



**FOR THE  
PLANET**

KEEP EARTH IN BUSINESS

## A QUICK GUIDE



### Here's something you might not know.

Corporate philanthropy in America averages somewhere around one-tenth of 1% of sales. It represents only 4% of total charitable giving. While Americans gave a record \$295 billion to charity in 2006, the environment received significantly lower funding than any other charitable sector—less than 2% of the total. Some estimate that there are currently close to 1,000,000 public environmental charities around the world.

Unfortunately, that's where we stand on a global level: facing an increasing array of environmental challenges without ample resources.

**1% for the Planet is helping to tilt the scales of giving toward the thousands of under-funded nonprofits dedicated to preserving and restoring our natural environment.** Every day, we're inspiring members of the business community to contribute 1% of their sales to these groups around the world—to become part of the environmental solution.

#### A little bit about us.

Since its inception in 2002, 1% FTP has become one of the largest funders of environmental work around. As of Spring '08, membership consists of more than 850 businesses in 27 countries, together giving over \$12 million annually to almost 1,500 environmental groups worldwide. **To date, 1% FTP has initiated over \$30 million in environmental giving.**

#### Why should a business join?

By joining 1% FTP, businesses can help drive positive environmental change, while gaining recognition for their responsibility. In addition, they can promote further action on the part of consumers, their employees and other companies. Joining also creates an opportunity to engage in a dialogue with the rest of our membership, foster new business relationships, connect with like-minded individuals and share ideas and resources. Nowhere else will you find such a vast

network of successful businesses across multiple industries, all working toward solving the environmental crisis through philanthropy.

Membership in 1% FTP is a clear indicator of sincere environmental commitment to a growing base of consumers looking for that kind of behavior from the brands they support. It is a recognizable symbol of credible environmental action.



Photo courtesy of Tyler Stableford, Member #85



### How does a business join?

Simple. **Just e-mail [info@onepercentfortheplanet.org](mailto:info@onepercentfortheplanet.org) or call 978-462-5353.** We'll put a licensing agreement together for you to sign and return with your membership dues. Upon receiving it, you'll have access to our 1% FTP member logos for use on your web site, marketing materials and products.

### What's a consumer to do?

As consumers, you can directly support the brands and businesses that have made this commitment. Just look for our "member" logo on their marketing materials. Or visit [onepercentfortheplanet.org](http://onepercentfortheplanet.org) for a full list of these companies. You can also encourage your employer to become a member.



### Some more Q&A

**Q:** Does the money flow through 1% FTP?

**A:** No. Member donations are made directly to the environmental group(s) of their choice. 1% FTP does not serve as an intermediary in this process, however we are responsible for certifying that donations are made.

**Q:** Who decides where the money goes?

**A:** Ultimately, members decide which recipients get their contribution and how much those groups are given. If members require assistance in choosing, we're always happy to help.

**Q:** What qualifies as an approved recipient?

**A:** Recipients must be a 501(c)(3) organization (or the international equivalent) and at least 50% environmentally focused. They must also demonstrate a solid track record and a high likelihood of achieving their mission. We encourage recommendations from member companies.

**Q:** Is 1% FTP a non-profit, too? How do you make money?

**A:** Yes, we are a 501(c)(3) organization. Member dues help cover things like staff salaries, marketing initiatives and other overhead and administrative costs. And, like many nonprofits, we encourage and require support from philanthropic foundations.

**Q:** Who are your competitors?

**A:** We know of no other environmental group that does what we do. But, rest assured, if there were one, they would be considered friendly competition.

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