



**2019**  
**ANNUAL**  
**REPORT**







# CAROLINE DUELL



Where are your hope spots?  
1% for the Planet members are hope spots on the front lines doing the work.

Founder & CEO  
All Good

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# YEAR IN REVIEW

Dear friends,

Every day, our global community grows in size and scope. Our 2019 results showcase both record accomplishments and dynamic potential. We brought on 1,289 new business members globally and we certified \$27.2 million in giving to environmental nonprofits. The total lifetime giving of our network is now north of \$265 million. These are real numbers—and every member, every dollar—drives tangible, on-the-ground change. Our collective accomplishments show up in the numbers, but are felt in the stories, some of which we highlight on the pages of this report.

Part of our work in 2019 focused on building a strategic plan to maximize our momentum and strengthen environmental philanthropy (see page 20 for details). As we look to the future, our “North Star” is to become the most recognized global environmental community on the planet. Why? Because we believe we can—and must—be an unstoppable force for change. And we know that when we bring people together, we can create a healthy, just and sustainable future, even in unpredictable times.

One of our team members recently shared with us an [insightful TED Talk by Margaret Heffernan](#). In it, she upholds the critical importance of creating space for and placing high value on human judgment and relationships as drivers for success in our unpredictable world. Together, we can adapt, respond, push through and create a thriving future. The 1% for the Planet community embodies these qualities, operating as a diverse network of committed, passionate companies, nonprofits and people creating change through powerful, responsive partnerships.

Many thanks to all of you for supporting this work. Each and every one of you truly makes a difference.

Warmly,

Kate Williams & T.J. Whalen



**KATE WILLIAMS**  
CEO



**T.J. WHALEN**  
Board Chair

## TOTAL GIVING



**\$27.2M**

We certified \$27.2 million in member giving to approved environmental nonprofits in 2019.

# 2019 METRICS

## NEW MEMBERS



**1,537**

A record 1,289 businesses and 248 individuals joined 1% for the Planet.

## NONPROFIT PARTNERS SUPPORTED



**1,841**

From our network of vetted nonprofit partners, our members funded 1,841 nonprofits in 2019..

## BRAND AWARENESS



**27%**

Our 2019 U.S. brand awareness survey conducted by The Harris Poll shows that we have an aided awareness level of 27% among all U.S. consumers.

## PRESS MENTIONS



**8.36M  
VIEWS**




1% for the Planet received 242 press mentions in coverage with an estimated 8.36 million coverage views in 2019.

