"1% for the Planet is effective and efficient. Member businesses donate directly to grassroots advocacy organizations. It connects donor members and their gifts to doer organizations. 1% for the Planet forms a strong alliance of business and individual members committed to saving our planet."

—CRAIG MATHEWS, CO-FOUNDER OF 1% FOR THE PLANET
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Dear Friends,

Deadly fires. Crushing mudslides. Mighty floods. If a single year could be called a pendulum—2018 was it—swinging from one extreme to the other around the globe, seeming only to gain momentum for further extremes ahead. What the data has been telling us became a felt reality for many, many people. And while this experience is at one level frightening, it is also galvanizing.

The 1% for the Planet movement experienced these extremes directly, and we responded not with despair but with redoubled engagement and action. Because that is who we are. We are a network of businesses, nonprofits and individuals who care deeply about our planet—and about the planet our children will inherit. And we express this care by stepping forward with our strong, creative, passionate 1% commitments.

In 2018, we experienced tremendous growth in strength and scale. We added a record 616 new business members to our network and we certified more than $24 million in giving. Most importantly, these members forged powerful partnerships with amazing nonprofits, driving true on-the-ground change.

In this report, we give you a snapshot of some of our 2018 highlights, with our gratitude for your support for our work. We are proud of what we achieved but feel a deep urgency and passion to expand the scope and impact of our work. As such, we hope this report serves as not only a celebration of accomplishments, but also as an inspiration to accomplish even more as we look ahead to steward a healthy planet for the future. As Françoise LeMarchand, businesswoman, member, photographer, author and keynote at our European Summit, put it: “1% for the Planet is 100% for our children.”

Warmly,

Kate Williams, CEO
Brant Barton, Board Chair

“1% for the Planet is 100% for our children.

—Françoise LeMarchand, Member, Businesswoman, Photographer and Author
NEW MEMBERSHIP TOTAL

616 members from 33 different countries

MEMBERSHIP NUMBERS

1,800+ members in more than 45 countries

A GLOBAL PRESENCE

30+ network events around the globe
(In places like Amsterdam, London, New York, Chicago, Denver, San Diego, San Francisco, Portland, Seattle and Vancouver)

TOTAL GIVING

$200 million total giving since 2002
($24 million certified giving to environmental nonprofits around the globe in 2018)

SUPPORTED NONPROFIT PARTNERS

1,700+ nonprofit partners

ACTIVE NONPROFIT PARTNERS

2,450 nonprofit partners in nearly 60 countries

BRAND AWARENESS

More than doubled (2x) since 2016

TWO SUMMITS

Including our first-ever European Summit
Total giving

Our members partner with nonprofits and fund projects based on the issue areas that matter most to them. On behalf of our network, we are proud to report the 2018 giving by the numbers:

Note: Some giving is still being certified.

CLIMATE

Donations:
1,430

Total:
32.84%

Climate change is the defining issue of our time. It is transforming our way of life, our food systems, our economy and our local communities. No challenge is more critical to overcome than the threat that climate change poses to our planet. Our members recognize that we are in a critical window for investment in climate change solutions.

LAND

Donations:
975

Total:
28.67%

Effective land management is key to sustaining the world’s diverse natural landscapes and the resources they provide to all life. Conserving and protecting land, as well as land rights for indigenous communities, is essential to a healthy planet. Our actions today can either destroy or preserve our precious land for future generations; the choice is ours.
Our communities, livelihoods and ecosystems all depend on healthy food systems. Sustainable food systems are essential to the health of both people and the planet. As the world’s population rises and resources become scarcer, our food systems increasingly depend on environmental, economic and social collaboration.

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From factory carbon emissions to toxic dumping in our oceans, pollution is harming the environment on a global scale. It threatens the air we breathe, the water we drink and the land that sustains us. Sustaining the planet means not only preventing future pollution but also doing our part in cleaning up the environment.

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Our environment and economies depend on global action to restore and preserve the quality of all water on our planet. Water constitutes 71 percent of the Earth’s surface and is vital to all forms of life. Yet our water resources are threatened like never before, putting increased strain on our ecosystems and economies.

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Wildlife diversity is critical for a healthy planet. Healthy, functioning and productive ecosystems depend on the natural biodiversity of our planet. We have an obligation to conserve and protect the variability of wildlife on our planet and to maintain the biodiversity that sustains all human life.
Addressing our environmental issues

The 1% for the Planet model comes to life through the partnerships that form between our members and nonprofit partners. Our business and individual members engage directly with approved nonprofit partners, providing monetary donations, volunteer time, in-kind donations and other forms of approved promotional support. Thriving partnerships deliver longer-term support and greater impact for everyone involved.

