


# A year of change.



**FOR THE  
PLANET**

**ANNUAL REPORT 2020**



A photograph of Yvon Chouinard, founder of Patagonia, standing in the doorway of a workshop. He is wearing a blue and white checkered shirt, a dark apron, blue jeans, and tan shoes. He is leaning against the left door frame. The workshop interior is cluttered with various tools, equipment, and materials, including a green gas cylinder and a wooden workbench. The lighting is natural, coming from the doorway, creating a strong contrast between the bright exterior and the dark interior.

“You have a whole life in the outdoors, you realize you have a sense of responsibility to protect these wild places.”

— **YVON CHOUINARD**  
FOUNDER OF PATAGONIA  
& 1% FOR THE PLANET





Photo provided by Blue Sky Fund

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# Year in review

Dear friends,

2020. We will forever remember this year that demanded so much from so many people everywhere. At 1% for the Planet, despite this year's unique challenges, we are grateful that 2020 gave us the opportunity to become stronger together and more resilient—for the planet and people.

When the reality of the pandemic first hit in March 2020, we brought our work home with us, canceled events around the world, postponed our annual Global Summit until 2022 and adapted nearly every aspect of what we do. And like so many, we sharpened our pencils in anticipation of lean times ahead in a struggling economy. All the while, the environmental crisis did not pause. And, neither did we.

In the following pages, you'll see that the committed action of our global community led to a remarkable year with record numbers of membership inquiries, new members and annual certified giving. You'll also see how we expanded and deepened the way we drive environmental impact that integrates racial and social justice. And threading through all of the metrics and stories, we hope you'll witness the global relationships that shape our community: relationships between staff and members, between members and nonprofits, and between consumers and businesses that advance real change for our planet. It is these relationships that sustained us, and that fuel our path forward.

2020. For 1% for the Planet, it will stand as a year in which the hope and action that define us only grew stronger; it was a year in which our entire community strengthened our commitment to a thriving planet and to future generations.

Warmly,



Kate Williams

**Kate Williams**  
CEO



T.J. Whalen

**T.J. Whalen**  
Board Chair





Photo provided by Project New Village

# 2020 metrics & global impact

Our 2020 metrics tell a story of hope. Despite, or perhaps because of, the pandemic and other global challenges facing people and the planet, record numbers of members joined 1% for the Planet last year. Not only did our global community grow, but we certified more giving from our members to environmental nonprofits than in any other year in our history. As our members fulfill their 1% commitments, thousands of nonprofits receive the vital resources they need to achieve their missions.

Our 2020 numbers also tell a story about the increasingly global nature of our community of individuals, businesses and nonprofits. 2020 marked the first year our business membership tipped from majority U.S.-based businesses to majority internationally based businesses. From Chile to Italy to Taiwan, and from electronics to insurance to manufacturing, our movement is expanding in scale and scope.

## 2020 METRICS

↑ 8%  
**\$32M**  
**TOTAL CERTIFIED  
GIVING (USD)**

↑ 12%  
**412**  
**TOTAL NEW  
INDIVIDUAL MEMBERS**

↑ 10%  
**1,716**  
**TOTAL NEW  
BUSINESS MEMBERS**

↑ 14%  
**2,062**  
**TOTAL NONPROFIT  
PARTNERS SUPPORTED**

↑ 26%  
**34%**  
**U.S. BRAND  
AWARENESS**



TOTAL APPROVED  
NONPROFIT PARTNERS:

4,278 from  
90 countries

TOTAL INDIVIDUAL  
MEMBERS:

863 from  
47 countries

TOTAL BUSINESS  
MEMBERS:

3,929 from  
61 countries

INDUSTRIES  
REPRESENTED:

