



**FOR THE
PLANET.**

ANNUAL REPORT 2021





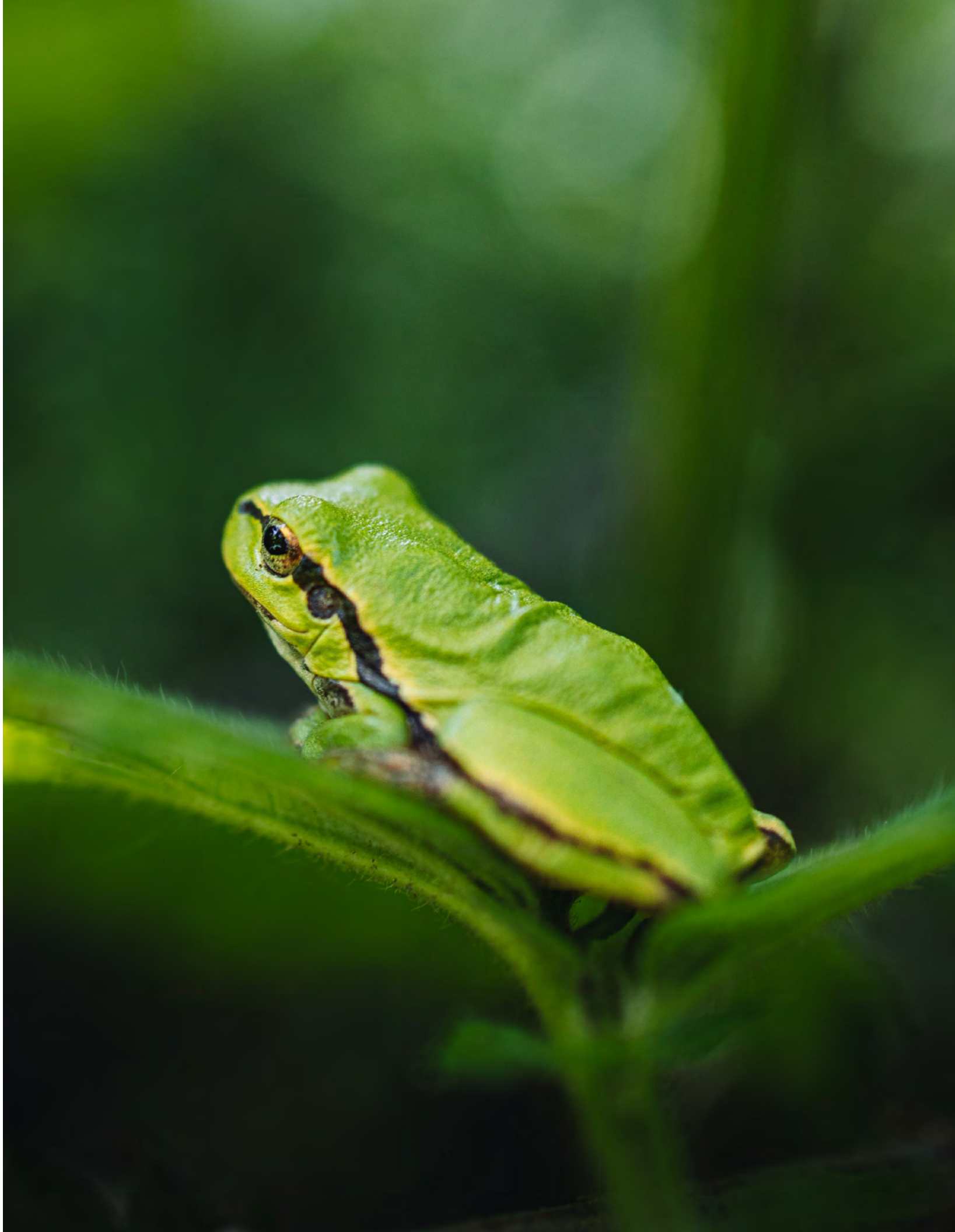
“The past few years have taught us that we all can—and must—do more to create a better future. The environmental crisis is complex, but the solution is simple: action. 1% for the Planet inspires this meaningful action to address today's pressing issues, so it's no wonder the organization is experiencing unprecedented growth.”

— **Rochelle Webb**

1% FOR THE PLANET BOARD MEMBER AND FOUNDER
OF 1% FOR THE PLANET BUSINESS MEMBER,
OPTIMIST MADE

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Year in review

Dear friends,

To scan the 2021 news headlines is a mostly disheartening experience: U.S. Capitol Building stormed by crowd; COVID cases, hospitalizations rise; IPCC report declares current climate risk “code red for humanity”; COP26 commitments fall short and exclude Indigenous voices.

