



**2020 IN REVIEW**

**LEVI STRAUSS FOUNDATION**

APRIL 2021

## 2020 IN REVIEW



**T**he mission of Levi Strauss & Co. is to deliver “profits through principles” to make an outsized impact on the world. By driving meaningful social change on the issues and events of our day, the Levi Strauss Foundation is an integral part of this mission.

2020 was an eventful year – rife with disruption, crisis and consequence – as the coronavirus pandemic and resulting recession were felt severely across the globe, and the U.S. faced a pivotal Presidential election and a national reckoning on racial justice. This called for a deft balancing act between agility and responsiveness on the one hand, and patience and prudence in service of LSF’s long game. Apart from responding to crises and other events of the day, we proudly continued to serve as ‘constant gardeners’ to extraordinary grassroots organizations in three program areas – the movement to end HIV/AIDS, worker rights and well-being in the apparel sector, and social

justice – with many relationships spanning decades. In 2020, LSF’s grantmaking totaled \$10.6MM – the highest level in roughly two decades.

The COVID-19 crisis is a once-in-a-century event that has impacted workplaces, households and communities across the globe. LSF brought to bear its decades of experience taking on social, political and health crises, as each shares common denominators: exposing structural inequalities in society and aggravating patterns of marginalization. In 2020 LSF granted \$2.0MM to support communities bearing the brunt of the coronavirus crisis – apparel workers, immigrants, refugees, women, LGBTQ people, people impacted by HIV/AIDS, low-income and unhoused people – in the San Francisco Bay Area, across the U.S. and globally. We hope to see more companies and their foundations live their values by supporting marginalized communities and addressing the social ills exacerbated by crises such as xenophobia, racism and nationalism.

## 2020 IN REVIEW

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Since 2017, LSF has invested \$5MM in the Strategic Response Fund, which protects highly vulnerable communities that we've long cared about in the face of a disruptive social and political landscape. Our exceptional grantees have not only provided the resources and information to protect immigrants, refugees, transgender people, communities of color, Muslims and women but also advanced game-changing movements, narrative leadership and culture change.

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**Our flagship Levi's® brand is an icon of American democracy and authentic self-expression.**

Our flagship Levi's® brand is an icon of American democracy and authentic self-expression. We believe it is incumbent upon us to address threats to democracy by stepping up to protect society's weak and vulnerable but also to ensure every voice is heard in the democratic process. Given the consequence of the 2020 Presidential election, the Foundation invested more than \$2.0MM (including \$1.1MM in special reserve investments) over the past 15 months to protect and engage Black, indigenous and people of color communities in the democratic process. Through the "Use Your Voice: Live" campaign, the Levi's® Instagram Live platform featured a dozen of our grantees in probing, authentic conversations on racial equality, gender justice, LGBTQ rights, immigration and voting rights, enabling them to reach new audiences (500K+ collective views). Few other companies' corporate foundations are pairing their advocacy voice with targeted investments in social movements, and elevating or opening up its platforms to facilitate



access to the center of culture – we hope others will follow our lead.

LSF's support for pioneering social sector leaders and LSF and LS&Co.'s deep engagement with grassroots movements are our distinguishing hallmarks. We concluded the fifth and final year of the Pioneers 2020 initiative. In June, LSF published a capstone case study profiling seven remarkable Bay Area leaders of color shaping the future course of social movements, documenting the impact of our partnership and their work. The latter part of the year saw feature articles in the *Chronicle of Philanthropy*, *San Francisco Business Times* and *Nonprofit Quarterly* about the importance of supporting leaders of color and partnering with the grassroots movements in this day and age. We are preparing to launch a new phase of Pioneers in mid-2021, drawing timely attention and elevating to women leaders of color.



**BACKGROUND:**  
MISSION & PURPOSE

# BACKGROUND: MISSION & PURPOSE

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## MISSION STATEMENT

The Levi Strauss Foundation advances the human rights and well-being of underserved people in places where the company has a business presence.

## VALUE PROPOSITION

### WHAT WE DO:

Drive pioneering social change that brings our values to life in communities around the world.

### HOW WE DO IT:



#### HIV/AIDS

Raising awareness and confronting and dismantling HIV/AIDS stigma and discrimination.



#### WORKER RIGHTS & WELL-BEING

Improving the lives of workers in the global apparel industry.



#### SOCIAL JUSTICE

Taking on the issues of our day and fostering access to justice.

### THE VALUE WE DELIVER:



#### FOR COMMUNITIES

Create programs that advance justice and provide opportunities to improve the lives of disadvantaged people.



