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**ANNUAL REPORT**  
**2018**

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**"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*

Kate Williams, CEO



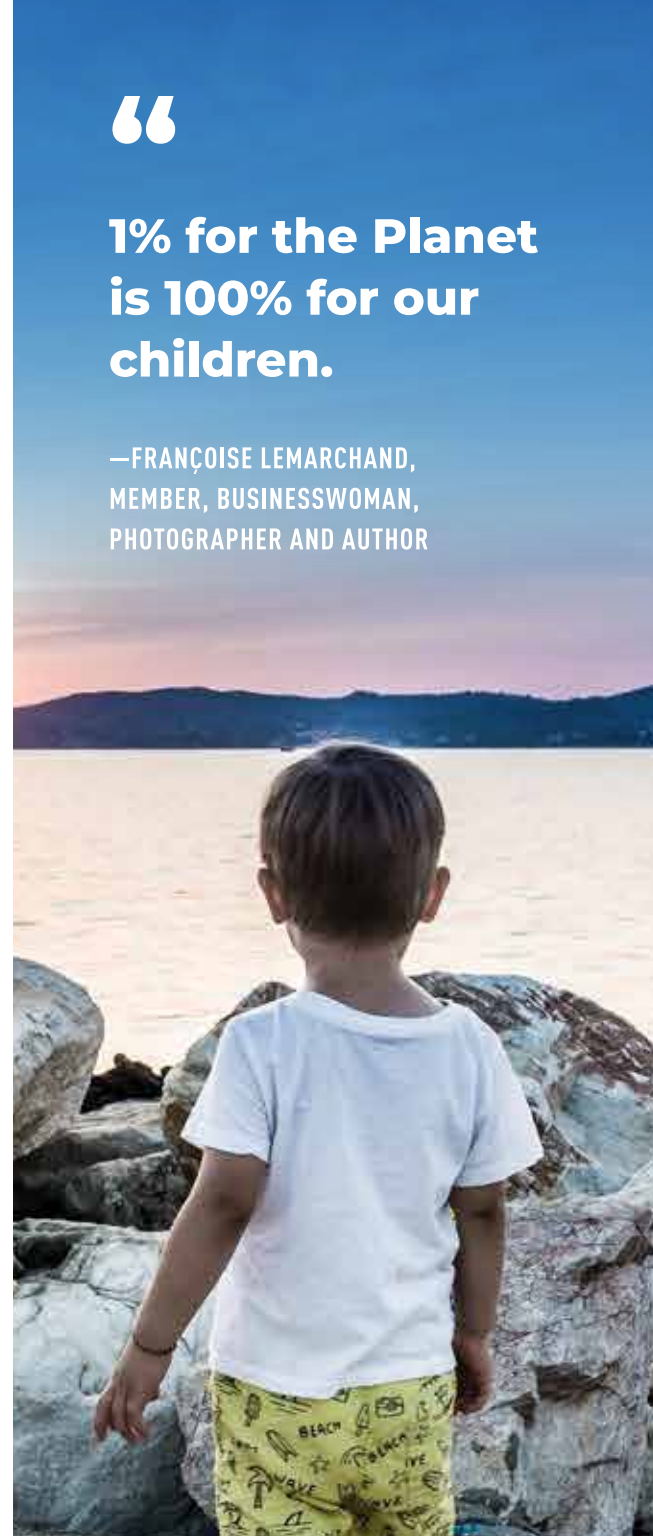
*Brant Barton*

Brant Barton, Board Chair

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**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**

#### BRAND AWARENESS

**More than  
doubled (2x)  
since 2016**

#### 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**

#### 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.

## FOOD



DONATIONS

**362**



TOTAL

**13.16%**

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.

## POLLUTION



DONATIONS

**245**



TOTAL

**4.46%**

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.

## WATER



DONATIONS

**822**



TOTAL

**15.68%**

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.

## WILDLIFE



DONATIONS

**274**



TOTAL

**5.18%**

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.



+



PACIFIC FOREST TRUST

"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."

**PHOTO (RIGHT): PFT**

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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.**

**—LAURIE WAYBURN**



# 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.

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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





## ACCESSIBILITY THROUGH GIVING OPTIONS

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.

## FLEXIBILITY THROUGH PLEDGE TERMS

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.

## INNOVATION THROUGH "FIRST OF ITS KIND" BUNDLED PASS

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!





