

2016 Annual Report



Board of Directors

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**As of 12/31/16*





The year in review

Dear Friends,

Greetings from 1% for the Planet global headquarters in Burlington, Vermont! I am thrilled to share with you this 2016 Annual Report, intended as a snapshot of 1% for the Planet's 2016 accomplishments.

2016 will likely stand out in the history books for years to come, with both Brexit and the presidential election in the United States representing exclamation marks in the unfolding narrative of global politics' exploration of a new nationalism. For 1% for the Planet, 2016 represented a moment to clarify and redouble our commitment to accelerating smart environmental giving. And we attained powerful results at a global scale: More than 1,300 business members across multiple industries in more than 40 countries donated 1% of annual sales to thousands of nonprofits, delivering real solutions to the many pressing problems facing our planet. Total network giving since our founding in 2002 has now surpassed \$150 million.

For all of the numbers, it is the partnership stories that showcase the purpose that engages our hearts and builds lasting change. We encourage you to visit our new website where these stories are featured across our issue areas - climate, food, land, water, wildlife, and pollution. These stories are the connective tissue that make our network strong, vital, and capable of charging forward toward the new stories of regeneration and hope that are critical to the future of our planet.

As I write this in the spring of 2017, we continue to see strong growth across our network, thoughtful investment in solutions, and powerful stories of engagement. As we continue to take important strides toward our 2020 strategic goals and beyond, we couldn't be more grateful to our members, partners, donors, and friends who support us in so many ways and fuel our momentum. Thank you, and please - always - be in touch if you have questions, ideas, or a desire to become more involved. These are important, challenging, and dynamic times. Our collective work matters more than ever. Join us.

Warmly and onward,



Kate Williams
CEO of 1% for the Planet

Our network delivers solutions in six impact areas

- Climate
- Food
- Wildlife
- Pollution
- Land
- Water





A growing network of business members

As in years past, the business community continues to step up and lead the effort of increasing environmental philanthropy. In 2016, we welcomed more than 320 members globally, with new members coming to us from 22 different countries. Businesses large and small, new and old, continue to lead the charge of giving back and protecting the planet.

Inspiring action through stories of impact

Highlighting the voices of thought leaders and changemakers in our network best conveys the momentum of the movement. Kicking off in 2016 and evolving for the future, our strategic communications plan harnesses our new website and social media channels to share the stories of inspiration and impact from across our network.





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We are incredibly proud and honoured to be a part of 1% for the Planet. We all have a responsibility towards looking after this beautiful Earth that we are so lucky to inhabit; and businesses are no different. With 1% for the Planet, we are able to demonstrate that responsibility and contribute to the wider movement towards responsible custodianship of the planet. It's a movement that envisions a future where the individual is not separate from the whole, and one that understands the importance of our connection to our planet.”

Tamara Airbib

*Co-Founder & Managing Director,
Rebel Kitchen
(London, England)*

2016 New Business Members



We joined 1% for the Planet because we want to protect what we love, and 1% for the Planet provides my company with a credible way to make an impact by supporting nonprofits that are working to solve environmental problems.”

Rick Crawford
President,
Emerger Strategies
(Charleston, SC)

1026 Beverage Co.
1908 Brands
30 Knots, LLC
88-it.com
8th Wonder Tea
Access Global US, LLC
Ace Hill Beer Company
Active Care Products, LLC
Adaklu Digital
AE, Inc.
ALLIED Feather & Down Corp.
Alpha Wolf Coffee
Alpine Energy Bars
amberoot
Anders Natural Soap Co, Inc.
Anderson Marketing & Communications
Andrew Marshall,
Sales Representative (Paddling
Realtor)
Apollo Energy Gum
APPARTEMENT A RENOVER
Arrowleaf Engineering P.C.
ASARAI INC
Atlas Atelier
Balima Spa Sarl
Barkskin Timepiece
The Bamboo Brush Society
BARTLETT Creative, LLC
Beach Hair
Bear & Bear Limited
Beard & Hound Creative
BE HIPPIY
Beer Creative PTY, Ltd.
The Beauty Pantry
BeeWild
Be experience
Beside Magazine
Better for the Planet
BGREEN
Biota Aquariums, LLC
Blackfish
Bloom Strategies, Inc.
Blue Planet Outdoors
Blue Planet Plumbing, LLC
Bogg's Trail Butter
Boku International, Inc.
Born to Crunch
Bosco Gelato
BPC Kambio
Brightwood Photography
Bubble Yoga
ByFusion PBC
Byron Bay Surf Festival
Chia Charge
Chiisana Hoshi
Citizen Collective
Clean Surf, LLC
Cobble Hill Beverages, Inc.
Cocolife
Collectif Rochelais Mini Transat
The Conscious
Investment Collective
Controlled Chaos
Core Retreats
COTTON LEAF
Cove Continuity Advisors, Inc.
CR Brands, Ltd.

