



**1%** FOR THE PLANET

2017  
**Annual Report**





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**We are focused on building a global movement that drives positive change for our planet by accelerating smart environmental giving.”**

*—Kate Williams, CEO and Brant Barton, Board Chair*

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Dear Friends,

2017 was a big, extreme year at so many levels - political, social, cultural, economic, and, not least, environmental. One accurate telling of this past year celebrates its lasting opportunities in the form of private sector engagement and activism, with courageous citizens choosing to translate their care and sense of responsibility for each other and our planet into meaningful action. Another telling, of course, would feature its many challenging and frustrating aspects. We choose the former telling - this is the narrative that is true for 1% for the Planet: Our global network grew in size and activity across 2017, with both businesses and individuals joining the movement and creating robust partnerships with environmental nonprofits. Our diverse network demonstrated that when government steps back, when crises hit, we can always choose to take responsibility for creating positive change.

We are focused on building a global movement that drives positive change for our planet by accelerating smart environmental giving.

We are thrilled to share the following report in which we feature key metrics of success as well as partnership stories that illustrate our achievements and impact in 2017. As a diverse and truly global network, it's impossible for us to capture the myriad amazing highlights across a 12-month period. Please consider this annual report a snapshot that we hope will help you to see the bigger picture.

The compelling beauty of the 1% for the Planet movement is that we can all participate. We do this in a variety of ways - through daily purchases, nonprofit partnerships, new memberships - and we can bring our diversity of choices together to create a groundswell of collective action that can change the course for our planet. It's an incredible opportunity that thousands of businesses and individuals seized in 2017. We look forward to continuing to build engagement and impact in the year ahead. Thank you for your support and encouragement, and for joining us as a changemaker for our planet.

Warmly,



*Kate Williams*

Kate Williams, CEO



*Brant Barton*

Brant Barton, Board Chair

# HIGHLIGHTS

# Year in review

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## INDIVIDUALS CAN NOW JOIN AS MEMBERS

When we consider the future of our planet, our actions as private citizens seem to matter more than ever. But how can one person contribute and make a difference?

You can now join a global network of individuals working together for our planet. As an individual member of 1% for the Planet, you commit to giving 1% of your annual salary or net worth to environmental nonprofits that are driving positive change. We have created this exciting opportunity because it is increasingly clear that the private sector - not only businesses, but also individuals - can and must step forward to fuel positive change for our planet.

## STRATEGIC GIVING CREATES DYNAMIC PARTNERSHIPS AND REAL IMPACT

At 1% for the Planet, we believe in building strategic nonprofit partnerships. We provide businesses and individuals with expert advice on how to give most effectively to environmental nonprofits, and we also learn deeply about our nonprofit partners to continually improve our expertise.

Our recommendations help business members to invest in brand and mission aligned solutions that are critical for our planet and in return, help their businesses thrive. Similarly, we support individual members in aligning their giving choices with their personal vision of a healthy planet, while helping them focus on solutions creating the greatest impact.







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## GATHERING FOR OUR FIRST GLOBAL SUMMIT

In April 2017, more than 100 members gathered at eTown Hall in Boulder, Colorado for our first annual Global Summit, traveling from more than 20 states and Canada to hear the inspiring stories of other like-minded businesses, panelists and speakers. Across the very full day, all attendees had the opportunity to deepen their shared understanding and practice of the giving partnerships that are the foundation of the 1% for the Planet model.

## SOLUTIONS ELEVATING ENVIRONMENTAL DONATIONS

With the help of our on-the-ground business member, Prosper for Purpose, SEED Ohio – a pilot program of 1% for the Planet – kicked off in 2017 with a curated and vetted group of Ohio nonprofits representing our six environmental issue areas: wildlife, pollution, water, food, climate, and land.

Members and non-members alike were invited to support this initiative, and each donation through the innovative digital SEED platform went directly to the selected nonprofits, enabling them to drive solutions to these complex issues. Through this new giving model, we were able expand our influence, inspiring greater giving in Ohio and also piloting a model that we can expand across our network in the future.



+



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Prosper for Purpose  
communications for a better world

# OUR GLOBAL NETWORK

## 1% FOR THE PLANET - HEADQUARTERS

Burlington, Vermont

THOUSANDS  
OF NONPROFIT  
PARTNERS IN  
MORE THAN 60  
COUNTRIES

## 1% FOR THE PLANET - FRANCE

Founded in 2014, 1% for the Planet - France is a chapter of our global organization representing a growing membership of more than 150 businesses that give back to hundreds of local approved nonprofits.

A GROWING  
NETWORK  
OF 1,500+  
BUSINESS  
MEMBERS

A NEW AND  
EXPANDING  
CORE OF  
HUNDREDS OF  
INDIVIDUAL  
MEMBERS



# SPOTLIGHT

## Our six core environmental issue areas

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**Wildlife** 

**Pollution** 

**Water** 

**Food** 

**Climate** 

**Land** 



# SPOTLIGHT Wildlife

*Photo: Big Life Foundation*

“The success of our conservation programs protecting wildlife in East Africa depends on collaborative partnerships. We’re so grateful for the support that we’ve received from 1% for the Planet members, especially the enthusiastic support we’ve received from member, Chris Webby.”

—*Big Life Foundation, Nonprofit Partner*

We have an obligation to conserve and protect the variability of wildlife on our planet and to maintain the biodiversity that sustains a thriving planet and all human life.

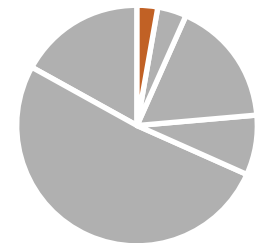
## **PARTNERSHIP SPOTLIGHT: BIG LIFE FOUNDATION**

Recognizing that sustainable conservation can only be achieved through a collaborative, community-based approach, Big Life uses innovative conservation strategies to address the greatest threats, reduce the loss of wildlife to poaching, combat the ivory trade, mitigate human-wildlife conflict, protect the great predators, and manage scarce and fragile natural resources.

