports the community through the CLIF[®] Bar Family Foundation, which was established in 2006. The Foundation supports innovative small and mid-sized groups working to strengthen our food system and our communities, enhance public health, and safeguard our environment and natural resources. In 2010, Clif Bar & Company, in concert with the Foundation, donated over \$3.9 million in cash and food contributions to international relief groups and nonprofit organizations nationwide.

In 2008, Clif Bar founded *In Good Company*[®], an alliance of businesses committed to making a positive difference through hands-on action. The program is based upon a certainty that collaboration among value-driven businesses, with their employees working in partnership side by side, can promote a sense of community and be a powerful force for positive change. *In Good Company* focuses on providing communities with access to healthy food, safe housing and environmental activism. Since inception, the alliance has donated more than 5,000 hours to volunteer efforts.

In addition to local and grassroots organizations, Clif Bar supports a number of national non-profit organizations. Since its inception, LUNA[®] has supported the Breast Cancer Fund (BCF), an organization which identifies – and advocates for the elimination of – the environmental and other preventable causes of breast cancer. Each year, the company hosts [LUNAFEST](#)[®] a national traveling festival of short films by ... for ... about women where ticket sales raise money for BCF as well as numerous nonprofit organizations.

Committed to preserving the environment and protecting the places where people play, Clif Bar & Company supports a variety of outdoor advocacy programs. CLIF[®] BAR supports environmental organizations worldwide through the CLIF Bar Family Foundation donations to 1% for the Planet. Each year, CLIF BAR provides financial support and volunteer hours to the Access Fund, an organization that works to restore and preserve delicate climbing environments. The company also provides funding and volunteer hours to organizations that promote outdoor education and responsible-use of outdoor recreation areas including ongoing support of the International Mountain Bicycling Association's (IMBA) trail-preservation projects and environmental education programs, and Leave No Trace, an outdoor education organization that teaches wilderness skills and environmental ethics.

Clif Bar & Company's vision has always been bigger than the bar. Today, the employee and-family owned company is on a journey toward long-term sustainability, exploring ways to keep people, the planet and local communities healthy for generations to come.