

# 1% FOR THE PLANET

giving more than  
\$150 million  
back to the environment

CONNECTING individuals & corporations WITH nonprofits

## 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?

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

method 1	method 2	method 3
 <b>Industry Averages</b> Apply YOY growth until 2020*	 <b>Charitable Giving</b> (World Giving) x % of 1PFTP Market	 <b>Historical growth</b> (Additional clients) x (Avg \$ per client)

We surveyed  
millennials to see  
**how** they perceive  
and participate in  
environmental  
philanthropy and  
**why** they donate  
to a certain cause

### SECONDARY RESEARCH

The research objective was to provide a brief overview of the context and incentives for philanthropic giving to the environment that includes the key trends, players, opportunities, challenges and technological elements.

### ANALYZING THE RESULTS

We used 3 methods to arrive at a 2020 contribution goal amount, to include suggestions for hiring and growth of the company. We leveraged market research in order to inform potential business models, surveyed a target demographic (millennials) and studied 1% For the Planet's Peers to give concrete recommendations.

## our findings



**\$20-43M**  
contribution  
goal for 2020

**INDUSTRY AVERAGES**  
Using industry averages, we  
estimate 2020 contribution to  
be ~\$20M

**INTERNAL GROWTH**  
Contribution could range  
between \$2.2M - \$40M  
A. Historical growth:  
\$22.45M from 1,435  
members  
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  
+\$3M with individual giving



millennials donate or volunteer



of those who don't donate  
cite lack of tracking/impact



Men donate more than  
volunteer; women evenly  
volunteer and donate



Environment + Animals  
are in the top 3 issues for  
the majority of millennials

**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



- prioritize:  
1. shares  
2. comments  
3. likes

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

Show 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)