To read the underlying stories, however, is to be inspired by the resilience, learning, engagement and hope that fueled a great deal of positive action. This is the space in which 1% for the Planet flourished in 2021. As you’ll see in the following pages, we certified a record level of giving, we welcomed a record number of new business members around the world, and we grew our organization to support this incredible growth. We also leaned into our priority of expanding a more just definition of “environmental,” in which planet and people are integrated.

How do we reconcile dire headlines with a thriving global community of action? We call it positive urgency. Our model creates a powerful way for people to take intentional and meaningful action, even when faced with tough challenges.

Today, we’re building on this momentum as the intensity of the challenges we face persists. We remain as focused and committed as ever to the power of on-the-ground nonprofits and charities to operate in the spaces where there is no market but where there is critical work to be done. And we continue to engage more businesses and individuals to support this work. Thank you for being part of this journey—we’re stronger together.

Onward,

Kate Williams
CEO

Jim Osgood
Board Chair

Photo provided by Sarah Kjelleren

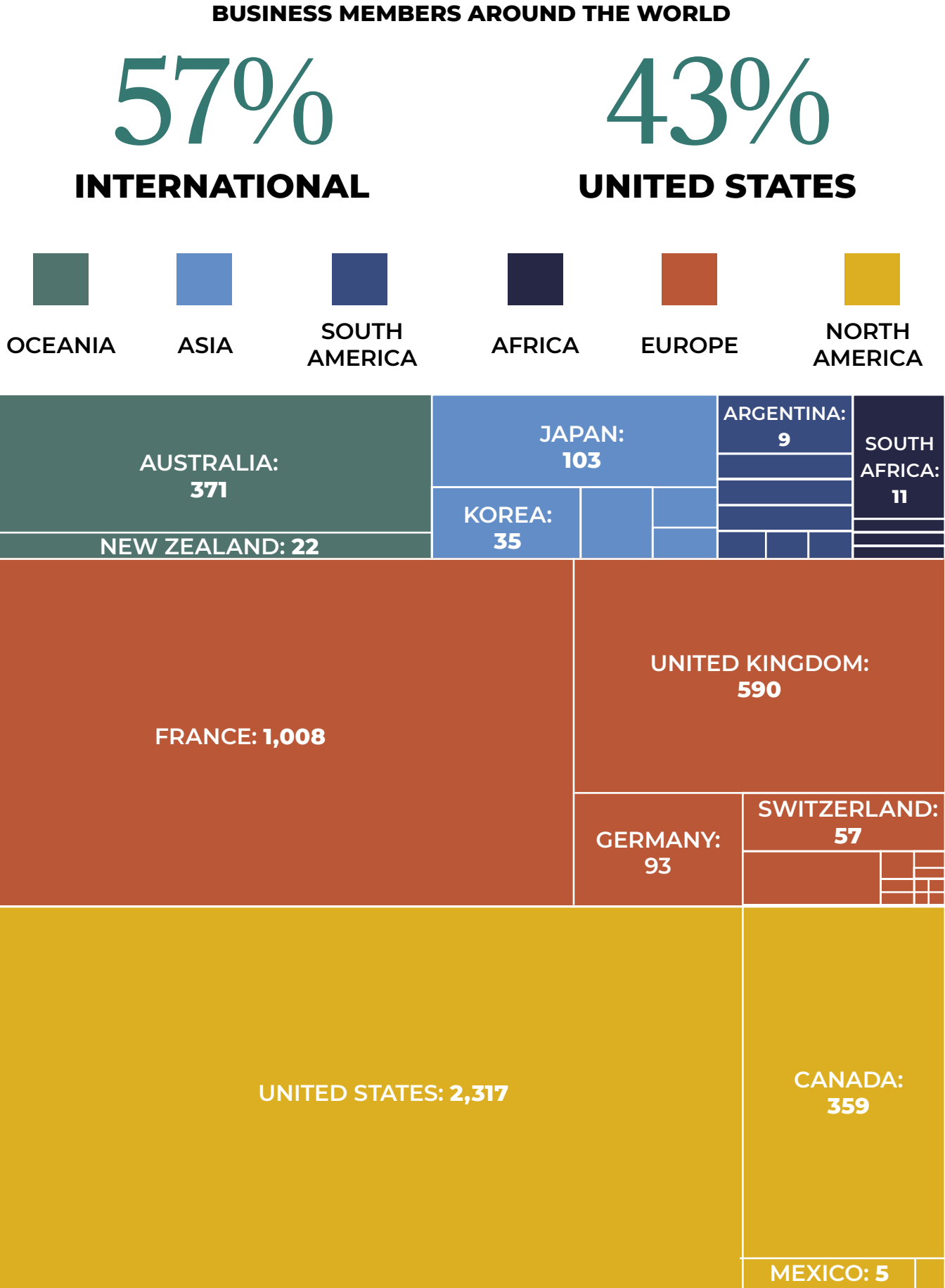


Photo provided by Designathon Works

Our metrics & global impact

Our 2021 metrics tell the story of our growing community and the thousands of 1% for the Planet partnerships making change around the world. From the most remote places on Earth to the most densely populated metropolitan areas—our network is more global than ever before. Our members also span a record number of industries. What was once a certification associated with the outdoor industry, 1% for the

Planet is now represented across more than 65 industries. As our network grows, so does our impact. More members around the world means that our network is at work funding and putting boots on the ground to tackle the pressing environmental issues of our time.