PARTNERSHIP SPOTLIGHT

Since 2006, Harney & Sons Fine Teas has supported Pacific Forest Trust (PFT), a nonprofit dedicated to conserving and sustaining America’s diverse forest landscapes. To date, the partnership has translated into over $130,000 in annual giving.

“The Pacific Forest Trust has been a valued nonprofit partner of 1% for the Planet since the early days when we reached out about our climate work related to forest conservation and stewardship,” explains PFT co-founder and president, Laurie Wayburn.

“Many nonprofits do not have anywhere near the reach of 1% for the Planet or its members, so this partnership of messages and messengers working together is highly symbiotic.”

Wayburn credits 1% for the Planet with establishing the connection between Harney & Sons and PFT. “In 2006, we were very involved in the first climate legislation in California, which acknowledged that climate change was real. We needed to get ready to deal with it and set out ways for people to learn the inventory and accounting metrics. PFT was able to get forests included in that bill, initiating the carbon offsets program,” she relates.

Shortly thereafter, Michael Harney, Vice President of Harney & Sons, saw PFT’s work featured on the 1% for the Planet website and contacted the nonprofit, sharing his passion for the outdoors and commitment to addressing climate change.

Wayburn shares, “Our conversations began around the linkage of forest conservation and climate change. Conserving and restoring forests is such an essential part of solving the climate crisis. Most people think of forests as the victims of climate change; but in fact, by restoring and stewarding them, they’re an extraordinarily powerful tool in adaptation and mitigation. This is something that PFT had been advocating since the early 1990s. Today, from the international to the science community, there is the recognition that forests and land need to provide at least 37 percent of the solution.”
Harney agreed with PFT’s stance and decided to support their work. Fast forward, and the two have partnered on various initiatives to address the linked issues of climate change and land and water conservation. For instance, they have looked at synergies between forest management for climate and the subsequent benefits for water, as well as fire’s role in ensuring healthy forests, especially in the West. "A very large majority—some 90 percent—of wildfires are started by people," notes Wayburn. "We talk about managing forests or managing the landscapes, but what we actually need to do is manage us."

Wayburn reflects, “Mike is a fabulous sounding board for us. He has a wonderful ability to see our work from a different, broader perspective and help us translate it for more audiences. Often, it’s easy to get centered in our particular worlds. And while we all share our climate—and the worlds of tea and water and forests are obviously related—he deals much more in the consumer arena and understands how people think that way. We tend to deal more in the science and management arena, so our partnership is very complementary.”

She laughs, “Michael gave us this wonderful quote: ‘Water is the mother of tea, and who doesn’t love their mother?’”

So, what’s next? “We’ve recently launched a new corporate collaboration called ‘Springs for Life,’ a ForestWater Alliance partnership program focused on protecting and restoring critical forest watersheds that provide life-sustaining water, something that Michael has helped us to think about.”

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“Today, from the international to the science community, there is the recognition that forests and land need to provide at least 37 percent of the solution.”

— LORIE WAYBURN

PHOTO (RIGHT): PFT
Growing our individual membership

2018: A BANNER YEAR WITH A RECORD NUMBER OF STAKEHOLDERS AND LOCATIONS

Over the years, we’ve happily grown and diversified our roster of committed 1% for the Planet business members. Along the way, we’ve worked hard to make it easier for members to give back and share their commitment, too. And we’ve witnessed our business members deepen their obligation to our planet, while also realizing the myriad benefits of joining our network and movement.

But what about the everyday person? After all, aren’t we all accountable for the fate of the planet: our one and only home?

In spring 2017, these very questions led us to expand our model to include individual membership. Like we do for businesses, we now offer simplified giving solutions for individuals and advise them to ensure their giving aligns with the issues they care about most. Since the program launch, we’ve continued to grow and enhance individual membership to ensure further value.

“
I try to give to organizations (often where I have interned or worked) whose work I feel has ripple effects to accelerate and propel change and growth. 1% for the Planet could not fit into my intention more. Their role in managing and growing the connection between corporate and personal philanthropy and on-the-ground environmental nonprofits of all sizes continually inspires and informs my giving.

—LILLIE HODGES, INDIVIDUAL MEMBER
1% for the Planet individual members now have the option to pledge 1% of their annual salary to approved environmental nonprofits in our network through monetary donations and/or volunteer support. Until 2018, individuals were only able to fulfill their pledge amount through 100% monetary donations or 50% monetary support/50% volunteer support.