#### FOR EMPLOYEES

Financially support LS&Co.'s volunteer programs and deepen pride of association among employees.



#### FOR LS&CO.'S REPUTATION

Serve as a key driver in helping LS&Co. to embody the energy and events of our time – ensuring its relevance in the lives of stakeholders beyond the marketplace.

# BACKGROUND: MISSION & PURPOSE

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## GUIDED BY THE LS&CO. LEGACY

### LS&CO. LEGACY



### LEVI STRAUSS FOUNDATION HALLMARKS

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167-year history of industry-leading citizenship



Get in early, stay the course

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Icons:  
Pioneers  
Symbol of cultural change



Social pioneers  
Take on the “issues and events of our time”

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Sustainability platform:  
Authentic self-expression



Challenge convention, push the limits of the response  
New frontiers of possibility  
Agile, audacious and fearless in pursuit of social change

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“The value of values”:  
Originality, integrity, empathy, courage



Bring our values to life beyond the marketplace

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# BACKGROUND: MISSION & PURPOSE

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## OUR APPROACH: DRIVING SOCIAL CHANGE

### SOCIAL CHANGE STRATEGY



### GRANTMAKING FOCUS

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Change laws and policies

» Support advocacy

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Drive programmatic innovation and scale

» Identify and build thought and action leadership

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Build moral and political consensus for change agenda

» Identify and engage influencers  
» Cultivate effective communication

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## OUR APPROACH: “GOING BEYOND THE GRANT”

### GOAL



### “GOING BEYOND THE GRANT”

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Build thought leadership and influence the field

» Build advocacy capacity of grantees  
» Build communications capacity of grantees  
» Lift best practices and voices of grantees

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Build grantee organizations

» Link grantees with influencers and other funders

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Tell the story of pioneering change

» Develop compelling blogs, case studies, videos  
» Leverage corporate communications channels  
» Frame and spotlight selected grantees as “social pioneers” reflecting the Levi Strauss values and character

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A close-up photograph of a blue denim jacket. The image shows the texture of the denim, the orange-brown stitching, and several copper buttons. A small red tag with white text is visible near the collar. The text "2020 BY THE NUMBERS" is overlaid in the center of the image.

**2020**  
BY THE NUMBERS

# 2020 BY THE NUMBERS

## PROGRAM BUDGETS & FUNDING SOURCE

(in millions)



\*2020 program budget does not include \$1.1 MM onetime investment in voting rights.

## HOW SUPPORT FROM LS&CO. IS CALCULATED

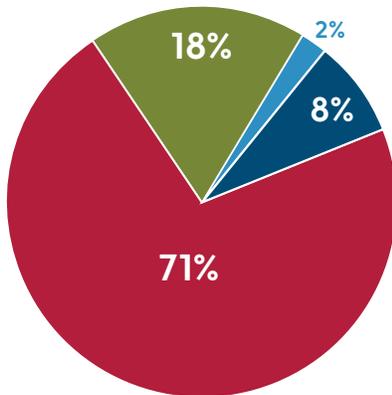
CHARITABLE SUPPORT ALLOCATION (2020)	
<b>Total LS&amp;Co. Charitable Support</b>	<b>\$11.80MM</b>
Direct Corporate Grantmaking	\$2.00MM
Levi Strauss Foundation Operations	\$1.49MM
Levi Strauss Foundation Grantmaking	\$8.31MM
<i>(Any differential between this amount and the annual Program budget is borne by the Reserve.)</i>	

- » LS&Co. has a consistent track record of allocating 2 percent of profits to charitable support.
- » Over the last five years, the contributions from the Company have covered, on average, 82% of the Foundation's program budget.