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"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.*

PHOTO: RICHIE GRAHAM



# Serving our network



## 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.

## 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.



## 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](http://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**

A handwritten signature in black ink that reads "Richie Graham". The signature is fluid and cursive, with the first name "Richie" being more prominent and the last name "Graham" following in a similar style.

## 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.



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Proud 1% for the Planet  
member, Richie Graham  
partners with Surfers  
Against Sewage to  
protect and safeguard  
our oceans.

PHOTO: RICHIE GRAHAM



# 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.

## Key

- 📍 **A GROWING NETWORK OF 1,800+ BUSINESS MEMBERS**
- 📍 **THOUSANDS OF NONPROFIT PARTNERS IN MORE THAN 60 COUNTRIES**
- 📍 **AN EXPANDING COMMUNITY OF INDIVIDUAL MEMBERS**



### HEADQUARTERS

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.

### FRANCE CHAPTER

Founded in 2014, 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, Poéthique, 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 Alyned 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.

*\*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.



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



## 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

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.)







A vibrant underwater photograph showing a large school of small, dark fish swimming towards the surface. The sun is shining brightly from above, creating a strong lens flare and illuminating the water. In the foreground, there is a large, branching piece of coral. The background shows a steep, rocky underwater slope.

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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.

(NINETEEN)2  
1703 By Jacki  
1bios, Inc.  
2920 sleep  
2nd Wind by Plantiva, LLC  
42 Birds  
A. Bingham Counseling  
Abel Organics  
Achieve Adventure  
ActInvest  
ACTION CULTURE  
adaptic  
AddyPresLifeSTYLE  
Adegem La Fibre Verte  
Advance Humanity  
Adventure Menu  
Akamai  
Aktiv  
Alaska Guide Collective  
AleTrim  
Alixandra Barron Designs  
All My Eco  
All Things Paleo  
ALL TIGERS  
Allez Outdoor  
ALMA MUNDI  
Almanac Organics  
ALP' ISO RENOV EURL  
Alpine Lakes High Camp  
Alter Eco  
Alvarado Street Brewery  
Alyned Together  
Amy Greely Studio  
Ansel  
Antécimes  
Anywhere Outpost  
Aoede Watch Company, LLC  
Aqua Vida  
Aquaponics Design Company  
Art of Play  
Aspire Sustainability  
Associated Labels and Packaging —  
Backyard Compostable  
Stand-Up Pouch  
Assuring  
Atelier Côtier  
Austral Thinking  
Axe & Hammer  
B Bar  
Baby Circle  
Backpack Internet  
Bamboo Chai  
Bamboo Juices  
Bamboo Talent  
Banana Phone  
Basik Candle Co.  
Basis  
Bastian World Travel  
Bathage  
Bather Trunk Co.  
Baussant Conseil  
bBloom Inc. — Organic bamboo  
towels  
BE WTR ApS  
BE WTR Oy  
Beach Hair  
BearVault  
BEAUTY PHARM  
Bent by Courtney  
Better  
Between the Sheets Inc.  
Bewildher Fitwear LTD.  
Beyond GREEN  
Bhumi Sportswear  
BIG BLUE  
Big Path Capital - Mo Summit  
BioFit Health & Fitness  
Biolage R.A.W.  
Birch Artisan Studio  
Bivouac Ciderworks  
Bivouac Coffee Co.  
BIVOUAK  
BLOOM Teas  
Bloowatch  
BNQ Management  
Bodhi Surf + Yoga  
Bol d'air  
Bon Vivant  
Boochcraft  
Botanik  
Brandarella  
Bread Alone Bakery

