



**FOR THE
PLANET**

ANNUAL REPORT 2022



“As a business member myself, I’m proud to celebrate the last 20 years and support a model that demands commitment and tangible action. As we move forward we must continue to act boldly and double down on our commitment to people and the planet—expanding upon the real-time impacts we’re seeing around the globe.”

— **Rochelle Webb**

1% FOR THE PLANET BOARD MEMBER AND FOUNDER
OF 1% FOR THE PLANET BUSINESS MEMBER,
OPTIMIST MADE



Table of contents

1	Year in review
2	Metrics & global impact
6	Partnership stories
12	Planet Impact Fund
14	Events
20	Our team
24	Our financials



Year in review

Dear friends,

In 2022 we celebrated our 20th anniversary with a question: What’s next? We certainly celebrated our roots and two decades of global changemaking. But, we mostly kept our focus on the future, and continued to ask ourselves how our path forward can lead us to greater impact. We were fortunate enough to be able to ask these questions at our Global Summit in Los Angeles—the first gathering of our community in more than three years. Our network came together to connect, strategize and activate around a common passion: creating a thriving future for people and the planet.

Building a better future is our core purpose and the goal that shapes our vision. Each decision we make is rooted in our passion for a better tomorrow, and we’re eager to continue asking what’s next for us as we embark on our next 20 years.

Growth and innovation were the engine for this future-focused work in 2022. We welcomed more than 1,800 new members, and ended the year with 57% of our members located outside of the United States. We certified \$66 million in global giving, a 27% increase from 2021. We also expanded our team by 43%—bringing on immeasurable new talent, commitment and people power.

And, we innovated to support and extend this growth. Most notably, we launched our Planet Impact Fund—a new way for donors to drive dual impact through best-in-class climate-positive investments and thoughtful annual grantmaking.

Thank you for all of your support this year, and for all of the ways that you make our continued growth possible.