# 2020 BY THE NUMBERS

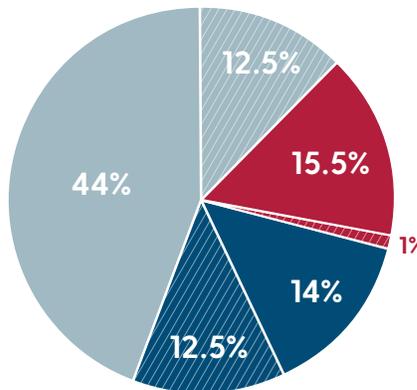
## 2020 STRATEGIC GRANTMAKING

**GRANTS BY REGION**  
(BY DOLLARS)



- GLOBAL
- LEVI STRAUSS AMERICAS
- LEVI STRAUSS ASIA, MIDDLE EAST, AFRICA
- LEVI STRAUSS EUROPE

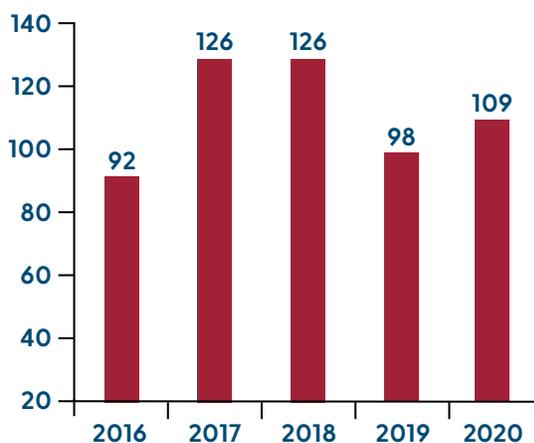
**GRANTS BY PROGRAM**  
(BY DOLLARS)



- SOCIAL JUSTICE
  - WORKER RIGHTS/WELL-BEING
  - HIV/AIDS
- CORE PORTFOLIO**
- SOCIAL JUSTICE
  - WORKER RIGHTS/WELL-BEING
  - HIV/AIDS
- COVID RESPONSE**
- SOCIAL JUSTICE
  - WORKER RIGHTS/WELL-BEING
  - HIV/AIDS

\*2020 program budget does not include \$1.1 MM onetime investment in voting rights.

**NUMBER OF GRANTS**



**AVERAGE GRANT SIZE**



The number of grants increased by 11% and the average grant size increased by 15% due to the onetime investment in voting rights grants.

A close-up photograph of a blue denim jacket. The image shows the texture of the denim, the orange stitching, and several metal buttons. A small red tag with the word 'LEVI'S' is visible near the collar. The text 'PROGRAM HIGHLIGHTS' is overlaid in the center in white, bold, sans-serif font.

PROGRAM  
**HIGHLIGHTS**

## 2020 YEAR IN REVIEW: COVID-19

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The COVID-19 pandemic is a devastating global health crisis of unprecedented scale. At the end of 2020, global cases of COVID-19 infection totaled 83,832,334 with 1,824,590 deaths. The United States alone surpassed 20 million infections and recorded more than 346,000 deaths. The cost in human lives has been staggering.

The pandemic is also a severe social and economic crisis that has harmed the poor and vulnerable the most. The resulting economic damage has left millions of people out of work and struggling to pay their bills. When retail stores were closed because of COVID-19, the ripple effect hit garment sector supply chains in Asia particularly hard. For example, one report estimates that more than 350,000 garment factory workers in Bangladesh lost their jobs.

COVID-19 has also put a glaring spotlight on social inequalities and injustices. Black Americans are dying at 1.7 times the rate of white Americans. The initial fear and misinformation about the virus led to a sharp increase in anti-Asian hate and acts of violence in the United States and other parts of the Western world. Women have lost more jobs, shouldered a greater share of unpaid work, and suffered a surge in domestic violence. Low-wage essential workers are more likely to face dangerous working conditions and food insecurity.

Early on in the pandemic, despite a lot of unknowns, it was clear the Foundation must continue to stand with the communities we had chosen to serve—including immigrants, refugees, communities of color, people impacted by HIV/AIDS, LGBTQ+ people, and apparel workers. The Foundation committed \$2 million toward relief efforts for communities and supply chain workers.



**Below are the 28 organizations supported by COVID-19 relief grants in 2020:**

### Social Justice

- Asian Americans and Pacific Islanders in Philanthropy
- Astraea Foundation
- Borealis Philanthropy
- Causa Justa/Just Cause
- Chinese for Affirmative Action
- Doctors Without Borders
- Filipino Community Center
- FreeFrom
- Immigrants Rising
- Live Free
- Mission Asset Fund
- Semillas
- Tipping Point Community
- Urgent Action Fund
- Women's Foundation of California

### HIV/AIDS

- BIDS United
- Transgender Strategy Center

### Apparel Workers

- ActionAid
- Apparel International Foundation
- CARE Cambodia
- DoctHERs
- International Planned Parenthood Federation
- Maria Elena Cuadra Movement of Women Workers and Unemployed Women
- Marie Stopes International - USA
- Rizq Trust
- Standup Lanka Movement
- Swasti
- VisionSpring

## 2020 YEAR IN REVIEW: **WORKER RIGHTS AND WELL-BEING**

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For more than 25 years, the Levi Strauss Foundation has supported organizations devoted to advancing apparel worker rights and well-being in the countries where we operate.

