



A QUICK GUIDE



Here's a little perspective on giving.

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 \$306 billion to charity in 2007, the environment received significantly lower funding than any other sector—less than 2% of the total. Some estimate that there are more than 1,000,000 public charities around the world focused on issues of sustainability.*

Unfortunately, that's where we stand: facing an increasing array of challenges without ample resources to address them.

1% for the Planet is helping to tilt the scales of giving toward the thousands of under-funded nonprofits dedicated to the pursuit of sustainability, to preserving and restoring our natural environment. 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 solution.

*Source of giving statistics: Giving USA Foundation 1/23/08

A little bit about us.

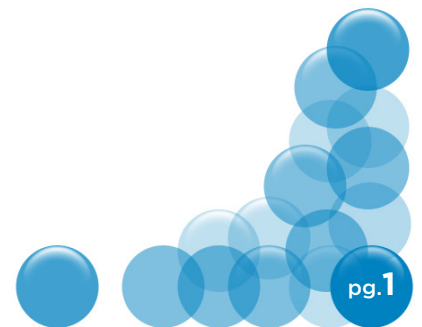
Since its inception in 2002, the 1% FTP network has become one of the largest funders of environmental work around. Membership consists of more than 1,000 businesses in 37 countries, together giving over \$12 million annually to almost 1,700 environmental groups worldwide. **To date, 1% FTP has initiated over \$42 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 commitment to sustainability. A growing base of consumers recognize this commitment in the products they buy, the brands they support, and in our members' use of the 1% FTP logo.





How does a business join?

Simple. **Just e-mail info@onepercentfortheplanet.org or call 802-496-5408.** 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 for a full list of these companies. You can also encourage your employer to become a member.

What else do we need?

Funding. As a nonprofit ourselves, we need financial support to build the movement. Your support for us will leverage greater funding for the causes you care about.



Some more Q&A

Q: Does the money flow through 1% FTP?

A: No. Member donations are made directly to the environmental nonprofit(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 focused on issues of sustainability. 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.

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