Our year by the numbers

2021 METRICS & PERCENTAGE CHANGE FROM 2020

↑ 25%

2,151

TOTAL NEW
BUSINESS MEMBERS

↓ 1%

406

TOTAL NEW
INDIVIDUAL MEMBERS

↑ 2%

2,104

TOTAL NONPROFITS
SUPPORTED

↑ 63%

\$52M

TOTAL CERTIFIED
GIVING (USD)

Our year by the numbers

2021 TOTALS

TOTAL BUSINESS MEMBERS:

4,815 *from*
60 countries

TOTAL INDIVIDUAL MEMBERS:

1,245 *from*
50 countries

TOTAL APPROVED
NONPROFIT PARTNERS:

5,082 *from*
90 countries

TOTAL CERTIFIED GIVING (USD)
2002-2021:

\$360M

Photo provided by Richie Graham

Our global network in action

1% for the Planet partnerships are the driving force behind our mission. When business members and their nonprofit partners come together around a common cause, incredible change happens. This year, we've chosen to showcase partnerships from around the world to share the global impact and scope of our network.

Photo provided by Brave Trails





Brave Trails & EarthHero

Brave Trails has been dedicated to creating a fun and inclusive summer camp experience for LGBTQ+ youth since opening their doors in 2014.

“Brave Trails was born out of a labor of love and passion for something that desperately needed to exist when we were growing up, and is even more needed for this next generation of LGBTQ+ youth.”

– JESSICA WEISSBUCH
Co-founder of Brave Trails



BIG BEAR, CALIFORNIA & FREDERICK, MARYLAND

Programming centers around confidence building and empowering campers to become leaders at camp and within their own communities. In honor of Pride Month, 1% for the Planet Business Member EarthHero partnered with Brave Trails to support their Outdoor Adventures Program.

The program is a week-long immersion where campers learn about outdoor adventure and stewardship, ending with a campout under the stars. EarthHero’s donation was used to purchase supplies so that participants could develop skills like reading maps, pitching a tent, planning accessible events and learning Leave No Trace principles.

Lefrik & Village Water

Finding the right nonprofit partner is a key part of 1% for the Planet membership.

Lefrik kicked off their new partnership with Village Water by donating recycled bags to be sold in Village Water’s online shop. The bags were an instant fan-favorite among Village Water staff and supporters, with half the stock selling out on the first day.

So far, Lefrik has helped Village Water raise more than £1380, which has helped 46 people access safe water, sanitation and education on preventing the spread of illness.

NALOLO DISTRICT, ZAMBIA & MANICA PROVINCE, MOZAMBIQUE

“For the past few years we have been working on finding the right partners; people who not only comply with our sustainable criteria based on the best possible social and environmental practices but who also share our belief in doing the right thing for the people and for the planet. Searching through the 1% community led us to Village Water and we knew we’d found the right partner!”

– CURRA ROTONDO
CEO of Lefrik





Organic Basics & WWF-Turkey

GERMENCİK, TURKEY

In 2020, Organic Basics and World Wildlife Fund (WWF) partnered to create the first regenerative cotton farm in Turkey. After drought and other climate issues rendered their original plot of land unusable, the project had to switch gears. They breathed new life into their plan in 2021 by finding a new plot of land and a passionate farmer, Ali, who's leading the way in transitioning the land into a regenerative farm.

The new piece of land is a 78-hectare farm growing cotton and alfalfa. Ali will begin by converting three hectares of the cotton farmland to regenerative practices with a plan to expand to at least six hectares as the program progresses.



"I want to see the benefits of this project and inspire other farmers. I hope one day all farmers will be making regenerative organic cotton."

– ALI (PICTURED ABOVE)
Organic Cotton Farmer in Germencik, Turkey



3Bears & Green Forest Fund

EBERBACH, GERMANY

40% of all food we eat relies on pollination from wild bees. That's why 3Bears is using their 1% for the Planet partnership with Green Forest Fund to protect pollinators and safeguard biodiversity. Together, they purchased and preserved 14,000 square meters of land for their wild bee playground—a safe haven for bees, butterflies and other wildlife.

"We wanted our donation to go to an organization in Germany and the Green Forest Fund inspired us with their approach. With our contribution we can enable a wild bee area the size of two soccer fields. Ultimately, this investment will pay off double or triple for us, because we work with raw materials that nature gives us—and which simply would not exist without bees."

