



Earth Day **Activation Kit**

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — for Earth Day

Launching a giving or volunteering initiative is time consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **Earth Day** on April 22, but don't have a lot of time, this activation kit will help.

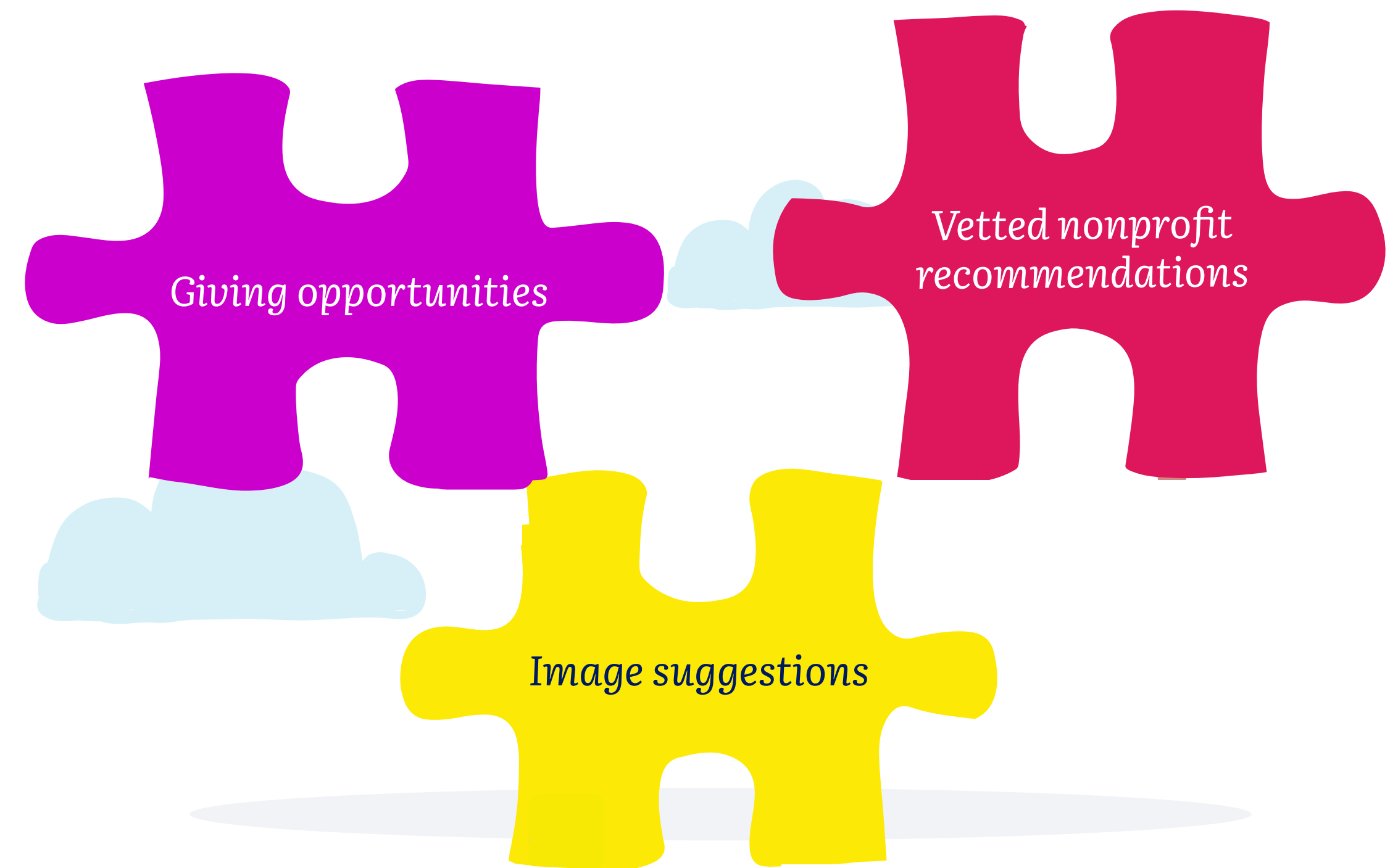


Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

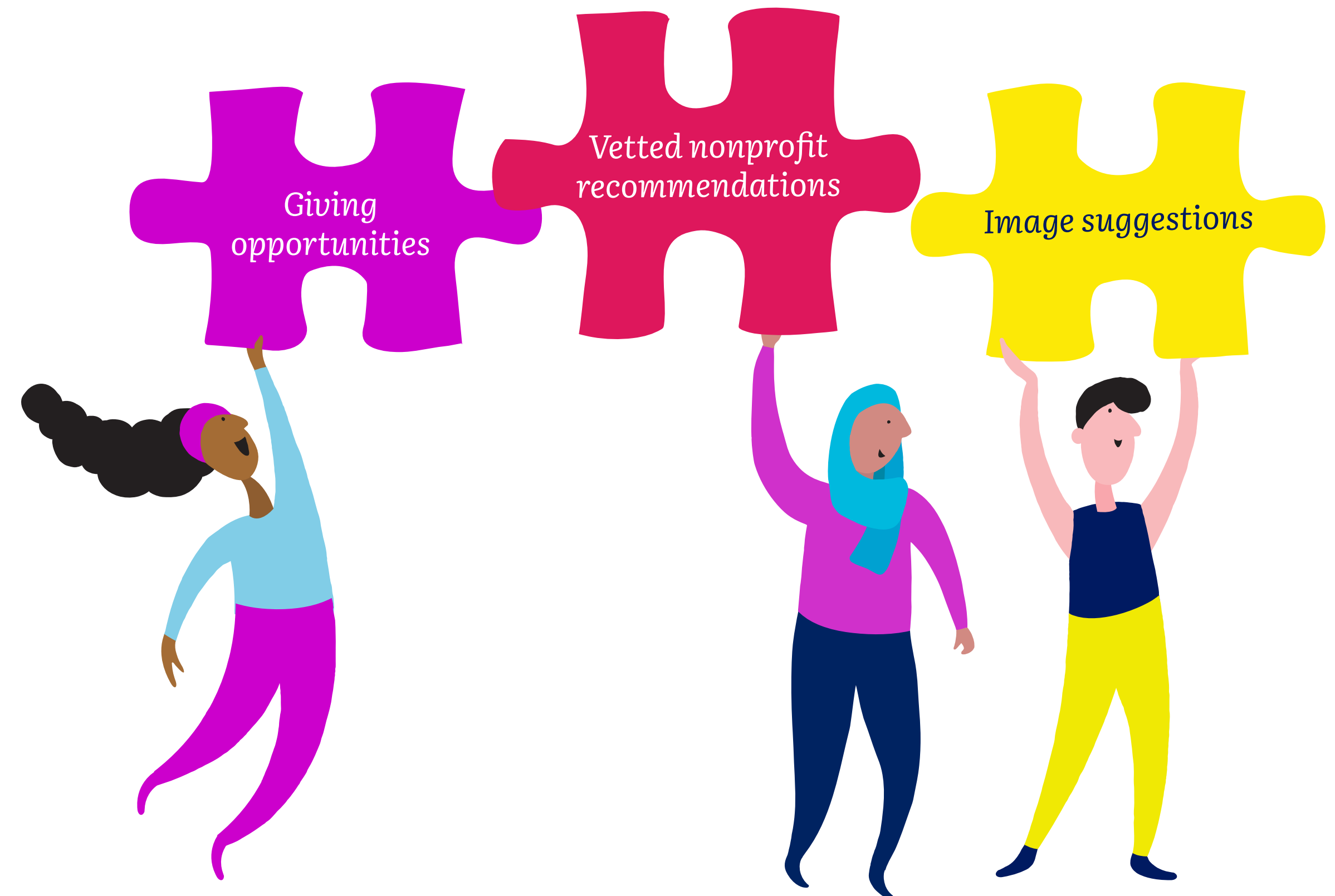
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **Earth Day** on April 22!

Developed by Benevity's expert content team, the **Earth Day Activation Kit** includes:



Your *Earth Day* activation kit includes ...

- Pre-written **giving opportunities** ... [page 5](#)
 - United States ... [page 7](#)
 - Canada ... [page 8](#)
 - United Kingdom ... [page 9](#)
 - Australia ... [page 10](#)
- **Vetted nonprofit recommendations** ... [page 11](#)
- **Image suggestions** to punch up your communications ... [page 14](#)





Giving opportunities

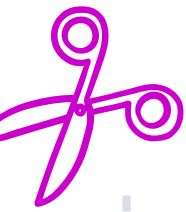
A note to *program leaders* ...

This activation kit includes a giving opportunity for each country. The content over the next four pages focuses on causes committed to sustainability and saving our planet.

The countries included in this kit are the U.S., Canada, U.K. and Australia.

You can use all the recommended causes for a region or focus your campaign on the ones that best align with your program.





Pitch in, pick up and help out on Earth Day

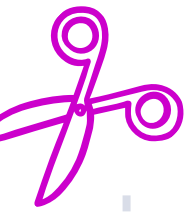
Join millions of Americans in the fight to save our planet

Despite having only 4.25% of the world's population, the United States accounts for 24.29% of global CO2 emissions. It's one of the many sobering statistics that underscore the need to tackle the climate crisis starting at home. Earth Day 2023 is April 22, and more than a billion people will use this day as inspiration to make a difference, to speak out, and to champion worldwide change. The continuing theme of Earth Day is "Invest in our Planet" which calls for participation on a massive scale.