BREIZH WASH	Cooper King Distillery — Dry Gin	Ethical Index	Happy Detox by Karelea — Produits
Browne Accounting	Cornucopia Natural Foods	Everyday California	certifiés Agriculture Biologique
Brundtland Minds	Cove Kombucha	Everywhere Apparel	(Lea Nature)
BTBWILD INC	Crafty Nomad	ExperienceGear	Happy Skincare
Buckeye Tree Lodge &	Crop Agency	FAJU	Hapzly
Sequoia Village Inn	Crown Trails Headwear	Farm, Table & Sky	Harmonic Arts Botanical Dispensary
Buddhabe	Curio Research	Februa	— Artisan Tea and Elixir Blends
Buddy Pegs	Damini Celebre	Feckless Industries	Harris Seeds Organic
Business Performance Improvement	Deer Creek Cheese	Fertile Hope Yoga	Hawaiian Paddle Sports
Buy Good. Feel Good.	Defiance Rafting Company	Film Trucks Bonjour SAS	Headwall Digital
Cabinet Dentaire — Docteur Thomas	Déjeuners Sur L'Herbe	Floressance — Infusions, vitamines et	Heimplanet
Seris	Dicorne Alimentos	compléments alimentaires) -	Hello Happy Limited
Camping Les Baleines	Discovery Bicycle Tours	certifiés Agriculture Biologique	Hello Joya
Candy Mountain Collective	distil union	(Lea Nature)	HelloNatural
Canvas Host	dmarcian	FOCUS Climate Gap Year	HEMEN - LA RUCHE MODERNE SAS
Canyoning Vercors & Cie	Do Good Well Consulting	Follow the Sun	Hemp For Help
Carbone Media SAS	Docteur Claire DANIEL	Four Leaf Rover	Henzey Associates, LLC
Carby Box	Docteur Folimage	Free Birdees	Hero Travel Supply, LLC
Cascade Cadence Content Marketing	DoneGood	Freedom Shampoo	High Brew Coffee
Cast Iron Design	DOUGHP Cookie Dough	Galaxy Kayaks	HighNote Coffee
Centre Sportif de la Forêt de Soignes	Dumont Paysage	Gallop International Trading Co. Ltd.	HiH Energy
Centric Instruments	Dunesi	GALLOT TRADUCTIONS	HOKKAIDO NOMAD CAR RENTAL
ChackPack	Dupe VFX	Georgia Swale Tattoo	Homegrown — Seasonal menu
Change Finance	e Lou	Gjerluff Photography	HOOK 360°
Chapeau Melon	Earth Friendly Straws	Gobi Gear	Hoot
Charity Charge	Earth Harbor Naturals	Golden State Guiding	HOPAAL
Chasing It All Publishing	EBBING Branding + Design	Gondola Sessions	Hops and Grain
CHATEAUVIEUX JEAN-BAPTISTE	Ebblio	Gone.	Hot Spoon Preserves
Chicadee Designs	Eco Lake Solutions	Good Beverages	Humble Organics
Chiller Goods	ECOCO	Good Good Good	Huney Jun
Chilowe	Ecofluence	Good Life Solutions	HYGINOVA
City & Country Winery Ltd.	EDIFY	Goodr LLC	Icicle Brewing Company —
CJD Albertville	eighteen twenty	GoPal	Wholesale Sales
Classic Hotels & Resorts	Eileen & Sam	Grain and Barrel Spirits	ICU Eyewear
Claudius	Elbert Capital Management	Gran Manitou	IKIGAI GLOBAL
ClearBrand Co.	Elwoodz	Great Wild & Co.	iKrom
Close	Email Broadcast	Green Goat Maps	Independence Brothers
Cloud 9 Surf Foils 565	Emerald Builders	Green Manners	Innerhofer — your controls
Cloud Nine Furniture Co.	Emergent Law, P.C.	GreenProject Consultants	inoko
Clover Sonoma	Emery Art	Gretchen's Confections	Inspire 4 Growth
Clubmate	Énamour	Grow Fragrance	Ironwood Adventure Works
Clutch Audio Visual, Inc.	Enjoyride	Grown & Gathered	Isoboo Bamboo
Colectivo Surf	ENO	Guadeloupe Yacht Concierge	IV Beverage
Colour Beneath	ENTREPRENDRE POUR LA PLANETE	GÜP Industries	J Burt Web Development
CompanyBE	Enuva	H2O Flow	J. Lindeberg
Conscious Cutlery	Eternal Fleur	Halo Power	Jardin Bio Epicerie (Lea Nature)



