



ALL TOGETHER FOR OUR PLANET

## 2015 IN REVIEW



Dear Friends,

Greetings from 1% for the Planet global headquarters in Burlington, Vermont! I am pleased to share with you this 2015 Annual Report, intended as a snapshot of 1% for the Planet's 2015 accomplishments.

2015 was a year of remarkable change for our organization. As we entered 2016, we did so powered by the best kind of fuel: Gratitude. Gratitude to our amazing network of companies, nonprofits, and individuals for the critical and compelling work they are doing together to care for our planet. Gratitude to our 327 new member companies in 2015, which is our biggest "freshman class" since 2012. Gratitude for the openness and optimism with which everyone has welcomed me as the new leader of 1% for the Planet and embraced the incredible potential we have yet to realize in our work together.

Our network creates positive change at a global scale. More than 1,100 member companies representing several industries in 44 countries donate 1% of annual sales to our vetted environmental nonprofits to deliver real solutions to the many pressing problems facing our planet. While I was in Paris in 2015 for the COP21 Climate negotiations, the rallying cry from leaders across the government, business, and nonprofit sectors was innovative solidarity. Our planet needs us to come together with strength and creativity, and our 1% for the Planet network is doing just that.

Our 2015 accomplishments clearly demonstrate the power of our work. In the last 12 months alone our network has:


- ✓ Conserved thousands of acres of land across the globe, from South America to South Africa to provide habitat for endangered species ranging from tree frogs to jaguars
- ✓ Cleaned many tons of plastic trash from beaches, the open ocean, and fresh water bodies, which restored clean water to damaged ecosystems
- ✓ Planted hundreds of thousands of trees in locales ranging from Montana to Thailand, stabilizing eroding soils and sequestering carbon

The list — and the acres, species, tons, and plantings — goes on in the most wonderful of ways.

1% for the Planet provides the connective tissue that knits the network together and fuels our global growth. In January 2016, we launched an ambitious 5-year Strategic Plan which calls on us to boldly step forward to develop strong, brand-aligned giving strategies that best serve our member companies and nonprofits, while driving maximum impact. At the same time, we are expanding opportunities for individual engagement and collective action. Moving forward, both our brand and our growth will be driven by the power of what we are able to accomplish. All together for our planet!

*Warmly and onward,*

**Kate Williams** CEO

A photograph of two children on a beach at sunset. The sky is a vibrant orange and red, reflecting on the water. One child on the right is holding a sparkler, which is glowing and emitting sparks. The child on the left is standing and looking towards the other child. The overall scene is silhouetted against the bright sunset.

**“One percent of sales is the gold standard  
for corporate philanthropy.”**

Fast Company

# WELCOME NEW 2015 MEMBERS

22 Degrees  
 3Cross Brewing Company  
 Acento - Cacao and Mate Specialists  
 Advocate Cycling Productions  
 Aeon Town Inage Naganuma Dental Clinic  
 AGOOA Designs  
 AIQUEOUS  
 Alaska Alpine Adventures  
 Alkhemy LLC  
 Allira Naturals  
 Alter Eco Americas, PBC  
 AmorDe  
 Andegavia Cask Wines LLC  
 AQUAPAX  
 Aroma Maya Coffee  
 Art for Good  
 ATP Agriculture & Irrigation Consultants  
 Aubrac Investissements  
 Aztec Travel  
 Backpacker's Pantry  
 Bakeology, LLC  
 Banjo Cold Brew Coffee  
 Basecamp  
 Be Pure Beauty  
 Beachy Cream LLC  
 Bel Viso Labs, LLC  
 Belly Buds LLC  
 Bergeron Woodworks  
 Beyond Exercise, LLC  
 Big Greenie, LLC  
 Big Island Bike Tours  
 Bio S.I. Technology  
 Bishop Boards  
 bizbuzzcontent  
 Black Koa  
 blankblank, inc.  
 Bloom Natural Foods  
 Blu Kicks  
 Blu Pagoda LLC  
 BLUBARQUE S.A.S.  
 Blue Water Images  
 Bluestone Life Insurance Company  
 Bluewaters Environmental  
 Bluey Merino  
 Bomb Snow LLC  
 Bonga Foods Inc.  
 Boulder Adventures LLC  
 Bowndling Adventurewear Ltd  
 Buttrick Projects Architecture + Design  
 Cabinet Socrate et Oedipe  
 Cage Free Productions  
 California Wine Festival LLC  
 Case&Co.  
 CEANALYTIC Ltd.  
 Chantal Ireland  
 Chef Gibbons AB  
 CHILIBANANA - Frank Albinus, Johannes Hübner  
 GbR  
 Choctal

