

Nonprofit Partnership Guide



**FOR THE
PLANET**

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Intervale Center

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REMINDER:

1% for the Planet serves as a connector, not a grantor; therefore, each member decides which nonprofit partner(s) they will directly support. Completing your SIA increases partnership chances.



Photo: National Forest Foundation

“Our partnership with 1% for the Planet matters. Through it, we get introduced to companies and individuals whom we otherwise might not reach. As a result, we are able to do meaningful work on the ground; businesses become stronger corporate citizens, individuals can act on their passions for the environment, and 1% for the Planet serves as a critical link connecting us all. It’s a win-win-win.”

Ray A. Foote

Executive Vice President,
National Forest Foundation

Welcome to our global network.

Let's grow this movement together.

Here is a guide to help you navigate your 1% for the Planet nonprofit partnership.

Get involved, stay engaged.

The 1% for the Planet model comes to life through the partnerships that form between our members and nonprofit partners. Our business and individual members engage directly with approved nonprofit partners, providing monetary donations, volunteer time, in-kind donations, and other forms of promotion. Thriving partnerships deliver longer-term support and greater impact for everyone involved.

1% for the Planet is committed to building support for the essential work of our nonprofit partners within our six core issue areas: climate, food, land, pollution, water, and wildlife. 1% for the Planet approved nonprofit partners are carefully vetted environmental organizations that are eligible to receive certifiable funding from our members. Being a part of our nonprofit partner network does not guarantee funding, but it does put organizations on a list of approved nonprofits that our members consider directly supporting.

For 1% for the Planet to give our members the most strategic advice about where to direct their support, it is essential that our nonprofit partners provide us with as much information as possible about programming, funding needs, and partnership opportunities. The better informed we are about our nonprofit partners, the better we can represent them to our members.

About us.

WHO WE ARE

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. We recognize that the current level of environmental giving - only 3% of total philanthropy - is not enough to solve the most pressing issues facing our planet.

Through our business and individual memberships, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$200 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,800 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Our headquarters are located in Burlington, VT with staff located around the world.

OUR VISION

All together for our planet.

OUR MISSION

We bring dollars and doers together to accelerate smart environmental giving.

OUR MODEL

1% for the Planet is a global movement inspiring businesses and individuals to support environmental solutions through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.



"5 Gyres is proud to be a 1% for the Planet nonprofit partner. Through the 1% for the Planet network, we're connected to businesses that we may have never reached otherwise. The best part is when those businesses become dedicated supporters and advocates for our mission to end the global health crisis of plastic pollution."

Haley Jain Haggerstone

Development and Partnerships Director,
5 Gyres

New partners.

Checklist:

☐ **LOG IN TO TO ACCESS YOUR NONPROFIT PARTNER RESOURCES**

Note: If you have never logged in, you will need to first [register](#) your new username, using the email address to which your nonprofit application link was sent.

☐ **SIGN YOUR NONPROFIT AGREEMENT**

☐ **COMPLETE YOUR PROFILE AND CONTACT INFORMATION**

☐ **COMPLETE YOUR STRATEGIC IMPACT ADVISING (SIA) QUESTIONNAIRE**

☐ **DOWNLOAD OUR BRAND GUIDELINES**

☐ **ACCESS OUR LOGOS AND ASSETS**

Returning partners.

Checklist:

☐ **LOG IN TO ACCESS NONPROFIT PARTNER RESOURCES**

☐ **REVIEW AND/OR UPDATE YOUR CONTACT INFORMATION**

☐ **UPDATE YOUR STRATEGIC IMPACT ADVISING (SIA) QUESTIONNAIRE**

☐ **RE-FAMILIARIZE YOURSELF WITH OUR BRAND GUIDELINES**

NONPROFIT PARTNER RESOURCES

Log in

How can you maximize your 1% for the Planet nonprofit partnership?

Since we ask that our nonprofit partners do not actively solicit our members, the most effective way to increase your visibility to our members is to [complete your Strategic Impact Advising \(SIA\) questionnaire](#).

Note: 1% for the Planet serves as a connector, not a grantor; therefore, each member decides which nonprofit partner(s) they will directly support. Completing your SIA increases partnership chances in the below ways:

- ❑ **Funding.** Currently, over 75% of nonprofit partners with completed SIA questionnaires have received funding from one or more of our members.
- ❑ **Recommendations.** The SIA questionnaire captures important information pertaining to your funding needs, current programs, social media visibility, and partnership requirements. This insight allows our team to make thoughtful recommendations to our members on your behalf.
- ❑ **Privileges.** Completing the SIA makes you eligible for exclusive opportunities such as features in our monthly nonprofit newsletters and issue-based funds.
- ❑ **Visibility.** When your SIA is completed, information about your organization is automatically populated into our [nonprofit directory](#), allowing members and nonmembers alike to learn about your work.