– CAROLINE NICHOLS
Co-founder & Managing Director of 3Bears

As a porridge company and a nonprofit protecting wild places, the partners have a unique connection. Sourcing ingredients from nature is dependent on thriving ecosystems—a goal that Green Forest Fund knows well. This shared connection was the fuel behind their partnership, making for truly tangible and long-lasting change.

Want to see more stories of partnerships in action?

Follow us.

@1percentFTP 1% for the Planet



Collective impact through individual action

The UN Secretary General called the 2021 IPCC Report “code red for humanity.” For many, this report was not just a projection for years to come, but the current reality as 2021 brought record breaking heat waves, floods, fires and other climate disasters to vulnerable communities around the world.

As we watched our planet continue to change, we also saw a movement grow. With the rapid growth of the 1% for the Planet Individual Member program in the past two years, it’s increasingly clear that the climate crisis is motivating people to act.

Today, the program has reached more than 1,200 members—with more than 400 individuals joining in 2021 alone. And with the urgency of the climate crisis and other pressing environmental challenges, our individual members yearned for more meaningful and impactful ways to take action.

INTRODUCING: THE 1% FOR THE PLANET GIVING CIRCLE

In 2021, our new Giving Circle program provided a platform for individual members to connect with one another, share values, learn about environmental solutions and harness the power of collective action to amplify their giving.

Meeting over Zoom, Giving Circle participants created a set of shared values, learned about different environmental organizations and voted on a nonprofit recipient for a collective donation. Participants also learned about Trust-Based Philanthropy to guide their giving and gain a greater understanding of the inherent power imbalance between traditional funders and nonprofits.

2021 GIVING CIRCLE RECIPIENTS:

In 2021, 1% for the Planet hosted two Giving Circles—donating a total of \$7,499 to three environmental organizations focusing on environmental justice and energy independence.



Remote Energy

Remote Energy uses solar energy as an enabling technology to help improve the lives of people in often overlooked communities worldwide by developing and implementing customized online and hands-on solar electric curriculums.



Red Cloud Renewable

Red Cloud Renewable is a non-profit organization founded by Lakota elder Henry Red Cloud. Its mission is to assist tribal members and communities to move towards energy independence through renewable energy and sustainable living projects and training.



StoveTeam International

StoveTeam International facilitates the placement of low-smoke, fuel-efficient and safe cookstoves in collaboration with local communities to support families and protect the environment.

“When I joined 1% for the Planet as an individual member, I searched for opportunities to connect with nonprofit partners and other individual members. I connected personally with a number of partners as an in-person and virtual volunteer.

However, the Giving Circle provided me with a unique opportunity to connect with both the nonprofit and individual member communities. Instead of donating time to nonprofit partners, the Giving Circles invited me to donate money in a more meaningful way than what I could have ever imagined.”

– STELLA MURRAY
1% for the Planet Individual Member

“1% for the Planet's Giving Circle is like a portal into a more joyous dimension. Great people, new friends, and a shared journey.

The Giving Circle is a collaborative exploration of environmental challenges as experienced by disparate communities around the globe, and the hard work of community-based organizations that are dedicated to solving those problems.”

– MONTY HUDSON
1% for the Planet Individual Member



Our organization

For 1% for the Planet, 2021 represented a year of growth. The previous pages illustrate this growth by the numbers—increases in membership, certified giving and nonprofits supported. To keep up with our network’s rapid expansion, we grew the 1% for the Planet team, too. This new organizational capacity provided more support for our members—and resulted in profound environmental impact.

However, our growth was not solely in the numbers. Our staff prioritized personal growth as

well—continuing our commitment to environmental justice by listening, learning and holding ourselves accountable as our global movement grows. With this focus, we offered our staff educational opportunities, updated our hiring practices and onboarded more environmental justice-centered nonprofits into our network. And as a result, we limited internal biases, brought new voices to the table and supported more intersectional climate solutions.

Our team

FOUNDERS

Yvon Chouinard, CA

Craig Mathews, MT

BOARD

Bree Arsenault, ME

Katherine Cousins, Secretary, NH

Greg Curtis, CA

Hilary Dessouky, CA (through 11/30/21)

Howard Fischer, NY

Nicolas Ibanez, NY

Elizabeth McNichols, Vice Chair, CA

Georgina Miranda, US and EU

Annie Morita, WY

James M. Osgood, Chair, NV

Benjamin Peeters, NY

Marc Randolph, CA (through 11/30/21)

Kristine Stratton, ME

Rochelle Webb, CA

Kurt Weinsheimer, Treasurer, CA

T.J. Whalen, VT (through 11/30/21)

