



THE MARKET

Through the Clinton Foundation, decades-long supporters of President Bill Clinton's political career are joined by new generations of those passionate about the economic, social, and environmental issues that President Clinton continues to address. His presence on the world stage as a statesman puts President Clinton in a unique position to attract attention and resources to urgent global challenges such as HIV/AIDS, access to health care, economic inequality, climate change, childhood obesity in the United States, and the reconstruction of Haiti.

The Foundation works within a range of focus areas that represent the greatest challenges the world faces today. As a result, the Foundation mobilizes partners and supporters around the world of all ages, races, nationalities, and sectors of society: kids, teens, parents, teachers, small business owners, farmers, volunteers, chief executives, and government leaders. The Foundation has more than 650,000 supporters who have engaged with its work in the United States and 40 countries worldwide.

ACHIEVEMENTS

The Foundation focuses on taking action to make sustainable, tangible, and positive changes in people's lives and for the environment.



- World leaders have made 1,700 Commitments to Action through the Clinton Global Initiative that are improving 220 million lives worldwide.
- The Clinton Giustra Sustainable Growth Initiative has provided 1 million meals to primary-school students in Colombia.
- The Clinton Hunter Development Initiative has helped more than 4,000 farmers in



Rwanda increase their harvests by 240 percent and feed 30,000 people.

- The Clinton Economic Opportunity Initiative has provided more than 72,500 hours of pro-bono consulting services worth more than \$15 million to support business owners in the United States.
- The Alliance for a Healthier Generation has enrolled more than 9,000 schools in all 50 states in its Healthy Schools Program and inspired 2.3 million kids commit to eating better and leading healthier lives through its empowerME Movement.
- The Clinton Climate Initiative is implementing 35 building retrofit projects that will prevent the release of more than 75,000 tons of CO₂ into the atmosphere per year.
- The Clinton Health Access Initiative negotiated agreements with drug companies that have allowed 2.6 million people to benefit from lifesaving antiretroviral medication for HIV/AIDS.

HISTORY

When President Clinton left the White House in 2001, he knew he wanted to spend his life as a private citizen working in the areas he cared about most and where he could make a difference. His vision: a nongovernmental organization that could leverage the unique capacities of governments, partner nonprofits, and individuals to address

rising inequalities and deliver tangible results that improve people's lives. President Clinton has founded seven initiatives through the Foundation that focus on a range of problems from sustainable development and climate change to economic empowerment and childhood obesity.

THE PRODUCT

The Clinton Foundation delivers sustainable development projects that change global systems, entire communities, and the way business is done in both developed and developing countries — while emphasizing solutions that make meaningful and positive changes in individual lives. The Foundation's programs offer:

- A platform for collaboration and action for heads of state, chief executives, leaders of nonprofits, as well as leaders of universities and college students, to address global problems
- Access to healthy meals and basic nutrition for primary-school children in Latin America and children on HIV/AIDS treatment in developing countries
- Access to healthier food and lifestyle choices for children and teens in the United States
- Economic empowerment, business development training, and access to markets for entrepreneurs in the United States, Latin America, and Haiti
- Convening, consulting, and project-development support for governments and

business that are undertaking large-scale energy-efficiency, clean-energy, and forestry projects

- Improved access to health care and lifesaving medicines for millions of adults and children on six continents around the world

RECENT DEVELOPMENTS

In the past year, each of the initiatives that President Clinton founded has formed new partnerships and expanded programs to achieve measurable results.

Global Leadership. The Clinton Global Initiative held its fifth Annual Meeting in New York City in September 2009, attended by more than 1,200 world leaders. Together, they made 291 Commitments to Action valued at more than \$9.4 billion. Once these commitments are fully funded and implemented, they are projected to positively change the lives of 197 million people.

Small Business Development. The Clinton Giustra Sustainable Growth Initiative and the Fundacion Carlos Slim launched two funds aimed at providing financing for small- and medium-sized businesses in underserved areas: the \$20 million Acceso Fund, operating in Colombia, and a \$20 million fund for businesses in Haiti.