To access your SIA questionnaire, please [log in to your account](#). As a reminder, before the SIA questionnaire can be completed, you will need to [sign your nonprofit agreement](#). From there, please navigate to the following section once logged into your account:

Access your Nonprofit Partner Assets

[Download the latest branded assets](#)

[View and download Partner Toolkit](#)

[Download Logos and Brand Guidelines](#)

Strategic Impact Advising

Have the 1% team connect you with members by completing the questionnaire below

[Advising Questionnaire](#)



The 1% commitment for businesses.

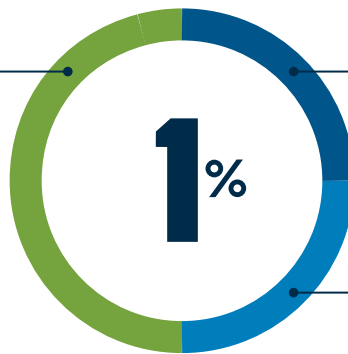
Businesses commit to supporting approved environmental nonprofit partners by donating the equivalent of 1% of sales through a combination of monetary, in-kind, and approved advertising contributions, as shown below and as illustrated in the member case study on [pgs. 8-9](#).

1/2

MONETARY DONATIONS

Includes membership dues

(Please note: businesses can also choose to fulfill the commitment via 100% monetary donations.)



1/4

IN-KIND DONATIONS

Includes product, service, & employee volunteer time

1/4

APPROVED ADVERTISING

The 1% commitment for individuals.

1% for the Planet individual members have the option to give back 1% of their annual salary to approved environmental nonprofits in our network through monetary donations and/or volunteer support.

We're happy to offer individual members the flexibility of selecting one of these two giving methods, or some combination of their choosing. For example, an individual who makes \$40,000 annually has a 1% pledge amount of \$400 and can meet it via one of these ways:

- ☐ **100% monetary donation** (1% of the \$40,000 salary, or \$400)
- ☐ **100% volunteer support** (volunteer time valued at \$25 USD/hour, or 16 hours)
- ☐ **Any combination of both methods** (for instance, 50% of each would equate to a \$200 monetary donation and 8 hours of volunteer time)

1% for the Planet Giving Spotlight:

Multiple ways to make an impact.

1% for the Planet business member **Peak Design** makes backpacks, messengers, slings and straps to keep your cameras and gear organized, protected, and accessible. Headquartered in San Francisco, Peak Design has crowdfunded every product they've ever released, and just opened a **flagship brick and mortar store** in the heart of the city.



How Peak Design supports a healthy planet.

The beauty of the 1% commitment is that it can be fully customizable to benefit your brand, and most importantly, your nonprofit partners. Peak Design takes a strategic approach to creating positive impact and growing their brand presence in target markets.

In-kind product donations & volunteer time.



Adventure Scientists
Bag Donations & Field Work



Wild & Scenic Film Festival
Raffle Prizes



Save the Waves
Staff & Supporter
Thank-You Gifts



Give a Shot
Online Platform
Development

Peak Design developed an online platform to make it easier for 1% for the Planet nonprofit partners to request and source high-quality photo, video and creative content from photographers and filmmakers, free of charge. The Give a Shot gallery features some completed projects; for example, Earthjustice is using images and film from the Alaska Give a Shot trip for Southeast Alaska Conservation Council (SEACC) in its lawsuit against the proposed Constantine mine development.



Approved advertising.

Peak Design launched an online and print campaign in Outside Magazine to raise awareness of Give a Shot, 1% for the Planet, and Southeast Alaska Conservation Council (SEACC).



Monetary donations.



**Southeast
Alaska
Conservation
Council (SEACC)**

Peak Design donated to support filmmakers in developing a film, **Irreparable Harm**, for advocacy efforts.



They also support the partners below, who are working to protect our natural world.



**Adventure
Scientists**



**Conservation
Alliance**



**Theodore Roosevelt
Conservation
Partnership**

They also sponsor mission-aligned nonprofit events like the annual 1% for the Planet Global Summit and the production of a **60-second short** highlighting local 1% for the Planet member brands.



Originally a 1% for the Planet membership launch party, **SUMMIT** is a Peak Design party, art exhibit, and an environmental fundraiser. It brings people together to connect, learn, and be inspired. It aims to grow awareness and energy around the role that creatives and businesses can play in protecting our environment.



Maximizing environmental impact.