63 different  
industries

\$282M

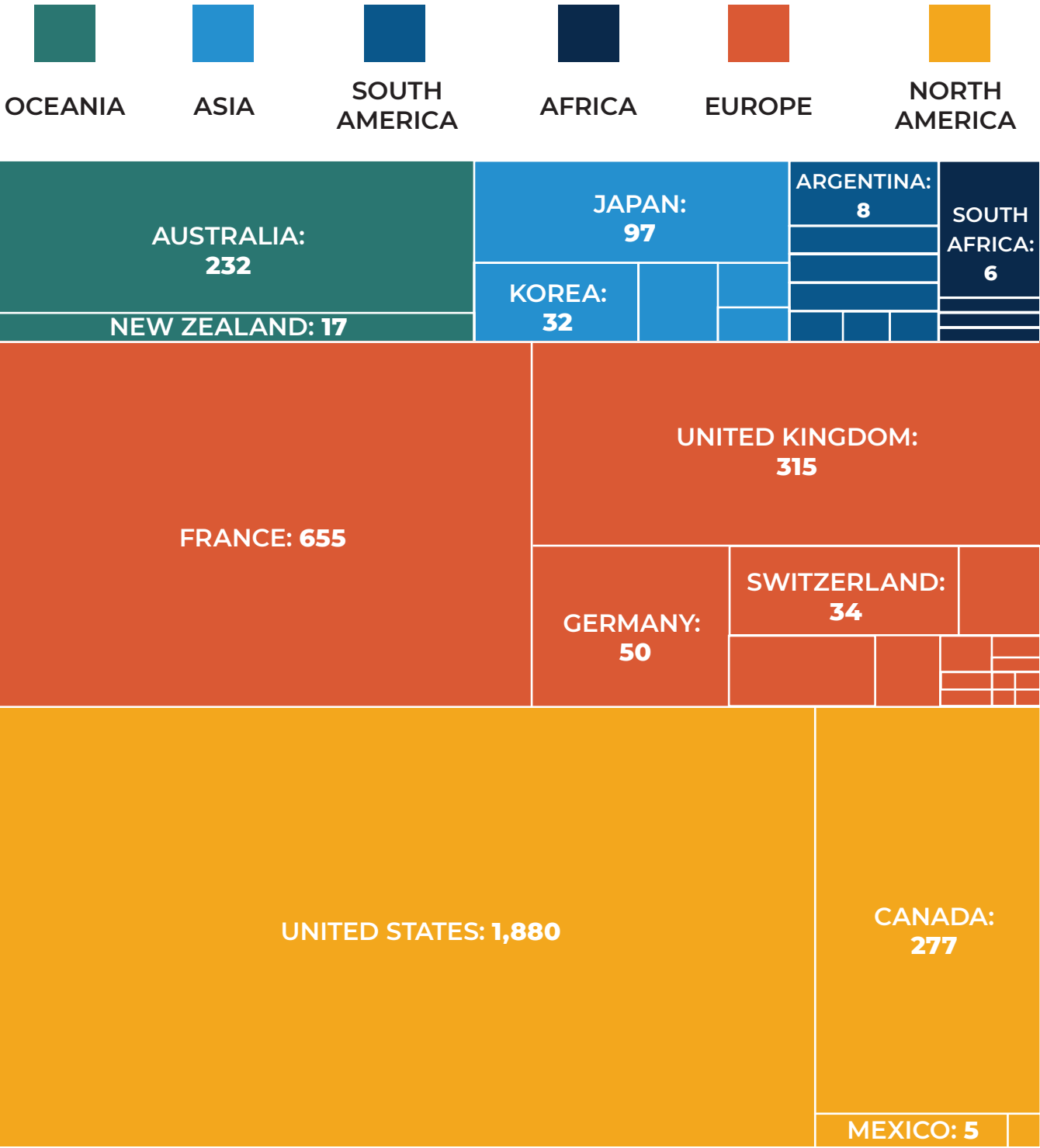
TOTAL CERTIFIED GIVING (USD) 2002–2020

51%

INTERNATIONAL

49%

UNITED STATES







# Forging ahead

Our strategic plan is our compass guiding us into the future and toward our North Star: to become the most recognized global environmental community. The plan incorporates everything from our core purpose and values to our strategies and key performance indicators. The following 2020 highlights provide insight into how we measure our success and meet our targets.



# Serving business members

80%

WOULD  
RECOMMEND  
MEMBERSHIP

TARGET

94%

WOULD  
RECOMMEND  
MEMBERSHIP

ACTUAL

Our committed members support nonprofits around the globe, and we strive to make it easy and enjoyable to do so. In our annual member surveys, we take the opportunity to get feedback on all aspects of our services. The survey solicits strategic insights and input on timely issues; for instance, in 2020, we captured the impact of COVID-19 on business continuity and its potential implications on membership renewal. We're pleased to have exceeded our targets for individual and business member satisfaction.

Survey highlights: 94% "likely" or "very likely" to recommend business membership to other businesses; 78% say membership has "extremely high" or "high" value; and visibility of the 1% for the Planet® brand is the most valuable member benefit.