Onward,



Kate Williams
CEO



Jim Osgood
Board Chair

Photo provided by Sarah Kjelleren

Photo by One Girl



Photo by Yukon River Inter-Tribal Water Council

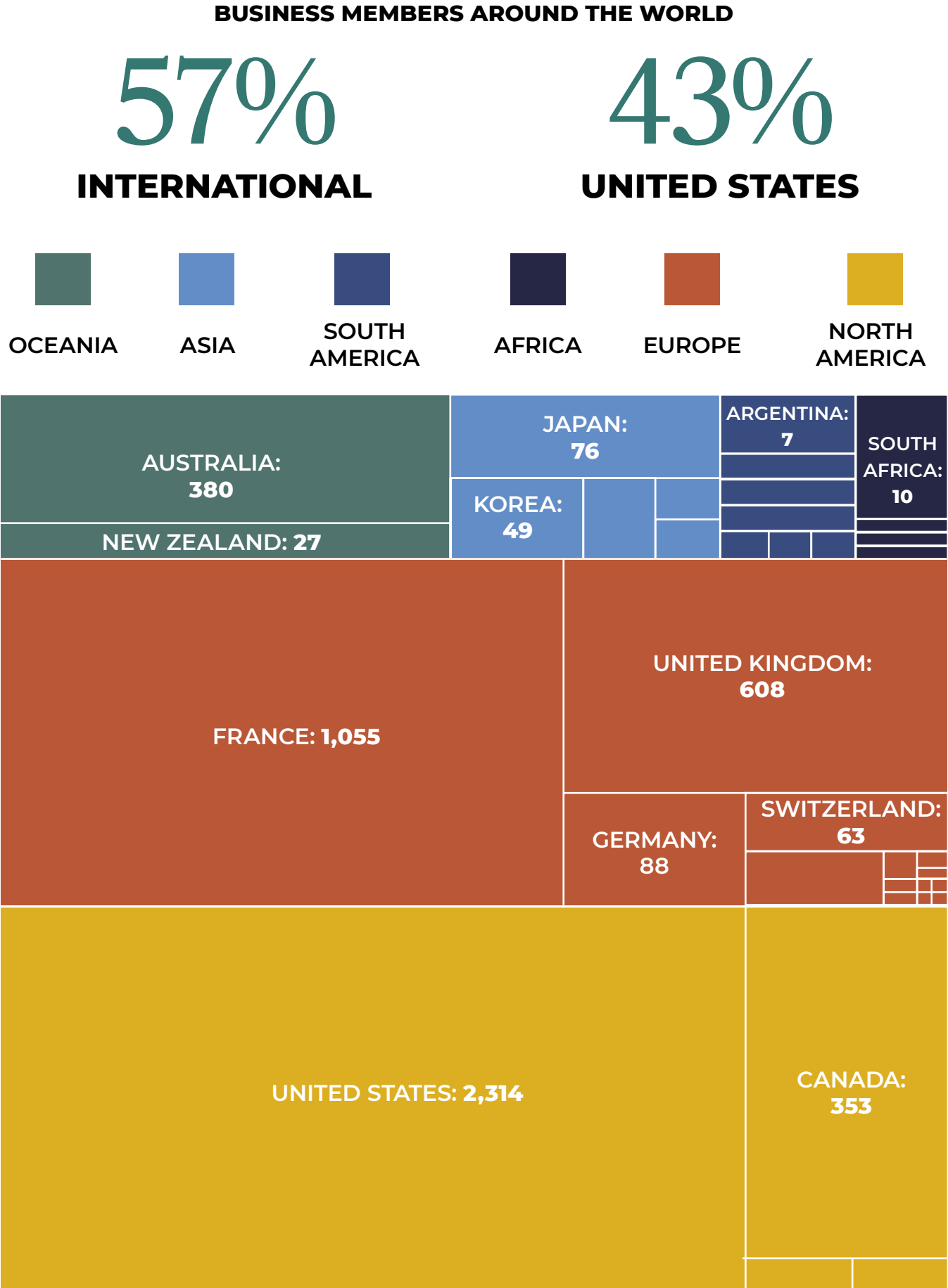


Photo by Soul River

Metrics & global impact

Our 2022 metrics showcase the dedication and impact of the 1% for the Planet community. The partnerships in our network touch every side of the globe, demonstrating the stark power of collective action and what's possible when we challenge the idea of business as usual.

The 1% for the Planet network is growing—our business members now span over 65 industries, making it easier than ever for consumers to find products and services that give back. Within the numbers you'll find stories of real people committed to doing better for people and the planet.



Our year by the numbers

2022 METRICS

1,866

NEW BUSINESS
MEMBERS

3,017

ENVIRONMENTAL PARTNERS
SUPPORTED

1,100

INDIVIDUAL
SUPPORTERS

\$66 million

CERTIFIED
GIVING (USD)

Our impact to date

2022 TOTALS

5,300 *from*
66 countries

BUSINESS
MEMBERS

5,900 *from*
97 countries

APPROVED ENVIRONMENTAL
PARTNERS

\$450 million

CERTIFIED GIVING (USD)
2002-2022



Partnership stories

In 2022, we launched our four impact areas: Rights to Nature, Resilient Communities, Conservation & Restoration and Just Economies. Each 1% for the Planet Environmental Partner aligns with one or more of these areas, allowing businesses to find value-matched organizations with ease. The impact areas are how we define “environmental” and guide us as we vet and welcome new partners into our network.

Our 2022 feature stories represent each impact area—and spotlight the dynamic partnerships born out of shared values and commitment.





RIGHTS TO NATURE

Pukka & TreeSisters

Pukka Herbs and TreeSisters have been partners since 2018—bringing people closer to nature and supporting community prosperity. In 2022, Pukka funded the restoration of the Cauvery river basin in India. The project allowed local farmers to turn toward agroforestry to diversify their income, create healthy soils and improve water retention. The farmers planted 100,000 trees, positively impacting the lives of 84 million people in the region.

Pukka also supported the planting of food forests in the Amazon rainforest. The food forests were created in close partnership with the Asháninka Tribe, an indigenous community living in the heart of the Amazon. Ten million native fruit trees were planted, providing food for more than 1,000 locals and creating income to invest back into the community.