In 2018, we modified the individual membership program to allow members to pledge 100% monetary donations, 100% volunteer support, or any giving combination of their choosing.

“We appreciate the commitment of our individual members and are happy to offer further accessibility through allowing them to meet their annual pledge in the way that best fits their budget, lifestyle and commitments,” shares Kate Williams, 1% for the Planet CEO.

As we look to the future, a priority will be to emphasize this increased flexibility and underscore the overall accessibility of individual membership.

In our efforts to foster engagement with individuals, we partnered with social enterprise Care2 in October 2018. Working with Care2, we launched a petition site that garnered nearly 13,000 new individuals vowing to become members and give back to environmental nonprofits, when ready.

We applaud these prospective members for taking the first step toward taking action and welcome them to our community of doers. Looking to the future, we’re hopeful many of them will complete their commitment through official membership.

The first of its kind, the My Planet Pass launched in fall 2018 as a new program modeled after popular multi-mountain ski passes with a goal to increase individual membership.

Williams explains, “By packaging environmental giving as a product that many consumers are already used to purchasing, whether as a ski pass or a subscription to their favorite streaming service, the My Planet Pass takes the intimidation out of environmental giving.”

But that’s not all. Through one convenient purchase, My Planet Pass holders become individual members of 1% for the Planet as well as five other high-profile environmental nonprofits. Passholders learn from these nonprofits, support all of our issue areas and receive exclusive member perks! For the program’s launch, the featured nonprofits included Protect Our Winters (POW), TreeSisters, National Forest Foundation, Save the Waves Coalition and Slow Food.

We’re excited to evolve this new and easy way for individuals to give back!
“These amazing dogs and their handlers have developed a bond built on love and trust that enables them to be extremely effective at combating wildlife crime.”

—RICHIE GRAHAM

As a 1% for the Planet member, Graham supports Working Dogs for Conservation, a nonprofit that combats poaching in Tanzania.
Serving
our
network

SCOPING AND PURPOSE

As our team worked closely with Graham to identify unique goals for each partnership, it was clear that his giving strategies would entail much more than providing monetary support. Graham wanted his partnerships to result in shared storytelling, collaboration, education as well as the opportunity for operational support.

With these objectives in mind, Richie was deeply interested in offering his professional photography services to help the selected nonprofit partners tell their stories. Today, as part of each partnership, Graham offers to travel to each nonprofit to capture them in action and help promote their work through visual storytelling.

In addition to in-person shoots, Richie decided that when a customer purchases a print through Richie Graham Photography, they would participate in the giving process by selecting which of the six nonprofits they would like to support during the checkout process. The website would provide information about each partner to help educate and inform visitors about the nonprofit partner’s work.

TAILORED RECOMMENDATIONS

Understanding the expectations of what each partnership needed to look like, our team pursued a two-step advising process involving initial and final recommendations.

Initial recommendations to Graham consisted of three to four nonprofit partners in each issue area, spanning from ocean plastics to invasive species removal.

Before making final recommendations, our team then connected directly with potential nonprofit partners to confirm interest and capacity for the partnership and also to identify specific project and storytelling opportunities.

From the tailored and vetted final recommendations, Richie was able to select his six nonprofits partners with confidence and excitement.

PARTNERSHIP ADVISING SPOTLIGHT

In 2018, Richie Graham Photography was just one of our business and individual members that leveraged 1% for the Planet’s partnership advising services. As a passionate member and brand ambassador, Richie Graham sought our expertise in aligning with six nonprofit partners in each of our core issue areas: climate, food, land, pollution, water and wildlife.
FORGING CONNECTIONS

Once the selection process was complete, our team assisted in forging relationships between Richie and each nonprofit partner. During introductory calls that we facilitated between the parties, Richie engaged directly with the partners to learn more about their work and plan future projects, such as deciding where in the world he would travel to embark on the immersive learning and storytelling process.

BRINGING THE PARTNERSHIPS TO LIFE

Today, you can see how these partnerships are coming to life. So far in 2019, Graham has already traveled from Tanzania to the UK and places in between to share his nonprofit partners’ stories. You can follow his travels on richiegraham.com as well as 1% for the Planet’s social media feeds where we help amplify this deeply meaningful story of collaboration and impact.

