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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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
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 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.

Photo provided by Designathon Works
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.

“For 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

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.

“Lefrik 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

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.

“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

“Lefrik 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

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

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

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  CEO of Lefrik
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.

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

"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

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.

“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

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.

“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

Red Cloud Renewable

Red Cloud Renewable is a nonprofit 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.

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.
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
Raghu 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

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>CONTRIBUTIONS &amp; GRANTS</td>
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<td>BUSINESS &amp; INDIVIDUAL MEMBERSHIP</td>
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<td>OTHER</td>
<td>$47,380</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$4,526,347</strong></td>
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### 2021 expenses

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<td>MANAGEMENT &amp; GENERAL</td>
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<td>FUNDRAISING</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$3,427,071</strong></td>
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### OUR FINANCIALS

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<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>CONTRIBUTIONS &amp; GRANTS</td>
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</tr>
<tr>
<td>BUSINESS &amp; INDIVIDUAL MEMBERSHIP</td>
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<tr>
<td>OTHER</td>
<td>1%</td>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PROGRAM</td>
<td>72%</td>
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<tr>
<td>FUNDRAISING</td>
<td>15%</td>
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<tr>
<td>MANAGEMENT &amp; GENERAL</td>
<td>13%</td>
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</tbody>
</table>

### TOTAL NET ASSETS (END OF YEAR 2021)

- $4,094,272

### 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
Anonymous
Canaday Family Charitable Trust
Cloudsplitter Foundation
Congregational Church of Middlebury, UCC
Emmett Foundation
Erol Foundation
Ewing Marion Kauffman Foundation
Give Lively Foundation
Greater Kansas City Community Foundation
Joan Nichols Family Fund
Johnson Family Foundation
The Quarforth Family Charitable Fund
Sam & Peggy Grossman Family Foundation
USA Volleyball

CORPORATE

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

INDEIVIDUAL

Randy Ackerman
Samantha Akins
Reneil Alcordo
Jake Allker
Lukas Andersen
Jessica Angus

Don’t Die In The Woods
DURMC
Fayard Winemaking
Feature Inc.
Fiasco Cases
Forrest Design Company
Garmentory
Golden Blossom Honey
Gollala Inc.
Good Loop
Goodr LLC
Guardian News & Media Ltd
Forrest Design Company
Heal with Heat
HR Acuity LLC
Innersense Organic Beauty
Innovid Inc.
Jack N’ Jill - Bio Toothbrushes Product Line
Key To Life
Koala Eco
Kristine Trogner, Real Estate Broker
Langley’s Gin
Logistic
Loulou LOLLIPOP

Miaou
Mike Pye + Co
Milliman
Natalie Maddon Designs LLC
Nextera Energy
Okayama Works Inc.
ONLY NY
OXO
Papa & Barkley Essentials
Parenthetic LLC
Patagonia
Penju Publishing
PINK Beauty - Holiday Gift Collections
Planet Luxe
Plumeria Bay Inc.
Poppy Treffry
Priory Elements
Pyram Organics & Plants
Rendezvous River Sports
Richie Graham Photography
Sail Bainbridge
Salad Technologies
Salish Sea Organic Liqueurs
Scarborough & Tweed - Drinkware
SEI
Sensible Organics Inc.
Skiihll Inc.
Skyn Iceland
Slade Kemmet Media LLC
Sol CBD
South Slope Farms
Sporty & Rich
STANDARD H
Steadil Creative Inc.
Sweet Clover Market
Tahoe Wellness Center
team24x7
Texas Tiny Pools
The Conscious Store
The WellMent Company
Tideway Creative
Toasted Snow
True West Hats
TruSource Consulting Group
Unico Zelo
Uplift Accounting
VClub
Workday Inc.
Xocial

Anonymous
Ellis Armistead
Julian Atanassov
Brett Austin
Karen Austin
Christopher Ballard
Amanda Baltzley
Samir Balwani
Jonathan Barr
Mark Barr
Tom and Currie Barron
The Louis Berkowitz Family
“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