"Pukka's purpose is to nurture healthier, happier lives through powerful organic plants. We choose to operate in a regenerative way to benefit people, plants and the planet. This goal has increasingly meant collaborating with our organic growers and wild harvesters to mitigate the impact of climate change on their work and lives."

– KAREL VANDAMME
CEO of Pukka



CONSERVATION & RESTORATION

Anarchist Wine & Counting Coral

Environmental partner Counting Coral has received 40% of their funding from 1% for the Planet Members. Anarchist Wine Co. is one of those funders, contributing to Counting Coral's milestones since 2019. Last summer, co-founders Valerie and Phillip headed to Fiji for Counting Coral's first sculptural coral bank installation. They honored their ongoing partnership by engraving Anarchist Wine Co.'s name and logo on the sculpture—a lifelong tribute to their collective impact.

"We were very fortunate to visit the first installation in Fiji as it was nearing completion, and we were in awe of its beauty and promise. Within a matter of days, the coral was growing, and schools of fish, initially a bit wary, started venturing into the park to snack on algae. The local chiefs came to bless the new park and create a marine preserve, recognizing the value of the park and surrounding waters for their island villages."

– VALERIE VON BURG
Co-founder of Anarchist Wine Co.



RESILIENT COMMUNITIES

Nutshell Coolers & Rare & Vida Verde

Nutshell Coolers has been working alongside Filipino communities since day one to source materials and create a product that benefits local fisherfolk. Their partnership with Rare has helped bring together two major industries in the Philippines: coconuts and seafood. Nutshell purchases coconut husks from local small-scale farmers and turns them into insulation for their coolers. Then, the products are used as a packaging solution for seafood transport in coastal communities.

Nutshell's partnerships are global—with Nutshell's co-founder regularly volunteering with Vida Verde Nature Education in Northern California. The organization is on a mission to connect city-based youth with nature through farmwork and nature education.

"I helped out with Vida Verde's goats and other livestock, keeping the animals healthy and ready to interact with the kids. Learning to care for these lovable goats is an experience that many Vida Verde students remember for the rest of their lives, helping to forge amazing new bonds between kids, animals and the outdoors. Getting to know the animals, the kids and the educational farm was equally fun and rewarding for me over the past year."

– DAVID CUTLER
Co-founder & CEO of
Nutshell Coolers



JUST ECONOMIES

Bank of the West & SeaTrees

Bank of the West and SeaTrees collaborated to find an innovative and zero-waste way to spread an important message: if we don't invest in our planet's future, valuable ecosystems will be lost. Artist Andres Amador used sand as a medium to create a massive sand mural advocating for investment in kelp forests, and celebrating the partnership between Bank of the West's 1% for the Planet Checking Account and SeaTrees.

In time, the tide washed away the message—a powerful reminder of how human actions are close to washing away kelp forests. SeaTrees works with several 1% for the Planet Members to ensure a brighter future for kelp and all marine ecosystems, and has received enthusiastic support for their ongoing efforts.

"We're grateful for this partnership with Bank of the West for bringing awareness to the importance of kelp and its role in the ocean—not only as a critical habitat for over 750 species but also in sequestering carbon and reversing climate change."

– SEATREES BY SUSTAINABLE SURF
1% for the Planet Environmental Partner

Want to see more stories of partnerships in action?

Follow us.





1% for the Planet launches the Planet Impact Fund

In April 2022, we launched a new and innovative way to give back: the 1% for the Planet Impact Fund at National Philanthropic Trust. The Planet Impact Fund was created to make investing in a better future and funding environmental solutions simple. It utilizes a dual approach: targeted philanthropic grantmaking and environmentally-focused impact investing.

Each year, an estimated 10% of the Planet Impact Fund will be granted to organizations addressing today's most pressing environmental challenges. This means donors can see the real-time results of their support. The Planet Impact Fund was designed to seek returns that will be driven back into environmental causes.