ADVANCING OUR PARTNERSHIP ADVISING SERVICE

Looking ahead, 1% for the Planet will continue to add more rigor to this area. A nonprofit rubric is one of the many initiatives already underway that will advance 1% for the Planet’s ability to evaluate a nonprofit partner’s operations, effectiveness and partnership capabilities.

"The more time I spend outdoors experiencing beautiful landscapes, the more I feel compelled to protect them. With gratitude and appreciation for the natural world, I’m proud to donate to 1% for the Planet, and its nonprofit partner organizations.”

—RICHIE GRAHAM, MEMBER, AMBASSADOR, PHOTOGRAPHER

1% for the Planet partnership advising:

Our partnership advising sets 1% for the Planet’s network apart, as we strategically pair each business member with nonprofit organizations that align with their values and make the most impact possible. Our recommendations encourage each business to invest in brand- and mission-aligned nonprofit solutions that are critical for the planet and that help the business thrive. Similarly, we encourage individuals to align their giving with their personal vision of a healthy planet, while helping them focus on nonprofit solutions creating the greatest impact.
Proud 1% for the Planet member, Richie Graham partners with Surfers Against Sewage to protect and safeguard our oceans.
Expanding our presence

In 2018, we expanded our presence, not just in sheer numbers—with more than 600 new members joining—but also through events around the globe. It was a busy year in the office and out on the road in order to show up at more than 30 regional events in places like Amsterdam, London, New York, Chicago, Denver, San Diego, San Francisco, Portland, Seattle and Vancouver.

Headquartered in Burlington, Vermont, we are steps from magnificent Lake Champlain. With a global network, we also have numerous remote staff located within their designated regions.

1% for the Planet - France is a chapter of our global organization representing a growing membership of more than 200 businesses that give back to hundreds of local approved nonprofits.
On board with the Rozalia Project

In July 2018, 1% for the Planet’s certification coordinator, Ashley Weltz, joined nonprofit partner the Rozalia Project on their STEM for a Clean Ocean expedition. Sponsored by 1% for the Planet member, Surf Sweets, the program inspires young people and coastal residents to help find solutions to the marine debris issue.

Since its founding in 2010, the Rozalia Project has been cleaning and protecting the ocean, from the surface all the way down to the seafloor. Each summer, the Rozalia team brings together a crew of individuals from various educational and professional backgrounds to join them on their summer expeditions.

While on board the 60-foot oceanographic research vessel “American Promise,” Weltz learned about their various educational programs, beach cleanups and data collection methods. One evening, Weltz also experienced our network coming together during an intimate gathering with six local Boston 1% for the Planet members: Core Retreats, Food.Stories.Travel, Reportable News, Poëthique, Andrew M. Sidford Architects and Progressive Asset Management.

Weltz concludes, “My time on board with the Rozalia Project was eye-opening in a multitude of ways. What strikes me most is the collective action our network is taking to protect our planet every day. The opportunity to be on the ground with one of our nonprofit partners provided incredible insight into the hard work taking place around the world. I am extremely grateful for the perspective I gained while on the expedition, and I am excited to watch these programs grow and evolve with the support of our members. It’s amazing to see the power of partnerships come to life right before your eyes!”
2018 Summits

1% for the Planet Summits are international gatherings of leaders in our movement who convene to share ideas and build momentum together. The intention of our Summits is not only to celebrate our successes, but also to learn with each other, to inspire one another and to propel our movement forward to save the planet.

1% FOR THE PLANET SUMMIT: BOULDER

Building off of the excitement of our first Summit in 2017, we reconvened at the same location again in April 2018.

With 200 members filling the space at Boulder, Colorado's eTown Hall, we doubled attendance for this second and sold out gathering. Changemakers from six countries and 22 states tackled issues ranging from reducing plastic pollution to strengthening nonprofit partnerships. This success and continued attendee enthusiasm drove the decision to host a third Summit in Portland, Oregon in 2019.

1% FOR THE PLANET SUMMIT: AMSTERDAM

In November 2018, we hosted our first European Summit at Patagonia Europe headquarters in Amsterdam. With more than 100 member representatives from 14 countries in attendance (that's 14 countries represented out of the 16 countries where we have European members), our global movement came together for a full day of learning and discussion to explore how, together, we can address our planet's most significant challenges. We look forward to making this an annual event in Europe.
Steering committees

One way in which we support and grow our regional hubs is through Steering Committees.

Our NYC Steering Committee is one exemplary group of highly engaged members in the NYC area who meet regularly and who are empowered to help determine how the network comes to life locally.