Our annual survey feedback also helps direct our organizational priorities. In 2021, we plan to administer additional quarterly satisfaction surveys to ensure a good pulse on our community.

# Investing in employees

8.00

EMPLOYEE  
WELL-BEING  
ON A SCALE OF 1-10

TARGET

8.65

EMPLOYEE  
WELL-BEING  
ON A SCALE OF 1-10

ACTUAL

Thanks to strong leadership and a relentlessly dedicated staff, we were able to successfully navigate the unprecedented challenges of 2020—and more!

Our small, but growing, team gracefully transitioned to full-time remote work and kept morale and motivation at an all-time high. In addition to enhancements to policies and benefits, we supported staff with stipends to ensure work-from-home comfort; we also gave each employee a gift card of their choice to invest in their local community during this uncertain economic time.

At the start of the year, our team embarked on Diversity, Equity & Inclusion training, which continues to be an organizational priority bolstered by individual enthusiasm and interest. Our work to provide a sustainable, impactful model is both internal and external—with the vision of building a vibrant culture that serves as a model for other organizations.



# Securing big brands

8  
WITH \$10M+  
IN REVENUE

TARGET

10  
WITH \$10M+  
IN REVENUE

ACTUAL

When you combine supported employees serving happy members along with growing interest and awareness, you'll likely be able to see increased membership interest and bring on some bigger members. Well, that's what we found anyway!

In 2020, we saw a steady influx of business membership interest (about 100 inquiries per week). We were also thrilled to add some larger-revenue members to our thriving community and exceed our 2020 target in doing so. Notably, new member OXO is now the leading housewares brand in our network and 1% for the Planet's largest corporate donor. Best of all, support from these larger members includes their invaluable insights and efforts to grow the 1% for the Planet community, plus, more dollars going directly to our nonprofit partners.

“Connecting the OXO brand to the 1% for the Planet network is one of the proudest moments of my 25-year career with the brand. The significance and scale of our 1% commitment created both clarity and immediate momentum across the organization. We are excited to be part of the 1% for the Planet family and humbled by the work of so many great brands as we work together to expand the reach and impact of 1% for the Planet.”

—LARRY WITT,  
PRESIDENT, OXO

Photos provided by OzHarvest & Big Green





# Boosting brand awareness

**29%**  
U.S. BRAND  
AWARENESS

**TARGET**

**34%**  
U.S. BRAND  
AWARENESS

**ACTUAL**

Our North Star hinges on brand awareness. So as you might imagine, we were delighted to receive our annual U.S. brand awareness results—not only exceeding our target—but boasting a 26% increase from 2019 (and 126% increase since 2016). With 51% of our membership outside of the U.S., we started surveying in other key international markets such as France, Australia and the U.K.

These U.S. and international surveys reinforce brand awareness and our positive influence on purchasing decisions across demographics. We attribute this success to various efforts, such as shared storytelling. In 2020, we launched our new interactive be 1% better site designed to share our network’s remarkable collective impact, immerse visitors in our mission and challenge every person, everywhere, to be 1% better.

We equipped our network with a comprehensive toolkit and guidance on how to participate in the campaign. Our toolkit saw nearly 5,000 page visits—signaling the value-add of this engagement tool. We recognize that there are many factors for this continued increased awareness, and thank our network of changemakers; we know that as our community grows, our impact and brand does, too!

# Certifying member giving

**\$25M**  
TOTAL CERTIFIED  
GIVING (USD)

**TARGET**

**\$32M**  
TOTAL CERTIFIED  
GIVING (USD)

**ACTUAL**

We make environmental giving easy and effective through partnership advising, impact storytelling and third-party certification. Our certified giving number is a key metric that indicates we’re delivering on our value proposition. Despite an unsettling year, we were inspired by our committed members who, collectively, surpassed our annual certified giving target.

As with any of these 2020 highlights, there are many key ingredients and loads of work that led to our success. The significance behind the amount of total certified giving, in particular, is best felt through stories. The foundation of the 1% for the Planet model is the member-nonprofit partnership. In the following pages, we share some select partnership stories—many of which underscore our ability to drive critical funding to the most timely and urgent issues of today.

And as we know in 2020, there were no shortages of challenges and accompanying opportunities to drive positive change and reinforce how all issues are environmental issues.