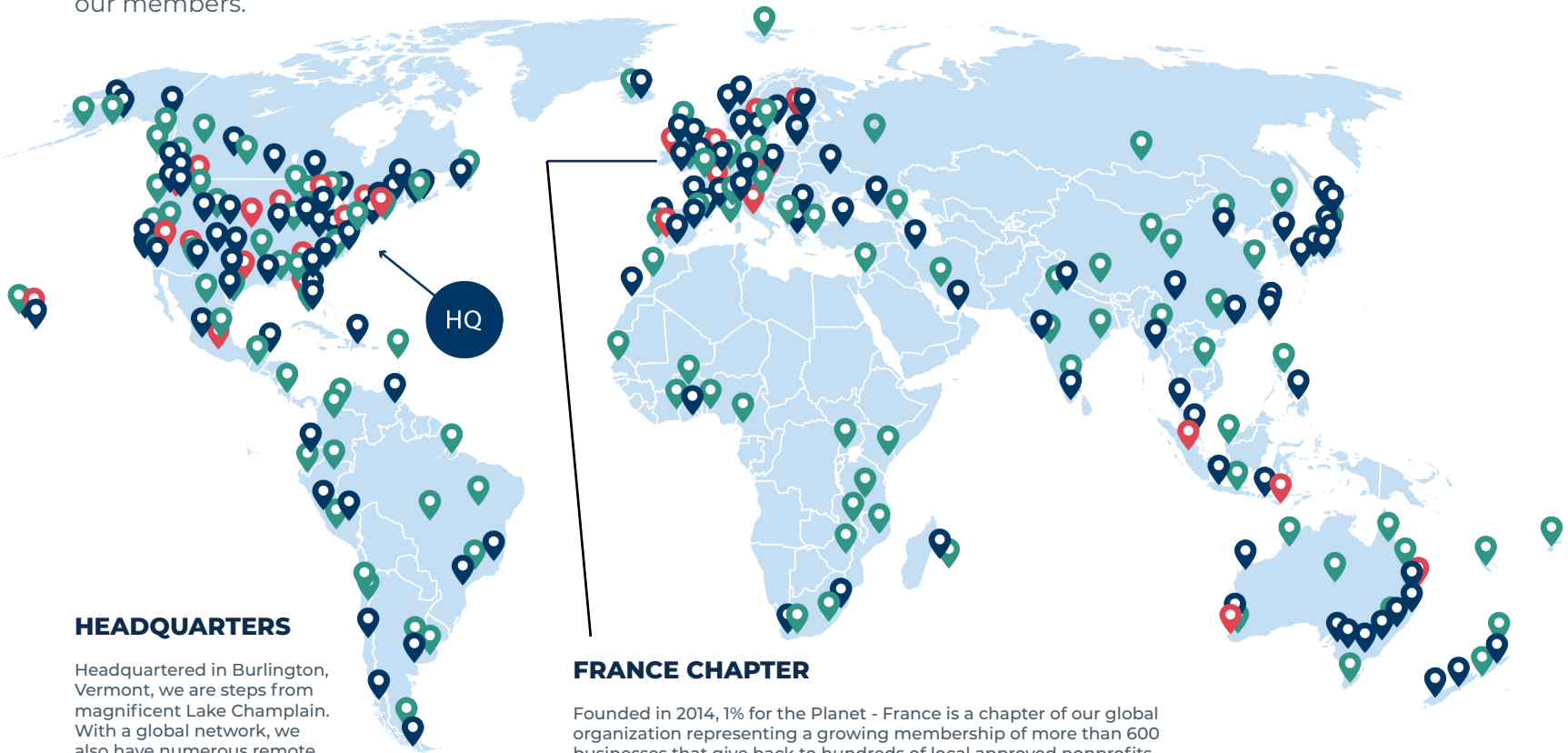
# MAP

## EXPANDING OUR PRESENCE

Our movement continued to stretch across the globe in 2019. We had new members join from dozens of countries, including Ecuador, Finland, Greece, Latvia and the Philippines. Not only was it a record year for membership—with 1,537 new members joining—we hosted our biggest Global Summit event to date and held our first-ever media retreat in an effort to amplify the commitment of our members.

### KEY

-  A growing network of 3,000+ business members
-  Thousands of nonprofit partners in more than 90 countries
-  An expanding community of individual members



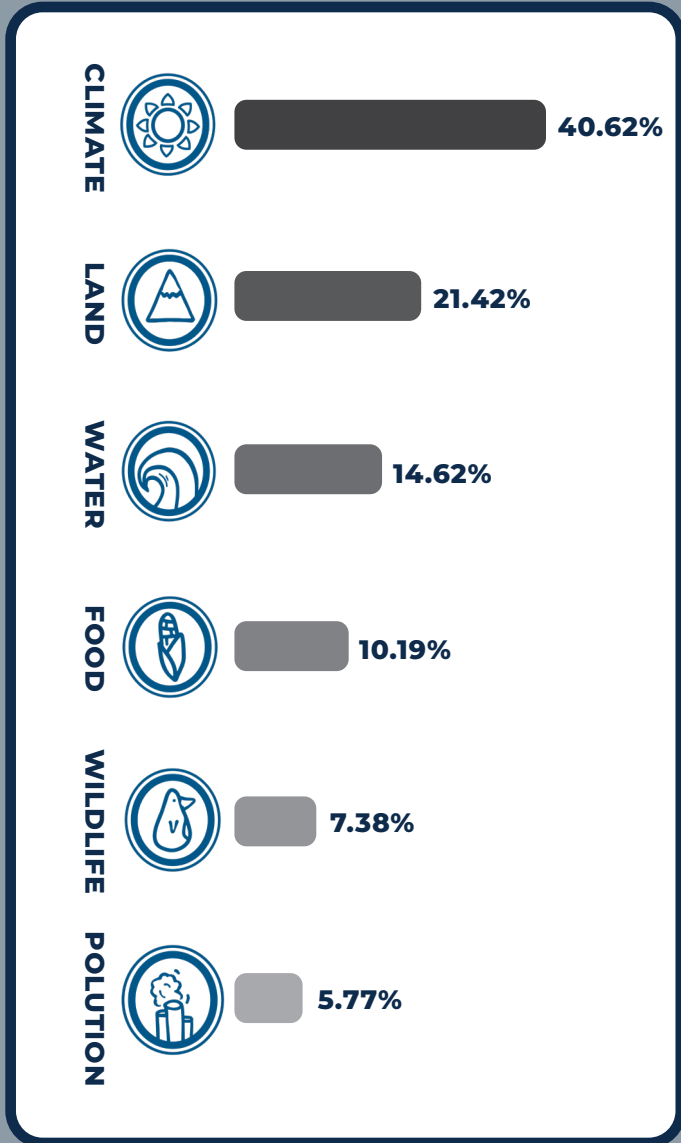
### HEADQUARTERS

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 600 businesses that give back to hundreds of local approved nonprofits.

# TOTAL GIVING



## Nonprofit highlights

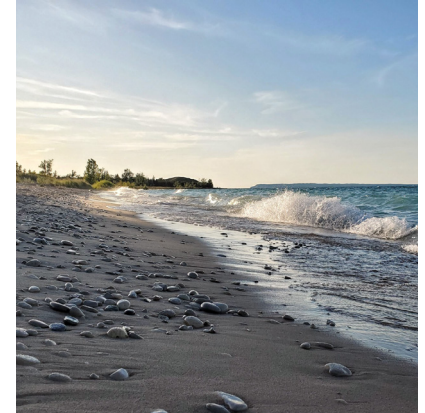
### CLIMATE



Photo credit: Irene Shamma with nonprofit partner, TreeSisters

Tropical trees are one of nature's most powerful solutions in the face of climate change. Our partner **TreeSisters** is combining the power of restoration with women's empowerment, using indigenous species, fostering local knowledge and skills, and promoting women's participation. So far, TreeSisters has supported the planting of more than four million trees in six countries.

