



Clif Bar & Co. in the Community

Clif Bar & Co. was founded on the principle of sustaining the individual, the community and the planet. Since its inception, the company has supported non-profit organizations and events nationwide that focus on health, community and environmental issues.

At the heart of Clif Bar's community efforts is the 2080 Program. As an employee-run program, 2080 makes it easy for employees to identify, organize and participate in community volunteer efforts on company time. The 2080 Program name refers to the program's original goal of committing at least 2,080 hours to community service each year—the equivalent of having one full-time employee dedicated exclusively to volunteer work. Habitat for Humanity, Big City Mountaineers, the Santa Clara Diabetes Camp, Meals on Wheels and impoverished communities in emerging countries are some of the main beneficiaries of this program. As the company has grown, so too has the 2080 Program's annual hourly target. In 2007, employees plan to collectively donate a minimum of 3,680 hours to community volunteer efforts.

In addition to local and grassroots organizations, Clif Bar's supports a number of national non-profit organizations. Since its inception, LUNA[®], The Whole Nutrition Bar for Women[™], 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. Shown at more than 100 venues nationwide and seen by over 20,000 viewers annually, LUNAFEST ticket sales raise money for BCF as well as numerous local nonprofit organizations. In addition to LUNAFEST, Clif Bar employees also donate hundreds of company-sponsored volunteer hours to the organization and host numerous fundraisers in support of BCF each year.

Committed to preserving the environment and the places that inspire adventure, Clif Bar supports a variety of outdoor advocacy programs. Each year Clif Bar provides financial support and volunteer hours to the Access Fund including their annual fundraiser Adopt-A-Crag, an event that raises funds 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 trail-preservation projects and environmental education programs, and Leave No Trace, an outdoor education organization that teaches wilderness skills and environmental ethics. Inspired by the Leave No Trace philosophy, Clif Bar developed the Litter Leash[™] for CLIF SHOT[®] energy gel. The Litter Leash keeps the torn-off "lid" of the gel packet attached to the base – preventing athletes from inadvertently littering during their outdoor activities.