"Our world needs transformation. It's time for the people of the world to hold governments and the private sector accountable for their role in our environmental crisis while also calling for bold, creative, and innovative solutions. This will require action at all levels, from business and investment to city and national government." Earthday.org

You could be a part of the change by pitching in on the [Great Global Cleanup](#), or even lobbying your local government. Another way to make a difference is by supporting the causes in this giving opportunity. Together, they are working tirelessly to build a better future for the United States, and the world.

- **Natural Resources Defense Council:** Working to safeguard the Earth and the natural systems on which all life depends.
- **Earth Day Network:** Partnering with more than 150,000 organizations in over 192 countries to drive positive action for our planet.
- **One Tree Planted:** Restoring forests, creating habitat for biodiversity and making a positive social impact.
- **Surfrider Foundation:** Fighting for plastic reduction, ocean protection, clean water and threatened beaches and shorelines.
- **Rainforest Alliance:** Protecting forests while improving the livelihoods of farmers and forest communities.



Pitch in, pick up and help out on Earth Day

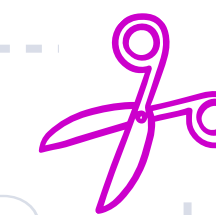
Join millions of Canadians in the fight to save our planet

Despite having only 0.48% of the world's population, Canada accounts for 1.96% of global CO2 emissions. It's one of the many sobering statistics that underscore the need to tackle the climate crisis starting at home. Earth Day 2023 is April 22, and more than a billion people will use this day as inspiration to make a difference, to speak out, and to champion worldwide change. The continuing theme of Earth Day is "Invest in our Planet" which calls for participation on a massive scale.

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You could be a part of the change by pitching in on the [Great Global Cleanup](#), or even lobbying your local government. Another way to make a difference is by supporting the causes in this giving opportunity. Together, they are working tirelessly to build a better future for Canada, and the world.

- **Natural Resources Defence Canada:** Defending clean water, a safe climate and healthy communities.
- **The David Suzuki Foundation:** Empowering people to take action in their communities on the environmental challenges we collectively face.
- **The Climate Reality Project:** Training Canadians of all walks of life to be strong communicators on climate science and solutions.
- **Surfrider Foundation:** Fighting for plastic reduction, ocean protection, clean water and threatened beaches and shorelines.
- **Tree Canada:** Growing Canada's urban forests by inspiring people to participate in community greening.



Pitch in, pick up and help out on Earth Day

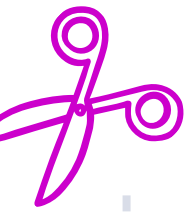
Join millions of Britons in the fight to save our planet

Despite having only 0.87% of the world's population, the United Kingdom accounts for 4.52% of global CO2 emissions. It's one of the many sobering statistics that underscore the need to tackle the climate crisis starting at home. Earth Day 2023 is April 22, and more than a billion people will use this day as inspiration to make a difference, to speak out, and to champion worldwide change. The continuing theme of Earth Day is "Invest in our Planet" which calls for participation on a massive scale.

"Our world needs transformation. It's time for the people of the world to hold governments and the private sector accountable for their role in our environmental crisis while also calling for bold, creative, and innovative solutions. This will require action at all levels, from business and investment to city and national government." Earthday.org

You could be a part of the change by pitching in on the [Great Global Cleanup](#), or even lobbying your local government. Another way to make a difference is by supporting the causes in this giving opportunity. Together, they are working tirelessly to build a better future for the United Kingdom, and the world.

- **Friends of the Earth Charitable Trust:** Funding vital research, and pressuring decision makers to take action to stop climate and ecological breakdown.
- **Rainforest Trust:** Saving real acres of rainforest through land purchase and designations.
- **The Woodland Trust:** Creating wildlife-rich woods, preventing the loss of habitat and bringing damaged ancient woods back to life.
- **Young People's Trust for the Environment:** Giving young people information on environmental issues such as climate change, plastic pollution, deforestation and endangered species.



Pitch in, pick up and help out on Earth Day

Join millions of Australians in the fight to save our planet

Despite having only 0.33% of the world's population, Australia accounts for 1.09% of global CO2 emissions. It's one of the many sobering statistics that underscore the need to tackle the climate crisis starting at home. Earth Day 2023 is April 22, and more than a billion people will use this day as inspiration to make a difference, to speak out, and to champion worldwide change. The continuing theme of Earth Day is "Invest in our Planet" which calls for participation on a massive scale.