Jefferson Lane	Love for the Planet	Nate Ryan Photography and Motion	Picturesmith
JMC Building Inspections	Lovesea Wedding Photography	NativesOutdoors	Pier to Pier Brokers
Jo Show Promotions	Lucuma Designs	Natural By Nature	Pierrick Chevillotte
John Curtis & Sons	LUMION Skin	NaturHill LLC	Pimlica
John F Costello CPA PA	Lupine Builders	Nautilus Medias	Pimpant
Jonas Claesson	Luvmother	Ned & Co.	PIP + HARDY
JOOB ActiveWear	Luxtra	NEIA (Mulato Cosmetics)	Pixel And Timber
Julia Toms Photography	Lynn Christopher Skin Care	Neve Strategies & Design	Plaid Pinecone
JuneShine	Macro Plastics	New Brand Strategies	Plant Cartel
K-Freelance (Kelapa)	Mad River Boat Trips	New Wash by Hairstory	Plantioxidants Inc.
Kappi	Made Trade	Noah Clothing	Plastic Pollution Solutions
KARAVANIERS	Made With Respect	Nobl St	Playa Aloha
Karma Design	Maiden Hawaii Naturals — Kuleana® Sunscreen	Nockeby Bageri	polaar — Get out!
KDM Building Solutions	Malvicino Brand	North-West Expeditions	Poppy Biarritz
KeAloha Threads	Mamie Bio (Lea Nature)	NORVA — Vehicle for Adventure	Portland Bee Balm
KIPLI SAS	MANABIO	NOT GUILTY (Food and Motion)	Pro Sound Effects
Kirei	Mar DiCo	Nspire Lighting	Pur Aloe
Knickerbocker	Marflorane	Nutritional Roots	PureChimp
Know Your People	Marnie Hawson	Oaklandish	QETZAL
Koa Wood Rings	Matt Chesebrough Photography	October Fields	Quantrust
koh Australia	Mazeto Square	Off the Trail Snacks	Quintessens — Conseil
Komodo — TJ Maxx line and organic socks	Measure Meant	OKF	Ragnarok
KULSON	melior.	Ombraz Sunglasses	Raine & Makin
LA GREEN SESSION	Merchants of Green Coffee	One Big Mind	Raphael Claessens
La Luna Rose	Mermane	One Dear World	RAW Collective
La Plante (Kerex)	MeroMero (Outdoor Kids SAS)	One Earth Body Care, LLC	Raw Juicery
LA SIRENE / ESPACE MUSIQUES	Metorik	One Eleven Watches	Re_Set
ACTUELLES	Metta Hemp Company	ONLY ONE PLANET — Oopla	Real Saboaria
LARQ	Mighty Epiphyte	Opposite Wall	Rebel Buda, Inc.
Laurel Apparel	Mightybytes, Inc	OPTIMUM RATIO	Rebel Fins Co.
LB Assurances	MIRANO	Osom Brand	Reborn Rubber
LeadSwell	MMXVI	Outr	Red Fin Marketing
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Les Lunes	MOTHER	PA SPIRITS	ReelTrail
Les Poulettes	Mountain Booth	Packraft Europe	Restorative Formulations
Let My People Work	Mountain Doctors Limited	Palo Santo Supply Co.	Richie Graham Photography
LetsSurf	Mountain Sessions	Park Distillery	Riz
Levasset	Mountainsmith	Parlé optique	Safety Skin® Products
Lieuca	Moustache Brewing Co. — NYS Farm License Beers	PARTIR A VELO (ADC CYCLABLE)	Sage Plantations
LindGrow Manufaktur	Multiply Studio	Patrick Moher Photography	Sailing Collective
Little Difference	MUSTASH Brands	PEKOCKO	Salad Technologies
Little Goat Gruff	MY LITTLE CABANE	Pelago Travel Products	Salt Palm Development
Little Lentil Clothing	N Street Drive In	Pet Farm Family	Salty Salmon Company
Local Frame Media	NAECO Reusable Products	Philippe Sasso	Salvage Surf + Skate
Lori and Erin Photography		Phipps International	Sandhill Coffee
		PHYTOMILLESIME	SarahCrown