Kate Williams, CEO, VT

STAFF

Allyson Bartlett

Anna Beatty

Raghav Bhandari

Renee Bornstein

Sarah Burgess

Rebecca Cohen

Zab Dominguez

Gabi Freeda

Britny Hill

Jenny Kalanges

Josephine Lynch

Kristina Martin

Tanner Marvel

Jaclyn McCarthy

Heidi McElvaney

Ryan Midden

Celine Miranda

Lena Molinari

Kiera Murphy

Morgan Parr

C.T. Ransdell

Tatum Robinson

Eva Sherman

Jess Taylor

Ben Van Cleave

Liz Whiteley

Kate Williams

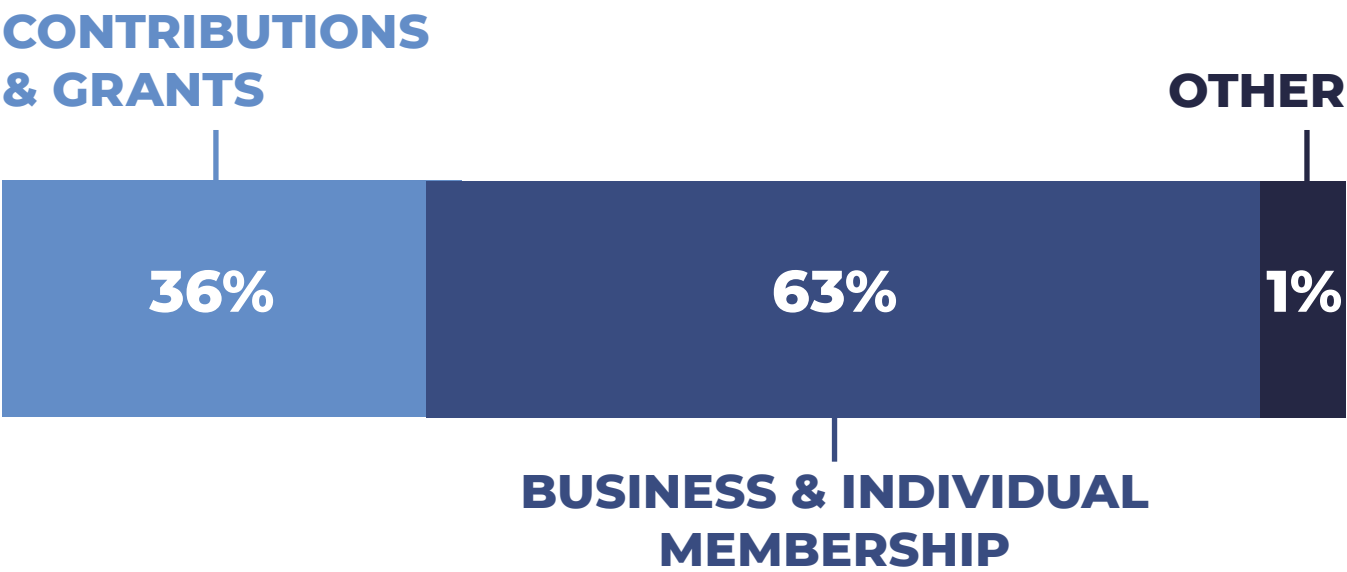
Jeff Wilson



As of 12/31/21

2021 revenue

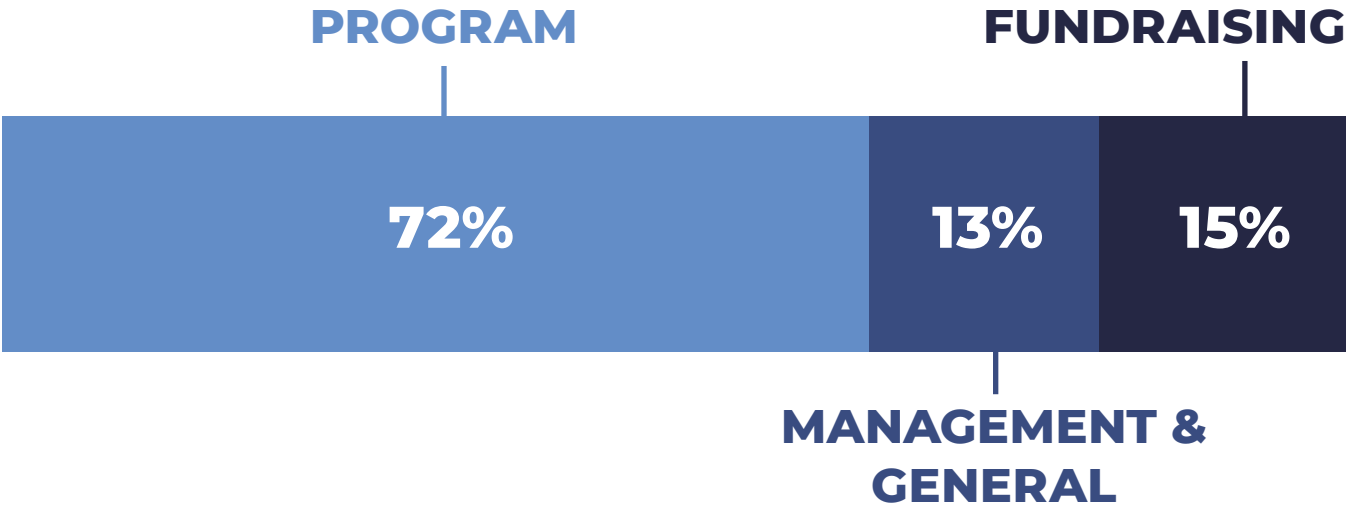
CONTRIBUTIONS & GRANTS	\$1,634,129
BUSINESS & INDIVIDUAL MEMBERSHIP	\$2,844,838
OTHER	\$47,380
<hr/>	
TOTAL REVENUE	\$4,526,347