In partnership with Levi Strauss & Co., the Foundation also leads the Worker Well-being initiative, which aims to improve the lives of the women and men who make our products around the world. Our grantees partner with factories to implement factory-based health, financial literacy and gender equality programs that have benefited over 219,000 apparel workers to date.

In 2020, the Foundation distributed over \$2.2 million to 26 grantees in over 12 countries, including Bangladesh, Cambodia, Egypt, Mexico and Sri Lanka, including COVID-19 relief grants.

COVID-19 devastated communities around the globe, exacerbating health threats, social isolation, food insecurity and economic insecurity. A year later, the pandemic is still raging, continuing

to disproportionately impact vulnerable populations, particularly women and girls.

Recognizing the impacts on apparel workers, the Levi Strauss Foundation [committed](#) a \$1 million fund to support organizations providing critical community services and direct relief. These organizations delivered support in the form of food, cash and housing assistance, personal protective equipment and medical care to 650,000 apparel workers and family members. Additionally, to ensure the continued safety of workers, their families, and their communities, grantees trained at least 3,400 healthcare and frontline workers on hygiene and safety practices.

### **WORKER RIGHTS**

The Foundation's worker rights grantees utilize an array of strategies to improve the long-term rights of apparel workers, including facilitating "know your rights" workshops, building the capacity of grassroots labor rights groups, engaging in dispute resolution with factories and brands, and collaborating with governments to strengthen labor laws. Collectively, their actions have impacted hundreds of thousands of apparel workers.

## 2020 YEAR IN REVIEW: **WORKER RIGHTS AND WELL-BEING**

### **WORKER WELL-BEING (WWB)**

In 17 countries around the world, LS&Co.'s Sourcing, Sustainability and Foundation teams work in partnership to support suppliers with planning and implementation of WWB initiatives. In each factory workplace, WWB involves surveying workers about their well-being needs, rolling out responsive empowerment programs and building the capability of factory management to sustain progress.

Many WWB factory programs were halted in early 2020 due to lockdowns, business disruptions and safety concerns. The Foundation pivoted to support its network of WWB grantees by creating virtual sharing and learning forums. Drawing insights from our multi-year partnership with the [Sustainability and Health Initiative for NetPositive Enterprise](#) (SHINE) at Harvard's T.H. Chan School of Public Health, during the latter part of the year the Foundation moderated conversations and

exchanges between organizations on innovative ways for cultivating trust, respect and fairness in factories, which are proven to lead to improvements in gender equality, well-being and productivity.

→ **Impact:** In 2020, many women's health clinics serving garment workers closed due to decreased funding, while demands for reproductive health care have spiked globally. [CARE Cambodia](#), a partner of the Foundation for over 15 years, responded by raising awareness on gender-based violence prevention and promoting referral pathways in the communities, impacting over 5,300 apparel workers.

→ **Impact:** Stand Up Movement Lanka is one of the only grassroots organizations in Sri Lanka that works alongside garment workers and understands their immediate needs. The organization provided nearly 900 female apparel workers with food, unconditional one-time cash transfers and medical assistance in the wake of the pandemic.



## 2020 YEAR IN REVIEW: **HIV/AIDS**

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Levi Strauss & Co. has been confronting HIV/AIDS stigma and discrimination since the beginning. San Francisco was one of the U.S. epicenters of the epidemic in the early 1980s. Concerned employees wanted to distribute prevention leaflets at our headquarters but were afraid of being stigmatized, so company leaders joined them to raise awareness about the disease. Shortly after, LSF made its first responsive grant in 1982 to support the first AIDS clinic in the world at San Francisco General Hospital—a grant that matched an employee’s contribution. As the global HIV/AIDS epidemic grew, the Foundation mirrored the company’s business footprint and invested in places like Brazil, China, India, Mexico, the Philippines and South Africa.

In 2020, the Foundation awarded \$1.3 million to 13 grantees. Since 1982, we’ve invested more than \$76 million in the global response to fight HIV/AIDS.

### **COVID-19 AND HIV/AIDS**

When the coronavirus pandemic first hit, its highly infectious nature raised concern and anxiety for people living with HIV. Experts feared that COVID-19 would be devastating to the estimated 38 million people living with HIV worldwide, especially the 12.6 million (33 percent) who are unable to access treatment to keep them healthy.

To date, various studies have shown no increased dangers to COVID-19 for people living with HIV—at least from a biomedical perspective.