Clean Sponge, LLC  
 Cleaning Essentials  
 Conscious Public Relations Inc.  
 Copy Dojo Ltd  
 Culex Environmental Ltd  
 Culture Wise  
 Davis Financial  
 Death's Door Spirits  
 DeepDiscounts  
 Department of Nature  
 DEPLACER LES MONTAGNES  
 Desk Yogi LLC  
 DESTINATION SURF, INC  
 Divvi  
 Do It Green (DIG)  
 DoodleHog  
 Dos Hermanas Publishing  
 Dragon Expeditions  
 Eagle-Eye Tours Inc.  
 Earth Balance - Nut Butter Product Line  
 Ecoblu  
 Ecocentric Mom LLC  
 Ecodoo, a brand of Euro-Nat/Ekibio  
 EConscious  
 EMF Insurance Agency  
 EnviroMedia  
 Fair Harbor Clothing  
 FEIJOADA  
 Fevrier Designs  
 Fireside Provisions LLC  
 Fish The Swing  
 FiveOceans  
 Flavor Plate, LLC  
 Flint & Kent  
 Foxy's  
 Free Soul Malas Inc  
 Freesolo LLC  
 Getoutfitted  
 GLR Standard  
 Goldenlin Natural Skincare  
 Good Culture, LLC  
 GOODPROJECT SAS  
 GoodWell Inc.  
 Grain de Sel  
 Great Lakes Proud  
 Green Angel Lawn Care, Inc.  
 Green Girl World  
 Green Sheep Water  
 Green Tee Inc.  
 Griotechnologies, Ltd.  
 GrowOya Plant Irrigation Inc.  
 Gruvey  
 Hansson Handplanes  
 Happy Earth Tea  
 Haz Away Today  
 Heather Paulsen Consulting  
 High Voltage SEO  
 Higher Love by Kit DesLauriers  
 Highland Farm Foods

Hollain Inc  
 Hugo & Hoby  
 HYDAWAY  
 I Care Coffee  
 iBark Cases  
 Incite  
 InDepth Strategies, LLC  
 Inkasalt  
 Inlife Hair Salon  
 Inner Guide Expeditions  
 Intraline  
 INVIGORADE  
 Island Life  
 Island Telecom Inc.  
 JDi Design Inc.  
 JEANBAG  
 Joint Guardian  
 Kaikuna Clothing, LLC  
 KAMIDECO Project  
 Kanrel  
 Kimsquit Holdings  
 Kindred Black  
 Kingdom Paths Inc.  
 Kobalann  
 Kotuku Elixirs LLC  
 La Fare 1789  
 Le verger Bio, a brand of Vitamont  
 LeaLee Apparel  
 LEAP  
 Light Trail Consulting  
 Liquid Mountain Brewing Limited  
 Liv9 Nutrition Inc.  
 Love the Wild  
 Lux Skin Oils, LLC  
 MAGIP  
 Maho  
 Many Hats Coaching  
 Marquis Beverages  
 May Tree Studios  
 McGuire Realty Group  
 MEETS TAKEGAMI  
 Mental Marketing, Inc.  
 Mess Hall & Co.  
 Miami Cocktail Company, LLC  
 MixCraft Cocktail Mixtures  
 Modavanti  
 MokSana Yoga Centre  
 MOKUME Design Studio  
 More is Less  
 Mountain Mel's Essential Goods  
 Munchies Limited  
 Murphy's Naturals  
 My Replenishment  
 Naked Coconuts Inc.  
 Native State Foods, Inc.  
 Naturalfert.com  
 Nature's Love  
 Nectar Living  
 New Normal Consulting, LLC  
 New Sky Productions  
 Nick Mayer Nature Illustration  
 No Typical Moments

