



**PRIORITY TOPIC:  
SOCIAL IMPACT**

**DELIVERING ESSENTIALS FOR A  
BETTER LIFE THROUGH OUR  
PRODUCTS AND OUR PROGRAMS.**



We deliver essentials for a better life to nearly one-quarter of the world's population every day through products from our leading brands like Kleenex, Huggies, Kotex and Depend.

Our program focuses on:

- Extending our brand leadership beyond functional and emotional benefits to deliver social benefits.

**2022 GOAL(S)**

**IMPROVE THE WELL-BEING OF  
25 MILLION  
PEOPLE IN NEED**

**through social and community investments that increase access to sanitation, help children thrive and empower women and girls.**

**HOW IMPACT IS ACHIEVED AND MEASURED**

- Support the communities in which we operate through company and employee giving and volunteerism.
- Align programs to the promise of our brands to create sustainable social impact, increase brand equity and performance at shelf, and deliver supply chain benefits.
- Measure the business and social impact with key performance indicators and use learnings to scale the programs that are most impactful.

*(Note that we consider people in need as those living in poverty, where poverty is not only economic but also social, political and cultural).*

**PRIORITY TOPIC:  
SOCIAL IMPACT (CONTINUED)**



**2017 PROGRESS**

We continued to invest in several social impact programs through community engagement and our major brands, often encouraging customer participation.

**Social impact programs:**

- Toilets Change Lives: Scaled commercial activations into 15 markets to help provide clean access to sanitation to those in need.

- No Baby Unhugged: Whether it's helping to start volunteer hugging programs at hospitals, providing special diapers for micro preemie babies, or donating diapers to babies in need, the No Baby Unhugged program ensures that all babies receive the hugs they need to thrive.

- Empowering Women and Girls: In Bolivia, we are helping empower girls through

our Kotex brand in partnership with developing access to sanitation facilities.

We are creating long-term Social Impact programs that deliver on the promise of our brands and also improve the well-being of people in need. We can simultaneously make lives better while building equity in our brands.

Initiatives were focused in the following three areas:

**Access to sanitation**



**770,000**  
lives impacted

**Helping children thrive**



**1,390,000**  
lives impacted

**Empowerment of women and girls**



**62,000**  
lives impacted

We set a goal to have a positive social impact on cumulative three million lives in 2017, and are proud to report we exceeded this target. In order to achieve our 2022 target of 25 million, we need to scale more rapidly, innovate new programs in our supply chain and begin to assess social impact as part of our environmental programs.

Total lives improved towards 2022 goal:

**4,300,000**

COMMUNITY AND EMPLOYEE CONTRIBUTIONS (\$ MILLION)	2010	2011	2012	2013	2014	2015	2016	2017
Community Partners grants to U.S. employee-chosen charities	0.8	0.9	0.8	0.7	0.7	0.7	0.4	<b>0.7</b>
Value of matching gift contributions made by U.S. employees	1.3	1.3	1.5	1.5	1.7	1.5	1.4	<b>1.5</b>
Value of product donations	8.3	19.2	14.0	16.3	13.8	8.2	8.4	<b>8.5</b>
Global cash donations	12.4	12.9	19.0	18.7	22.0	20.7	19.8	<b>17.5</b>
Total global (product and cash) donations	20.7	32.1	33.0	35.0	35.8	29.0	28.2	<b>26.0</b>
Employee giving	4.2	3.9	4.2	4.4	4.9	4.6	3.8	<b>4.5</b>
<b>U.S. employee volunteer hours</b>	78,000	84,000	77,430	80,571	80,074	75,356	41,993	<b>86,012</b>



## TOILETS CHANGE LIVES

### GLOBAL

In 2017, Kimberly-Clark scaled commercial activations into 15 markets to help bring clean access to sanitation to those in need through our brands Scott, Andrex, Neve, Hakle and Suave. Including activations in Angola, Bangladesh, India, South Africa, Brazil, Bolivia, Peru, Guatemala, Honduras and Nicaragua.

 **Read more about**  
Toilets Change Lives



## A PERIOD SHOULDN'T STOP A GIRL'S PROGRESS

### LATIN AMERICA

In Bolivia, we are helping empower girls through our Kotex brand to be able to stay in school through safe access to sanitation facilities. We partnered with Plan International on the #EsosDiasDelMes (Those Days of the Month) program to help girls and women manage their periods so they can pursue the future they deserve.

 **Read more about the program**

## NO BABY UNHUGGED

### NORTH AMERICA

A hug is a powerful thing – The No Baby Unhugged program leverages the benefits of touch by using volunteer cuddlers to hold infants when parents and family members are not available. Our diaper bank networks help ensure families in need have access to daily essentials like diapers and wipes. It's all about what's best for baby – giving them the human contact and innovative products they need to help develop into happy, healthy kids.

 **Read more about the program**

## EXPANDING TOILETS CHANGE LIVES IN LATIN AMERICA

### LATIN AMERICA

The Toilets Change Lives program first launched in Bolivia in 2015 to improve and expand access to sanitation and to help fund community education programs on water, sanitation and hygiene. It has since expanded into Peru and, in 2017, Guatemala, Honduras and Nicaragua. To date it has helped more than 37,000 people in need and benefited local communities and schools.

 **Read more about the program**