1% FOR THE PLANET

giving more than $150 million back to the environment

key topic areas
- energy and resource extraction
- environmental law and justice
- environment and human health
- alternative transportation
- environmental education
- climate change
- pollution
- food
- land
- water
- wildlife

why now?

1% For The Planet Mission Statement: build, support, and activate an alliance of businesses financially committed to creating a healthy planet

only 3% of philanthropic giving in the U.S. goes to environmental causes and only three percent of this giving comes from the business community.

$18M of contributions from corporations in 2016

The global business community has a responsibility + opportunity to step up for the planet and drive positive change.

We want to accelerate smart environmental giving by understanding:

1. What is a realistic goal for contribution from members by 2020?
2. What are the pathways to achieve this contribution goal?

our approach

contribution goals methodology

<table>
<thead>
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<th>method 1</th>
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<td>Industry Averages</td>
<td>Charitable Giving</td>
<td>Members Aquirement</td>
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<td>$20-43M</td>
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<td>$20M</td>
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We surveyed millennials to see how they perceive and participate in environmental philanthropy and why they donate to a certain cause

our findings

INDUSTRY AVERAGES
Using industry averages, we estimate 2020 contribution to be $43M.

INTERNAL GROWTH
Crowd growth could range between $23M - $40M:
- A: historical growth, $22.5M from 2015
- B: Accelerated growth at 15% annual $34.7M from 1,961 members
- C: Target high-revenue ($100+M) portfolio companies $39.8M from 1,462

$20-43M contribution goal for 2020

88% of millennials donate or volunteer

34% of those who don't donate in effect of peer recommendation

Personal passion for the cause and peer recommendation drive giving and determining what cause to choose.

Data plays a key role in defining giving with an increasing mindset of "instant donation + instant feedback" about what the contribution is going towards.

our recommendations

1. Work on attracting individual donors through giving circles, in addition to direct giving and impact investing. Prioritize millennials
2. Develop mechanisms to track results of the giving and be transparent in communicating them with donors in order to keep relationships, foster recurring donations and get new donors.
3. Think of innovative ways to accelerate smart environmental giving, as an example partnering with foundations to increase their participation in the field, promoting corporate events to generate massive peer effect, adopting or creating technology to track results and member donations. Social media is a quick win!

social media + web

We recommend that 1% for the Planet create stories of their impact through social media

Engaging initiative pages, instead of just blog posts, have short videos on the landing page for initiatives that give an overview of the topic area and what’s being done there. Then link to individual stories with less click-through to get there.

“Voices” of staff + social links
Share authors of blog articles and have a profile page that links to their “voice” or social media info to connect.

Interactive web annual report
A click through annual report with beautiful photography and nice infographics that makes information easy to digest (could outsource to graphic design firm)