# Features: urgent issues of our time

Every 1% for the Planet story is unique, demonstrating the many ways our members and nonprofit partners come together to change the world for the better. Here, we've showcased select stories that reflect the specific challenges and opportunities associated with 2020—an unprecedented year.



# 1% for the Planet community rallies to offer wildfire aid

IN 2020, WILDFIRES DEVASTATED COMMUNITIES AROUND THE GLOBE. AND IN RESPONSE, THE 1% FOR THE PLANET NETWORK STEPPED UP TO PROVIDE SUPPORT.

When it comes to the issues threatening our environment and communities, one thing always proves true—1% for the Planet members care.

From the United States to Australia, wildfires broke records around the world, including the largest wildfire year on record in California. As uncontrollable fires scorched through ecosystems, communities and livelihoods, 1% for the Planet members rallied to fund organizations providing both immediate disaster relief and longer-term solutions. In a year that was challenging on so many fronts, we were proud to see the level of dedication and responsiveness within our network. With donation receipts pouring in, some members found creative new ways to use their business to make a positive impact.

Reese Cooper is a Los Angeles-based fashion designer and 1% for the Planet Business Member. Motivated by the impact of the California wildfires, he used his AW21 collection and runway show to transform garments into a platform for raising awareness about climate change, wildfires and forest management.

As part of the runway show, Cooper launched a co-branded collection with the National Forest Foundation (NFF). Proceeds from the collection benefitted NFF’s Southern California Fund, which aids post-fire restoration, wildfire mitigation and rebuilding local infrastructure. The collection was launched at Paris Fashion Week, creating a global buzz around the wildfires and other critical environmental issues.

With the help of our network, we are constantly looking for ways to maximize impact and protect the planet for future generations. As the climate crisis becomes more and more pressing, we must come together to offer long-term solutions and short-term relief to those most impacted.



*“‘What happens to the land, happens to the people’ and ‘The call of the wild should not be help!’ are powerful mantras repeated across the collection, both through graphics as well as sustainable manufacturing techniques, including 100% botanical garment dyes.”*

**—Leah Cooper, President at Reese Cooper, 1% for the Planet Business Member & L.A.-based fashion designer**



Runway photos provided by Reese Cooper.



# Environmental justice for all

**“I DON’T THINK YOU TRULY STAND FOR JUSTICE IF YOU  
DON’T STAND FOR BLACK PEOPLE.”**

– LEAH THOMAS, INTERSECTIONAL ENVIRONMENTALIST

This year, the demand for racial justice echoed across the world. We’re dedicated to answering that call—and amplifying the voices fighting for justice. Our mission centers around protecting the planet for generations to come. This entails building a safe and just future for all, and recognizing the disproportionate impacts that the climate crisis has on communities of color. That’s why we’ve spent the year looking inward, evaluating our approach, finding our role in the conversation, and most importantly: listening.

Climate action does not work without the inclusion of justice. Intersectional environmentalism is the key to an inclusive movement that works for everyone. We must recognize who has been left out of the movement. Black, Indigenous and other People of Colors have always been at the forefront of climate action, but their contributions have been historically erased from the narrative. Amplifying the diverse voices of the movement is imperative, and we’re committed to using our platform to do this.

We’re proud to celebrate the many ways our network stepped up this year to advance environmental justice around the globe. In 2020, we welcomed more justice-focused nonprofits into our network. This means more support than ever before to environmental justice causes from dedicated and passionate members of our community. While 2020 was a year of vital growth and learning, the work is nowhere near done. We are steadfast in our focus on equity and inclusion, and mobilizing our network to drive justice forward.

On the page that follows, get to know three nonprofits in our network working to advance racial justice and build a better future for all.



**Soul Trak Outdoors**

Soul Trak Outdoors connects communities of color to outdoor spaces and builds a coalition of diverse outdoor leaders.

Their programming is focused on making connections through outdoor adventure and hands-on learning. Despite the quarantine challenges presented in 2020, this nonprofit modified their programs and made a substantial impact. Soul Trak Outdoors continued to get people moving outdoors with socially distanced hiking, paddling, rock climbing and more. They also launched their “Miles for Soul” program, encouraging teams and individuals to move 50,000 miles during August 2020.



**Earth Guardians**

Earth Guardians works globally to empower diverse youth to be effective leaders in the environmental, climate and social justice movements.