Current Shift Media
D-Ivin
Davey Handmade
DeepVibes, Ltd.
Dirk Schenck
Dirt Brothers
Doer
Dom's Deodorant
Drake Real Estate Partners
Dtaggy
Dulabab Ventures, Ltd.
ECONOVIA
EcoPortfolios Canada
EcoVibe Apparel
EDEN PROMOTION
Elephant Creative
Solutions, Ltd.
ELSK
Eskapee
Evolution Trash Bags
The Evolved Traveler
Evolve Movement + Wellness
ExploringCircle
Extant Publishing
Feral Mountain Co.
Fields Good Chicken
Fisher Guiding, LLC
Food.Stories.Travel.
Fort, Inc.
Francois POIROUX
Fresh Riviera
Friday501, Inc.
FULL SPEED
Ga-Oh Design, Inc.
Getaway2Give
Ghyd, LLC
Gitchi Adventure Goods
Going Off Grid Pty, Ltd.
The Golden Pack Co., Ltd.
Goodbyn, LLC
Great Lakes CFO, LLC
GreeNatr
Green Goo, Animal First Aid
The Greenstone Drinks Co.
Grid Gear
Gristmill Distillers
Groupe Hikster, Inc.
Grown Clothing
HANGTIME
Harbour Supply Co.
HeartPath Creations
Heidi Winslow Photography
Hethcote Studio
Herbal Essentials
High Mountain Outfitters
Hippizaz Productions, Inc
Hitoshizuku
Honeychild's Sweet Creams
HONOUR Essentials
HoodLamb
Hopworks Urban Brewery
House of Cooper, LLC
Hug a Tree with Me
Humblemaker Coffee Co.
Hunter & Fuchsia, LLC
iClean Commute
Illanta Wines

INQLINE
InSite Performance
Coaching, Ltd.
Integriz Label, Inc.
Island Tax Service
Italian Fashion Agencies
Jackson Clothing Co.
Jenny Kassan Consulting
Journey Brands, LLC
The Juice Box Boston
K Flat Kabushiki Gaisha
Kai Family Dentistry
Katherine Homes
Keap Co.
Keepin' it Fresh
Khala Cloths
Khemist
Koala Co.
Kooks & Co. Pty, Ltd.
- Wild Reserve
KORUA SHAPES
Kuju Coffee
Kush Climbing, LLC
L'explorateur du gout
LA LETTRERIE
Labbe's Woodwork
Laguna Herbals, LLC
LASSO, LLC
Lean Green Consulting
LIFT Economy
Lighthouse Residential Lettings
LITTLEURCHIN PTY, Ltd.
Lojiic
Loka Swimwear
Lost Empire Herbs
Loyalty Processing
LTC Exam
Mana Threads, LLC
Mano Facto
MantraBand
Maple View SugarWorks
The Markt Haus Shoppe, LLC
Matchaful
Matt Koelsch and the
Allies / Turbulent Records
Mendill by Ekho Cosmetics
Meridian Design Construction
Mindbody Foods, Inc.
Miscrianti
Mobius Concepts, Ltd.
Mother E, LLC
Mountain Sun Resources
Move Invest
MuLondon, Ltd.
Mute Collective
Natti Bar
Nature Restore
Naturepedic
Natures Origin Aromatherapy
NEATGOODS, LLC
Nemiska Open Digital
Never Tracked Out
Gear Trade
New York Puzzle Company
Newly, Inc.
The Nomadik Company
Nudnik, Inc.
Nymphs