TOTAL NET ASSETS (END OF YEAR 2021) \$4,094,272

2021 expenses

PROGRAM	\$2,455,689
MANAGEMENT & GENERAL	\$445,983
FUNDRAISING	\$525,399
<hr/>	
TOTAL EXPENSES	\$3,427,071



INCREASE IN NET ASSETS (2021 ACTIVITY) \$1,211,031

Our supporters

The work described in this Annual Report was funded by annual dues from our members, as well as the generosity of the many individuals, corporations and foundations who donate directly to 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, 2021. To the donors listed here—and to all of our everyday donors who give under \$100—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	Emmett Foundation	Joan Nichols Family Fund
Anonymous	Erol Foundation	Johnson Family Foundation
Canaday Family Charitable Trust	Ewing Marion Kauffman Foundation	The Quarforth Family Charitable Fund
Cloudsplitter Foundation	Give Lively Foundation	Sam & Peggy Grossman Family Foundation
Congregational Church of Middlebury, UCC	Greater Kansas City Community Foundation	USA Volleyball

CORPORATE

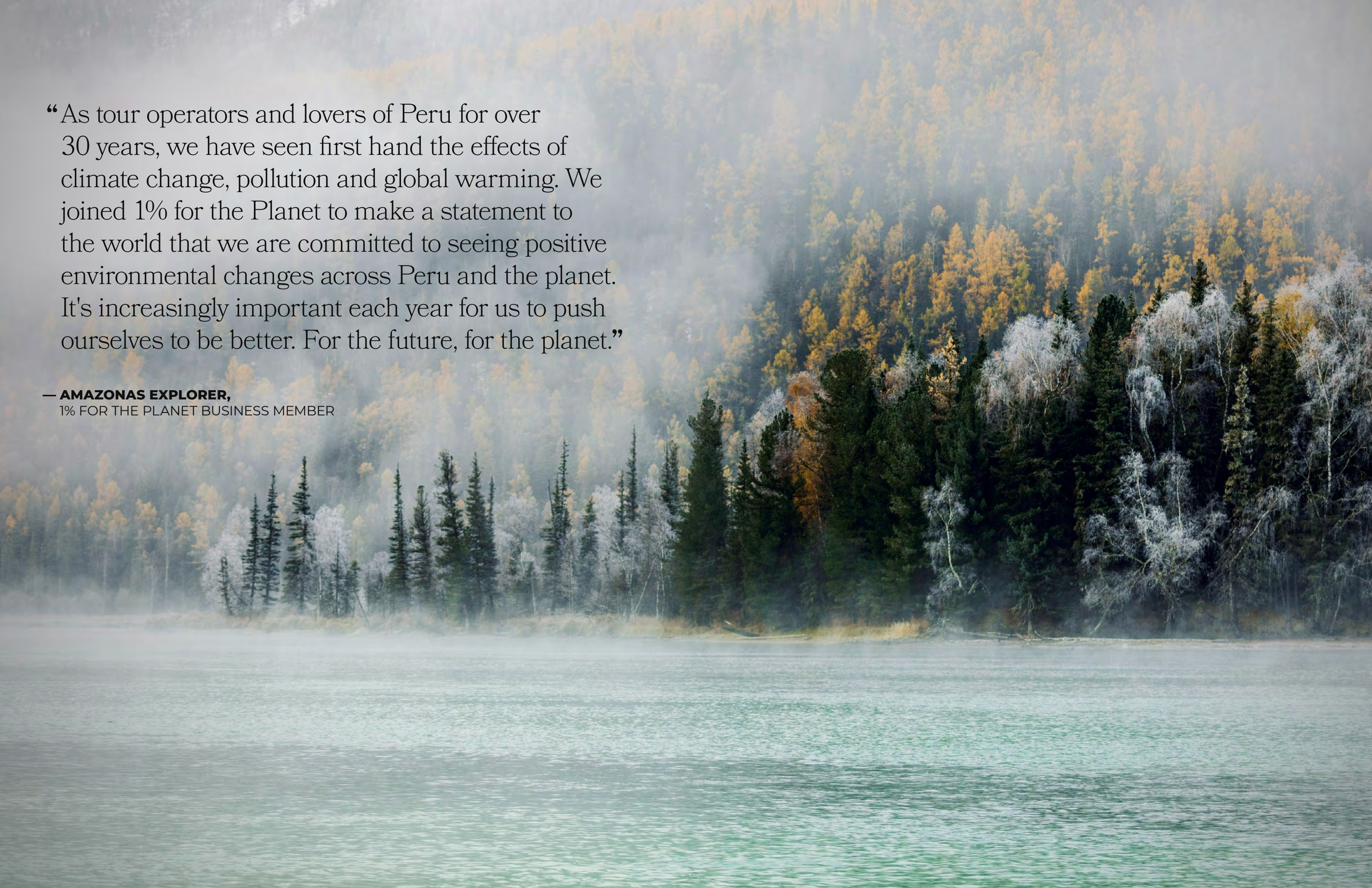
3BLC	Bite Toothpaste Bits	California Solar Electric
AE Inc.	Bloomingdale's	Clean Energy Counsel
ARQ	Bluestone Financial Advisors LLC	Color The World
Aspect Consumer Partners	Bluestone Life	Cooper Landing Fishing Guide LLC
ATMOS Financial	Branded Bills LLC - Landscape Series	Cornucopia Natural Foods
Barbara Grant Consulting Group	Buddy Pegs	Cycle Wand
Basik Candle Co.	Bukit & Soul	Dakota Stones
Bathing Culture	C2O Pure Coconut Water - Organic Farmers Reserve	Desert Mountain Medicine
Birdly Inc.		Discover21