NONPAREIL LLC  
 NotoGroup, Inc.  
 NuDown, Inc.  
 Oncor Recycled Trees  
 OnSpec Packaging, LLC  
 Organica Bliss  
 Outdoor Project  
 Overwatch Media, LLC  
 Owners Collective  
 Oyster Images  
 Pacific Alpine Guides  
 Paintbox Lodge  
 Pangaea Juice Co  
 Pannier Ltd  
 Patagonia Korea Co: Ltd  
 Paul Riedmiller  
 Penju Publishing  
 Petite Terre Initiative Ltd  
 Planet Pete  
 Postmob App, Inc.  
 Power of Your Om, LLC  
 Press Forward  
 Prince of Whales  
 Promise Organic  
 Protect What is Precious  
 Pukka Herbs  
 PUNT SURF  
 Pure Project, LLC  
 Pure Souls Media Inc.  
 Pureplay Skin Sciences  
 Quadra Management  
 Rascal Rides  
 Raw Agency  
 Refill It  
 Renewablue  
 Revival Food Co.  
 Riptide Analytics  
 RiverBirch Executive Advisors  
 Riyuu Yoshida  
 Rodolphe & Co., a brand of Coifferbio Distribution  
 RootsRated  
 Run the Alps  
 Sage Running  
 Salty Girl Seafood, Inc  
 Sanyo Soji Co.  
 Schneider Geo  
 Sea & Summit  
 Sea Babies, Inc.  
 Seaglass Swimwear  
 Seatrail Agencies  
 SeaVees Inc.  
 Seedlight Pictures  
 Seeds Strategies Inc.  
 Sensi Graves Bikinis  
 Siesta Planet  
 SIGIL SCENT  
 Silent Thunder Green Tea  
 Sipes Architects  
 Skjersaa Group  
 Smart Leash Co  
 Smile Clothing Pty Ltd  
 SOLE

Solitude Catering  
 SomaLife  
 SOURCE Denim  
 South City Ciderworks  
 Southern Sun Finance Pty Ltd  
 Spark JH  
 Speed & Sprocket Cycle Works  
 Spicy Life  
 Springwise Intelligence Ltd  
 Staffan Rydin Consulting  
 Steed Energy  
 Stellar Equipment  
 Stereo 8  
 stillsane  
 Studio 69217  
 suptree  
 Surf Organic Pty Ltd  
 Sustainable Indulgence  
 Sustainable Law Group, PC  
 Symplcity Organizational Designs, Inc.  
 Tasty Living Inc  
 The AdventurUs  
 The Compost Mill  
 The Eco Laundry Company  
 The Elements of Health Oregon  
 The LuckyBolt Company, LLC  
 The Perfect Fit Club  
 The Professionals Grp  
 The Raw Office  
 The Spinsterz  
 The Spurs Wine Company - Planet Grape  
 The Value Plan  
 Tincho & Lola  
 Tippet Pty Ltd  
 Tischler Design Studio Inc.  
 Tough Headband  
 Trago, Inc  
 True Buch Kombucha  
 True Essence Organics  
 Tsutomu Endo  
 U Konserve  
 Uncorked Ventures  
 Upfront Foods, LLC  
 Used LLC  
 VELOCOOP  
 Veterinary Cancer Specialty Care  
 Vizinx  
 Walden Hill Products  
 Wanderer Bracelets LLC  
 Water Gallery Worldwide  
 We-Care.com  
 WETSOX  
 Whistlekick  
 Whistling Hare Distillery Co.  
 Wholly Hemp  
 Whynot Adventure Outfitters  
 Wicked Good Copywriting  
 Wide Angle  
 Wolfgang Schulnig  
 Woodlike  
 Wrapsody In Hues  
 Yak Active



**“Joining 1% for the Planet was one of the best business decisions I ever made.”**

Janie Hoffman, CEO, Mamma Chia

## OUR NETWORK IS CREATING **MEANINGFUL IMPACT**

**1,100+** Number of 1% for the Planet member businesses and growing daily

**3,000+** Number of 1% for the Planet approved nonprofit partners

**44** Number of countries our network is creating impact

Our 1% for the Planet member and nonprofit partnerships are creating truly meaningful impact together. Below are a few recent highlights:

- ✓ **3,000 acres of rainforest preserved and counting:** Ice Cream For Acres Program by Three Twins Ice Cream
- ✓ **420,000 native Queuña trees planted** to restore endangered habitat in Peru: Amazonas Explorer project
- ✓ **3 Harlem based school garden projects**, reaching 800 children, growing 500 pounds of local food: Juice Generation's partnership with Harlem Grown
- ✓ **\$2,000,000+ investment in Canadian freshwater projects:** MEC Homewaters campaign (2010-2015)
- ✓ **2,000,000 trees planted in US National Forests** over the next 3-5 years: commitments by Boxed Water is Better and Caudalie in 2015
- ✓ **9 different endangered species being protected** including lemurs, cheetahs, and koalas: EnviroKidz partnerships



