

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

method 1	method 2	method 3
Industry Averages Apply YOY growth until 2020*	Charitable Giving (World Giving) x (% of 1PFTP Market)	Historical growth (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 \$22M - \$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



62% of adults use



59% of adults use

- 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)