Their programs use art, music, storytelling, on-the-ground projects, civic engagement and legal action to advance climate solutions. This year, Earth Guardians helped to register more than 25,000 new voters through their online registration portal. They also launched their Decolonize Youth Leadership Training program, leading 25 youth participants to address the intersectionality between systemic racism and the environmental crisis. The program trained participants to use their voices, votes and communities to take action.



**Soul Fire Farm**

Soul Fire Farm is a Afro-Indigenous centered community farm in Petersburg, NY committed to uprooting racism and injustice in the food system.

Not only does Soul Fire Farm grow and distribute food, their mission is centered around using farming as a means of healing. Their food sovereignty programs reach over 10,000 people each year. In 2020 alone, Soul Fire Farm delivered more than 1,000 boxes of food at no cost to survivors of food apartheid in their local community. The nonprofit also established 44 new urban gardens for local families through their Soul Fire in the City initiative.

*Photos provided by Soul Trak Outdoors, Unsplash, Soul Fire Farm*





## Unprecedented times, unwavering support

THE 1% FOR THE PLANET COMMUNITY CAME TOGETHER  
TO FIND CREATIVE WAYS TO OFFER AID, RELIEF AND  
HOPE DURING THE COVID-19 CRISIS.

It's impossible to share our 2020 impact without discussing the COVID-19 crisis. The pandemic challenged us to reexamine how we operate as an organization, and it reinforced the interconnectedness of our planet's most pressing issues—from the spread of a deadly virus, to wildlife protection, to climate justice, and everything in between.

As the global pandemic changed our reality, our network met unprecedented challenges with action. To support our members with their pandemic-relief efforts, 1% for the Planet staff identified environmental nonprofits working to fulfill urgent, short-term needs, as well as those focused on preventing future pandemics and providing long-term solutions to many of the unexpected repercussions.

Feeding America estimates that 45 million people (1 in 7), including 15 million children may have experienced food insecurity in 2020.

1% for the Planet members gave directly to organizations that work in many areas—from disease prevention and wildlife conservation to food justice. With many strong partnerships between businesses and food-focused nonprofits, our network is uniquely positioned to address food insecurity—a major consequence of the pandemic.





Photo provided by Conscious Alliance

"Ocean's Halo is grateful for the work the Conscious Alliance team does finding fast and creative solutions for getting our healthy foods to people in need. Our brand is empowered by Conscious Alliance's work donating our products to food-insecure families, especially during such critical times in people's lives."

— **MATT RYAN**, DIRECTOR OF PRODUCT SALES & MARKETING, OCEAN'S HALO

1% for the Planet Nonprofit Partner Conscious Alliance provides meals to vulnerable communities by rescuing food once-destined for the landfill. This year, they stepped up operations to meet the newly increased need for food assistance. Through their partnerships, they were able to distribute over 1.5 million meals to families in need—a more than 400,000 meal increase from what was donated in 2019. 1% for the Planet Business Members contributed more than 878,666 pounds of food.

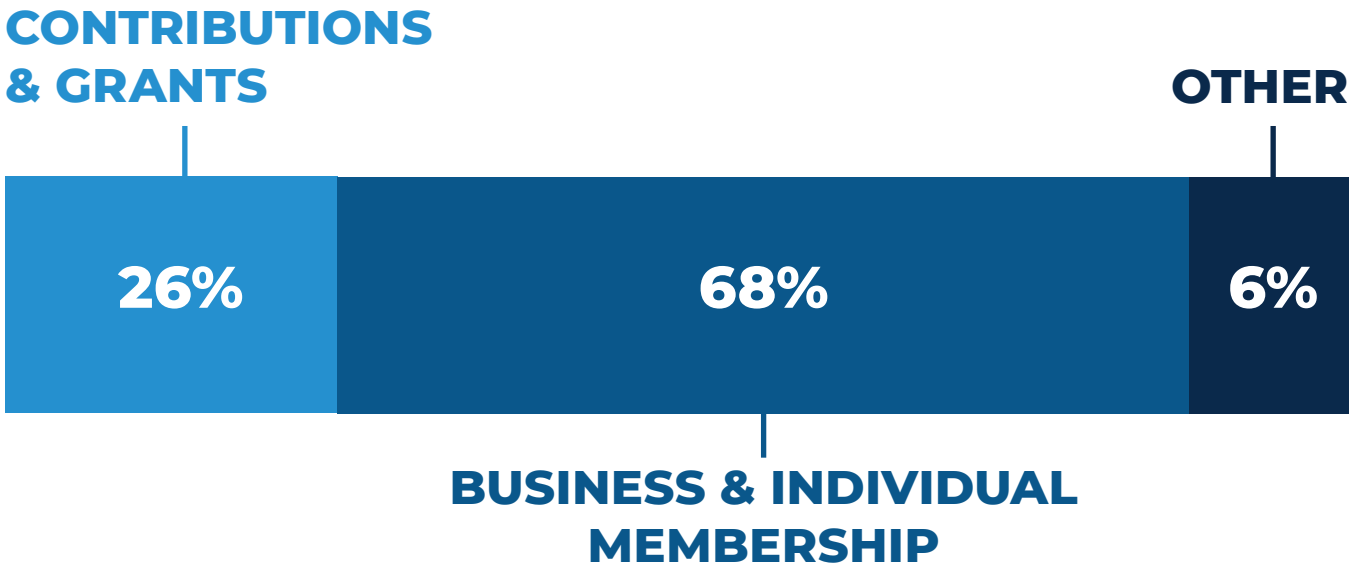
Business members Boxed Water, Bundle Organics, Kefla, Mamma Chia, Ocean's Halo, OliKo, Patagonia Provisions, Simmer, The BU LLC, Schultz's, Three Bears and Thrive Tribe donated food and beverages directly to Conscious Alliance, keeping excess products out of landfills and providing hunger relief to 11 underserved communities.