Through their 1% for the Planet commitment, Peak Design:

- Leverages its products to support multiple nonprofit partners, simultaneously showcasing those products to target audiences.
- Invests service and volunteer time to provide much-needed creative assets to nonprofits.
- Provides monetary support to causes that protect the outdoor places where their customers work and play. Event sponsorships allow nonprofits to host key events, and enable Peak Design to showcase their brand.

"Prior to joining 1% for the Planet, we didn't realize how many shapes our giving could take. 1% for the Planet has worked closely with us in shaping our giving to best leverage our business to have the greatest impact. Through our giving we've not only supported environmental nonprofits but also conservation photographers and filmmakers who dedicate their lives to protecting the planet. It's a win-win-win scenario."

— Annie Nyborg, Director of Corporate Social Responsibility and Community, Peak Design

So, a member wants to support you, now what?

It's important to remember that 1% for the Planet serves as a connector, not a grantor. Financial support, in-kind products and services, volunteer time, and approved advertising flows directly from members to nonprofit partners.

□ If a 1% for the Planet member wants to support your work directly (without developing a partnership) they will give through your website, or send money. In this case, please at a minimum:

- Thank the member.
- Provide a general donation receipt so that we can certify their giving. It is not necessary to reference 1% for the Planet in this receipt. General acknowledgement of the donation is acceptable.

□ If a 1% for the Planet member wants to create a more in-depth partnership, donate in-kind product, or volunteer:

- We will contact you directly to discuss the proposed partnership details.
- If you confirm interest in the partnership opportunity, and the fit is right, we will put you and the member in direct contact—providing support along the way when needed!

Share your stories.

Sharing your 1% for the Planet story is one of the most effective methods for nonprofit partners to create mutually beneficial relationships, increase future funding opportunities, and connect with core and/or new audiences and supporters. We encourage you to share your 1% for the Planet partnerships and what has been accomplished through them. Best of all, they inspire others to take action!

**Straws**
October 10 · 🌐

Guilty about the plastic bottle pile-up in your bathrooms (products used 1X, then go in the garbage or recycling can?) Experts now agree recycling is not the best solution. We have a solution you can feel DOUBLY good about! [Plaine Products](#) will donate 10% of purchases to our "STRAWS Film Screenings in Schools Impact Campaign" when you shop through this special link:
<https://www.plaineproducts.com/shop/ref/304/...>

Our thanks to [#PlaineProducts](#) supporting 1% for the Planet Our Impact Campaign for kids is now an official cause of 1% so other companies can contribute too! [#ecofriendly](#) [#sustainable](#) [#toxicfree](#) [#vegan](#) [#noanimaltesting](#) [#biodegradable](#)



STRAWS + PLAINE PRODUCTS *See Post*

EXAMPLE STORY FROM NONPROFIT PARTNER SAHC

Read Full Story



Benefitting SAHC through 1% for the Planet

In Member and Donor Stories, Trustee and Staff Stories /



We are extremely grateful to all our business and individual supporters for making local conservation possible. This year, SAHC benefited directly from [1% for the Planet](#), a global program that creates win-win-win situations for businesses, non-profits, and communities.

When he learned that SAHC was a direct beneficiary of 1% for the Planet, it was an easy decision for SAHC member and volunteer Robbie McLucas to join thousands of like-minded individuals and businesses who effect change by pledging to give one percent of their yearly incomes to environmental organizations.

With so many businesses in Western North Carolina dependent upon farming, outdoor recreation, and clean water, Robbie says that it only makes sense to help preserve them for future generations.

"The Highlands of Roan, the Black Balsams, the Seven Sisters, the Blue Ridge. The Appalachian Mountains played an important role in shaping the person I am today. They helped me to see the bigger picture of the impact our actions have on the planet. They're why I volunteer my time with the Southern Appalachian Highlands Conservancy, and why 1% for the Planet makes my annual gift to SAHC much more purposeful.

As a real estate broker in Asheville, N.C, every day I see the vibrancy of my local economy, which is built upon small businesses, agriculture, artists, tourism and outdoor recreation. When I saw that my gift would stay in my local community, I became 1% for the Planet member and part of the solution to preserve lands vital to my community for future generations.

Grow the 1% community.

Do you know of any businesses and/or individuals that are interested in supporting you through 1% for the Planet? Share any of these videos, and invite them to *join the movement!*



Stay connected.

For the latest news about our network, don't forget to follow us on social media and *online*.

❏ **FACEBOOK** [@1percentfortheplanet](#)

❏ **TWITTER** [@1PercentFTP](#)

❏ **INSTAGRAM** [@1percentftp](#)

❏ **YOUTUBE** [@1percentfortheplanet](#)

Don't forget to tag us on social media when sharing your 1% for the Planet stories!



Notes.



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