Big Life’s holistic, community based approach employing hundreds of local Maasai rangers resonated deeply with individual member Chris “Webby” Webster. Webby is passionate about protecting endangered species and has held on to this passion since childhood. Through this partnership, Webby was able to recall his own childhood dreams of hunting down poachers and protecting the most vulnerable animals.

# 3%

of total network  
giving funded wildlife  
related projects





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. Stewarding our planet means not only preventing future pollution but also doing our part in cleaning up the environment.

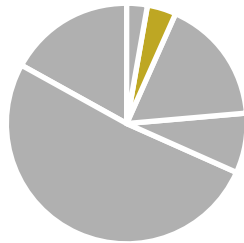
**PARTNERSHIP SPOTLIGHT:  
SURFERS AGAINST SEWAGE**

Surfers Against Sewage (SAS) is a United Kingdom marine conservation charity that inspires, unites, and empowers communities to take action to protect oceans, beaches, waves, and wildlife. A longtime nonprofit partner, they've built a community of over 300,000 people, all united for the UK's coastlines.

1% for the Planet member, Soul & Surf, a UK company that offers trips to India, Sri Lanka, and beyond has partnered with SAS for years. Ed Templeton, owner of Soul & Surf says they do so "because our coastline matters. It's where we spend our leisure time; it's also where lots of us work. SAS stands up for us and ensures that we don't become complacent about such an important resource."

**4%**

of total network  
giving funded pollution  
related projects



# SPOTLIGHT Pollution



"Our 1% for the Planet members are incredible and provide us with the funds to try new ideas and campaigns to protect our coastline and oceans. Ed and the team at Soul & Surf have supported us for many years really helping to grow our team, reach and impact."

—Surfers Against Sewage, Nonprofit Partner



# SPOTLIGHT Water

"The AMCS crew is delighted to be partnering with Auguste - and just quietly - the partnership is one of our favorites! Our teams share a love of the ocean, an ethical approach to business and an appreciation of great style. The funds generated through Auguste's amazing #protectourreef campaign have helped AMCS deliver vital Fight for our reef initiatives helping to stop coral bleaching, save reef based jobs and encourage a rapid transition to renewables. We couldn't do it without them."

—Australian Marine Conservation Society, Nonprofit Partner

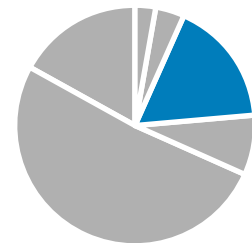
All ecosystems depend on the quality and accessibility of the waters on our planet. Water constitutes 71 percent of the earth's surface and is vital to all forms of life. Yet our water resources are threatened like never before, putting increased strain on our environment, our economies, and our very existence.

## **PARTNERSHIP SPOTLIGHT: AUSTRALIAN MARINE CONSERVATION SOCIETY**

The Australian Marine Conservation Society (AMCS) is the voice for Australia's ocean and its ecosystems. They focus on creating large marine national parks (marine sanctuaries), making Australian fisheries sustainable and protecting and recovering threatened ocean wildlife, such as our sharks, seals and whales. In 2017, member Auguste the Label designed 70's-inspired 'Protect Our Reef' Tees as a call to action for Auguste customers. As part of their annual 1% for the Planet commitment, 100% of the retail price of the tees were donated to the AMCS, driving more than \$30,000 USD in funding. This funding will be used to support AMCS's efforts to restore and protect the Great Barrier Reef by reducing and protecting the reef's water quality from land erosion, industrialization and sediment run off.

# 16%

of total network  
giving funded water  
related projects





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 increases and resources become scarcer, our food systems increasingly depend on environmental, economic, and social collaboration.

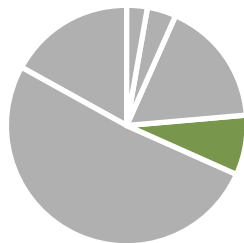
**PARTNERSHIP SPOTLIGHT:  
FOOD FORWARD**

Nonprofit partner Food Forward reduces food waste and fights hunger by rescuing fresh surplus produce, connecting this abundance with people in need, and inspiring others to do the same. Food Forward staff and volunteers rescue 300,000 pounds of surplus produce each week, saving it from ending up in a landfill.

100 percent of these recovered fresh fruits and vegetables are donated to more than 300 hunger relief agencies across eight counties in Southern California. 1% for the Planet member, Smog City Brewing, has been partnering with Food Forward since 2015 to brew their award winning Kumquat Saison, which uses hundreds of pounds of community-harvested kumquats to make a delicious and refreshing spring beer.

**8%**

of total network  
giving funded food  
related projects



# SPOTLIGHT Food



*Photo: Food Forward*

**“Building a community network with deep and long lasting impacts has been a core principal of Smog City since our founding in 2011. Combining our 3 year partnership with Food Forward with our commitment to 1% for the Planet, we have the unique opportunity to amplify our commitment to giving back in meaningful ways.”**

**—Laurie Porter, Smog City Brewing Company**



# SPOTLIGHT Climate

Photo: Galveston Bay Foundation

“We’re so grateful for the support 1% for the Planet members provide. It was very meaningful to have Flood Tide Co., a South Carolina business, reach out and help the Houston-Galveston community in a time of need. Their contributions helped our organization and community respond in the wake of Harvey and repair our valuable coastal resources.”

—Galveston Bay Foundation, Nonprofit Partner

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 in our lifetime than the threat that climate change poses to our planet.

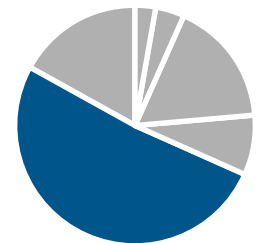
## **PARTNERSHIP SPOTLIGHT: GALVESTON BAY FOUNDATION**

The environmental nonprofit, Galveston Bay Foundation, works to preserve and protect Galveston Bay on the upper Texas coast for generations to come through programs in land conservation, habitat restoration, environmental education and outreach, advocacy and research. This year, as Hurricane Harvey swept through the Greater Houston area, it reaffirmed the importance of the organization’s efforts to restore wetlands, preserve native landscapes and repair natural barriers to better protect from future severe weather events.