The global health emergency is a significant threat for people living with HIV and marginalized communities most affected by HIV/AIDS. Travel restrictions and global lockdown measures have caused disruptions to vital supplies of life-saving antiretroviral medication. The social and economic impact of COVID-19 have many people experiencing job loss, food insecurity, and the inability to manage existing medical conditions and maintain preventive measures such as safer distancing and personal preventative equipment. These negative consequences have a greater impact on people who are already marginalized and most affected by HIV/AIDS—adolescent girls and young women, LGBT people, sex workers and people who use drugs.

## 2020 YEAR IN REVIEW: HIV/AIDS

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### STRUCTURAL RACISM AND HIV/AIDS

In the United States, it is Black and Latinx communities who continue to bear the brunt of the HIV/AIDS epidemic. This disproportionate impact is directly rooted in structural racism. One in four Latinx gay and bisexual cisgender men and one in two Black gay and bisexual cisgender men will be diagnosed with HIV in their lifetime. Twenty-six percent of Latinx transgender women and almost half of Black transgender women in the United States are living with HIV today.

For communities disproportionately impacted by HIV/AIDS, the challenges include lack of access to health coverage, culturally competent care, adequate educational and employment opportunities, and a lack of access to fair and safe housing. These factors directly correlate to overall poor health outcomes for people of color. We have seen this play out over the past year with the COVID-19 pandemic.

A national reckoning is taking place in the institutions and systems in the United States. We cannot achieve the end of the HIV/AIDS epidemic without dismantling structural racism. We must recognize that racial justice is an integral part of ending the HIV/AIDS epidemic.

For Levi Strauss Foundation, this means changing bad laws or legal systems, fixing unfair policies, and building movements within affected communities.

→ **Impact:** The COVID-19 pandemic caused catastrophic consequences for transgender communities, who already face numerous barriers to safety and well-being. The Transgender Strategy Center and Destination Tomorrow mobilized a rapid response fund to help those disproportionately affected. The HIV COVID-19 Rapid Response Fund for Black & Brown Transgender/Gender Non-Conforming Communities awarded over \$500,000 in grants to 21 transgender-led organizations in the U.S. (including Puerto Rico).

→ **Impact:** AIDS United launched the Relief, Recovery, and Resilience Fund, which awarded over \$317,000 in emergency COVID-19 funding in 30 grants across the United States. It also launched a related seven-part webinar series that focused on community concerns about HIV/AIDS and COVID-19. The series drew in more than 1,400 registrants and had over 75,000 social media impressions.

## 2020 YEAR IN REVIEW: STRATEGIC RESPONSE FUND

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Four years ago, the Strategic Response Fund—called the Rapid Response Fund—was launched to ensure the protection of our nation’s democracy and the civil liberties of vulnerable communities. In these four years, we have witnessed the loss of hard-fought gains in LGBTQ rights, unprecedented efforts to suppress and disenfranchise voters and the erosion of protections for immigrants. In 2020, the Levi Strauss Foundation elevated the Strategic Response Fund to a permanent portfolio and increased annual funding from \$1.0MM to \$2.0MM. Our partners are working tirelessly to ensure that all marginalized communities – regardless of race, gender, sexual orientation, nationality or religious preference – are heard, protected and equipped with the tools to take on the challenges of these times.

In 2020, our partners felt the immense impacts of COVID-19, systemic injustice, economic insecurity, and yet, still pushed forward to advance the rights of their communities in historic ways.



The Strategic Response Fund was created to address the rapidly changing and divisive political landscape that was born from the 2016 election. The Foundation looked to the organizations and leaders that stood on the front lines of efforts to protect their communities. Today, they continue to pursue litigation, policy advocacy, and community organizing, as well as promoting empathy and understanding through communications and storytelling.

Looking ahead, grantees of the Strategic Response Fund will continue to protect the rights of highly vulnerable communities and address threats to democracy.

→ **Impact:** After three years of courtroom efforts to protect immigrant youth, the [National Immigration Law Center](#), [United We Dream](#), and other grantees achieved a momentous victory when a New York federal judge ruled that the Deferred Action for Childhood Arrivals (DACA) program be put back into its original form. These hard-fought efforts will allow over 300,000 immigrants to pursue a safer future. Looking ahead, grantees will aim to pass the Dream and Promise Act, which would provide millions of immigrants permanent protections from deportations, including DACA recipients.

