



CASE STUDY

For its annual service day, Clif Bar deployed 475 employees to 25 national parks and other sites.

The results are as inspiring as the surroundings.



“ Our Companywide Service Day reminded me that I live just an hour away from some of the most beautiful places in the world, and should get out more often to give back.”

— Drew McGowan, team lead,
Point Reyes National Seashore

20
NATIONAL PARKS.

The aspiration

Execute the 19th annual CLIF CORPS Companywide Day of Service — a day when Clif employees had the opportunity to volunteer their time during work hours. Despite having a small team, the goal was to host projects at multiple locations instead of one location as the Clif team had offered in the past.

25
SITES IN ALL.

The plan

Give team members a choice of 25 national parks, monuments, and historical sites across the U.S. and Canada. To help connect team members with a site nearest to them, the team leveraged the Bonterra Corporate Social Responsibility (formerly CyberGrants) account management team to build a web page that allowed employees to easily find the location where they could volunteer and enter their hours.

475
EMPLOYEE
VOLUNTEERS.

The impact

475 employees together with retail partners and several Clif Bar-sponsored athletes joined employees to lend a hand on this significant day of service. Project Leaders took full ownership of their regional location where leaders and volunteers were engaged and inspired to give back in their own communities. Since its inception, the service day program has contributed over 138,000 hours of community service.



“ Through the act of extending a hand, not just once in a while but as a regular part of life, we are changed as individuals and as a company.”

— Kit Crawford, owner and co-CEO, Clif Bar

Discover all the ways that Bonterra Corporate Social Responsibility can help you maximize your giving-to-impact ratio.

Visit our [website](#) today to request a demo or contact us!