# 2020 revenue

CONTRIBUTIONS & GRANTS	\$801,340
BUSINESS & INDIVIDUAL MEMBERSHIP	\$2,124,155
OTHER (PPP LOAN - FORGIVEN)	\$183,658

TOTAL REVENUE \$3,109,153

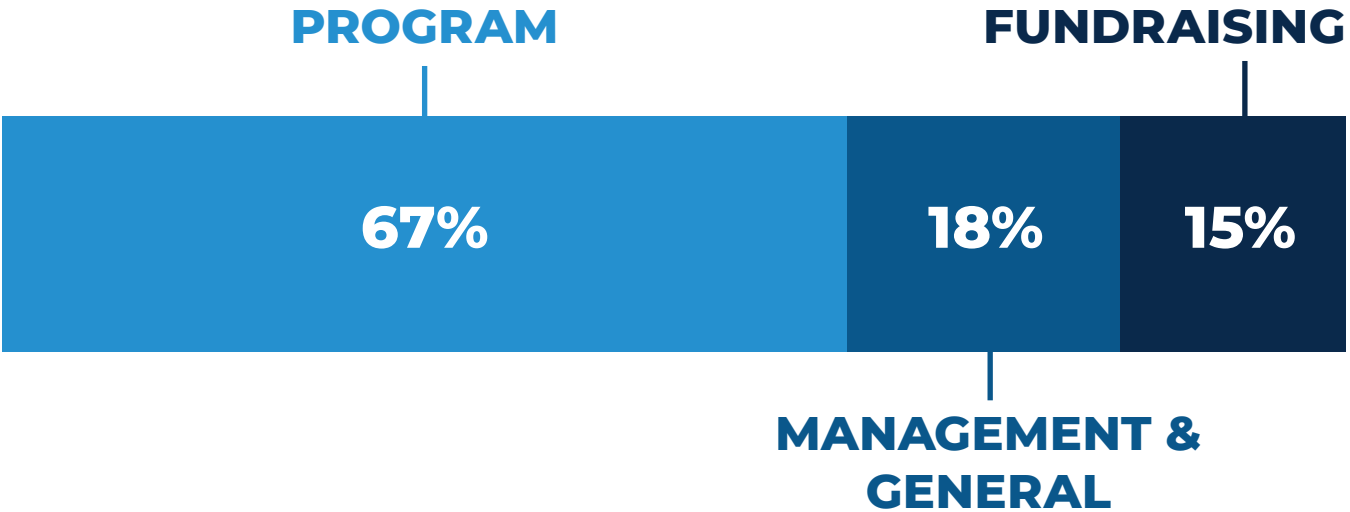


TOTAL NET ASSETS (END OF YEAR 2020) \$2,883,241

# 2020 expenses

PROGRAM	\$1,552,948
MANAGEMENT & GENERAL	\$413,151
FUNDRAISING	\$361,570

TOTAL EXPENSES \$2,327,669



INCREASE IN NET ASSETS (2020 ACTIVITY) \$781,484



# Our supporters

The work described in this report was made possible by the many individuals, corporations and foundations who support 1% for the Planet. Here, we recognize those who made a donation of \$100 or greater (beyond member dues) to 1% for the Planet between January 1 and December 31, 2020. To the donors listed—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