When it was safe to do so, Galveston Bay Foundation began organizing clean-up efforts, and 1% for the Planet member, Flood Tide Co. reached out and decided to do what they could to help with relief efforts to recover and rebuild. They hosted an event benefitting Galveston Bay Foundation, raising more than \$9,000.

# 52%

of total network  
giving funded climate  
related projects





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.

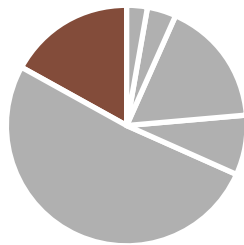
### **PARTNERSHIP SPOTLIGHT: THE SHIFT FESTIVAL**

In 2017, public lands in the U.S. came under attack. With the support of several members, 1% for the Planet joined forces with nonprofit partner, The SHIFT Festival in Jackson Hole, WY to pilot our first ever, "SHIFT for the Planet" pitch event. The focus of The SHIFT Festival was, "The Business Case for Public Lands", and it provided the perfect opportunity for us to activate our network around such an important issue.

Through this experience, we were introduced to Utah Diné Bikéyah, an organization that works on the front lines of protecting one of our largest sections of public land under threat, Bears Ears National Monument. These lands have cultural, historical, and recreational value to all citizens. Utah Diné Bikéyah works to "preserve and protect the cultural and natural resources of ancestral Native American lands to benefit and bring healing to people and the Earth." Along with winning The SHIFT for the Planet People's Choice Award, Utah Diné Bikéyah was supported by several members including Patagonia, through their "This is Bears Ears" multimedia campaign: [bears.ears.patagonia.com](http://bears.ears.patagonia.com).

# 17%

of total network  
giving funded land  
related projects



# SPOTLIGHT Land



**"Patagonia is a business that understands the importance of grassroots community engagement as well as the social responsibility that comes from being a successful company on a small planet. Utah Diné Bikéyah is grateful for their leadership and support as we collectively reconnect to each other and rebuild our relationship to the natural world."**

*—Gavin Noyes, Utah Diné Bikéyah*



## MEMBERSHIP

# Businesses that joined our global network in 2017

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“Joining 1% for the Planet has really helped us to take the company in a direction we are proud of. I think it made many people stand up and take notice as well as helping to focus our minds on why we are in business.”

—Mark Smith, Head of Marketing, Amazonas Explorer

109 ACADEMY  
4 Leaf Retail Solutions  
Aalana  
ABV% magazine  
ACT&DO  
Activadesk  
ACTIVE BRIDGE  
Adam Crew Entertainment Inc.  
Adventure Curated  
Aeroblend  
AG Sport Distribution - MUB  
Agave Surf  
AIRESCOOP  
Alchemist Climbing  
Alcyone Health  
Ale-8-One Cans for a Cause  
Ali'i Kula Lavender  
Aloha Bling  
ALOR  
Alpha Climbing  
AlphaGlider  
ALPINE BAKERY  
Alton Goods  
Aluminati Boards  
Amino Man  
AMP Electric Bicycles  
Amy Lipner Copywriting  
ANAHATA SATI YOGA  
Angle Supply Co.  
Another World Adventures  
Aplat  
Appy Cafe & Gallery  
ARCHITEM  
Arnhem Clothing  
Artisan Dental Health Plan  
ARYGA sarl - enseigne  
DessineTonMeuble  
Asandia, Corp.  
Aspiration Partners  
Atali Clothing  
aTana Inc.  
Aubrey Hord Photography  
Auguste The Label  
Avocado Green Mattress  
Backyard Creative  
Bad Dog Bread  
Bamboo Inn on Häna Bay  
bambu  
Banqert Clothing  
Bee The Change  
Belcori  
Belle and Beau Clothing  
Bellyak  
Better Planet Paper  
Better World Products  
Beyond Ratings  
BIG PINK fukuoka  
Bigstone  
Bikescape  
Biopur  
BIWA VANA Beer  
BK Apothecary  
Blackbird Vineyards, LLC  
BLDG ACTIVE  
Blendfresh Green Fusion  
Bleu Forêt Communication  
Blix Electric Bikes  
Blue Bay Motel  
Blue Meridian Consulting  
Bohemian Folk  
Bonehook  
Bonfire Collective  
Boody Organic Bamboo Ecowear  
- Web Sales  
Bramble  
Bread & Better Small Business  
Solutions  
Brew Dr. Kombucha - Love  
Brian Sundberg Real Estate  
Group with Re/Max  
of Boulder  
Bronze Birch Marketing  
bu brands  
Buckland Consulting  
By the Sea Swimwear  
Caboo Paper Products  
Café do Paraíso  
Cait Carr Photography  
Caletti Cycles  
CamperVanGuy LLC  
Cannabliss Organic  
Cannamark Inc. - Oleo  
Captain Blankenship  
Cartel Supply Co  
Cause of a Kind  
Cedar Ravine  
Chango & Co.  
Chesapeake Chair Co.  
Chickenfeet Travels  
Chris Bertish - IMPossible  
Chrisman Mill Vineyards Wine  
Christopher Intellectual  
Property Law, PLLC