Obscure Clothing Company
Old Mill Ventures
Olilo Sleep Solutions
Omnia h2o
On The Wing
One Hundred Seconds
Opportunities, LLC
Organic to Green
The Orofino Law Group
Osah
OtterBed
Oxford & Bond
Oxypure Masks
Pacific Overlander, LLC
Paris Autobarn, LLC
Parvata Fly Fishing Outfitters
Paskho
Patagonia Apparel at
Parsons Kellogg
Peak Design
Pedro's Organic Coffee
Peloton Cold Brew, LLC
Pesca Muerta
Peyton Wallace, Realtor
on Martha's Vineyard
The Phat House
Phlur
Planet Bike, LLC
Planet Protein
Poéthique
Prax Physical Therapy
Progressive Asset
Management Boston
Prosper for Purpose, LLC
Prussik Webmarketing
Rebecca Bombarder, EA
Reclothing Bank
Red Lighthouse
Investment Management
REDBUDSUDS
RefundPros
ReGrained
Restore Human Health
and Fitness, Inc.
Rice Oil Sucks
Right Avail Co.
Rivertro
Road Trip Food Company
Rose & Rex
Salmon & Sable
SALTURA
Salty Budz
Saltys Paddle Sport
Santa Barbara Matchmaking, LLC
Saratoga Sports Massage
Facility, LLC
Sazama Real Estate
SBM Consultancy, Ltd.
Schmiley's
SCIMABIO Interface
Scopo Studios, LLC
Sea Bottle Soap Company
Seated Massage Pty, Ltd.
Serenity Aesthetics, Ltd.
The Shallow Reef Studio
ShaveOurPlanet
Shibui Leaf Tea
Shuttle Rocket
Simply Native Foods

Simply Natural Living
Site Selection Tennessee, LLC
Socioterra International, LLC
Southern Foothills Farm, LLC
SpectrumCall, LLC
Stade Rochelais
StayFresh
Stefan Altenburger
STEL, LLC
Stern Lines MFP&M, LLC
Stream and Brook Fly Fishing
Stream2Sea
Strider Events
SUGA, LLC
Sugati
Summit Conservation
Strategies, LLC
Sunday Cats Inc.
Surf Shop Box
SurfNatur
Sustainable Earth Project
Sustainvest Asset Management
Sway Water, Inc.
Sweetgum Textiles, LLC
Swellfoundry Limited
Symditravel Service Company
Syuen Tea
Table2Garden
Tattstr
TBLR
Tempercraft
This Good World Network
Tidal Vision, Inc.
Tiny Kitchen Brands, LLC
Topa Topa Brewing
Company, LLC
Travel Apparel Getaway Style
(TAGS)
TrimTab Media
Tübify
Upcycle and Company, LLC
Ursa Major Consulting, LLC
Vert Asset Management
Vita Explorer
Vita-Rite
WA Verlichting B.V.
Wabi-Sabi Village Market
wanderwell
Warsaw Cycling SAS
WashPark Capital, LLC
We Are Wilder
wehlers
Wild Life Outfitters
Wilder & Harrier
Wilder Public Relations
Wildtek, LLC
Winc - Pacificana Wines
Windy Films
WIXEL
X-1 Marketing, Inc.
Yai's Thai, LLC
Yhemp, LLC
Yoga Vida
Yroo Ireland, Ltd.
Yuki Threads
Zenith Adventure Media
zimmer7
Zuzek, Inc.

“

It's in our nature to give at Hopworks Urban Brewery. Joining 1% for the Planet was a natural value add to what we were already doing. With the mental shift through becoming members we added more organization to our giving and adjusted our in-kind contributions to cohesively reflect our priority issue areas. Counting our membership dues, B Corp dues, and organic certification toward our giving was a huge help as well.”

Eric Steen
Marketing Manager,
Hopworks Urban Brewery
(Portland, OR)

2016 Donors

We would like to recognize those corporations, foundations, and individuals who made a donation (beyond Member Dues) to 1% for the Planet between January 1, 2016 and December 31, 2016. Your dedicated support meaningfully shapes our everyday work - connecting businesses, individuals, and nonprofits to drive critical environmental change!



CORPORATE

644 Broadway, LLC
Atlantic Acupuncture
Bamboo Talent
Banjo Coffee
Bluebird Barbecue
Bluestone Financial
Advisors, LLC
Cardno JFNew
Caudalie
Champion Soccer School
Chapul, Inc.
Choctal, LLC
Climatestore Inc.
College Outside, Inc.
Detroit Tigers - Ilitch Charities
EatAPea, LLC
Fairtact, Inc.
Farrell Distributing
Grounds For Change
Happy Earth Tea
Horgas Landscaping
KHS America
King Arthur Flour Company
LEAP
Lizard Lounge
MantraBand
McConnell's Ice Cream
Murphy's Naturals
MyRoundUp, Inc.
Naturepedic
Nectar Essences
Network For Good
Neuberger Berman
Nick Mayer Nature Illustration
North Castle Partners
Patagonia
Plan It Green Printing
Pura Vida Bracelets
Renewal Partners
Reverb
Riverside Hospitality Group, Inc.
Rock Creek Outfitters, Inc.
Safe for Home Products, LLC
Salesforce
San Diego Padres
Sensible Organics
Spindrift Soda
TakePart, LLC
TENT
The Juice Box Boston, LLC
The Spinsterz
Truist.com
Veterinary Cancer Specialty Care
WashPark Capital, LLC
Water Gallery Worldwide, LLC
WaterRock Communications
YourCause, LLC
Yoga Today
Zero Gravity Craft Brewery