### WATER



A fifth of the world's supply of surface freshwater is held in North America's Great Lakes. **The Alliance for the Great Lakes**, one of our partners, is addressing threats to the Great Lakes, like invasive species and sewage overflows, by involving tens of thousands of people each year in advocacy, volunteering, education and research to ensure the lakes are safe for all.



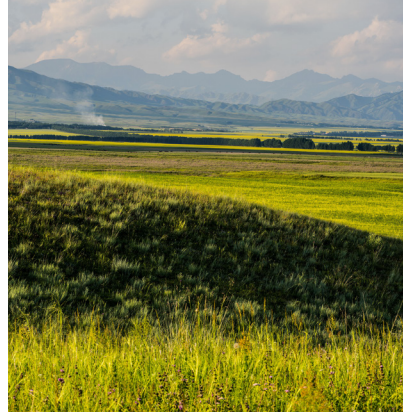
## POLLUTION



Photo credit: Rachael Warriner with nonprofit partner, (PLAN)

Waste infrastructure—landfills and incinerators—contribute to water, soil and air pollution. To solve this challenge, our partner the **Post-Landfill Action Network (PLAN)** is equipping students with the skills and information to implement Zero Waste initiatives on their college campuses, while connecting them with sustainable businesses, nonprofits and waste management professionals that support the initiatives' success. In just seven years, PLAN has expanded to 390 campuses across the U.S.

## LAND



Healthy grasslands lead to carbon sequestration, drought resilience, food security and financially viable communities, yet 70% of the Earth's grasslands have been degraded. Realizing that properly managed livestock is the key to reversing this loss, the **Savory Institute** is training and supporting land managers to regenerate land worldwide, with the goal of influencing the management of one billion hectares by 2025.

## WILDLIFE



The buffalo of Yellowstone are the only genetically intact, non-domesticated and continually free buffalo on the planet. For more than 20 years, **Buffalo Field Campaign (BFC)** has been protecting the natural habitat of wild free-roaming buffalo and other native wildlife, working both in the field and in the policy arenas. Their goal: to create permanent year-round protection for buffalo and the ecosystem on which they depend.

## FOOD



Photo credit: nonprofit partner, Harlem Grown

By transforming abandoned lots into thriving urban farms, our partner **Harlem Grown** is doing much more than producing sustainable, local food. They are increasing access to and knowledge of healthy food for Harlem residents, and providing garden-based learning opportunities to Harlem youth. In 2019 alone, 4,257 children participated in their programs.

# MEMBER SPOTLIGHT

## Maine Beer Company

We often say that everyone has a 1%, as we strive to make environmental giving accessible for all. For instance, did you know that members can join on their very first day of business?

Take Maine Beer Company who joined their founding year in 2009—giving just \$100 to approved nonprofit partner, Allied Whale.

Fast forward 10 years: Maine Beer Company gave more than \$160,000 in 2019 alone. To date, this family-owned brewery has given nearly \$650,000 to numerous nonprofit partners—a stark contrast to the \$100 check they wrote in 2009.

Founders Dan and Dave Kleiban set out to prove that you can run a successful business while also caring for people and the planet. They were drawn to 1% for the Planet, knowing the organization provides accountability and a meaningful way to give back.

Today, Maine Beer Company's culture and community is centered around their giving; they understand the interconnectedness of environmental issues and its impact on business.

**Fact: you can't have good beer without good water.**

Recognizing the importance of local impact, in 2019, Maine Beer Company funded a solar energy project for Wolfe Neck's Farm that will save the Maine-based nonprofit about \$20,000 a year in electricity costs.

But, the brewery isn't just committed to their monetary donations, they're creative with their giving, too.





100% of staff tips at the taproom are donated to environmental nonprofits as part of their membership. But don't worry, they ensure their staff is well compensated and engaged in their give-back strategy. Monthly, staff members nominate their choice of 1% for the Planet nonprofit partner to receive a donation. A committee of staff members then vote on the submissions and select a nonprofit to receive funding that month.

Maine Beer Company recognizes that giving can be so much more than a financial transaction, noting the relationships, community and hands-on involvement as what makes their giving so special. Just ask the brewery's marketing and events manager, Anne Marisic.

Anne plays a pivotal role in encouraging her community to "Do what's right" and keeping employees and partners engaged. As a 1% for the Planet individual member, she says the community is her favorite part—both finding other business and individual members and growing a community through Maine Beer's partnerships.



***When people say there is no way they could give as much as Maine Beer Company, I remind them that you give what you have. And that's the whole point of 1% for the Planet. If every person and business can give what they are able—money and/or volunteer time—we can really make a dent. Even if it might seem like a small amount, it compounds. At Maine Beer Company, we measure our success by how much we're able to give back each year, and that's the most exciting and meaningful way to benchmark.***

***—Anne Marisic, Marketing and Events Manager, Maine Beer Co.***

# NONPROFIT SPOTLIGHT

## Honnold Foundation

You may know Alex Honnold from "Free Solo" or even as "that insane guy who climbed El Capitan without ropes." But, Alex sees his notoriety a bit differently as he believes, "There's no real point in being well known, unless it actually does something useful for the world."