1% for the Planet membership manager, Carla Fox, explains, “They add value by growing local membership in the greater NYC area and through regular engagement with the larger network. With support from 1% for the Planet staff, they organize a quarterly speaker series featuring inspiring individuals who speak to issues of sustainability and who share their 1% for the Planet giving stories. They also organize networking events for both members and prospective members. The byproduct of these efforts is an engaged and collaborative community of like-minded businesses and individuals.”

“Co-Chairing the NYC steering committee has been such a rewarding opportunity for me. In addition to helping build the momentum for our cause in NYC, I have really enjoyed getting to meet other members of the network and also working side by side with 1% for the Planet staff. I am excited to increase my involvement as we continue to build and grow value for the NYC membership community,” adds Philip Crouse, business member, owner & founder of Tiny Kitchen Brands.

Beach cleanup

As a network of doers, it’s not uncommon to see our members and nonprofits participating in beach cleanups worldwide. On September 14, 2018, our members exemplified the power of our network when Ayned Together, Tidal NY and Faherty Brand volunteered with nonprofit partner Surfrider Foundation to pick up 58 pounds of trash and more than 2,500 tiny pieces of plastic from Fort Tilden’s shore. Members Natti Bar and Surf Sweets donated in-kind product to fuel the event.
Building our brand

GROWING BRAND AWARENESS

Since 2013, our brand awareness has grown nearly five times. We’re very proud of this impressive growth, accomplished as a lean nonprofit organization.

In addition to this finding, a 2018 poll* conducted on behalf of 1% for the Planet boasted other favorable results for the organization:

- 45 percent of younger adults, ages 18-34, are aware of our brand.
- 46 percent of consumers say seeing our logo on a product would positively influence their purchase.
- 59 percent of younger adults, ages 18-34, see our brand positively influencing their purchasing decision.

We credit our members and nonprofit partners for contributing to our growth. They actively engage with our brand, and millions of consumer-facing products and services worldwide carry our logo. With the increasing shift toward purpose-driven purchasing and marketing along with our continued growth in membership, we’re well positioned to increase brand awareness.

*A source: online survey conducted within the U.S. by Harris Poll, on behalf of 1% for the Planet from July 5-12, 2018 among 2,048 adults ages 18 and older.

A LOOK AT OUR 2018 CAMPAIGN

Our 2018 Earth Month campaign was our first big social engagement campaign; it yielded great results, exceeding our expectations for high-quality user content and brand exposure through various advertising mediums, including our first-ever branded billboards in urban areas.

Our core followers and members around the globe participated in the campaign. Additionally, we built up social channels, created abundant, targetable audience volume, added users to the top of the funnel and introduced the 1% for the Planet brand to new, high-value prospects. With clear ROI, the campaign’s success highlighted our potential in the digital space.
IN THE NEWS

With media and public relations playing a critical role in boosting brand awareness, we’re also pleased to report our high-level metrics from 2018:

180 pieces of coverage

593M online readership

2.17M estimated coverage views

21.2K social shares

64 average domain authority

Spend your Earth Day shopping online and save the planet at the same time

Wrapping up our first year of partnership with our member and public relations agency, Press Forward, we identified some definite wins as well as opportunities for growth. On the press side, we had great success with membership stories, as well as landing speaking opportunities to grow our profile as a thought leader in the sustainability and CSR space. We were also able to generate a steady drumbeat of hits around the all-new My Planet Pass. (See page 11 for more info on this program.)
5 Gyres is proud to be a 1% for the Planet nonprofit partner. Through the 1% for the Planet network, we’re connected to businesses that we may have never reached otherwise. The best part is when those businesses become dedicated supporters and advocates for our mission to end the global health crisis of plastic pollution.

—5 GYRES, NONPROFIT PARTNER
Our new business members

“

I’ll be the first to admit that I had hesitations, most of which were centered around money and how to choose the nonprofit partners I’d be donating to. However, after speaking with a membership manager from 1% for the Planet, I got excited. I learned about high-impact nonprofits that could do great things with the donations, and it became clear that the selection process would be straightforward. At this point, the cash became just another business expense—and I signed up on their website that day.