Don't Die In The Woods	Miaou	SEI
DURMC	Mike Pye + Co	Sensible Organics Inc.
Fayard Winemaking	Milliman	Skiuphill Inc.
Feature Inc.	Natalie Maddon Designs LLC	Skyn Iceland
Fiasco Cases	Nextera Energy	Slade Kemmet Media LLC
Forrest Design Company	Okayama Works Inc.	Sol CBD
Garmentory	ONLY NY	South Slope Farms
Golden Blossom Honey	OXO	Sporty & Rich
Gollala Inc.	Papa & Barkley Essentials	STANDARD H
Good Loop	Parenthetic LLC	Steadii Creative Inc.
Goodr LLC	Patagonia	Sweet Clover Market
Guardian News & Media Ltd	Penju Publishing	Tahoe Wellness Center
Forrest Design Company	PINK Beauty - Holiday Gift Collections	team24x7
Heal with Heat	Planet Luxe	Texas Tiny Pools
HR Acuity LLC	Plumeria Bay Inc.	The Conscious Store
Innersense Organic Beauty	Poppy Treffry	The WellMent Company
Innovid Inc.	Priory Elements	Tideway Creative
Jack N' Jill - Bio Toothbrushes Product Line	Pyram Organics & Plants	Toasted Snow
Key To Life	Rendezvous River Sports	True West Hats
Koala Eco	Richie Graham Photography	TruSource Consulting Group
Kristine Trogner, Real Estate Broker	Sail Bainbridge	Unico Zelo
Langley's Gin	Salad Technologies	Uplift Accounting
Logistick	Salish Sea Organic Liqueurs	VClub
Loulou LOLLIPOP	Scarborough & Tweed - Drinkware	Workday Inc.
		Xocial

INDIVIDUAL


Randy Ackerman	Anonymous	Amanda Baltzley
Samantha Akins	Ellis Armistead	Samir Balwani
Reneil Alcorido	Julian Atanassov	Jonathan Barr
Jake Alier	Brett Austin	Mark Barr
Lukas Andersen	Karen Austin	Tom and Currie Barron
Jessica Angus	Christopher Ballard	The Louis Berkowitz Family

