ALL TOGETHER FOR OUR PLANET
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
"One percent of sales is the gold standard for corporate philanthropy."

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22 Degrees
3cross Brewing Company
Acento - Cacao and Mate Specialists
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Chef IBANANA - Frank Albinus, Johannes Hübner
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Wicked Good Copywriting
Wide Angle
Wolfgang Schulning
Woodlike
Worship 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
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.

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.
“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.
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!

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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