



Strengthen employee engagement through 1% for the Planet

Thousand is a Los Angeles-based urban cycling brand that makes safety gear that you'll actually want to wear. Their mission is to empower people to connect with their communities by breaking down the barriers of riding.

Social good is a central part of Thousand's DNA. Co-founder Gloria Huang sees 1% for the Planet as a tangible way to commit to giving back, while also having the flexibility to choose from a diverse group of vetted nonprofit partners.

With the clear link between cycling and improved environmental and community outcomes, Thousand gives to nonprofits focused on climate change solutions, improving mobility in developing countries and urban areas, as well as landscape restoration.

Through their 1% for the Planet membership, Thousand activates their partnerships through campaigns that engage customers and employees alike:

- "Thousand Gives" campaign: At the start of 2019, all Thousand employees had the opportunity to direct \$1,000 in giving to the nonprofit partner of their choice. Several employees even took advantage of 1% for the Planet's partnership advising service to select a partner that really resonated with them. Thousand then profiled each team member and the nonprofit they chose in posts on social media, email blasts and in a blog post hosted on the Thousand website.
- For Thousand employees, the campaign was a great way to learn more about their team, bring everyone together and instill Thousand's values into their own lives.
- Thousand Gives provided an opportunity for a less traditional, fun and personalized way to promote the Thousand brand and highlight their 1% for the Planet commitment to customers.

The outcome? By spotlighting the people behind the brand, Thousand was able to showcase their core values of inclusivity and impact in a very real, approachable way.

MEMBER

Thousand

LOCATION

California, United States

MEMBER SINCE

2017

WEBSITE

explorethousand.com



Our 1% commitment helps each of our team members build a tangible connection between Thousand's company values and causes/non-profits each person cares about.

—Gloria Hwang, Co-founder, Thousand