**“ We started 1% for the Planet membership right out of the chute — it gave us a great way to put our stake in the sand and set our sail for growth.”**

Kate O'Brien, Founder of Alima Cosmetics

## 2015 PILOT INITIATIVE: AN INNOVATIVE PARTNERSHIP

In 2015, **1% for the Planet**, **RESOLVE**, and the **Weeden Foundation** teamed up to launch an innovative new partnership — the *Quick Response Biodiversity Fund* (QRBF). This Fund recognizes the importance of land acquisitions, both nationally and globally, to secure critical habitat for threatened and endangered species. Often, land acquisition opportunities arise abruptly, and require an immediate response in terms of a financial commitment. Through the QRBF, monies are being quickly deployed to fund urgent wildlife habitat conservation.

In 2015, the QRBF awarded grants to the following nonprofit organizations to secure critical habitat for threatened species:

- **Northern Jaguar Project** - (\$25,000) expanded the Northern Jaguar Reserve by 5,000 acres in northern Mexico, one of the last wild preserves for the northern jaguar.
- **American Bird Conservancy and ProAves** - (\$15,000) purchased 148 acres of habitat for the rare Santa Marta parakeet and dozens of other wild species restricted to an isolated mountain in Colombia.
- **Adopt a Panama Rainforest** - (\$25,000) added 100 acres to the Chucanti Reserve in remote eastern Panama, a cloud forest home to rare frogs and plants new to science.
- **Rainforest Trust and Fundación Jocotoco** - (\$25,000) expanded the Buenaventura Reserve in Ecuador with a 1,616-acre tract of property that is home to the Endangered El Oro parakeet.
- **World Land Trust and ProAves** - (\$10,000) extended the high elevation Tanagers Reserve in Colombia by 906 acres, home to threatened birds, orchids, and frogs.
- **Global Wildlife Conservation and FUNDAECO** - (\$10,000) created the San Isidro Reserve with 2,000 acres in Guatemala, hosting a diversity of biomes and rare amphibians.
- **Saving Species** - (\$33,000) purchased 252 acres connecting two existing protected areas in coastal Ecuador, home to a variety of threatened species and critical forests.



Santa Marta parakeets in the Sierra Nevada de Santa Marta in Colombia. Photo Courtesy of ProAves

1% for the Planet member companies as well as foundations and individuals can contribute to the Fund. Special thanks to all of the Fund's 2015 supporters — including the **The Wall Group** and **Caudalie** — who provided critical start-up contributions in 2015!

**If you are interested in specifically supporting this Fund**, please contact Kate Williams at [kate@onepercentfortheplanet.org](mailto:kate@onepercentfortheplanet.org).





**“ Being a part of 1% for the Planet has allowed us to have a consistent message with regards to social responsibility and philanthropy while also giving us flexibility to donate to a variety of charities from year to year.”**

Dr. Andrew Pasternak, Silver Sage Center for Family Medicine

# NETWORKING & EVENTS

In 2015, we cohosted or supported more than 20 events in locations around the globe, including: London, Paris, Wisconsin, Chicago, Colorado, New York, Vermont, California, and Vancouver. 1% for the Planet networking events are a great opportunity to engage with member businesses and nonprofits, connect with our ambassadors and media partners, and build regional and global relationships. We look forward to many more events to come.



# DONOR HONOR ROLL

We would like to recognize those individuals, foundations, and corporations who made a donation (beyond Member Dues) to 1% for the Planet between January 1, 2015, and December 31, 2015. Your dedicated support meaningfully shapes our everyday work — connecting businesses, consumers, and nonprofits to drive critical environmental change!