→ **Impact:** In September 2020, weeks after filing a lawsuit challenging new policies that were designed to attack asylum seekers’ ability to obtain work permits, Asylum Seeker Advocacy Project won a preliminary injunction for its 30,000 asylum seeking members across the United States.

## 2020 YEAR IN REVIEW: VOTING RIGHTS



Free and fair elections are a key tenet of American democracy. Yet the last several elections have seen mounting attacks on the civic participation of highly marginalized communities, including immigrants, women, LGBTQ people, Native Americans, low-income people and other vulnerable populations.

Against the backdrop of the COVID-19 pandemic and a national reckoning on racial justice, the 2020 election called for the leadership and action of the nation's most formidable organizations. In 2020, the Foundation provided \$1.7M to 19 organizations that stood at the forefront of the struggle to protect democracy. These organizations educated, empowered and activated over 13 million voters across the nation through on-the-ground engagement, leadership development and voting rights protection. Each day, they activated low propensity voters to build political power and voice, leading to record turnout.

→ **Impact:** In 2020, One Fair Wage mobilized nearly 50,000 low-wage workers, primarily women of color, to vote, many for the first time.

→ **Impact:** Ahead of the November election, Black Voters Matter traveled to over ten states as part of a multi-state bus tour to register voters, educate communities on the census, develop a community-driven agenda for voting rights protection and support local grassroots organizations.

→ **Impact:** For the November election, Native Organizers Alliance put more than 100 organizers on the ground across 18 tribal communities in nine states, increasing voter turnout in some areas by 70 percent. The Native American community faces some of the greatest barriers to voting, including polling places and mailboxes hundreds of miles away from reservations, restrictive voter ID laws and limited broadband access, preventing the spread of resources.

## 2020 YEAR IN REVIEW: VOTING RIGHTS

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The Levi Strauss Foundation supported the following organizations:

- **Black Futures Lab**: Builds Black communities in the South, Southwest and Midwest into constituencies that influence the way power operates—locally, statewide and nationally.
- **Black Voters Matter Capacity Building Institute**: Combats voter suppression and strengthens political power by increasing civic engagement and voter turnout in Black communities across the South, which face the highest rates of suppression and disenfranchisement.
- **Brennan Center**: Works to make voting free and fair—and fights restrictive policies that make it harder to vote.
- **Fair Count**: Builds long-term power in historically marginalized communities by using civic participation efforts – The Census, voting and redistricting – as catalysts for continued civic engagement and by employing non-extractive organizing, education and mobilization strategies.
- **Let My People Vote/International Documentary Association**: Addresses voter disenfranchisement and suppression in Florida, following the story of Desmond Meade, through documentary screenings and conversations across the country.
- **Justice for Migrant Women**: Protects migrant women’s rights through education, public awareness and civic engagement.
- **Live Free**: Engages in voter registration, voter education and voter mobilization for Black and brown people in marginalized neighborhoods to increase civic engagement and expand democracy.
- **me too. International**: Mobilizes survivors of sexual and gender-based violence as a broad base of voters who have the power to influence and impact the electoral process.
- **Movement Resource Project**: Invests in and builds the capacity of local grassroots organizations who perform nonpartisan civic engagement with a focus on youth and communities of color.
- **National Domestic Workers Alliance**: Ensures the voices of women of color are heard in the democratic process through leadership development, grassroots organizing and narrative change.
- **Native Organizers Alliance**: Helps Native tribes, traditional societies and community groups to make transformational change and achieve sovereignty through organizing and trainings.
- **One Fair Wage**: Promotes the participation and voices of low-wage service workers in the democratic process through community organizing and narrative shift.
- **Positive Women’s Network**: Activates women living with HIV and allies in the democratic process through voter education campaigns.
- **Power California**: Engages a vibrant network of Black, Indigenous and communities of color – young voters, organizers, artists, movement builders, elected leaders – to reimagine governance and transform democracy.
- **re:power**: Advances racial justice and inclusive politics by training Black, Indigenous and other leaders of color in grassroots organizing, movement technology and campaign management.
- **She the People**: Engages a vibrant network of women of color – voters, organizers, movement builders, elected leaders – and turn non-voters into voters.
- **Sister Rising**: Mobilizes Native American women to participate in the democratic process through a collaboration with United We Stand, Justice for Migrant Women and Return of the Heart Foundation.
- **Supermajority**: Builds the power of women of all backgrounds, races and ages through advocacy and community organizing.
- **United We Dream**: Trains immigrant youth leaders to engage six million New American and Latinx low-propensity voters through digital mobilization and voter education in 28 states.