—DAVE BUCKLAND, BUSINESS MEMBER AND CEO OF BUCKLAND CO.
Love for the Planet
Lovesea Wedding Photography
Lucuma Designs
LUMION Skin
Lupine Builders
Luvmother
Luxtra
Lynn Christopher Skin Care
Macro Plastics
Mad River Boat Trips
Made Trade
Made With Respect
Maiden Hawaii Naturals — Kulėana® Sunscreen
Malvicino Brand
Mamie Bio (Lea Nature)
MANABIO
Mar DiCo
Marforane
Marnie Hanson
Matt Chesebrough Photography
Mazeto Square
Measure Meant
melior.
Merchants of Green Coffee
Mermame
MeroMero (Outdoor Kids SAS)
Motork
Motta Hemp Company
Mighty Epiphyte
Mightybytes, Inc
MIRANO
MMXVI
Morris Invest
MOTHER
Mountain Booth
Mountain Doctors Limited
Mountain Sessions
Mountainsmith
Moustache Brewing Co. — NYS Farm License Beers
Multiply Studio
MUSTASH Brands
MY LITTLE CABANE
N Street Drive In
NAECO Reusable Products
Nate Ryan Photography and Motion
NativesOutdoors
Natural By Nature
NaturHill LLC
Nautilus Medias
Ned & Co.
NEIA (Muluato Cosmetics)
Neve Strategies & Design
New Brand Strategies
New Wash by Hairstory
Noah Clothing
Nobi St
Nockey Bageri
North-West Expeditions
NORVA — Vehicle for Adventure
NOT GUILTY (Food and Motion)
Nspire Lighting
Nutritional Roots
Oaklandish
October Fields
Off the Trail Snacks
OKF
Ombráz Sunglasses
One Big Mind
One Dear World
One Earth Body Care, LLC
One Eleven Watches
ONLY ONE PLANET — Oopia
Opposite Wall
OPTIMUM RATIO
Osom Brand
Outr
P.A.R
PA SPIRITS
Packraft Europe
Palo Santo Supply Co.
Park Distillery
Pârle optique
PARTIR A VELO (ADC CYCLABLE)
Patrick Moher Photography
PEKOCKO
Pelago Travel Products
Pet Farm Family
Philippe Sasso
Phipps International
PHYTOMILLESIME
Picturesmith
Pier to Pier Brokers
Pierrick Chevillotte
Picmica
Pimpan
PIP + HARDY
Pixel And Timber
Plaid Pinecone
Plant Cartel
Plantioxidants Inc.
Plastic Pollution Solutions
Playa Aloha
Polaar — Get out!
Poppy Biarritz
Portland Bee Balm
Pro Sound Effects
Pu Aloe
PureChimp
QETZAL
Quantrust
Quintessens — Conseil
Ragnarok
Raine & Makin
Raphael Claessens
RAW Collective
Raw Juicery
Re_Set
Real Saboaria
Rebel Buda, Inc.
Rebel Fins Co.
Reborn Rubber
Red Fin Marketing
Reef to Peak Naturals
ReelTrail
Restorative Formulations
Richie Graham Photography
Riz
Safety Skin® Products
Sage Plantations
Sailing Collective
Salad Technologies
Salt Palm Development
Salty Salmon Company
Salvage Surf + Skate
Sandhill Coffee
SarahCrown
We all know that our planet needs more support than it's currently receiving. That's why it's so important to see organizations like 1% for the Planet engaging individuals in new ways and encouraging them to support the environmental issues that impact all of us. Without continued evolution and innovation, the environmental movement will never deliver the results we need.

—MARC RANDOLPH, 1% FOR THE PLANET BOARD MEMBER AND CO-FOUNDER OF NETFLIX
Our supporters

We would like to recognize corporations, foundations and individuals who made a donation (beyond member dues) to 1% for the Planet between January 1, 2018 and December 31, 2018. 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.

