



# Plant Your Future is selected to join the global network 1% for the Planet

**2nd September 2021:** [Plant Your Future](#), the charity dedicated to supporting smallholder farmers to move away from 'slash and burn' agriculture in the Peruvian Amazon, has been nominated by [Grain Sustainability](#) to receive financial support through the [1% for the Planet](#) global network.

1% of the Planet represents a global network of nearly 6,000 businesses across 91 countries. In response to data that shows only 3% of total philanthropic giving goes to environmental causes, its membership model drives support for individuals and non-profit organisations, such as Plant Your Future, in their work to address the most urgent environmental issues of our time.

Madelyn Postman, co-founder of Grain Sustainability and UK & Ireland Steering Committee member of 1% of the Planet, explains its mission in more detail, "1% for the Planet inspires businesses and individuals to support environmental nonprofits through membership and everyday actions."

There are over 4,000 environmental organisations to choose from, making it easy for members to donate to the non-profit partners that are tackling the issues that truly align with their values. Third-party certification allows members to leverage the 1% for the Planet logo as verified proof of their commitment to helping people and the planet.

Postman explains why Grain Sustainability nominated Plant Your Future to become a 1% for the Planet nonprofit partner, "The Amazon is a key contributor to our planet's health and we are keen to support Plant Your Future's work, which has an impressive track record going back to 2009. In our work helping make businesses more sustainable, we see the role of global as well as local action."

Thanks to Grain Sustainability, which has the mission to make businesses champions for the planet, Plant Your Future has been selected to become a partner of 1% for the Planet. This could help significantly with funding and support Plant Your Future to reach

its goal of planting one million trees in the next few years – restoring 1,000 hectares of degraded and abandoned land across the Peruvian Amazon.

Jenny Henman, chairman and founder of Plant Your Future said of the nomination, “We are extremely grateful to have been selected to join 1% for the Planet and to become part of this global movement of corporates and individual givers to channel much needed donations to scale-up action to heal the planet. With the seriousness of the climate crisis and biodiversity loss there is an urgent need to drive restoration of the Amazon Rainforest. Funds donated to Plant Your Future works are critical for enabling us to continue and expand our work at the grassroots with rainforest communities to restore deforested areas and adopt sustainable agroforestry and regenerative agriculture.”

To read more about Plant Your Future, or to make a donation, please visit [www.plantyourfuture.org.uk](http://www.plantyourfuture.org.uk)

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**About Plant Your Future:** A unique, pioneering charity working at the grassroots level with farmers to fight poverty, climate change and biodiversity loss in the Amazon basin.

We help farmers to plant crops and native fruit and timber tree species on deforested land, and to sell their products, including 'carbon credits', at local and other markets. This will ensure the land is used sustainably, provides the farmers with short-, medium- and long-term income, and encourages reforestation of the Peruvian Amazon.

**About 1% for the Planet:** We are a global movement inspiring businesses and individuals to support environmental solutions through annual membership and everyday actions.

1% for the Planet connects businesses, individuals, and non-profits, empowering all of us to drive big, positive change.

**About Grain Sustainability:** We make sustainability work for your business.

Sustainability strategy, design, and communications consultancy. This is the crucial decade for the planet and it's time for all of us to take action. The private sector, made up of companies like yours, has the ability and appetite to make a difference.

Through assessment, planning, and implementation, we help businesses be more sustainable. This creates a positive impact on people and the planet, increases employee engagement, provides competitive advantage, and maximises profits. More and more businesses are taking a leadership role in making the planet more sustainable, safe, fair and healthy — will you join them?