Board of Directors

Yvon Chouinard  
*Co-Founder, Emeritus (CA & WY)*

Craig Mathews  
*Co-Founder, Emeritus (MT)*

Adam Forest  
*Past Chair (CA)*

Brant Barton  
*Chair (TX)*

Guillaume Cuvelier  
*(NY)*

Hilary Dessouky  
*(CA)*

Zack Gund  
*Secretary (MA)*

DJ Jenson  
*(NH)*

Marc Randolph  
*(CA)*

Kristine Stratton  
*(CA & ME)*

T.J. Whalen  
*Treasurer (VT)*

*As of 12/31/16*
The year in review

Dear Friends,

Greetings from 1% for the Planet global headquarters in Burlington, Vermont! I am thrilled to share with you this 2016 Annual Report, intended as a snapshot of 1% for the Planet’s 2016 accomplishments.

2016 will likely stand out in the history books for years to come, with both Brexit and the presidential election in the United States representing exclamation marks in the unfolding narrative of global politics' exploration of a new nationalism. For 1% for the Planet, 2016 represented a moment to clarify and redouble our commitment to accelerating smart environmental giving. And we attained powerful results at a global scale: More than 1,300 business members across multiple industries in more than 40 countries donated 1% of annual sales to thousands of nonprofits, delivering real solutions to the many pressing problems facing our planet. Total network giving since our founding in 2002 has now surpassed $150 million.

For all of the numbers, it is the partnership stories that showcase the purpose that engages our hearts and builds lasting change. We encourage you to visit our new website where these stories are featured across our issue areas — climate, food, land, water, wildlife, and pollution. These stories are the connective tissue that make our network strong, vital, and capable of charging forward toward the new stories of regeneration and hope that are critical to the future of our planet.

As I write this in the spring of 2017, we continue to see strong growth across our network, thoughtful investment in solutions, and powerful stories of engagement. As we continue to take important strides toward our 2020 strategic goals and beyond, we couldn’t be more grateful to our members, partners, donors, and friends who support us in so many ways and fuel our momentum. Thank you, and please - always - be in touch if you have questions, ideas, or a desire to become more involved. These are important, challenging, and dynamic times. Our collective work matters more than ever. Join us.

Warmly and onward,

Kate Williams
CEO of 1% for the Planet
Our network delivers solutions in six impact areas

- Climate
- Food
- Wildlife
- Pollution
- Land
- Water
A growing network of business members

As in years past, the business community continues to step up and lead the effort of increasing environmental philanthropy. In 2016, we welcomed more than 320 members globally, with new members coming to us from 22 different countries. Businesses large and small, new and old, continue to lead the charge of giving back and protecting the planet.

Inspiring action through stories of impact

Highlighting the voices of thought leaders and changemakers in our network best conveys the momentum of the movement. Kicking off in 2016 and evolving for the future, our strategic communications plan harnesses our new website and social media channels to share the stories of inspiration and impact from across our network.
We are incredibly proud and honoured to be a part of 1% for the Planet. We all have a responsibility towards looking after this beautiful Earth that we are so lucky to inhabit; and businesses are no different. With 1% for the Planet, we are able to demonstrate that responsibility and contribute to the wider movement towards responsible custodianship of the planet. It’s a movement that envisions a future where the individual is not separate from the whole, and one that understands the importance of our connection to our planet.”

Tamara Airbib
Co-Founder & Managing Director, Rebel Kitchen
(London, England)
2016 New Business Members

"We joined 1% for the Planet because we want to protect what we love, and 1% for the Planet provides my company with a credible way to make an impact by supporting nonprofits that are working to solve environmental problems."

Rick Crawford
President,
Emerger Strategies
(Charleston, SC)
It’s in our nature to give at Hopworks Urban Brewery. Joining 1% for the Planet was a natural value add to what we were already doing. With the mental shift through becoming members we added more organization to our giving and adjusted our in-kind contributions to cohesively reflect our priority issue areas. Counting our membership dues, B Corp dues, and organic certification toward our giving was a huge help as well.”

Eric Steen
Marketing Manager,
Hopworks Urban Brewery
(Portland, OR)
2016 Donors

We would like to recognize those corporations, foundations, and individuals who made a donation (beyond Member Dues) to 1% for the Planet between January 1, 2016 and December 31, 2016. Your dedicated support meaningfully shapes our everyday work - connecting businesses, individuals, and nonprofits to drive critical environmental change!
*We have made every effort to ensure the accuracy of this list. Nonetheless, errors and omissions may rarely occur. If your name has been inadvertently omitted or misspelled, we sincerely apologize.*
Networking and events

In 2016, we hosted, co-hosted, and supported dozens of events from London and Paris to Miami, New York, Boulder, and San Francisco. Our events offer the opportunity to see our network in action. It’s all about connections, whether that’s business to business, business to nonprofit, connections with our ambassadors and media partners, or simply building friendships with peers who share a commitment to the planet. Our network is built on relationships and we so enjoy seeing them come to life in person. We look forward to many more events to come.

Total network giving has surpassed $150 million

When certification is complete for 2016, the 1% for the Planet network will have added a further $17 million in funding for our nonprofit partners.

“

I subscribe to Yvon’s philosophy that our businesses take a toll on the environment that is not accounted for. In effect our income is overstated. . . . Donating one percent of our gross sales in effect adjusts our income statement by adding an environmental expense line and therefore properly accounts for all actual costs. We wish it was mandatory for all businesses. It’s the right thing to do.”

Dick Franyo
Owner,
Boatyard Bar & Grill
(Annapolis, MD)
Chris Ball  
*Managing Director, Enduro Mountain Bike Association (Edinburgh, Scotland)*

"We’ve been looking for ways to promote environmental responsibility while also doing all we can to reduce our own impact and 1% for the Planet has proven to be our perfect partner. The flexible and consistent yet transparent model helps us to convey a powerful message to our audience."

---

**Financial Info**
(unaudited)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>$1,470,074</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Dues</td>
<td>61%</td>
</tr>
<tr>
<td>Total Donations</td>
<td>38%</td>
</tr>
<tr>
<td>Product Sales</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>$1,265,586</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>76%</td>
</tr>
<tr>
<td>General Ops</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Net Income**
$204,488
We connect dollars and doers to accelerate smart environmental giving in more than 40 countries.