Alex Honnold's role as a philanthropist is equally as impressive as his daring rock climbing accomplishments. Before his famous ascent in Yosemite, Alex was living out of his van, climbing everything he could—oh, and giving back more than 30% of his income to philanthropy. In 2012, Alex founded the [Honnold Foundation](#), an organization dedicated to promoting solar energy initiatives to create sustainable communities and a more equitable world.

The Honnold Foundation primarily acts as a grant-maker, funding small nonprofit organizations all over the world that might not otherwise be able to find funding. Like its founder, the organization has a pretty high tolerance for risk.

*"We tend to find projects that are a little bit more out there—a little bit more innovative and super community-based. Our dream projects are ones that shift the needle on what's possible for energy access in marginalized communities,"* says Executive Director, Dory Trimble.

Photo credits:  
left: Jimmy Chin, top: Patrick Bentele, with the Honnold Foundation

With the environmental crisis and inequity distinctly intertwined, the Honnold Foundation prioritizes communities that are particularly susceptible to the effects of climate change. The mission is to fund solar power initiatives—not only as a clean and sustainable energy source—but to ensure climate resiliency and self sufficiency in these vulnerable communities.

The Honnold Foundation joined 1% for the Planet in 2015 as a nonprofit partner, allowing business and individual members to fight alongside Alex Honnold for a more sustainable and equitable future. Although not everyone can give back 30% of their annual income, Alex believes that everyone has the ability (and responsibility) to do something useful for the world. So in 2019, Alex became a 1% for the Planet individual member—to give a voice to our movement and encourage others to join in, too.

As a 1% for the Planet member, Alex approaches the climate crisis as he would approach his next big climb. The free soloist aims to prove that the solution to even the most daunting and complex problems starts with one small action that anyone can take.



Photo credit: Jimmy Chin, with the Honnold Foundation

***“The key to successful environmentalism is all about incremental progress. It’s moving forward, setting goals, and working toward them. I became an individual member of 1% for the Planet because I think it’s important to take small concrete steps toward the overall goal of improving the state of our planet. Anyone should be able to donate 1% of their time or money to support our planet in whatever way we can.”***

*—Alex Honnold, professional climber, Founder of the Honnold Foundation and 1% for the Planet individual member*

# DONOR SPOTLIGHT

## Sara Malvezzi



Only 3% of total philanthropy goes to environmental causes. Let that sink in. Despite being in the midst of a climate crisis, our planet still receives one of the smallest slices of the philanthropic pie.

1% for the Planet exists to change that. Our organization works to increase environmental giving around the world by building a global network that drives more money toward environmental solutions. We're creating an ecosystem of activism to generate long-term impact and create a new environmental legacy. That's why 1% for the Planet donors are so vital.

When a foundation, business or individual donates to 1% for the Planet, they're strengthening that system of environmental giving. With the financial support of our donors, 1% for the Planet can motivate more businesses and individuals to join, amplify giving to our nonprofit partners, and above all, innovate, grow and improve our systems to ensure the most impact possible.

From large foundation and corporate donors to the everyday giver, each donor brings us one step closer to reaching our goal of increasing that slice of the philanthropic pie. This year, we're happy to report an increase in small individual givers supporting our mission. So, we decided to highlight one individual donor's motivation to give to 1% for the Planet.

## Meet Sara Malvezzi!

She's from Milan, Italy and you'll find that her story is not so different from the average 30-something-year-old. Sara's days are consumed by her job and her family. She has a strong group of friends she's known since high school and college. As working women and young moms, their days are much the same. But every year around Christmas, this group of women meets for dinner to spend time together, celebrate ... and give back.

This year, instead of gifts for each other, Sara and her friends chose to support a common cause. Passionate about protecting our planet, Sarah is interested in supporting land and wildlife preservation, as well as organizations dedicated to increasing clean energy and cleaning up plastic pollution in our oceans.

Sara originally found 1% for the Planet through one of her favorite brands and 1% for the Planet business member, [Caudalie](#). Understanding our global network supports many environmental initiatives, she proposed 1% for the Planet as this year's Christmas donation recipient.

**"I did a little deep dive into your organization and found out how private donors could support the cause. We wanted to give our little contribution to the planet that we love and in which we live."**

**—Sara Malvezzi, 1% for the Planet donor**



# OUR WORK

1% for the Planet's top strategic initiatives in 2019

## Global Summit 2019

We hosted our third annual Global Summit in April 2019 in Portland, Oregon. 1% for the Planet members traveled from cities and countries near and far to make the Global Summit 2019: Portland our biggest event yet. (1% for the Planet member, Carbon Credit Capital provided a way for attendees to offset their travel emissions.) A rousing welcome from Caroline Duell, Founder and CEO of All Good, and a keynote from Marc Randolph, Founder of Netflix and 1% for the Planet Board Member—plus, an opening conversation between our very own CEO, Kate Williams and Yvon Chouinard, Founder of Patagonia and

Co-founder of 1% for the Planet—set the tone for an energizing event. An important first was the presentation of our new People for the Planet Awards, recognizing members and nonprofit partners who exemplify shared values and attributes that make our movement stronger. While we made the decision to cancel our 2020 Summit, we are developing creative ways to move forward and foster engagement in the network despite this challenge.