Chulengo Expeditions	ECOLOGICS	Go Beyond Racing	June Superfoods	MENUISERIE DA SILVA SARL
CleoDesign	Ecospire	Go-Where	Just Brewed Tea	Merchology - Patagonia Sales
Climbing Addicts	Elefant	GoBio	Kahtoola	Merithew Law
ClutterFree Revolution	ElementIQ	Gold Paw Series	Kaia Earth	Method Roasters
Cnoc Outdoors	Elevate Building Commissioning	Golden State Distillery	Kayak Adventures Worldwide	Michaela's Meals
Coast Protein	Emerger Strategies	Golden Triangle Bike	KEEL Creative	Mieke Dusseldorp Personal Real Estate Corporation
Coastal Wine Cycles	Enduro World Series	Good Planet Innovation	Kind	MiiR
Cold Pressed Lime Juice by Industry Juice	Energy for a Cause	Goodwell + Co.	Kinlane	Miz Mooz
Coldhouse Collective	Epic Gap Year	Goofy Foot USA	Koala	Modern Species
Comte Delavie	Equa Trading Co.	GoPure Pod	Kohereco	Mojave Creative Lab
CONNECTED BEAUTIES	Eva's Herbuch	Graham Nichols, Registered Psychotherapist	Kolma	MOJU
Connective Impact	Ever Better	GRAYL	Kura	Monique Rotteveel® Active Wear monkii
Conscious Adventurist	Evident	Great Outdoor Provision Co. - Patagonia Sales	Kyrgies	Montchat Perché
Conscious Step	EvoCoast	Green Cycle	L'Indispensac	Moodra
Cooper Landing Fishing Guide	Evolution Marketing	Green-liv	La Boulangere Bio	Moon Bath
CorkFrame	Expedition Engineering	GreenBeautyBites	La Fée des Mots	Mountain Time Soap Shop
Cowgirls and Pirates	Faherty Brand - Swim	Gregory W Ware	Lady Farmer	MSP-Leadership
Coyuchi	Fairbridge	Grotto Climbing And Yoga	lagence235	Mummy in the Mountains
CRAB	Family Forest Fest	Hagafen Cellars	Larsson-Warzecha Images	Munktiki
Creative Green Marketing	Farmer Willie's	Hanging Hills Brewing Company	Latigo Coffee	Mutu Coffee Roasters
Cura Health	Farmstand - Water Bottles and Bags	Harmony Haus	laura peterman	My7Gen
Curata Sustainable Luxury	Farrier Leather	Harmony Valley Creamery	Lava Rubber	Nada
cyclehigher	Fashions4Young Inc.	Headbits	Lazy Bear Tea	Nahanni Wild
Cyclewand	Field Green Design	Hello Emotion	LeDaveed	Naterram / Les Petits Radis
Danner Real Estate	Firmamento	Hemingway Coffee	Lehua Inc.	Natura
Datusara	Fit For That	Hidden Woods Media	Les Others	Natural Mattress Company
Daughter of the Land	Five Star Charters Whale Watching	High Tor Gear Exchange	Lithic	NaturClean
Davines (Italy)	Five Stones Home Works	Hikari Orthopedic Clinic	Little River Co.	Nektor
Degree 18 Juice Bar	Flood Tide Co	Hike for Beer	Live Dream Colorado	NessAlla Kombucha
Demiselbijoux	Flooglebinder	HIPPOBLOO GUERIN NICOLAS	Living Alive	Nest Forward
Derek DiLuzio Weddings	Flotsam Factory	HO KARAN	Living Earth Naturals	Nick Lake Photography
Desert Mountain Medicine	Flower Therapy Nite Inc.	Horace	Loise	Nicole Ringgold Jewelry Designs
Dickson Law Office, PLLC	Flowfold - Wallets	Hors Piste Media	Lorenz Frutiger	NitWits Intelligent Lice Treatment
Dirksen Derby	Fogdog	HUCK Performance Buckets	Lotus Trolley Bags	Noah Surfing Co.
Dirt School	Forget-Me-Not Painting Co.	Humus	MAISON MERLING	Nolla
Ditsworth Enterprises	Found Industries	Hyak Design Group	MamaSuds	Nomoon Travel Co.
DMOS Collective	Free Trading Company	Igi Natur	Manai Design Co.	Norabloom Botanicals Skin Care
Dooster	French Poupon	iHeart Nature	MANDUST	NORSKOGS
DOWNLITE, Evolution of Comfort Filled Bedding	Fresh Off the Grid	il timbro	MANIWALA	Northwest Avian Specialty
Collection and GRS Certified Re/Charged™ Recycled Down	Frigate Adventure Travel - Patagonia Sales	In Place Impact	Manuel Lopez Photography	NOVADI'S
Drake Real Estate Partners	Frost Guiding	Indelible Lifestyles	Maroon Bell Outdoor	O2TODAY
Dyno Equipment	Futaleufu Adventure	Ineyt Yoga	Maru the Circle Brand	OCEAN TO OCEAN INSURANCE
Earth Loans	Futurity	Inflection Point Agency	Mav Farm	Oceankind
Earth.Food.Love	Gang Studio	Inner Muscle Therapy	Mayford	Octopus Mercantile
EarthHatz	Garden Life	Innovation Visual	MAZi Trading Co	Off Track Dog Training
EarthHero	Gear Hug	Ivy & Simone	MC Peinture	OFFICE PARISIEN DE FISCALITE DES ACTES
Earthwell	Gear Well	Jaswig	Measure Creative	Okayama Works Inc.
Eastside Sports - Patagonia Sales	Gili	Jelt	Medical Stock Images	Okeana Pearls
Ecofair Limited	Glo-Ed: Global Educational Travel	Jeux De Vagues	Meet PAT	Olaunu
		Jules by the Sea	Megumi Yuki	
			Memorable Gifts & Decor	

One Thousand Plants  
 Organic Gardens Sussex  
 Organic Ocean Seafood Inc. -  
 Retail Sales  
 Oru Kayak  
 OURS  
 Outdoor Alternative  
 Outsider Cellars  
 OvRide  
 OXAO  
 Pakt  
 Panda SAS  
 PAREA SAS  
 Parker Jellison, Realtor  
 PB Change Management Limited  
 PB Twenty Five  
 Peak&Flow  
 Peet Rivko  
 Penguino Travel  
 Peoplecomm  
 Pingala Cafe, LLC  
 Pinpaper Press  
 Pistol Clothing  
 PLACEdelaLOC  
 Plaine Products  
 Planet Plant-Based  
 Planted in Beauty  
 PlayPallets International, Inc.  
 PLNT  
 Plumline Jewelry  
 Port Town Construction  
 Portal Packs  
 Pour le Monde  
 Precision Paddlesports  
 Precision Vertical  
 Prevelo Bikes  
 Pride of Bristol Bay  
 Progression Ski and  
 Snowboard School  
 Public Market Goods  
 Puranto Design  
 Pushfins  
 Quebexico  
 Quincy Hammond Landscape  
 Architecture  
 Qwick Wick Canada Inc.  
 Raku  
 Rasa Cocos Cooking Classes  
 Raw Elements  
 Rebel Kitchen  
 Rebel Pine  
 Recover Brands