SATISFACTOR Sarl	Sustainable Business Consulting	think outside	Well.Org
SaveTime	Swann Creative Design	Thread & Tonic	West Side Pest Control LTD.
Scratch	Sweet Green Studios	Threshold Enviro	Western Slope Bank Group
Scythe Supply	Sweet Lime Records	Tidal New York	Westford Mill
SEA OBSESSION	Sweet Zzz Mattress	TJ Smith Creative	Weston Backcountry
Seadon	Sweetwater Fly Shop	To'ak Chocolate	Westwind Environmental Ltd.
Seager	Swiss Advance by Think Industry	Too Many T-Shirts	Where to Media
Secoya	Taiwan BlueMagpie Tea Social	Topos Teas	Whiskey Tango Globetrot
SeeGeorgeGo	Enterprise Co. Ltd.	Total Sprinkler & Lighting	Wholegrain Digital
Seek Food	TAMGA Designs	Tourmaline Capital Management	Whoosh Sunnies
Senovie Natural Elements Skin Care	Taylor + Thomas	TrailFork	Whympr
Shaka Swim	TCA FINANCIERE JAMMES (marque ATLET)	Traverse Alaska	Wikiloc
Side Roads LLC	Teadora Beauty	Travis Bryenton - REALTOR	Wilder Skin Co.
Signum Aviation	Tenfold	Treehugger Tree Service	Wildfish Marketing
Simple Adventures	Terra Verd	Tribe Urban	Wildish
Simpls	Terrasoul Superfoods	Triton's Realm	Wildland Organics
size? - Patagonia Sales	TERRE D'OC EVOLUTION (Nature et Decouvertes)	TRK Creative Group Inc	Wildnote Inc.
Skeppsbro Bageri	Tesla Tours	Tropilex	Wings-Events
Skis Adret by Zag Skis	The AboveBoard Co.	True North Travel	Wisdom Supply Co.
Slide Coffee Roasters	The ANDI Brand: We Love the Earth Collection	Truegrasses	Wise River
SLOCO Massage & Wellness Spa	The Bare Road	Tula Plants & Design	Wonderland Expeditions
Small Circle Studio, Inc.	The Beans and Rice	Twin Tiger	Xplorer Maps
Snorkel Molokini	The Bondi Kitchen	Two Degrees	Yacari
Snow Sports Development Inc	The Bulk House	UltraBritain.com	YakItToMe! Mobile BBQ Food Wagon
Social Good Jewelry	The Cannabis Company	Unbelts	Yamamoto Shoten
SOL HAUS DESIGN	The Drop	Unisea Shipping	YB SAILING
Soluna Collective	The Final Co.	Unit 3 Compliance	Yoga Wax LLC
Soul Hippy	The Futon Shop	Uscha Design	YogurtNest
Soul Spirit	The Future Kept	Uzumati Ceramics	Zealous
SoulFull Tribe	The Hobo Wine Company	Vattentornet BE WTR AB	Zenith Commissioning Consulting Ltd.
SouthernWood Paddle Company	The Lemon Perfect Company	Vege Threads	ZENSPIRE
Spectrum Collections - Paramount's Mean Girls line & Disney's Little Mermaid line	The Offroader Supply Co.	Velocio	Zing Collaborative
Spell & The Gypsy Collective	The Path to Luma	Verdera Partners	Zwitscherbox
Sporting Club Inc	The Perfect Promo	Vermont Soap	
Steel Straw	The Portland Villa	Vertic'Alps Expertise SAS	
Stick City Brewing Company	The Prepared	VINYL CORNER chez GAM	
StrawHopper	The Rebel Agency	Voyages-photos.com	
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SuBu	The SANSBOX Santa Barbara	Wander + Ivy	
Sun & Swell Foods	The Sustainable Traveller	Wat Water (Alterfood)	
Superior Switchel Company	The URA Collective	we are paradoxx	
Surefoot	Thévasion	Wears Woody	
		weety	
		Wehl Inc.	
		Weighstead	

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**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







PHOTO: KULA PROJECT



# 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.*

## Key

⬆ 1% FOR THE PLANET STAFF MEMBER

⬆ 1% FOR THE PLANET BOARD MEMBER  
(PAST OR PRESENT)

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adaptic  
AE Inc.  
Alima Cosmetics, Inc.  
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# Our financials



**36%** Donations \$728,305

**64%** Earned income \$1,271,404

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

**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**





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

**PHOTO: ABBY PORTMAN, INTERVALE CENTER**

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Carla Fox  
Gabby Makatura  
Jaclyn McCarthy  
Sadie Moody  
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Amanda Thomas  
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Ashley Weltz  
Liz Whiteley  
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Kate Williams, VT  
*CEO*

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Yvon Chouinard, CA  
Craig Mathews, MT

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*Both lists current as of 12/31/18*



Thanks to nonprofit partner,  
**VIDA VERDE** for providing the  
2018 annual report cover photo.

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## HEADQUARTERS

47 Maple Street, Suite 103  
Burlington, VT 05401

—  
(802) 861-0460

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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](http://onepercentfortheplanet.org)

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