Photo credits: member, Paul Riedmiller





# Lundy Media Retreat

Also in 2019, we hosted our first-ever media retreat at Lundy Farms in the scenic Catskills of New York. From a baking presentation in the spacious kitchen by member King Arthur Baking Company, to a panel with regional members and nonprofits about the how and why of giving, to tea tasting and spirits sampling with members Harney & Sons and Finlandia (respectively ... and not at the same time!), we showcased our network in an experiential way to an intimate group of journalists and media leaders. Our goal was to elevate awareness of the 1% for the Planet brand as a way to drive impact. An initial outcome appeared in the spring 2020 issue of “Naturally, Danny Seo” (a retreat attendee) as a beautiful magazine spread featuring 1% for the Planet brands.



# BE ONE PERCENT BETTER.

## OUR WORK be 1% better campaign

The highlight of our 2019 brand and marketing efforts was our be 1% better campaign—a digital campaign that engaged both our network and the general public. The campaign, which ran from April to mid-June 2019, was successful in reaching new audiences, sparking participation with current members and increasing membership inquiries. Key metrics include:

- **17.3 million** people exposed to the 1% for the Planet brand
- **14,982** campaign webpage visits
- **6,777** new social media followers
- **564** new business member inquiries (noting that this is a **154%** increase in inquiries over 2018—a record number in the two-month timeframe!)

In 2020, we evolved the campaign and are continuing to use the evergreen “be 1% better” tagline, which resonates with a broad audience.



## Building our brand.

Overall, the 1% for the Planet brand is healthy and performing well. Our 2019 U.S. brand awareness survey conducted by The Harris Poll shows that we continue to have an aided awareness level of 27% among all U.S. consumers, with 6% being extremely or very aware. Among 18- to 34-year-olds, 44% are aware of 1% for the Planet and 11% know us extremely/very well.



**FOR THE  
PLANET®**

## Focusing on impact and storytelling.

The expertise and support we provide helps businesses, individuals and nonprofits work together to deliver greater impact. Our brand and network create opportunities for collaboration, learning and inspired storytelling that makes environmental giving easier, smarter and more accessible to all. In 2019, we supported our network with storytelling tools to help them communicate their impact. For example, our newly online Business Member Toolkit features a storytelling section, which offers best practices and examples from our network. We also improved our processes for collecting and vetting stories from our network.

Beyond new tools for our members, we invested in additional staff capacity and expertise to strengthen our brand and marketing efforts in 2019, with a goal of growing an in-house team. This allowed us to provide resources to our members—like the webinar we hosted in September 2019 with the CEO of Lately Social, which was attended by 100+ people from all over the world and provided an overview on how to use social media to tell your brand story and boost engagement. At the same time, the additional capacity positioned our team to focus on reaching new people outside our network.

## Creating strong partnerships.

In 2019, with the support of a donor-funded nonprofit intern, a record number of our nonprofit partners filled out our updated partnership advising questionnaire. To-date, more than a thousand of our partners have taken this important step. We use the completed questionnaires to deliver best-in-class partnership advising services to our members, helping them identify nonprofit partners tackling the issues they care about most.

## Looking ahead.

In 2019, 1% for the Planet built a new strategic plan to guide our organization into the future. In the process, we reviewed our work to-date, sought insight from members, donors and other stakeholders across our global movement and engaged in intensive planning with our board and staff. The resulting plan provides a framework for building on momentum, as well as for exploration and innovation.

We launched our new strategic plan at the beginning of 2020. To provide the 'why' behind our key strategies—which include building the brand, growing the individual member program and testing program innovations—our Core Purpose, Core Values and North Star stand as central elements of the plan, guiding both our daily and our long-term decision-making.

### **Core Purpose:**

To inspire commitment and action so that our planet and future generations thrive.