Red Clay Brewing Co.  
 Refresh Smart Home  
 Régie Planète-Verte  
 Relish Studio  
 REMYX VODKA  
 Reportable  
 Repurposed Urban Agriculture  
 Reset Outdoors  
 Restoration Seeds  
 Reuben Krabbe Photography  
 Reva  
 Revolv Eyewear  
 Revolver Yoga Studio  
 Revolve  
 Roadvision  
 Roam Oatmeal  
 Rolling Fatties  
 romadic  
 Roofnest  
 ROTBLOC  
 Rough Seas Calm Souls  
 RTW Backpackers  
 Rumpl - Old Growth Puffy  
 Sacred Possessions dba Wet  
 Tribe  
 Safe and sound Systems  
 Sage and Stone Tea  
 SALTWATR LLC  
 Salty Folk Supply Co.  
 Santiago's Solution  
 SAOLA  
 SAP! Beverages  
 sas neo lupus  
 Satya Kama Cream  
 Scandinavian Hardwoods  
 Scott Kranz  
 Scrub30  
 SeatDreamzzz  
 Seed Studio Landscape Design  
 Seek Dry Goods  
 SET  
 Seven Seas Coffee  
 Shel  
 Sherpa Energy Squares  
 Shop Yucca  
 ShotCo  
 SHRED Optics  
 SICKBOAT Creative Studios  
 Side by Side  
 Sidney Whale Watching  
 Sierra Ford Photography  
 simplysitting

SkiUphill  
 Skyline Eco Adventures:  
 Akaka Falls  
 Slippa  
 Slothers  
 Small World Adventures  
 Smith Law Firm, P.C.  
 Smithsonian Earth  
 Smog City Brewing Company  
 Sno Ready  
 Société d'exercice Libéral YLP  
 Solidarity of Unbridled Labour  
 Sombra Mezcal  
 Soul Surf Travel  
 SourceCell  
 Sourced Adventures  
 Sparkling Green Cleaning  
 Services  
 Spindrift Collections  
 Splash: Whale's Tale Gallery  
 Stam's Cold Brew  
 Stasher  
 Steel City Media  
 Studio Yoga République  
 Sunday Beer Co.  
 Sunny Start-Up Marketing  
 SUP 'N' SURF  
 Sustainable Business  
 Partners LLC  
 swap and surf  
 Sweet Earth Productions  
 Tahoe Media Collective  
 Take Today  
 TamaRays Teepee  
 TapaReef  
 TAR Productions  
 Tentera Coffee Roasters  
 Corporation  
 Tentsile  
 Terra Alpha Investments LLC  
 The Breakaway Initiative  
 The Future Phase  
 The Grand Adventure Company  
 The Gregory Company  
 The Highland Group Consulting  
 The Kohnen Group  
 The Parks Apparel  
 The Real Maple Company  
 The Storied Brand  
 The Tempest Two  
 The Traveler Site  
 The Tropics

The Wander Project  
 The Wine Foundry :  
 "Conspiracy Theory",  
 "Foundry", "The Anarchist",  
 "The Philosopher"  
 theFrontSteps.com  
 Thesis Gems and Jewelry  
 THOM KELLY  
 Thousand  
 Threadfellows  
 Three Sheep and a Mill  
 THRV Fitness LLC  
 Tiggy Health  
 Timpone Hawaii Surfboards  
 Tiny Life Supply  
 Tomsunscreen  
 TONIC  
 Tornillo Scientific  
 Trail Break  
 Trailhead Investments of  
 Raymond James  
 TravGanic  
 Treeline Woodworks  
 Truly Lost Supply Co.  
 Tsunami Energy Drink  
 Tuulikki NYC  
 Twin Tiger USA  
 Twine Fair Trade Company  
 UNCOMMON creation  
 United Bookkeepers  
 Unruled.  
 UnWrapIt  
 Up a Notch Sustainability  
 Solutions Ltd.  
 UpRoar  
 Upsales Nordic  
 Uteguident  
 V is for Veggies  
 Vaer Watches  
 Väsen Brewing Company  
 Vaughan Snowboards  
 VAVA Lingerie  
 Venerite  
 Venue West Conference Services  
 Vertacore  
 Vetboutiquedupiemont  
 VetoSynth Inc.  
 Viatec Inc.  
 Village Vitals  
 Vivid Story  
 Wandering Bison  
 WAPH

Waves to Wisdom  
 Wayne Stokes LLC  
 We4Planet  
 Wealthy2Wealthy  
 Wellness Stock Shop  
 Wellwith Co.  
 Western Rise  
 Wide Eyed Wanderer Travel Jars  
 Wild Tee  
 Wildbird Threads  
 WildeNest  
 Women Who Hike  
 Xendera  
 Yeehaw Donkey  
 Yoga Democracy  
 Yonder  
 You Qi Art Project  
 YUL SEA  
 Zellee Organic  
 ZenMosphere  
 Zero Gravity Brewing







## ANNUAL GIVING

# Donors that supported us in 2017

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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, 2017 and December 31, 2017. Your dedicated support meaningfully shapes our everyday work - connecting businesses, individuals, and nonprofits to drive critical environmental change!