In the Planet Impact Fund's first year, assets grew to \$527,748, and we made grants of \$8,796 to each of our six featured organizations: Amazon Frontlines, Environmental Law Alliance Worldwide (ELAW), Groundswell International, Indigenous Environmental Network, Solar Sister and Urban Ocean Lab.

All six partners are working toward environmental justice and seeking solutions for a broad range of environmental challenges. We've seen incredible outcomes so far and look forward to watching the fund, and our impact, grow in the future.

2022 FEATURED PARTNERS



Environmental Law Alliance Worldwide



Indigenous Environmental Network



Solar Sister



Groundswell International



Amazon Frontlines



Urban Ocean Lab

Events

Our network had the chance to connect at two events in 2022—our annual Global Summit and Sessions: London. Global Summit brought together members from all corners of the world, while Sessions: London focused on our growing network in the UK and Ireland. Attendees at both events came together to share their experiences, ideas and learnings with fellow members.



MARCH 15-17, 2022

Global Summit 2022: Los Angeles

Our 2022 Global Summit theme—“What’s next?”—invited attendees to ask the hard questions, and look to each other for inspiration to find the answers. The summit provided a platform for members to connect on challenges, opportunities and ideas for how to make positive impact in their fields. With members coming from around the world to attend, there was plenty to glean—from tips on sustainable packaging to equity in the hiring process.

Speakers like Pattie Gonia, Leah Thomas, Marlow Baines and so many more shared their life experiences and knowledge, giving attendees a bank of knowledge to take back to their own communities.

Sessions were personal and candid—Pattie Gonia discussed her journey as a climate activist and drag queen, and what it means to lean into yourself and find your strengths. Leah Thomas read an excerpt from her book “The Intersectional Environmentalist” and spoke about the importance of centering intersectionality in any movement. Business members led conversations on how to incorporate environmental action into your business model and stay true to your commitments. Each session encouraged questions from the audience, which sparked ongoing conversations about justice, equity and how to show up for people and the planet.

We were also proud to host our founders Craig Matthews and Yvon Chouinard, who led an enthusiastically-attended live Q&A on opening night. Attendees had the opportunity to ask questions and hear from the visionaries who started it all.

We’re looking forward to hosting Global Summit 2023 in New York City—where we’ll be creating even more opportunities for member connection and inspiration.



Photos provided by Duft Watterson



OCTOBER 6-7, 2022

Sessions: London

Sessions: London brought together business members, environmental partners and donors within the UK region to learn from one another and foster local connections. Participants experienced workshops and keynotes, and also had the opportunity to get their hands dirty by volunteering with Spitalfields City Farm and Trash Free Trails.

The two-day event was all about networking and strategizing—with the goal of giving attendees actionable ideas to take home with them. A particularly memorable moment was a climate walking tour with Possible, where participants were guided through Tower of Hamlets, City of London and Islington. The tour discussed the developments in London that have decreased car use in favor of greener transportation options.

Attendees reported that they formed lasting relationships and appreciated the time to talk business and get to know fellow members.

“So often the connection at professional events is sector or specialty. Such a joy to be involved in an event where the common ground was everyone's values.”

– LINDSEY DIXON
Protect Our Winters UK





Our team

The 1% for the Planet team nearly doubled in 2022—keeping up with our growing network and adding more support for our members and environmental partners.

As our team grew, we worked to improve our accessibility and employee benefits. The People Operations team implemented professional development and volunteer opportunities, flexible scheduling and meaningful moments for staff connection.

