More than 25 years ago, Levi Strauss & Co. (LS&CO.) was one of the first companies to take action in the fight against HIV/AIDS. We are proud that we have maintained a persistent, disciplined, and courageous approach to the ultimate eradication of the pandemic, which to us is anything but forgotten. Our goal has been to take early leadership positions and establish best practices that we can share with other companies and organizations around the world. Leveraging the power of our iconic brand, Levi Strauss is setting expectations for corporate responsibility when responding to the fight against HIV/AIDS. We are partnering with our communities, customers, and competitors to embrace and uphold this spirit.

1980s


1983: The U.S.-based Employee Assistance Program begins to provide counseling support groups for LS&CO. employees.

1985: LS&CO. and LSF contribute to the San Francisco AIDS Foundation bank for people coping with HIV/AIDS.

1986: LS&CO. includes HIV/AIDS education as part of new employee orientation at the corporate headquarters in San Francisco.

1987: International committee begins to focus the LS&CO. response to the HIV/AIDS crisis.

1988: LS&CO. includes HIV/AIDS education as part of new employee orientation (in the U.S.)

1989: LS&CO. supports San Francisco AIDS Foundation to develop a food bank for people coping with HIV/AIDS.

Focus on Employees

1989: LS&CO. and LSF match employee contributions towards the Kaposi Sarcoma Awareness Foundation.

1990: LS&CO. and LSF begin employee volunteer opportunities to distribute HIV/AIDS education materials at the corporate headquarters in San Francisco.


1993: LS&CO. forms a worldwide cross-functional Global Health and Safety Committee to address health issues, including HIV/AIDS, from a global perspective.

1995: LS&CO. Europe signs charter to prohibit discrimination against employees with HIV/AIDS. The charter is issued by the British Government and signed by representatives of seven European countries.


Focus on Business Response and Advocacy

1996: LS&CO. and LSF provide seed grant for the Syringe Access Project in San Francisco.

1997: The Levi’s® brand and LIFEBeat, the Music Industry Fight AIDS, produce the “Music with a Message” benefit concert in New York City on World AIDS Day.


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2003: LS&CO. makes commitment at the Clinton Global Initiative to improve access to HIV/AIDS prevention, treatment, and care on a worldwide level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

Focus on Community and Giving

2004: LS&CO. makes a commitment at the Clinton Global Initiative to improve access to HIV/AIDS prevention, treatment, and care on a worldwide level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

2001: LS&CO. launches workplace program for employees, which clarifies employees needs on a global level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

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2020: LS&CO. launches workplace program for employees, which clarifies employees needs on a global level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

2021: LS&CO. launches workplace program for employees, which clarifies employees needs on a global level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

2022: LS&CO. launches workplace program for employees, which clarifies employees needs on a global level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.