

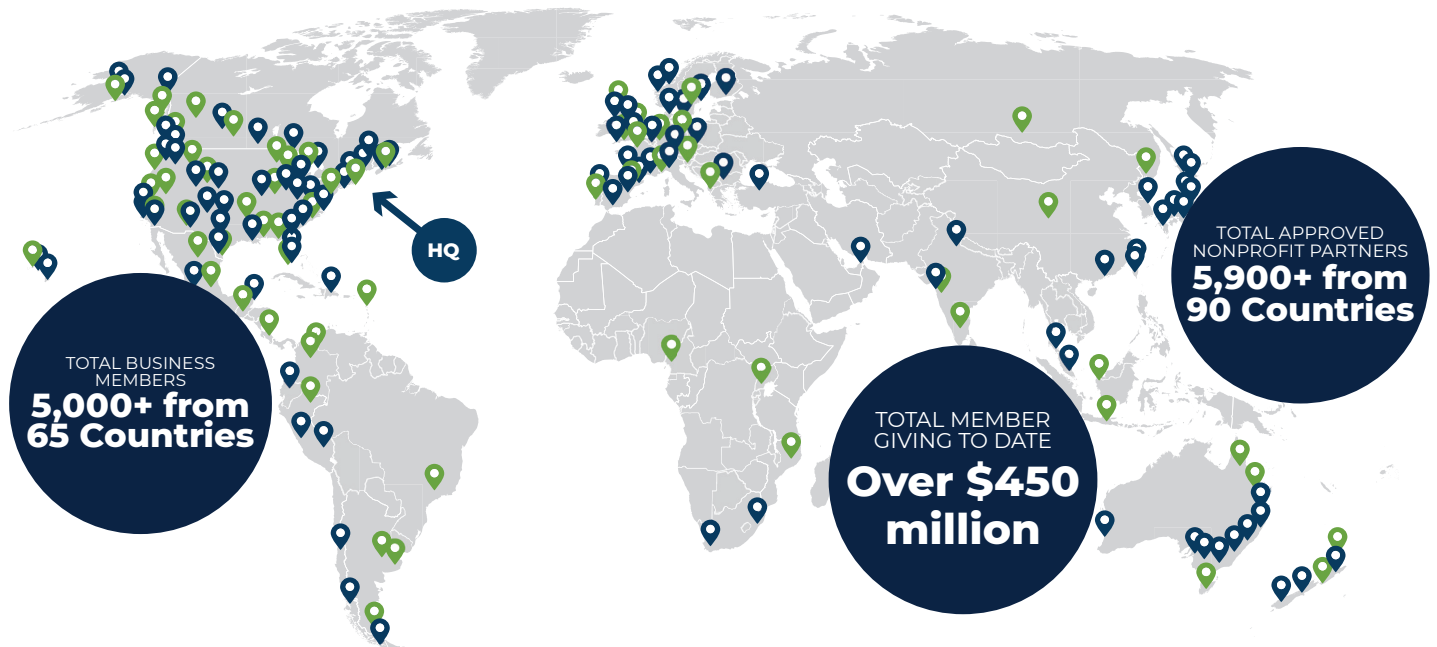


Local action, global impact.

1% for the Planet is a global organization that exists to ensure our planet and future generations thrive. We inspire businesses and individuals to support environmental nonprofits through membership and everyday actions.

The power of our network.

We can do more together than we can alone. Our network of businesses, individuals and nonprofits drives environmental giving forward through collective action.



Globally recognized

The 1% for the Planet logo signifies a brand's commitment to the environment and lends credibility to their giving. Our U.S. brand awareness continues to grow exponentially—26% from 2019 to 2020, alone. And with membership based 43% U.S. and 57% international, our brand is influencing purchasing decisions across the globe.



Increase in overall brand awareness in the U.S. from 2016 to 2021.



45%

in the U.S. say seeing this logo on a product would positively influence their purchasing decision.



onepercentfortheplanet.org

info@onepercentfortheplanet.org | +1 (802) 861-0460



“This is not philanthropy. It’s paying rent for the use of the planet.”

— Yvon Chouinard

Founder of Patagonia & 1% for the Planet

Partnerships with purpose

Our business and individual members engage directly with approved nonprofit partners, providing monetary donations, volunteer time, in-kind donations and other forms of approved promotional support. Thriving partnerships deliver longer-term support and greater impact for everyone involved.

For nonprofit partners: With thousands of nonprofit partners globally, 1% for the Planet supports a diverse range of unique environmental solutions. We give visibility to our approved nonprofit partners—helping them to secure necessary funding and drive activism.

For members: With our expertise, our business members can save time, implement a turnkey corporate giving program and maximize their environmental impact. Best of all, they’re able to give to the issues they care about most and in ways that best meet their needs.

King Arthur Baking & National Young Farmers Coalition



We partnered King Arthur Baking Company with the National Young Farmers Coalition to encourage younger generations to become farmers and provide programming, policy and resources to transition grain farms to organic.

Boxed Water & National Forest Foundation



We partnered National Forest Foundation and Boxed Water to combat the devastation caused by wildfires. Together, they’ve planted over 1 million trees and are on their way to plant a million more.

Klean Kanteen & 5 Gyres



We partnered Klean Kanteen with 5 Gyres to support plastic-free community projects, pollution research expeditions and the publication of the Global Estimate of Marine Plastic Pollution.

Avocado Mattress & Kula Project



We partnered Avocado Mattress with the Kula Project to mitigate climate change by providing women in Rwanda with industry training and leadership skills.



onepercentfortheplanet.org

info@onepercentfortheplanet.org | +1 (802) 861-0460