"Our world needs transformation. It's time for the people of the world to hold governments and the private sector accountable for their role in our environmental crisis while also calling for bold, creative, and innovative solutions. This will require action at all levels, from business and investment to city and national government." Earthday.org

You could be a part of the change by pitching in on the [Great Global Cleanup](#), or even lobbying your local government. Another way to make a difference is by supporting the causes in this giving opportunity. Together, they are working tirelessly to build a better future for Australia, and the world.

- **The Nature Conservancy Australia:** Conserving the lands and waters on which all life depends.
- **Surfrider Foundation:** Fighting for plastic reduction, ocean protection, clean water and threatened beaches and shorelines.
- **Australian Youth Climate Coalition Gift Fund:** Building a movement of young people leading solutions to the climate crisis.
- **Clean Up Australia:** Inspiring and empowering communities to clean up, fix up and conserve our environment.



Vetted *nonprofit* *recommendations*

Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

Benevity gives your people access to nearly 2 million vetted causes globally.

United States

Earth Day Network

- Washington, DC
- Charity ID: 840-133798288

Natural Resources Defense Council

- New York, NY
- Charity ID: 840-132654926

One Tree Planted

- Shelburne, VT
- Charity ID: 840-464664562

Rainforest Alliance

- New York, NY
- Charity ID: 840-133377893

Surfrider Foundation

- San Clemente, CA
- Charity ID: 840-953941826

Canada

Climate Reality Project Canada /
Projet de la réalité climatique Canada

- Montreal, QC
- Charity ID: 124-831268354RR0001

David Suzuki Foundation

- Vancouver, BC
- Charity ID: 124-127756716RR0001

Environmental Defence Canada

- Toronto, ON
- Charity ID: 124-118830835RR0001

Surfrider Foundation

- Vancouver, BC
- Charity ID: 124-805979424RR0001

Tree Canada / Arbres Canada

- Ottawa, ON
- Charity ID: 124-137708509RR0001

United Kingdom

Friends of the Earth Charitable Trust

- London, England
- Charity ID: 826-281681

Rainforest Trust U.K.

- London, England
- Charity ID: 826-1169111

Woodland Trust, The

- Grantham, England
- Charity ID: 826-294344

Young People's Trust for the Environment

- Yeovil, England
- Charity ID: 826-1153740

Australia

Australian Youth Climate Coalition Gift
Fund

- Carlton, VIC
- Charity ID: 036-67145851912

Clean Up Australia

- North Sydney, NSW
- Charity ID: 036-93003884991

Nature Conservancy Australia, The

- Carlton South, VIC
- Charity ID: 036-83243328398

Surfrider Foundation

- Coledale, NSW
- Charity ID: 036-86061168527



Image suggestions

Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. Here are images we've handpicked in support of Earth Day. Click each image to visit Getty Images and license it.

Image suggestions



Making an impact made easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits work seamlessly in Spark

Book a demo today!

Support these *nonprofits* for Earth Day:

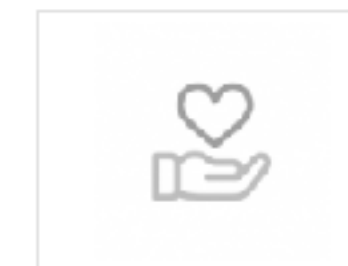


EARTH DAY NETWORK INC

Growing from the first **Earth Day** in 1970, when 20 million individuals mobilized to call for greater protections for our planet, EDO is the world's largest recruiter ...

Washington, DC, United States

Matching Offer

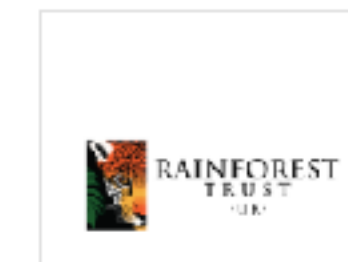


THE DAVID SUZUKI FOUNDATION

We work with government, business and individuals to conserve our environment by providing science-based education, advocacy and policy work, and acting as a catalyst for the social...

Vancouver, BC, Canada

Matching Offer

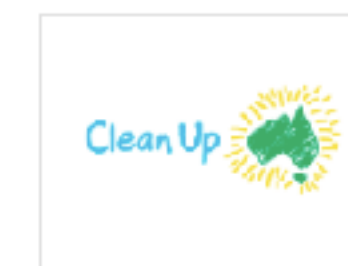


RAINFOREST TRUST UK

Rainforest Trust UK works to preserve and protect threatened **rainforests** and other tropical habitats, particularly those that are home to endangered species. We work ...

London, ENG, United Kingdom

Matching Offer



Clean Up Australia

Over the last three decades **Clean Up Australia Day** has grown into the nation's largest community-based environmental event, with over 20 million Aussies joining in activities over ...

North Sydney, NSW, Australia

Matching Offer



Good luck with your Earth Day campaign!

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).