FOUNDATION

Amazonsmile
Climate Ride
Community Foundation Santa Cruz County
Denison Family Foundation
Emmett Foundation
Erol Foundation
George Gund Foundation
Johnson Family Foundation
Maine Community Foundation
Nichols Foundation
Omaha Community Foundation
Patagonia Works
Payne Family Foundation Trust
PayPal Givingfund
Silicon Valley Community Foundation
Sorenson Family Foundation
Target
The Kula Foundation
The Maddrey Foundation
Weeden Foundation
Zachary & Lindsay Gund Foundation

INDIVIDUAL

Elizabeth Adams
Stefan Andreassen
Paul Algren
Anonymous
Louie Arzaga
Rebecca Atwood
Christopher Ballard
Cassie Barner
Tom & Currie Barron
Brant & Andrea Barton
Eric Beauchesne
Nathan Benner
Axel Biehl
Mark Blackman
Chris Block
Katharine Boerma
Al Boglio
Wendy Boglioli
Alex Bowring
Ryan Bramer
Jeffrey Brandimarte
Mike Brown
Brad and Mary Burnham
Catherine Burnham
Katherine Cadwell
Mark Callaway
Benjamin Center
Philippe Chabert
Karen Chabot
Mike Chabot
Dan Chang
Shely Chen
Phillipe Christodoulou
Mary Ciesinski
Barry Cik
Aaron Cinquemani
Camille Coates
James & Marcie Cocina
Jon Cocina

Kirsten Coe
Ian Colburn
Jamie Conner
Kerry Cooper
Charles Cooper
Maurice Coopmans
Joshua Copp
Adam Cotterell
Erol Foundation
Erick Crockenberg
Alex Crumpler
Guillaume & Andrea Cuvelier
Anne Marie Daniel
Thomas Darlow
Gerrell Davis
Betsy Denison
Nicolas De Jesus
Dale Dellacqua
Hilary Dessouky
Annie DeYoung
Jonathan Docherty
Patrick Dodds
Thomas Donhou
Hailey Dubuque
Travis Dubuque
Nicole Durivage
Lucy Eastman Scott
Amy Ehrhart
Dan and Rae Emmett
Morgan Emmett
Todd Charles Ericson
Glen Farr
Whitney Feininger
Ramiro Ga Fernandez
Ray Fernandez
Ryan Fitzgerald
Danielle Flanary
Donald Fleschut
Adam Forest
Carla Fox
Kristina Frederick
Paul French
John Gans
Hannah Garrison
Brooke Gaskins
Joshua Gauthier
Alexandre Gendron
Phil Giles
Lynda Goldstein
Wendy Gordon
Abigail Goudey
Katie Goudie
Andrea J Grant
Linda Grönlund
John Grossman
Zachary & Lindsay Gund
Peter Gunness
Christian Gustafsson
Tim Guthrie
Yasmina Hadri
John Harkins
Christopher Harris
David Holberton
Jill Hoppenjans
Brook Hopper
Homer Horowitz
Nicolas Houssay
Katelyn Hudspeth