### CORPORATE

1908 Brands  
644 Broadway, LLC  
AE Inc.  
Allied Feather & Down  
American Flatbread  
Artifact Uprising  
Backpacker's Pantry  
Bakeology  
Ballet Jewels  
Bamboo Talent  
Banjo Cold Brew Coffee  
Be Hippy  
Better Health  
Biota Aquariums  
Bluebird Barbecue  
Blu Pagoda  
Bluestone Financial  
Advisors  
Boston Interiors  
Captain Blankenship  
Calmont Beverage Company  
Charity Charge  
Columbus Bank & Trust  
Cornucopia Natural Foods  
Discover 21  
Dream Big Innovation  
Experience Momentum  
Fairtect  
Farrell Distributing  
Food.Stories.Travel.  
Ghyd  
Google  
Grounds For Change  
Keurig Green Mountain  
Klean Kanteen  
Kuju Coffee  
Kura  
La Matera  
Light Trail Consulting  
Murphy's Naturals  
Network For Good  
Naturepedic  
North Castle Partners  
Patagonia  
PB Change Management  
Limited  
Pura Vida Bracelets  
Quagga  
Raku

Renewal Funds  
Management Company  
Riverside Hospitality Group  
Riyoo Yoshida  
Sensible Organics  
Simply Straws  
South City Ciderworks  
The People, Inc.  
TENT  
Truist.com  
The Gregory Company  
The Skinny Pancake  
The Switchback Beerworks  
The Wall Group  
Todd Ericson y Compania  
Limitada  
Turbulent Records  
Upfront Foods  
Unfurl  
YourCause  
Women Who Hike

### FOUNDATIONS & NONPROFITS

AmazonSmile  
American Endowment  
Foundation  
American Online  
Giving Foundation  
Bright Funds Foundation  
Burnham Family  
Charitable Fund  
Climate Ride  
Community Foundation of  
Northern Colorado  
Community Foundation  
Santa Cruz County  
Denison Family  
Foundation  
Emmett Foundation  
Erol Foundation  
George Gund Foundation  
Hudnut Family Fund  
Johnson Family  
Foundation  
Maine Community  
Foundation  
Patagonia Works  
PayPal Givingfund



Payne Family  
 Foundation Trust  
 Reynolds American  
 Foundation  
 Renaissance Charitable  
 Foundation  
 Reverb  
 Sanofi Foundation for  
 North America  
 Sorenson Family  
 Foundation  
 Telluride Foundation  
 The GE Foundation  
 The Merck Foundation  
 The Kula Foundation  
 The Robert J. and Helen H.  
 Glaser Family Foundation  
 Vermont Sustainable  
 Jobs Fund  
 Weeden Foundation  
 Zachary & Lindsey  
 Gund Foundation

Stefan Bozik  
 Ricky Bozzelli  
 Beth Bradford  
 Franky Braet  
 Kelly & Eddie Branch  
 Patty Branch  
 Jeffrey Brandimarte  
 Jerome Braud  
 Kristi Brennan  
 Laura Brines  
 Jessica Brown  
 Jup Brown  
 Lily Brown  
 Joanna & Stuart Brown  
 Tony Brubaker  
 Christopher Bull  
 Rachel Bulla  
 David Bumgarner  
 Mary & Brad Burnham  
 Catherine Burnham  
 Amanda Butterfield  
 Fernando Caballero  
 Kathy and Jared Cadwell  
 Thomas Cahalan  
 Mario Campori  
 Jordi Camps  
 Laura Carleu  
 Fonda & Mark Carter  
 Sara Casey  
 Karen Chabot  
 Mike Chabot  
 Shely Chen  
 Mary Ciesinski  
 Barry Cik  
 Catherine Clark  
 Jeannie Clarke  
 Kenny Clarke  
 Shelley Cloyd  
 Camille Coates  
 Cathy Coates  
 Marcie & Jim Cocina  
 Jon Cocina^  
 Joyce Colbath-Stewart  
 James Condon  
 Gretchen Connors-Carlson  
 Emma Cook^  
 Megan Cook  
 Warren and Brammie Cook  
 Charles Cooper  
 Kerry Cooper  
 Joshua Copp  
 Jocelyne Cosentino

Tim Cosentino  
 Adam Cotterell  
 Erin Coventry-Smith  
 Greer Cowan  
 Kelly Cowden  
 Pamela Crafts  
 Adam Crew  
 Andy Crocker  
 Holly Croxford  
 Jane & Thomas Culpepper  
 Alex Crumpler  
 Andrea & Guillaume Cuvelier\*  
 Michael Cyr  
 Elizabeth Darcy  
 Nicolas De Jesus  
 Mark DeFeo  
 Denecia Deford  
 Dale Dellacqua  
 Betsy Denison  
 Hilary Dessouky\*  
 Patrick Dodds  
 Patrick Dotterer  
 Rita Downey  
 Cathleen Dubuque  
 Hailey Dubuque  
 Catherine Dudley  
 Louisa Dunwiddie  
 Sandra Elles  
 Alicia Ellson  
 Rae and Dan Emmett  
 Morgan Emmett  
 Jenny Emery  
 Sophie Emery  
 Melissa Emily  
 R. David Emley, Jr.  
 Riley Etheridge\*  
 Emily Evans  
 Venessa Everard  
 Dylan Fant  
 Shannon Farley  
 Lindsay Farrer  
 Austin Feilders  
 Britany Felix  
 Leslie Field-Barth  
 Wendy Finn  
 John Finnell  
 Kathleen and Jay Finnell  
 Candie Fisher  
 Ashley Fiske  
 Timothy Forbes  
 Adam Forest\*  
 Alison Forman-Katz

Nico Fournier  
 Laura Freeman  
 Cassandra Furlong  
 Chris Gabriel  
 Lee-Anne Gabrielli  
 David Gale  
 Victor Gallegos Hernandez  
 John Gans & Steff Kessler  
 Hannah Garrison  
 Brooke Gaskins  
 Ryan Gellert  
 Cara Gibbons  
 Landon Girod  
 Brendan Gluck  
 Berkeley Golon  
 Ricard Moreno González  
 Teagan Gosling  
 AJ Grant  
 Amanda Greene  
 Jon Eric Greene  
 Cheryl Marsha Greenfield  
 Louise Greenfield  
 Rebecca Greenfield  
 Rob Greenfield  
 Tom Greenwell  
 Garrett Gross  
 John Grossman  
 Alexandra Gruskos  
 Kate Guarente-Smith  
 Lindsey and Zachary Gund\*  
 Tim Guthrie  
 Jon Haines  
 Meg Hamilton  
 Kerry & Donna Hand  
 Francesca Hanson  
 Meriwether Hardie  
 Jason Harris  
 Gray Harrison  
 Dylan Hart  
 Susan Hart  
 Lucy Hassan  
 Klrsten Henderson  
 Deborah Heuckeroth  
 Kristen Hislop  
 Matthew Hobart  
 Adam Hodges  
 Reginald Hoeffler  
 Michael Horacek  
 Amy Holmwood  
 Dylan Hoos  
 Paul Hornyak  
 Susan Hoyt