CORPORATE

adaptic
AE Inc.
Alima Cosmetics, Inc.
AmazonSmile
Ambronite
Apple
AssetMark
Bamboo Inn on Hana Bay
Bamboo Talent
Bathage
Betty Belts/Betty B.
Blackfish
Bluebird Barbecue/Riverside Hospitality Group, Inc.
Bluestone Financial Advisors, LLC
Bluestone Life Insurance Company
Boston Interiors Home Furnishings
Boyd’s Retro Candy
Brandarella
Buckland Consulting LLC
Cactus Content
Chalet Nursery
Charity Charge
Chia Charge
Chisana Hoshi
Chroma Technology Corporation
Citizen Cider
Cold Pressed Lime Juice by Industry Juice
Color The World
Cornucopia Natural Foods
Cosimo
Daily Karma
Desert Mountain Medicine
Dignity Platform
Discover21
DU NORD SKIN CARE
Ecoblu
Enuva
F X. Miller
Fevrier Designs
Freedom Shampoo
Google
Green Goo - Animal First Aid Products
GreenVogue Enterprise
headbits
Henthorne Art Foto
HYDY Bottle
Instrumart
John Paton, Inc.
Kart Entertainment
Keepin’ it Fresh
KHS America, Inc.
Kindred Black
Koru Swimwear
Lehua Inc
Light Trail Consulting
Live Dream Colorado
Manchester Designer Outlets
Marquis Beverages
McKinsey
Michaela’s Meals LLC
Microsoft
myTaT
OBUS Music/Victoria Maher
Olaunu
Oliver + Lindsey Barrett
ONLY NY
Outdoor Project
PayPal Givingfund
Peak Design
Public Market Goods
Pura Vida Bracelets
Quagga
Raw Elements LLC
Rebel Buda, Inc.
Relish Studio
Renewal Funds
Richie Graham Photography
Roadvision
Rose & Rex
Secret Sandwich Society
Sensible Organics Inc.
Ship to Shore Traveler
Side by Side
Skiuphill Inc
Skyline Eco-Adventures, LLC
Stam’s Cold Brew
Stickers for Sustainability Pop Up Enterprise
Sally C. Adams
Jake Alker
Sarah Maca & Alexander
Alimanestianu
Jake Anderson
Charles Ansbacher
Hannah Appleton
Wendy Arundel
Sonya Avrav
Susan Babcock
Jean Baker
Christopher Ballard
Lauren Barker
Lindsey & Oliver Barrett
Currie & Tom Barron
Brant Barton
Joseph Battiato
Christopher Bazzoli
Sara Beaver
Peter Berry
Emilio Betanzo
Sarah Bickley
Colleen Blyeu
Lindsey Bolton
Fabian Bondeman
Jeffrey Brandimarte
Patricia Breslin
Carolyn Briganti
Jup Brown
Joanna & Stuart Brown
Anthony Bucci
Kelly Burmier
Mary & Brad Burnham
Doug Campbell
Mario Campori
Celeste Carey
Jessica Carlson^
Alexander Chandler
Connie Chen
John Chittaro
Owen Churchill
Hannes Ciatti
Mary Ciesinski
Camille Coates
David Connor
Gavin Cook
Brammie & Warren Cook
Kerry Cooper
Maurice Coopmans
Anthony Coventry-Smith
Katie Craig
andrea & Guillaume’ Cuvelier
Nicole Dancey
Francois Defay
Denicia Deford
Dale Deliacqua
Elaine Denton
Hilary Dessouky
Evan Deutsch
Paul Dialectaquiz-Edmundson
Nicholas Dion
Patrick Dodds
Myrna Doney
Nate Dooley
Felice Douglas
Natalie Draschoff
Hailey Dubuque
Eliza Earle
Jackie Edey
R. David Emley
Dan & Rae Emmett
Morgan Emmett
Riley Etheridge
Emily Evans
Patti Evans
EatOn Family
Deirdre Farley
Glen Farr
Sean Fenner
Emanuela Ferrari
Randee & Howard’ Fischer
Adam Forest
Carla Fox^
Robert Francelia
Maja Frank
Emily Friedberg
Gene Gaffney
Elizabeth Gainor
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Martha Garcia
Marai Garescher
Stephanie Geerlings
Karen & Edward Gilhuly
Sabrina Gollust
Peter Gombert
Shawn Gordon
Andrea Grant
Cheryl Marsha Greenfield
John Grossman
Mary Ellen Grove
Emily Grubman
Lindsey & Zack’ Gund
Tim Guthrie
Austin Hahn
Laura Bell & Neil K. Haimm
Chester Hansen
Charlie Hanson
Gabe Krenza & Meriwether Hardie
Robert Harding
Zachary Edward Harris
Tina Haskins
Julius Herzlinger
Jackie Hewes
Kaitlin Hill
Ruth Hill
Christopher Hilary
Robert Hogg
David Holberton
Jess Horning
Beverly Howe
Lauren Hucek
Lisa Hulse
Yu-Hsun Hung
Dita & Hutch Hutchinson
Nick Ingall
Nathan Irons
Lena Jacobs
Sabrina Jacquier Parr
Peter Jin
Daniel Jones
Tonia Jorgenson
Alison Joseph
Nancy Kabler
Kelly Kahler
Steven Kallmeyer
Alexander Keith
Helen & Terry Kellogg
Russell Kelly
Abigail Kind
Tanya & TJ King
Mario Kinsella
John Klinck
Ruth Klinck
Frank Kling
Brittany Kroll
Sarah Lacroix
Mary Lambert
Dan LeClair^ 
Michelle Lefevre
Kevin Leonard
Nicky Liberti
Jonathan Lien
Eleanor Lorton
Drew Luthy
Robert C. Martin Jr.
Collin Martinez
Marissa Maximo
Alex Mazzini
Ryan McCarter
Morgan McGovern
Elizabeth McNichols^ 
Cody Mears
Sindre Meeg
Lindsey & Kenneth Meyersleck
Lynn Mignola
Hannah Miller
Eric Miller-Spielman
Marek Möckel
La‘ne Sa‘an Moonwalker
Evan Morrell
Katharine Morrison
Jack Morrissett 
Sarah Morse
Noel & James Murray
Steve Napier
Brie Nelson
Sarah Nguyen
Ioannis Nikias
Cathy Houlihan & Bo Norris
Daniel Norris
Hardy North
Katie O’Neill
Hubert Orzech
James M. Osgood^ 
PandaPay
Meera Parat
Amish Patel
Dan Pavicich
R. Todd Payes
Deb Payne
Bill Pechstein
Emily Pendergraft^ 
Jeanne Phillips & Bill Pendergraft
Robin Petravic
Timothy Phares
Luz Eliana Pinilla
Maggie Putnam
Marc Randolph^ 
J. Rehah
Ragan Rei
Sam Reid
Keenan P. Reimer-Watts
Ann S. & Jon Q. Reynolds
Adelyn Richter
Mary Ricker
Coleen Ricksen
Christopher Ridley
James Roberts
Andrew Robertson
Jack Rollens
Jason Ruby
Ben Sander
Molly Sauer
Clément Savarieau
Loveleen Saxena
Josef Schlicher
Joshua Schiff
Stuart Schwartz
Pat Seaver
Elizabeth Serniak
Jeff Shaknaitis
Ann Stevens & Bill Shattuck
Kathryn Shiels
Andrew Sidman
Dan Sloboda
Alysen Smith
Oliver Smith
Mallory Danielle Solis
Andrew Somerville
Pietro Sorrentino
Bethany Spielman
Judy Stamm
Patrick B. Stevens
Judy & Will Stevens
Todd L. Stone
Kristine Stratton^ 
Miri am Sumner
Lindsay Sweet
Wills Sweney
Liisa Taggersell
Mathew Theis
Martin Tornberg
Tracy Townshend^ 
Amber Turnau
Geetu Tuteja
Colleen Twomey
Elaine Vankley
Marcos Velloso da Silveira, Jr.
Molly Velte
Michael Vigo
Elisabet Vilaplana
Mary & Tim Volk
Brittany Waddell
Brooke Wall
Emily Walsh
Luna Wasson
Elizabeth Weaver
Markus Weber
Betsy Wechter
Michael Weickert
Steve Weiss
Chris Weydeveld
T.J. Whalen^ 
Barbara Williams
Kate Williams^ 
Gregory Yarris
Jennie Yorke
Christina Yu
Emily Zanat
Miranda Zhang
Our financials