### **Core Values:**

**Unleash passion every day**

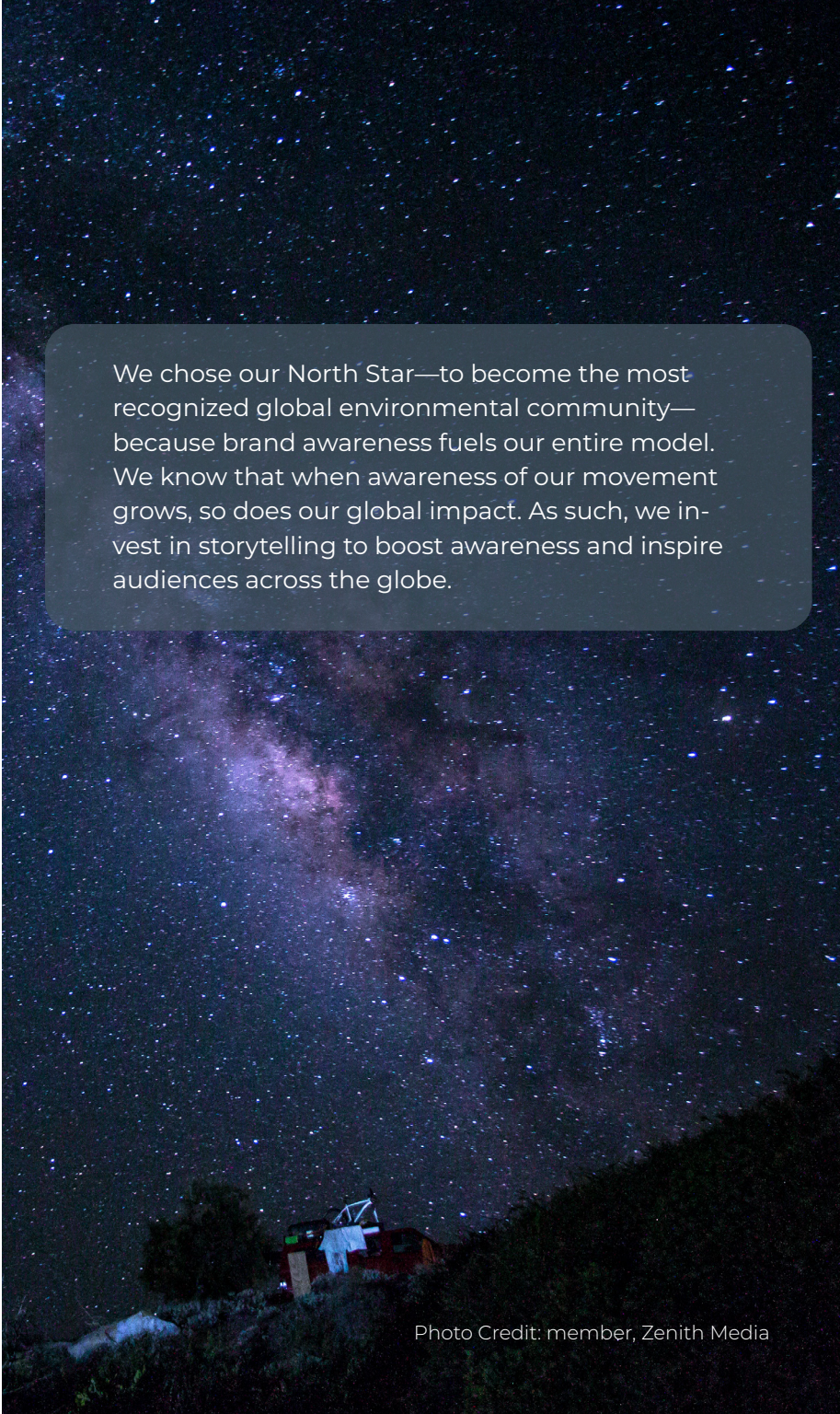
**Grow stronger together**

**Celebrate commitment**

**Think big, act now**

### **North Star:**

1% for the Planet is the most recognized global environmental community.



We chose our North Star—to become the most recognized global environmental community—because brand awareness fuels our entire model. We know that when awareness of our movement grows, so does our global impact. As such, we invest in storytelling to boost awareness and inspire audiences across the globe.

# OUR SUPPORTERS

We couldn't do all of the work described in this report without the many individuals, corporations and foundations who supported 1% for the Planet in 2019. This list recognizes those who made a donation of \$100 or greater (beyond member dues) to 1% for the Planet between January 1, 2019 and December 31, 2019. To the donors listed here—and to all of our everyday donors who give under \$100—we thank you!

## Key

(\*) 1% for the Planet Board Member, past or present

*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.*

## FOUNDATION & NONPROFIT

Anonymous  
Bill & Melinda Gates Foundation  
Climate Ride  
Emmett Foundation  
Erol Foundation  
Joan Nichols Family Fund  
Johnson Family Foundation  
Lawrence Academy

## CORPORATE

1908 Brands  
2920 sleep  
3BLC  
50/50 Goods  
adaptic  
AE, Inc.  
AltaFlux Corporation  
Antaris Consulting  
Arctic Lynx, LLC  
Austral Thinking  
Bank of the West  
BeeBAGZ  
Bluestone Life  
BNQ Management  
Bodhi Surf + Yoga  
Boochcraft  
Bumble  
Chulengo Expeditions

Claire Watson  
Classic Hotels & Resorts  
ClutterFree Revolution Academy  
& Book Sales  
Color The World  
Controlled Chaos  
Cornucopia Natural Foods  
Discover21  
EConscious  
Elevate Building Commissioning  
Email Broadcast  
Ever Better, PBC  
Experience Momentum  
F.X. Miller  
Faherty Brand - Swim  
Food.Stories.Travel.  
Free Birdees  
Good Culture, LLC  
GreenVogue Enterprise  
Greystone Hotels  
Grounds for Change  
Icicle Brewing Company -  
wholesale sales  
Instrumart  
Island Babies  
Klean Kanteen  
Lifetime Legal  
LOACOM  
Longroad Energy  
MantraBand  
Midnight Runners