Jack Birchwood	Dominikus Eham	Paul and Annie Hudnut	The Meth Family	Jordan Reilly	Mathew Theis
Nick Blanchet	Andon Espeseth	Brian and Tricia Jacobs	Fred Scott Michelau	Maksym Revutskyi	Robert Trachtenberg
Emily Boffeli	Elena Favilli	Peter Jin	Daniel and Alissa Miller	Karen Lee Reynolds	Isaiah Ungerleider
Simon Bouchard-Levesque	Sean Fenner	Josiah Johnson	Douglas Milvaney	Edgardo Rodriguez	Victor Uras
Christopher Boudreaux	Brian Franceschi	Kelly Kahler	Georgina Miranda*	Steve Rogovic	Mathew Uychich
Sarah Brooke	Lynne and Carl Franceschi	Abigail Kind	Marek Möckel	Brittany Roy	Paul Van Haver
Stuart and Joanna Brown	Garrison Fraton	Mark Allen King	Michael Moellendorf	Hamish Roy	Melody VanArsdale
Katherine Cadwell	Katie Fred	William King	Annie Morita*	Edoardo Salvati	Julie and Jon Vandendriessche
Gabriel Calara	Jordan and Liz Friedman and Family	Barbara Kirk	Michael Morris	Molly Sauer	Richard and Susan Vander Veen
Cindy and Don Callender	Kaiya Gales	Gabriella Kitch	Arun Murali	Peter Schäfer	Michael and Julie Vargo
Émilie Carey	John Gans and Stephanie Kessler	Kenneth Koblitiz	Susie Murphy	Cedric Schanze	Henry Vinton
Corey Chaney	Shayla and Galen Gifford	Karianne Kvalheim	Michael Nery	Christoph Schlegelmilch	Garrett Vita
Connie Chen	Maggie Glos	Yun Young Kwon	Joshua Niklaus	Jeff and Beth Schoellkopf	Brittany Waddell
Cory Cheung	Loic Gourmel	Vincent LaCombe	Daniel and Sandra Norris	Lena Schreilechner	Phoebe Wagner
Vicki Christie	Maximilian Gradl	Diane Mary Ladell	Nathan Nowak	Debra Schuhler	Maggie Ward
Camille Coates	Andrea Grant	Michael Lathrop	James M. Osgood*	Marco Schworck	Marc Washington
Anne-Claire Colomb	Gail Gregg	Elizabeth Legris	Jessica Owens	Joe Scornavacchi	Allyson Watkins
Stephen Comer	Rachel E. Grier-Reynolds	Tim Lerner	Tim and Deary Panek	James Seawood	David Weber
Brooke Connolly	Elisabeth Griffin	Alex Lewis	Sameer Parihar	Jeff Shaknaitis	Andrew Weidmann
Warren and Brammie Cook	Peter Groverman	Dan Li	Ankit Patel	Michael S. Sheffield	Kurt* and Eve Weinsheimer
Maurice Coopmans	Jillian Guetzov	Molly Lowe	Neel C. Patel	Balazs Simon	Lois Weisman
Nicolas Corai	William Haber	Patrick Lundquist	Bill Pechstein	Eric Simon	Rhys Wesley
Erin and Anthony Coventry-Smith	Bradley Hamilton	Rebecca Lynskey	Ellen Pedersen	Helio Siva	Valerie Westra
Carol Craig	Terry and Nancy Handley	Taylor Maloney	Benjamin Peeters*	Deanna Skoviak	Chris Weydeveld
Katie Craig	Meghan Hardy	Bertrand Maltaverne	Emily Pendergraft	Kayla Smalley	Daaiah Yasir
Shannon Croy	Sherry Harkins	Sara Manley	Chloé Perceval	Andrew Somerville	Emily Zanat
Gregory Curtis*	Rebecca Harris	Graham and Erika Mannion	David Perel	Kali Stageman	
Ethan Davis	Zachary Harris	Alex Mazzini	Trina and Jess Peterson	Kira Stern	
William Debonnaire	Michael Hartenberger	Diana McCargo and Peter Swift	Greg Porter	Sydney and Jonathan Stern	
Dan DeLeo	Richard and Kelley Henry	Ellen McCarthy Steinour	Marshall Postman	Julia Stiles	
Christine Demarbre	Cathy Hettleman	Scott McCreary	Will Potter	Russ Stoddard	
Hilary Dessouky*	Benjamin Hickey	Morgan McGovern	Sarah Pretopapa	Kristine Stratton*	
Johannes Dietzel	Julius Hjernø	Robin McLean	Emil Prister	Masahiro Sukegawa	
John Diller	Loc Ho	Elizabeth McNichols*	Ken and Leslie Pucker	Futoshi Takeya	
Francis DiMella	Matthew Holden	John McNichols	David Pustai	Christina Taylor	
Paul Dubie	Kelsi Howard	Zoe Meadow	Peter Ratzlaff	Leslie Taylor	
		Deirdre Meekins	Sam Reid and Emily Puetz	Amanda Temby	



“As tour operators and lovers of Peru for over 30 years, we have seen first hand the effects of climate change, pollution and global warming. We joined 1% for the Planet to make a statement to the world that we are committed to seeing positive environmental changes across Peru and the planet. It's increasingly important each year for us to push ourselves to be better. For the future, for the planet.”

— **AMAZONAS EXPLORER,**
1% FOR THE PLANET BUSINESS MEMBER



"1% for the Planet resources and support are a huge lift for our work and community! So much gratitude for all that you do for the planet, and for the movement and network building done to create a culture that values communities and environment over profit."

—**VANESSA BIRD**, CENTER FOR DIVERSITY & THE ENVIRONMENT,
1% FOR THE PLANET NONPROFIT PARTNER

onepercentfortheplanet.org

Cover photo provided by SheJumps