Photo by Madeline Foerster



Our team

BOARD

Bree Arsenault

Katherine Cousins, Secretary

Greg Curtis

Howard Fischer

Nicolas Ibanez

Elizabeth McNichols, Vice Chair

Georgina Miranda

Annie Morita

Rahul Narang

James M. Osgood, Chair

Benjamin Peeters

Kristine Stratton

Rochelle Webb

Kurt Weinsheimer, Treasurer

Kate Williams, CEO

STAFF

Allyson Bartlett

Anna Beatty

Raghav Bhandari

Renee Bornstein

Taran Catania

Rebecca Cohen

Nicole Daniels

Zab Dominguez

Kaylee Duncanson

Ian Dupont

Quint Finney

Gabi Freeda

Carlos Henriquez

Britny Hill

Jenny Kalanges

Dan Kirk

Caroline Knapp

Josephine Lynch

Kristina Martin

Tanner Marvel

Jaclyn McCarthy

Heidi McElvaney

Celine Miranda

Jack Mitchell

Lena Molinari

Kiera Murphy

Noe Parker

Morgan Parr

Tony Pérez Soto

C.T. Ransdell

Tatum Robinson

Alie Sarhanis

Eva Sherman

Bailey Sherwin

Mark Steinbuck

Maddie Strasen

Jess Taylor

Ben Van Cleave

Liz Whiteley

Kate Williams

Jeff Wilson

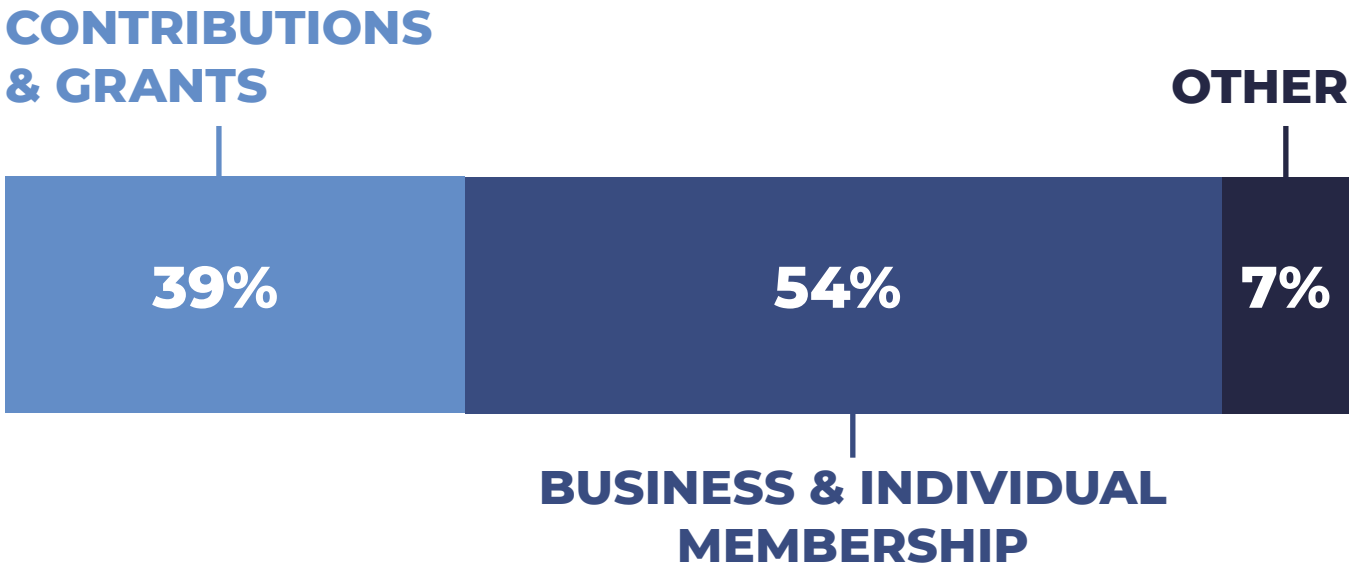
Julie Wilson



As of 12/31/22

2022 revenue

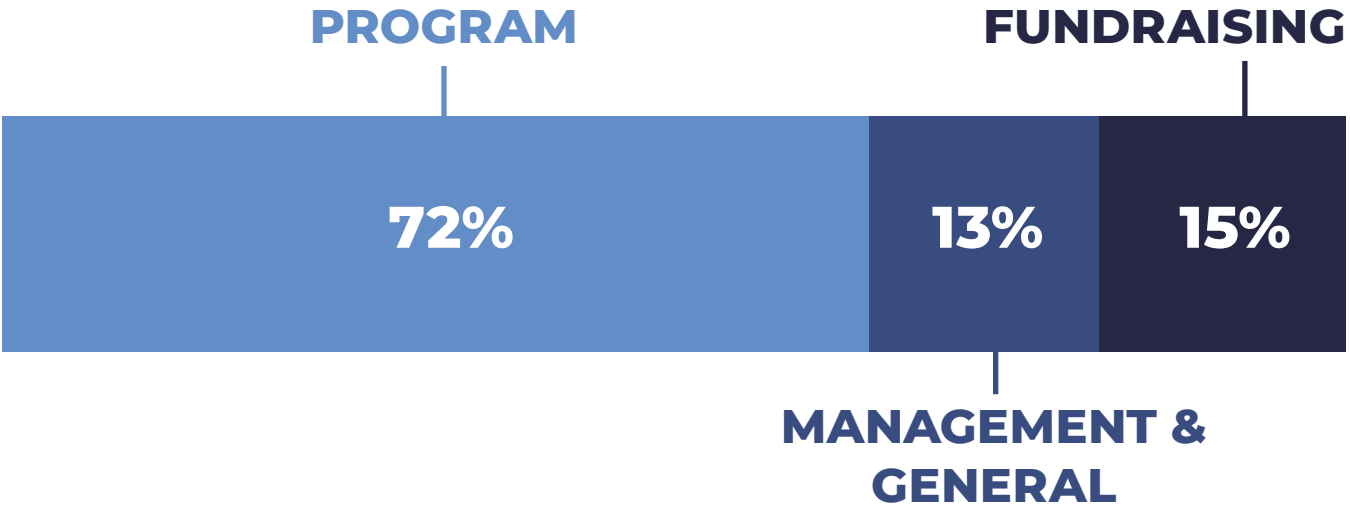
CONTRIBUTIONS & GRANTS	\$2,603,100
BUSINESS & INDIVIDUAL MEMBERSHIP	\$3,664,759
OTHER	\$481,525
TOTAL REVENUE	\$6,749,384



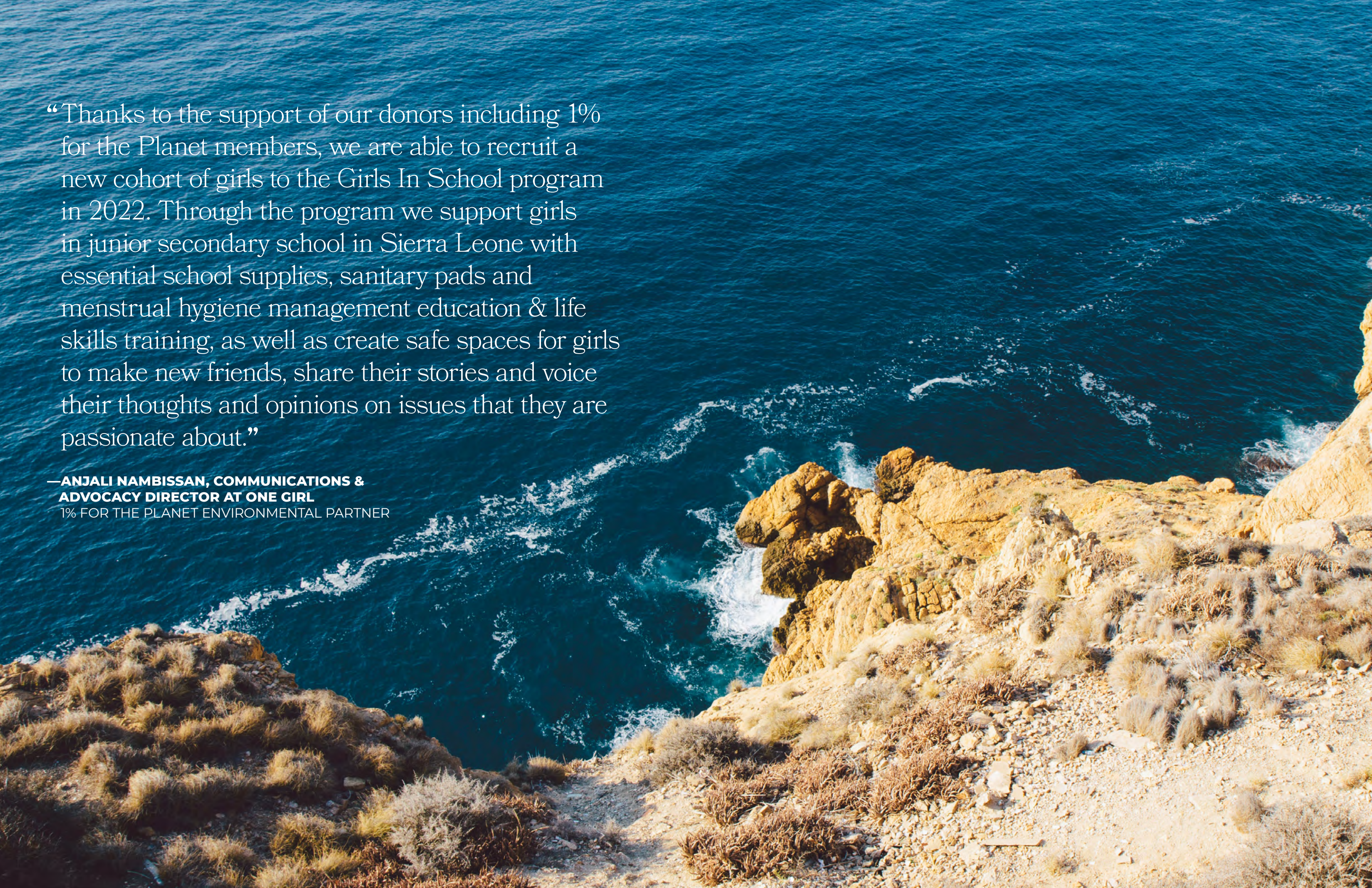
TOTAL NET ASSETS (END OF YEAR 2022) \$4,788,080