Brandon Huston
Dita & Hutch Hutchinson
Dallas Hyland
Etsuko Imabuchi
Nick Ingall
Sabrina Jacquier Parr
Michael Jager
DJ Jensen
Peter Jin
Jonathan Johnen
Derek Jorgensen
Scott Jungles
Jordyn Kass
Terry and Helen Kellogg
Leslie Kindling
Jessie Klinck
Tahnee Knight
Gregory Koch
Christos Konstantinidis
Gabriel Kramer
Rashmi Kumar
Niraj Lama
Andreas Lappe
John Lavender
Michelle Leask
Dan LeClair
Jeff Lee
Katherine Leslie
Jeff Liebel
Kevin Lin
Craig Lindemann
Nicolas Lopez
Ashley Lubyk
Chloe Maarek
Jesse Manschot
Blair Martinez
Marco Masoero
Elizabeth Mayes
Scott McCreary
Morgan McGovern
Jessica Micklus
F.X. Miller
Alexandra Mitchell
Marek Möckel
Evan Morrell
Abby Morris
Sarah Morse
Forbes Morton
Stephen Napier
Emma Neisser
Kerry Newton
Ioannis Nikias
Daniel Norris
Brittany Nunnink
Katherine O'Neill
S. Nicholas Papanicolaou
Deb Payne
William & Mike Pechstein
Emily Pendergraft
Jonathan Peters
Katrina Peterson
Robin Petravic
Jonathan Philp
Abigail Portman
Tonya Poutry
Jim Prevo
Marc & Lorraine Randolph

Cameron Rentsch
Jacques-Julien Rieme
Bob Rittel
Henri de Romree
Scott Roslyn
Jason Ruby
Anthony Salvatore
Andrea Sands
Molly Sauer
Loveleen Saxena
Philipp Scheuring
Michael Schoenholtz
Maya Shaff
Jeffrey Shaknaitis
Elizabeth Sheehy
Stan Sheggeby
Conner & Leah Soderquist
Katharine Stavrinou
Hilde Steffey
Ann Stevens
Pauline Stevens
Will & Judy Stevens
Stephen Stewart
Matt Stoecker
Kristine Stratton
John Tashiro
Cindi Tedesco
Filipa Teixeira de Melo
Dennis Tendler
Mathew Theis
Amanda Thomas
Heather Thomas
Kelly Thomas-Cutshaw
Martin Tornberg
Tina Traficanti
Bertrand Trichet
Chelsea Tripp
Angela Tse
Lila Turner
Allison Twomey
Beatrice Walter
Greg Ward
Charlie Warendh
Susan Warner
Andrew Waters
Chris Weydevelde
T.J. & Jennifer Whalen
Kim Whitman
Todd Widell
Barbara Williams
Kate Williams
Stephanie Winkler
Paul Winters
Joan Wry
Michelle Yang
Anthony Young

**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.*



Networking and events

In 2016, we hosted, co-hosted, and supported dozens of events from London and Paris to Miami, New York, Boulder, and San Francisco. Our events offer the opportunity to see our network in action. It's all about connections, whether that's business to business, business to nonprofit, connections with our ambassadors and media partners, or simply building friendships with peers who share a commitment to the planet. Our network is built on relationships and we so enjoy seeing them come to life in person. We look forward to many more events to come.

Total network giving has surpassed \$150 million

When certification is complete for 2016, the 1% for the Planet network will have added a further \$17 million in funding for our nonprofit partners.

“

I subscribe to Yvon's philosophy that our businesses take a toll on the environment that is not accounted for. In effect our income is overstated. . . . Donating one percent of our gross sales in effect adjusts our income statement by adding an environmental expense line and therefore properly accounts for all actual costs. We wish it was mandatory for all businesses. It's the right thing to do.”

Dick Franyo
*Owner,
Boatyard Bar & Grill
(Annapolis, MD)*

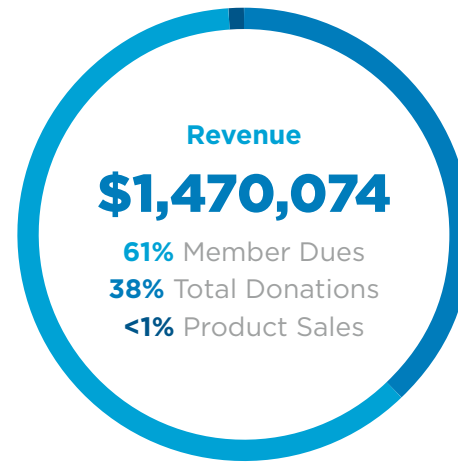


We've been looking for ways to promote environmental responsibility while also doing all we can to reduce our own impact and 1% for the Planet has proven to be our perfect partner. The flexible and consistent yet transparent model helps us to convey a powerful message to our audience."

Chris Ball
*Managing Director,
Enduro Mountain Bike Association
(Edinburgh, Scotland)*

Financial Info

(unaudited)



Net Income
\$204,488



We connect dollars and doers to accelerate smart environmental giving in more than 40 countries.



**FOR THE
PLANET®**

47 Maple Street, Suite 111
Burlington, VT 05401



onepercentfortheplanet.org