**2018 REVENUE**

- 36% Donations $728,305
- 64% Earned income $1,271,404

**TOTAL REVENUE** $1,999,709

**2018 EXPENSES**

- 41% Business membership $673,526
- 11% Individual membership $178,966
- 20% Brand & marketing $324,756
- 12% Development $200,810
- 16% General operations $252,912

**TOTAL EXPENSES** $1,630,970

*Based on unaudited financials*
1% for the Planet staff gleaning spinach in October at the Intervale Center in Burlington, Vermont.

Staff

Allyson Bartlett
Jessica Carlson
Jon Cocina
Carla Fox
Gabby Makatura
Jaclyn McCarthy
Sadie Moody
Kerry Newton
Amanda Thomas
Tracy Townshend
Ashley Weltz
Liz Whiteley
Kate Williams

Board

Brant Barton, TX
   Board Chair
Katherine Cousins, NH
Guillaume Cuvelier, NY
Hilary Dessouky, CA
   Secretary
Howard Fischer, NY
Elizabeth McNichols, CA
Jim Osgood, CA
Marc Randolph, CA
Kristine Stratton, ME/CA
   Treasurer
T.J. Whalen, VT
Kate Williams, VT
   CEO

FOUNDERS

Yvon Chouinard, CA
Craig Mathews, MT

Both lists current as of 12/31/18
1% for the Planet is a global movement inspiring businesses and individuals to support environmental solutions through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.

onepercentfortheplanet.org