Maudie, Bill & Martin Huff  
 Tammy Hunter  
 Dita & Hutch Hutchinson  
 Jim Hutchison  
 Nick Ingall  
 Zach Ingrasci  
 Nathan Irons  
 Hiroshi Ishiguro  
 Ken Jacobs  
 Scott Jacobsen  
 Zibung Jacqueline  
 Sabrina Jacquier Parr  
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 Paul Javier  
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 Joshua Jones  
 Jean & Scott Jones  
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 Steven Kallmeyer  
 Irena Karliuk  
 Ashley Katchadourian  
 Helen & Terry Kellogg\*  
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 Chris Keohane  
 Aaron Kinnart  
 Tim Guthrie  
 William Kinter  
 Kristen Klitgaard  
 Debbie Kneen  
 Mia Kosel  
 Isabella Kratzer  
 Susanne Kunkle  
 Miki Kuretani  
 David Kuttruff  
 Justin Lacroix  
 Frank Latham  
 John Lavender  
 Dan LeClair^  
 Jeff LeClair  
 Jeff Lee  
 Katherine Leslie  
 Melanie Levene  
 David Lewis  
 Jamie & Joseph Lewis  
 Jon Lien  
 Helena Lindquist  
 Benjamin Link

## INDIVIDUALS

Ronnie Able  
 Susan & Thomas Adams  
 Ahern Family  
 Rita Albert  
 Sajad Alrishawi  
 John Ames  
 Vanessa Anderson  
 Anonymus  
 Brett Austin  
 Saul Bailey  
 Jackie Bakalarski  
 Christopher Ballard  
 Helen Ballard  
 Rachel Barbic  
 Cassie Barner  
 Kristi Baron  
 Andrea & Brant Barton\*  
 Currie & Tom Barron  
 Clayton Beaver  
 Sara Beaver  
 Olivier Behra  
 Emilio Betanzo  
 Nicolas Blain  
 Scott Blades  
 Al Boglio  
 Alison Bourgeois  
 Jason Bourne



William Littig  
 Marybeth Logsdon  
 Karen Louise  
 Gary Lowden  
 Mary Lu Lampton  
 Keith Lum  
 Dawn MacLaughlin  
 Christopher Mader  
 Miriam Magez  
 Stéphane Magnon  
 Sara Mahon  
 Mike Maloney  
 Merissa Manley  
 Julia Marchessault  
 Kalinda Marshall  
 Sarah Marston  
 Megan Martell  
 Anne Martin  
 Collin Martin  
 Robert Martin  
 Ross Mason  
 Paolo Massardi  
 Alisa & Sam Massey  
 Brandon Mathis  
 CD Mattison  
 Jesse May  
 Elizabeth Mayes  
 Alex Mazzini  
 Diana McCargo & Peter Swift  
 Alicia McCarthy  
 Aubrey McCormick  
 Scott McCreary  
 Sally McDermott  
 Morgan McGovern  
 Amy McIlvaine  
 Mary McKhann  
 Kristina McKnight  
 Kelly McNeal  
 Anna McMinn  
 Elizabeth McNichols\*  
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 John Mei  
 Mercy Meland  
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 F.X. Miller  
 Jonathan Miller  
 Trisha Mitchell  
 Marek Möckel  
 Audrey Morehouse  
 Evan Morrell  
 Natali Morris

Sally Morse  
 Sarah Morse  
 Susan Mott  
 Alex Myers  
 Steve Napier  
 Sarah Narjes  
 Kerry Newton^  
 Ioannis Nikias  
 Bo Norris  
 Daniel Norris  
 Jacob O'Connor  
 Justine O'Connor  
 Sarah Olney  
 Jennifer Olsen  
 Tadashi Ono  
 Walter Opuszynski  
 Jim Osgood\*  
 Steven Ozer  
 Maria Paola Chiesi  
 Paulina Pascual  
 Michael Patterson  
 Robert Payes  
 Deb Payne  
 Bill Pechstein  
 Kathy Pederson  
 Emily Pendergraft^  
 Caroline Perez  
 Samuel Perlik  
 Eric Perry  
 Kurt Peterson  
 Trina & Jess Peterson  
 Robin Petravic  
 Jeanne Phillips & Bill Pendergraft  
 Eliana Pinilla  
 Joshua Pioggia  
 Meg Policastro  
 Chris Potter  
 Will Potter  
 David Pustai  
 Kai Qi Soh  
 Dariya Quenneville  
 Liz Raddock  
 Luka Radikovic  
 Whitney Ragan  
 Lisa Ramsperger  
 Jennifer Rand  
 Logan Randolph  
 Lorraine & Marc Randolph\*  
 Erika & Robin Rawls  
 Nicolas Rebert  
 Joan S. Redmond  
 Bess Resnick


Andrew Robertson  
 Helen & Richard Robbins  
 Will Robinson  
 Steve Rogovic  
 Alessandra Rose  
 Nicole Rosenbaum  
 Marisa Rosenthal  
 Catherine Rowland  
 Jason Ruby  
 Rebecca Sale  
 Carlo Salmini  
 Adelaide Salley  
 Joaquin Sanchez  
 Charlie Sandel  
 Benjamin Sander  
 Ingrid Sassenhagen  
 Molly Sauer  
 Loveleen Saxena  
 Andrew Schaefer  
 Dana Scheffler  
 Olga Schloss  
 Amelia Schmidt  
 Lorraine Schneider  
 Gustav Schroeder  
 Michael Sebahar  
 Elizabeth Serniak  
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 Lisa Pike Sheehy\*  
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 Vlad Shulman  
 Cynthia Silverthorn  
 Jen Smat  
 Anthony Smith  
 Margaret Smith  
 Michelle Smith  
 Wesley Smith  
 Adam Smolen  
 Leah Soderquist  
 Mallory Solis  
 Andrew Somerville  
 Kristine Songhurst  
 Charlotte & Bud Sorenson  
 Pietro Sorrentino  
 Jodi Spangler  
 Jennifer Spaulding  
 Jeff Spear  
 Mark Spera  
 Rebecca St. Clair  
 Cate Starmer^  
 Elizabeth & Charles Staples  
 Norm Staunton

