

# ACTIONABLE IMPACT

Impact Area: Community



## FEATURED COMPANY:



**COMPANY SIZE:** 11- 50

## FOCUS: CORPORATE PHILANTHROPIC PARTNERSHIPS

Strategic partnerships with nonprofit organizations and sustainable working groups magnify a company's influence. This allows continuously evolving impact strategies in ways for-profit companies can't address in typical operations.

"Partnerships between nonprofits and businesses are powerful collaborations for creating positive environmental impact... Conservation, protection and access to public lands is vital to the health of our planet and people."

-Jessica Saba, Director of Corporate Social Responsibility

1908 Brands chooses to work with organizations that align with their values to increase outdoor preservation and access to public lands to positively impact human health and wellbeing.

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## THE STRATEGY

1908 Brands is a Boulder-based family of brands prioritizing clean ingredients, ethical standards and innovative packaging solutions to minimize their impact on Earth's natural systems. 1908 marks the year the founder's great, great uncle donated a tract of land to the US government that became the Muir Woods National Monument. This legacy demonstrates how foresight to protect special places has incredible positive impact on people through generations. Time outside is healing, inspirational and important for all people. 1908 Brands focuses their giving on land conservation and nature contact projects to further their legacy of protecting natural places for future generations to enjoy.

1908 Brands has participated in [1% for the Planet](#) since 2016 meaning the company commits to donating 1% of annual revenues to environmentally focused nonprofits through cash, in-kind donations and advertising support. They partner with organization such as [Thorne Nature Experience](#), [Rocky Mountain Conservancy](#) and [Leave No Trace](#) and are members of a number of organizations that help them improve their sustainable business practices including [The Sustainable Packaging Coalition](#), [B Corporation](#), Best for Colorado, [How2Recycle](#) and more.

## THE IMPACT

1908 Brands curates partnerships that are rewarding on a personal level and mutually beneficial on a professional level. The giving component of their relationships flow both ways. Every donation, no matter the size, gives a boost of support to staff and volunteers of receiving non-profit partners. It demonstrates companies notice and support their work and there are available resources to continue to protect our land, water and wildlife.

In the reverse, employees receive the perks of new experiences and learning about sustainability. For instance, their partnership with [Eco-Cycle](#) reduces company-wide waste and teaches recycling best practices to staff. Additionally, in support of the Rocky Mountain Conservancy, the company provided annual passes to all employees, encouraging time outdoors.

## ADDITIONAL RESOURCES

- [Ocean First Institute](#)
- [The Sustainable Packaging Coalition](#)
- [CleanGredients](#)
- [Naturally Boulder](#)

*Best for Colorado, a program of The Alliance Center, was created to inspire, equip and celebrate businesses that create higher quality jobs, build stronger communities and preserve a healthier environment through their business operations, products and/or services. Come and join a community of like-minded individuals at all stages of corporate social responsibility who are willing to share lessons learned and best practice information. Learn more at [thealliancecenter.org/b4co](http://thealliancecenter.org/b4co).*