

# JUST ONE THING

**Title:** MegaFood Links their Growth to their Giving

**Company/Organization:** MegaFood

**Type of Organization:** For profit

**Number of Employees:** >100

**Category:** Community

**Challenge or Opportunity:** As a for profit business, MegaFood's growth means increased impact on people and the planet. We are working tirelessly to not only reduce our environmental impact but to make our planet healthier for generations to come. We have ambitions to grow and create the most effective vitamins and minerals that nurture your health, and the planet's health too.

**Approach or Solution:** In 2024, MegaFood joined 1% for the Planet, a credible third-party certification, and commits to donating least 1% of its annual sales to environmental partners around the globe. Through this partnership, as MegaFood grows, its giving also grows. This helps the brand remain aligned to its core planet-first values by supporting environmental organizations working to achieve positive, measurable outcomes in four impact areas: Rights to Nature, Conservation, Resilient Communities & Just Economies.

**Impact:** Through this partnership, we have made a transparent commitment to tie growth to giving. Contributions to env orgs have become more fully integrated into company culture. We are able to fund local organizations like NHBSR, NHFB, and Indigenous NHCC. Employees have spent time volunteering within their local communities, on NH beaches and on farms - great for the planet and for teams. We use our commitment to fund research and support advocacy. This all ensures human health is tied to env health.