AmazonSmile Foundation	Congregational Church of Middlebury UCC	Sam & Peggy Grossman Family Foundation
Anonymous	Emmett Foundation	The Quarforth Family Charitable Fund
Bill & Melinda Gates Foundation	Erol Foundation	United Service Foundation
Climate Ride	Johnson Family Foundation	

## CORPORATE

1908 Brands	Basso Capital SPAC Fund	Bukit & Soul
3BLC	BeachNecessities.com	Chulengo Expeditions
50/50 Goods	Bekko Box	Clean Energy Counsel
adMixt	beyondGREEN biotech, Inc.	CodeCrew
American Outdoor Products	Bluestone Financial Advisors, LLC	Color The World
Apple	Bluestone Life	Cornucopia Natural Foods
Arctic Silver Innovation	Boba Guys	DailyKARMA
Aspire Sustainability	Bodhi Surf + Yoga	Delighted Spirit
Backpacker's Pantry	Branded Bills, LLC - Landscape Series	EarthHero
Bank of the West		Earthly Labs

Eco Vessel, LLC	(MYSC)	Rumpl
Eva's Herbucha	Mizu, Inc.	Scarborough & Tweed - Drinkware
Experience Momentum	Mountain Sports Flagstaff, Inc.	Scott's Roofing, LLC
F.X. Miller	natracare	Side by Side
Final.	Naturepedic	SkiUphill
Firestarter Interactive	Ned & Co., LLC	South Slope Farms
flaik	Netflix	Sporty & Rich
Forrest Design Company	New Belgium Brewing	Steve Altermatt - Altermatt, Inc.
Fourpoints Bar	Nextera Energy	Strictly Sustainables
Free Birdees	Nomadix	Sustainable CFO
FuFluns Food	NORVA - Vehicle for Adventure	Sweet Clover Market
FundApps, Ltd.	Nourish Juice Bar	Syniti
GE Foundation	One Eleven Watches	Tahoe Wellness Center
Goldman Sachs	Opex Digital Consulting, LLC	Tentera Coffee Roasters Corporation
goodr, LLC	Outer	Terra Alpha Investments, LLC
Green Cycle	Pale Blue Earth, LLC	The Anti Blueprint Project
GreenVogue Enterprise	Patagonia	The Pig & The Sprout
HelloBody	Pelorus Jack Film Productions, Inc.	Top 6 Business Coach
Integra Courtage	Pinton Forrest & Madden Group, Inc.	Topa Topa Brewing Company, LLC
Kahtoola	Point Seven Group	Uberliss
Khala & Co.	Poppy Treffry	Unconquered
Klean Kanteen	Premier Press	Venue West Conference Services
Koala Eco	Pretty Vulgar, LLC	Viticole Wine Club
Kowal Construction, LLC	Pura Vida Bracelets	VMware Foundation
La Storia	Pure Project, LLC	wanderwell
Lacey & Orth CPA, LLC	Purl Wax, LLC	WearPanda
Lapine - PepsiCo Business Unit	Pyram Organics & Plants	Weston
Liberty Mutual	Rabble Wine Company	Workday, Inc.
LinkedIn	RASICAL	Zeal Optics
LiveRamp	Real Saboaria	ZingFix
Locumtenens.com	Recovered Living, LLC	
Logistick	REDBUDSUDS	
Lotus Trolley Bags	Relevant Planning & Development	
Macquarie	Relish Studio	
MantraBand		
Merry Year Social Company		