# OUR SUPPORTERS

Moberi - on NW 23rd in Portland, OR  
Mountain Equipment Co-op (MEC)  
Murphy's Naturals  
Myro Deodorant  
Native  
Neon Wave  
NeuEve BV Clear Kit  
New Belgium Brewing - Fat Tire  
Nomadix  
North Castle Partners  
ONLY NY  
Patagonia  
Peak Design  
Penju Publishing  
Planted in Beauty  
Polaris Tax and Business Services, LLC  
Proud Source Water  
Pura Vida Bracelets  
Richie Graham Photography  
RXR Sports  
Scott's Roofing and Solar  
SeaVeas, Inc.  
SkiUphill  
South Slope Farms  
Stasher  
Strictly Sustainables  
Tentera Coffee Roasters Corporation  
The Matthews Group

The Portland Villa  
The ProActive Sport Group  
The Wall Group  
Think Coffee  
Toad&Co  
Trailhead Investments  
wanderwell  
Zing Collaborative  
ZingFix

## INDIVIDUAL

Randy Ackerman  
Amir Ahdoot  
Jake Alier  
Alexander Alimanestianu and Sarah Maca  
Lorenzo Allena  
Gregory Allinson  
Elise Ambrose  
Maribel Andonian  
Anonymous Donors x 6  
Frances Ashforth  
Brett Austin  
Christopher Ballard  
Cassie Barner  
Mark Barr  
Tom and Currie Barron  
Brant Barton\*  
Clayton Beaver  
Vicki Berman

Matt Bertrand  
Emilio Betanzo  
James Bingham  
Matthew Bos  
Dominique Giuliana Boschetti  
Jurado  
Hilary Bronsnick  
Nick Brown  
Stuart and Joanna Brown  
Brad and Mary Burnham  
Suril Butala  
Theresa Buysse  
Katherine Cadwell  
Runqiu Cai  
Mario Campori  
Connie Chen  
Hannes Ciatti  
Alexis Clute  
Jim and Marcie Cocina  
Ryan Cole  
Toby Coleman  
Warren and Brammie Cook  
Maurice Coopmans  
Gemino Cortez  
Erin and Anthony Coventry-Smith  
Katie Craig  
Guillaume and Andrea Cuvelier\*  
Betsy Denison  
Hilary Dessouky\*  
DeVito Family Trust  
Lauren Dix

Patrick Dodds  
Lauren Duffield  
Zachary Edward Harris  
Dan and Rae Emmett  
Morgan Emmett  
Eliot Estrin  
Kelly Evans  
Rebecca Evans  
Tyler Fischer-Colbrie  
Jane Fisher  
Jessica P. Fisher  
Garrison Fratoni  
Rachel and Mark Friedman  
Clare Gallagher  
John Gans and Stephanie Kessler  
Nicole Geiger  
Jacinto Gentine  
Christina Godinez  
Matthew Thomas Gorman  
Loic Gourmel  
William Grand  
Andrea Grant  
William Haber  
Jess Halter  
Court Haworth  
Shane Heath  
Richard and Kelley Henry  
Adam Hodges  
Robert Hogg  
Paul and Annie Hudnut  
Dita and Hutch Hutchinson  
Nick Ingall

# OUR SUPPORTERS

Sabrina Jacquier Parr  
Peter Jin  
Josiah Johnson  
Tonia Jorgenson  
Kelly Kahler  
Adam Kaniowski  
Terry and Helen Kellogg  
Abigail Kind  
TJ and Tanya King  
Mario Kinsella  
Erik Krahn  
Vanessa Krebs  
Vincent LaCombe  
Heather Lavalley  
Christopher Lavin  
Michelle Lefevre  
Alex Lewis  
Lori Lewis  
Chavie Lichtenberg  
Jonathan Lien  
Javi Lorbadá  
Molly Lowe  
Ryan Madison  
Sara Malvezzi  
Graham and Erika Mannion  
Rachael Martel  
Collin Martinez  
Craig and Jackie Mathews  
Gregory and Carla Matthews  
Diana McCargo and Peter Swift  
Scott McCreary  
Suzanne McFarland  
Morgan McGovern

Leesa McGregor  
John McNichols  
Elizabeth McNichols\*  
Sean McQueeney  
Laura Melahn  
Jeffrey Menz  
Michael Meyer  
Douglas Milvaney  
Marek Möckel  
Dylan Monahan  
Edward Monrad  
Stephen Napier  
Henry Nassau  
Josh Newport  
Brent Nichols and Danielle  
Slavin  
Bo Norris and Cathy Houlihan  
Daniel Norris  
Adam Olbur  
James Osgood\*  
Stephanie Pal and Alex Wert  
heimer  
Vinciane de Pape  
R. Todd Payes  
Deb Payne  
Bill Pechstein  
Emily Pendergraft  
Chloé Perceval  
Judy Peterson  
Trina and Jess Peterson  
Christopher Petzy  
Meagan Phillips  
Elizabeth Pike Sheehy

