



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)



2016 PROGRESS

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

We set a goal to have a positive social impact on two million lives in 2016, and are proud to report we exceeded this target.

2,052,000

TOTAL LIVES IMPACTED THROUGH 2016

Initiatives were focused in the following three areas:

ACCESS TO SANITATION



255,000
LIVES IMPACTED

HELPING CHILDREN THRIVE



1,750,000
LIVES IMPACTED

EMPOWERMENT OF WOMEN AND GIRLS



47,000
LIVES IMPACTED



TOILETS CHANGE LIVES

Through our Toilets Change Lives program, our bath tissue brands including Andrex, Scott, Neve, Scottex, Page and Hakle in partnership with retailers and non-profit organizations, are connecting with consumers, customers and employees to help improve sanitation for people around the world.

Watch - Kimberly-Clark Professional's 'Portal Loo' experience

Read - 'Toilets Change Lives in India' story

Read - 'Toilets Change Lives in South Africa and Angola' story

A SUPPORTING HUG

A 25-year partnership with New Zealand's oldest, most well-known and largest provider of support services for the development, health and wellbeing of children under the age of five to focus on the importance of Hugs, as well as an in-home sampling program, an education partnership for toilet training and antenatal classes, and a newly established nappy bank in South Auckland.

Read - 'Make Time for Hugs' story

THE PERIOD PROJECT

In response to a social media post by a New York City-based college student, U by Kotex created a Period Shop - a space where women can shop for feminine care products while feeling comfortable, safe and respected. The program later introduced the first-ever national period products donation drive to provide period essentials for many Americans who experience homelessness each year.

Read - 'The Period Project' story



COMMUNITY ENGAGEMENT

Kimberly-Clark's Chester, Pennsylvania team received the Mother's Award from the United Way of Greater Philadelphia and Southern New Jersey for their outstanding work in the community.

[Read more about Community Engagement](#)

COMMUNITY & EMPLOYEE CONTRIBUTIONS (\$ MILLION)

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