2022 expenses

PROGRAM	\$4,242,590
MANAGEMENT & GENERAL	\$766,023
FUNDRAISING	\$883,873
TOTAL EXPENSES	\$5,892,486



INCREASE IN NET ASSETS (2022 ACTIVITY) \$693,808

A high-angle photograph of a rugged coastline. In the foreground, a sandy, light-brown shore is covered with sparse, dry, yellowish-brown vegetation. The shore slopes down towards a deep blue ocean. On the right side, a rocky outcrop with a similar sandy and vegetated surface extends into the water. The ocean is a vibrant blue, with white foam from waves crashing against the rocks visible. The overall scene is bright and clear, suggesting a sunny day.

“Thanks to the support of our donors including 1% for the Planet members, we are able to recruit a new cohort of girls to the Girls In School program in 2022. Through the program we support girls in junior secondary school in Sierra Leone with essential school supplies, sanitary pads and menstrual hygiene management education & life skills training, as well as create safe spaces for girls to make new friends, share their stories and voice their thoughts and opinions on issues that they are passionate about.”

—**ANJALI NAMBISSAN, COMMUNICATIONS & ADVOCACY DIRECTOR AT ONE GIRL**
1% FOR THE PLANET ENVIRONMENTAL PARTNER

Gratitude

Generosity funded our 2022 Annual Report. This work wouldn't be possible without our members and the many individuals, corporations and foundations who donate directly to 1% for the Planet and support our work.

Your donations help us inspire commitment and actions so that our planet and future generations thrive. Thank you!



An aerial photograph of a coral reef. The water is a deep, dark blue-green. The reef itself is a complex, textured surface of various shades of brown, tan, and white. A large, irregular white patch is visible on the left side of the image, indicating coral bleaching. The overall scene is a stark contrast between the healthy, dark reef and the bleached, white areas.

Cover photo provided by Counting Coral

“We couldn't do it without the 1% community.
When I think of my founder friends who have the greatest
influence on me, they're all 1% for the Planet members.
The values are contagious.”

—**SCOTT WOODS**, CEO OF WEST ARETE,
1% FOR THE PLANET MEMBER

onepercentfortheplanet.org