Jacci Pollock  
Greg Porter  
Madelyn Postman and Christoph  
Geppert  
Pilar Prassas  
Dave Pulkowski  
Sam Reid  
Maksym Revutskyi  
Priscilla Rich  
Christopher Ridley  
Paul Riedmiller  
Elizabeth Rightor-Roberts  
Steve Rogovic  
Ramon Rosquete  
Friedrich Roth  
Lauren and Dennis Sanders  
Edoardo Salvati  
Toru Sanada  
Jo-Ann Schofield  
Shirley Schue  
Elizabeth Serniak  
Jeff Shaknaitis  
Karen and Robert Sheppard  
Lo Chester Shiu Wing  
Alysen Smith  
Joel Smith  
Oliver Smith  
Andrew Somerville  
Pietro Sorrentino  
Will and Judy Stevens  
Russ Stoddard  
Kristine Stratton\*  
Masahiro Sukegawa

Wills Sweney  
Dr. Emily Symington  
Futoshi Takeya  
Neha Taleja  
Kalsang Tenzin  
Leslie Taylor  
Steven Taylor  
Philip Tchou  
Scott Terry  
Melanie Thamm  
Mathew Theis  
Marcos Velloso da Silveira Junior  
Rene Verbeek  
Henry Vinton  
Garrett Vita  
Brittany Waddell  
David Walker  
Jonathan Wang  
Sin Wang  
Charlie and Molly Wärendh  
Sarah and Alan Ward  
Allyson Watkins  
Claire Watson  
Reto Wegmuller  
Kurt Weinsheimer\*  
Lois Weisman  
Rebecca Wessels  
Chris Weydeveld  
Carmen Wilson  
Yue Wu  
Judith Zins  
Zoe Zoller  
Silvia Zunino

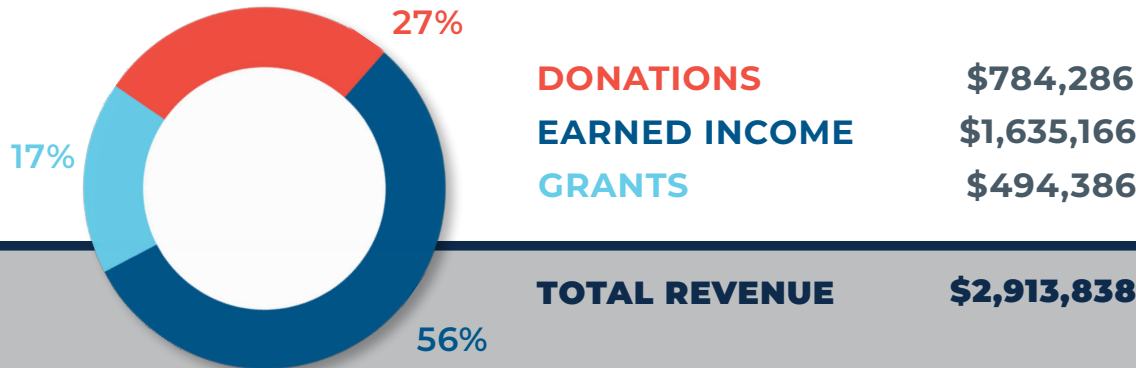


Photo credit: nonprofit partner, Solar Sister



# OUR FINANCIALS

## 2019 REVENUE



Total certified giving to environmental nonprofits in 2019:

**\$27.2M**

## 2019 EXPENSES



**TOTAL EXPENSES \$2,045,676**

Increase in net assets (2019 activity): **\$868,162**  
 Total net assets, end of year 2019: **\$2,101,757**

*\*These are unaudited numbers and do not include France chapter.*



# OUR TEAM

## FOUNDERS

Yvon Chouinard, CA    Craig Mathews, MT



## STAFF

Allyson Bartlett  
Sarah Burgess  
Jon Cocina  
Rebecca Cohen  
Carla Fox  
Gabby Makatura  
Jaclyn McCarthy  
Ryan Midden

Celine Miranda  
Amanda Oenbring  
C.T. Ransdell  
Bethany Sadler-Jasmin  
Ashley Weltz  
Liz Whiteley  
Kate Williams  
Jeff Wilson

## BOARD

Brant Barton, TX  
Katherine Cousins, NH  
Guillaume Cuvelier, NY  
Hilary Dessouky, CA  
Howard Fischer, NY  
Elizabeth McNichols, CA

Jim Osgood, CA  
Marc Randolph, CA  
Kristine Stratton, ME  
Kurt Weinsheimer, CA  
T.J. Whalen, VT  
Kate Williams, CEO, VT

(as of 12/31/19)



# WAYS TO GET INVOLVED

**JOIN**



our global community

**DONATE**



to help us  
grow our movement

**SHOP**



brands with the  
1% for the Planet logo

**GET INSPIRED**



by our stories of impact

**FOLLOW**



us on social media

**LISTEN**



to our Planet Service  
Announcement podcast



This is not philanthropy. This should be a cost of doing business. It's paying rent for our use of the planet.

- Yvon Chouinard

Founder of Patagonia and 1% for the Planet



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