Max Stein  
 Ann Stevens & William Shattuck  
 Pauline Stevens^  
 Patrick Stevens  
 Judy & Will Stevens  
 Will Stevenson  
 William Stewart  
 David Stewart  
 Pontus Strahle  
 Kristine Stratton\*  
 Masahiro Sukegawa  
 Miriam Sumner  
 Debbie Sunzeri  
 Tony Suter  
 Philip Swayze  
 Steven Sweet  
 Annette Sweet  
 William Sweney  
 Melissa Ta  
 James Tabor  
 Benjamin Tacka  
 Katherine Taggart  
 Lilia Taggersell  
 Minami Takechi  
 Patty & John Tashiro  
 Chris Temple  
 Cristina Terre  
 Lucy Terrien  
 Mathew Theis  
 Yves Therrien  
 Amanda Thomas^  
 Gavin Thomas  
 Joe Thompson  
 Paul Thomson  
 James Tillman  
 Karen Tomassetti  
 Martin Tornberg  
 Carlos Torres  
 Tina Traficanti  
 Anna Trussell  
 Amy Trynoski  
 Colleen Twomey  
 Katie & Hooper Turner  
 Tom Van Dzura  
 Dana Vannelli  
 Evana Vasilj  
 Molly Velte  
 Kathleen Ventura  
 Mary & Tim Volk  
 Caspar Vredendregt  
 Sherry & Tom Wade  
 Laurie Waldrop

Brooke Wall  
 Angela Wallace  
 Greg Ward  
 Molly & Charlie Wärendh  
 McKinzi Warren  
 Chris Weydevel  
 Jennifer & T.J. Whalen\*  
 Liam White  
 Carol Whiteley  
 Todd Widell  
 Anneka Williams  
 Barbara Williams  
 Kate Williams\*\*  
 Rob Williams  
 Jamie Williams  
 Quinlan Wilson  
 Paul Winters  
 Andrew Woltman  
 Angela Wood  
 Julie Bond Woodruff  
 Charles Worley  
 Anthony Young  
 Emily Zanat  
 Jacqueline Zibung  
 Evan Zislis  
 Sabine Zonderland

***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.***

## DONOR KEY

 1% for the Planet staff member

 1% for the Planet board member (past or present)



“

**There are amazing nonprofits ready and willing to counteract the environmental destruction that is occurring - and they can do it with our support.**

*—Rob Greenfield, Ambassador & Individual Member*

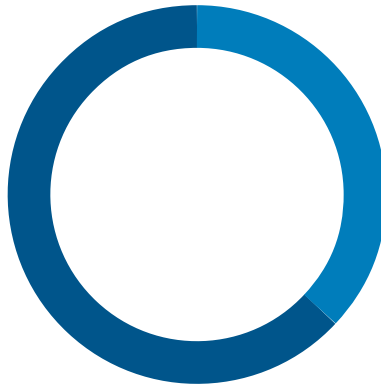
*Photo: Florian Belmonte*





## OVERVIEW

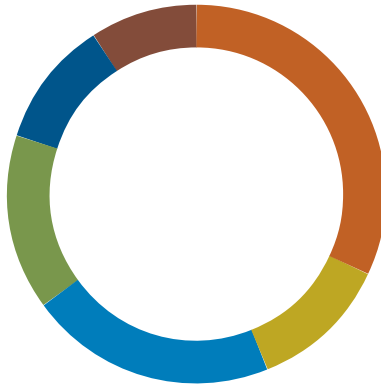
# Financials



## 2017 REVENUE

<b>37%</b> Donations	\$617,065
<b>63%</b> Earned Income	\$1,034,193
<b>TOTAL REVENUE*</b>	<b>\$1,651,258</b>

*\*Based on unaudited financials*



## 2017 EXPENSES

<b>32%</b> Business Membership	\$465,516
<b>12%</b> Individual Membership	\$177,966
<b>21%</b> Brand & Marketing	\$296,958
<b>15%</b> New Programs	\$218,700
<b>11%</b> Development	\$156,069
<b>9%</b> General Operations	\$125,677
<b>TOTAL EXPENSES*</b>	<b>\$1,440,886</b>

*\*Based on unaudited financials*

## BOARD

**Brant Barton**, TX

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

**Katherine Cousins**, NH

**Guillaume Cuvelier**, NY

**Hilary Dessouky**, CA

**Adam Forest**, CA (term ended November 2017)

**Zack Gund**, MA (term ended November 2017)

**DJ Jenson**, NH (term ended November 2017)

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

**Elizabeth McNichols**, CA

**Jim Osgood**, CA

**Marc Randolph**, CA

**Kristine Stratton**, ME/CA

**T.J. Whalen**, VT

**Kate Williams**, VT

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## STAFF\*

**Jess Carlson**, Organizational Services Coordinator

**Jon Cocina**, COO

**Emma Cook**, Membership Manager

**Carla Fox**, Membership Manager

**Dan LeClair**, Development Director

**Kerry Newton**, Membership Manager

**Emily Pendergraft**, New Programs

**Sadie Prouty**, Graphic Designer

**Cate Starmer**, Marketing Communications Manager

**Pauline Stevens**, Membership Manager

**Amanda Thomas**, Membership Manager

**Liz Whiteley**, Membership Manager

**Kate Williams**, CEO

\*As of 12/31/17

## OUR TEAM

# Board of Directors & Staff

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**"I give to 1% for the Planet because I support responsible business, and 1% offers a model that businesses of any size and industry can adopt to support the preservation of our environment and natural resources for future generations."**

**—Brant Barton, Board Chair & Individual Member**





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POST-CONSUMER WASTE



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**GLOBAL 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)**