## CORPORATIONS

Anglers Choice Flies  
Apps Do Good, LLC  
Bluestone Financial Advisors, LLC  
Clearinghouse CDFI  
Desta Epicures Guild  
Discovery  
Drive Current  
The Eco Laundry Company  
FarmtoFerments, LLC  
First Giving

Frost Mountain Yurts  
Grounds For Change  
Hohner  
Horgas Landscaping  
Kerasote Books  
Kurt & Kyle Pest Control  
Kind Coffee  
Mamma Chia  
McConnell's Ice Cream  
Mountain Equipment Co-op

North Castle Partners  
Patagonia  
Patagonia Burlington  
Plan It Green Printing  
PriscillaWoolworth.com  
Pura Vida Bracelets  
Reserve Media  
Tomboy Trim  
Sockwa Corporation  
TENT

Stereo 8  
Used, LLC  
Upfront Foods  
WaterRock Communications  
Why Flush  
Zero Gravity Craft Brewery

## FOUNDATIONS

AmazonSmile Foundation  
Bright Funds Foundation  
The Burnham Family Charitable Fund  
Betsy & Jesse Fink Foundation  
George Gund Foundation  
Zachary & Lindsay Gund Foundation  
Johnson Family Foundation  
Maine Community Foundation

Nichols Foundation  
Orfaela Fund  
Payne Family Foundation Trust  
PayPal Giving Fund  
Silicon Valley Community Foundation  
Sorenson Family Foundation  
Weeden Foundation  
WWW Foundation  
Climate Ride

## INDIVIDUALS

Trevor Adams  
Edward Ambrose  
Anonymous  
Dimitar Atanasov  
Rebecca Atwood  
Stephen Bailey  
Christopher Ballard  
Lesley Barnes  
Amy Barnouw  
Tom & Currie Barron  
Brantley & Andrea Barton  
George Basch  
Eric Beauchesne  
Siobhan Beaver  
Clayton Beaver  
Kévin Belet  
Shane Belew  
Ruth Bender  
Marco Berger  
John Bernard  
Axel Biehl  
Benjamin Biscarrat  
Thomas & Alice Blair  
Sebastian Bönner  
Alex Bowring  
Rebecca Brooklyn  
Derek Brown  
Flip Brown  
Curtis Bryant  
Nicole Bulow  
Jane Burch-Pesses  
Catherine Burnham  
Katherine Cadwell  
Melissa Carlin  
Sara Casey  
Melissa Castillo  
Chih Fan Chien  
Michael Chinchar  
Jess Choi

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Julie Clark  
James & Marcie Cocina  
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Emma Cooper  
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Will Darman  
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Agnes de la Croix  
Henri de Romree  
Carolyn DeFrancesco  
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JF Descaves  
Zach DeVries  
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Katie Doyle  
Christopher Doyle  
Kelley Eads  
K L Eckhardt  
Tami Eckstein  
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Adam Forest  
Rachel Formaro  
Phillip Foy  
Elmo Francis

Alexandra Freund  
Hagan Fuller  
John Gans  
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Hannah Garrison  
Eliot Goldwarg  
Joe Golfen  
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Gilad Lumer  
Neil Maccormack  
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William Potter  
Shankar Prasad  
Tyler Reutgen  
Sian Richardson  
Ricardo Rivas  
Dan Robison  
James Rogers  
Luca Rossini  
Dylan Rothwell  
Gregg Rudner  
Josh Rutstein  
Paul Sailer  
Andrea Sanchez  
Raymond Sandrine  
Marissa Sarlls  
John Sawyer  
Michael Schmidt  
Kira Schmiedl  
Alexandra Scott  
Michael Sebahar  
James Self  
Elizabeth Sheehy  
John Siddle  
Hank Skade  
Daniel Sloboda  
Oscar Johnson Small  
Conner & Leah Soderquist  
Moon Song  
Keith Spieker

Debby Stephan  
Ann Stevens  
Stacey Stevens  
William & Judith Stevens  
Jason Stough  
Mashiro Sukegawa  
Teboh Ngute Sylvester  
Kelly Thomas-Cutshaw  
Richard Thompson  
Søren Thuesen  
John Tormondsen  
Tanner Traughber  
Angela Tse  
Jesse Turek  
Gigi Twist  
Alvaro Valdez  
Brooke Van de Water  
Sebastian Vauth  
Skyler Veselis  
Greg Ward  
Charlie Warendh  
David Weaver  
Heather Weeks  
Peter Weickert  
Peter Welles  
Chris Weydevel  
T.J. & Jennifer Whalen  
Todd Widell  
Barbara Williams  
Kate Williams  
Megan Winward  
Zachary Wojcik  
Andrew Woltman  
Chris Worrick  
Anthony Young  
Jeff Young  
Guy Zahn

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. Please notify us immediately at [donations@onepercentfortheplanet.org](mailto:donations@onepercentfortheplanet.org)



47 Maple Street | Suite 111 | Burlington, VT 05401