INDIVIDUAL

Samantha Akins	Mark De Haan	Jess Halter
Alex Alimanestianu and Sarah Maca	William Debonnaire	Richard and Kelley Henry
Lukas Andersen	Mark DeFeo	Paul and Annie Hudnut
Anonymous	Bradley DeJean	Nicolas Ibanez*
Anton Arboleda	Connie Dempster	Asato Iida
Bree Arsenault*	Betsy Denison	Sabrina Jacquier Parr
Brett Austin	Hilary Dessouky*	Glennise Jakop
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Mark Barr	Julia Dillon	Dennis Jenson
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Rahal Belkalai	Karl Elchinger	Jozef Kalis
Emilio Betanzo	Kira Alise Elton	Geoburt Katigbak
Ellen Blackstone	R. David Emley Jr.	Zeljka Carol Kekez
Katherine Blakeley	Dan and Rae Emmett	Jen Kim
Simon Bouchard-Levesque	Megan Farrell	Abigail Kind
Nick Brown	Sean Fenner	George C. Kustor
Stuart and Joanna Brown	David Field	Vincent LaCombe
Brad and Mary Burnham	Howard Fischer*	Tim Lerner
Amy Butler	Lara Fisher	Molly Lowe
Katherine Cadwell	Dave Franchino	Natalie Maddon
Cindy Callender	Bonnie Franz	Susan and Smith Maddrey
Shannon J. Carey	Charlee Fraser	Ryan Madison
Anthony Carson	Gloria Gadsden	Hadrien Mantes
Michelle Christman	Renee Gardner	Collin Martinez
Hannes Ciatti	Siona Gartshore	Gregory and Carla Matthews
Charles Cooper	Nicole Geiger	Alex Mazzini
Maurice Coopmans	Charlene Gervais	Diana McCargo and Peter Swift
Tayler Corbisiero	Maggie Glos	Scott McCreary
Daniel Courtney	Bryan and Suzi Godber	Suzanne McFarland
Katherine Cousins*	Christina Godinez	Morgan McGovern
Erin and Anthony Coventry-Smith	Matthew Thomas Gorman	Leesa McGregor
Katie Craig	Maximilian Gradl	Robin McLean
Brenda Cullen	Andrea Grant	Caitlin McNally
	Trevor Gray	Elizabeth McNichols*
	Stephen Hagen	John McNichols

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Stephen Napier	Jordan Reilly	Tina Traficanti
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James M. Osgood*	Lars Rikse	Paul Van Haver
Christian Owen	Pascal Roesler	Pierre Vandekerckhove
Alison Packard	Steve Rogovic	Julie and Jon Vandendriessche
Tim and Deary Panek	Peter Schäfer	Daniel Varga
Jung Su Park	Monish Shah	Rene Verbeek
Carl Patterson	Michaela Shaw	Henry Vinton
Bill Pechstein	Eric Simon	Scott Voorhees
Benjamin Peeters*	Helio Siva	Michael Walls
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Madelyn Postman and Christoph Geppert	Marcus Teterra	Emily Zanat
Will Potter	Mathew Theis	Elisa Ziglar

"We've deeply appreciated our partnership with 1% for the Planet. Their willingness to experiment, learn and iterate has helped generate insights on charitable giving behavior that will not only benefit 1% for the Planet members, but also the giving field writ large."

—AGUS GALMARINI, PROGRAM OFFICER, PHILANTHROPIC PARTNERSHIPS, BILL & MELINDA GATES FOUNDATION





# Our team

As of 12/31/20

## FOUNDERS

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Craig Mathews, MT

## BOARD

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Kristine Stratton, ME

Hilary Dessouky, CA

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Jess Taylor

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Ben Van Cleave

Kristina Martin

Ashley Weltz

Jaclyn McCarthy

Liz Whiteley


Ryan Midden

Kate Williams

Celine Miranda

Jeff Wilson






“I am a member of 1% for the Planet because I believe that the world's largest issues can only be solved together—with everyone contributing what they can. As an individual member, I have had the opportunity to connect with a community of like-minded people, who have taught me more about environmental giving. This network continues to inspire me to be better and do more for our planet.”

— **CJ PALTING**

1% FOR THE PLANET INDIVIDUAL MEMBER



A photograph of a sunlit forest. The sun is low in the sky, creating a warm, golden glow. Sunbeams (crepuscular rays) are visible, filtering through the dense canopy of trees. The foreground shows the silhouettes of tree branches and leaves, with some light hitting the foliage. The overall atmosphere is peaceful and natural.

“Thanks to this alliance with 1% for the Planet, we have been able to help people lift themselves out of poverty by teaching them how to grow food while protecting their forest. This has given us the opportunity for our work to be visible and for the companies to provide us with funds to continue expanding our work.”

—**ANDREA FIALLOS DÍAZ**, FOUNDER & PRESIDENT OF FUNDACIÓN LA IGUANA,  
1% FOR THE PLANET NONPROFIT PARTNER

[onepercentfortheplanet.org](http://onepercentfortheplanet.org)

*Cover photo provided by Soul Fire Farm*