Help for Farmers. The Clinton Hunter Development Initiative (CHDI) successfully completed the harvest and sale of 380 tons of soy on behalf of 168 smallholder farm families. A three-year partnership with the Alliance for a Green Revolution in Africa will extend CHDI's outreach to 21,000 families.



Health Care for Kids. The Alliance for a Healthier Generation's Healthcare Initiative announced its first major agreement with health insurers that will provide 1 million kids with yearly access to at least four visits with a primary-care physician and at least four visits with a registered dietitian.



Haiti. In the days following the devastating January 2010 earthquake in Haiti, President Clinton established the Clinton Foundation Haiti Fund to provide immediate relief and long-term recovery assistance to the people of Haiti. The Foundation also provided pro-bono support to the creation of the Clinton Bush Haiti Fund and to President Clinton's work with the Interim Haiti Reconstruction Commission.

In the past year, three of the initiatives founded as part of the Clinton Foundation have grown into their own independent organizations: the Clinton Global Initiative, the Clinton Health Access Initiative, and the Alliance for a Healthier Generation. Working under President Clinton's continued guidance, and in collaboration with the Foundation, these initiatives are now strong brands in their own right.

PROMOTION

President Clinton works year-round to inform the public about urgent issues that require attention and to inspire action among the public, corporations, and governments. He makes frequent visits to Foundation projects around the world — in the United States, Latin America, and Africa — as well as several trips annually to Haiti. These trips allow President Clinton to highlight important local issues for the media and public, meet with staff and partners on the ground, see progress firsthand, and talk to local community members.

The Clinton Foundation works to ensure that supporters are involved in and informed about its efforts through traditional media and online campaigns that involve its website, the Foundation email list, and social media outlets. The Clinton Foundation has nearly 500,000 online supporters, and President Clinton has more than 350,000 Facebook fans. In the past year, the Foundation

has launched viral online campaigns highlighting its climate work through a special Earth Day promotion and President Clinton's trip to Africa. Through the Earth Day campaign, 100,000 people took the Clinton Foundation Climate Quiz and helped the Foundation donate 20,000 solar flashlights to Haiti.

Each year, President Clinton hosts the CGI Annual Meeting in New York City. Drawing the world's most prominent and innovative change makers, the meeting also attracts more than 1,000 journalists each year, and live webcasts of key events reach more than 30,000 people online. In 2009 a study by the public relations firm Webber Shandwick found that the CGI Annual Meeting is the most popular conference among business executives. To inspire the next generation of leaders, President Clinton also convenes college students from around the world each spring on an American campus for the CGI University (CGI U) Meeting.

BRAND VALUES

Each Clinton Foundation initiative has a distinct mission, but they all reflect President Clinton's founding vision: to implement sustainable programs that improve access worldwide to investment, opportunity, and lifesaving services now and for future generations.

THINGS YOU DIDN'T KNOW ABOUT THE CLINTON FOUNDATION

- The Clinton Foundation revolutionized the marketplace for first-line generic HIV/AIDS medications, reducing prices by 70 percent and making them more affordable in 70 countries, where 92 percent of people living with HIV/AIDS live.
- Attendees of the Clinton Global Initiative include CEOs from companies such as Cisco, Duke Energy, Walmart, Coke, and PepsiCo; leaders of nonprofits such as the Gates Foundation, Rockefeller Foundation, and Nike Foundation; government leaders such as President Barack Obama, Queen Rania Al Abdullah of Jordan, and President Paul Kagame of Rwanda; and Matt Damon, Brad Pitt, and Alicia Keys.
- The Clinton Presidential Center in Little Rock, Arkansas, attracts 1.6 million visitors from around the world and has spurred more than \$2 billion in revitalization and investment in the community. The Center is also home to the University of Arkansas Clinton School of Public Service, which is the only school to offer a master's degree in public service.
- The Clinton Foundation helped to initiate energy-efficient building retrofits of the Empire State Building that will reduce the building's annual energy consumption by 38 percent.