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2019 Stewardship Report

The collective good a co-op can do

REI is a different kind of company. As a co-op, we put purpose before profits and act in the long-term interests of our members. Our annual Stewardship Report shows what we've done (with your support!) to get more people outside, operate more sustainably, and protect and create access to outdoor places.

P.S. Not a member? A lifetime membership is just \$20 and comes with tons of perks. [Learn more](#)

\$3.12B

in co-op sales during
2019

19 million

members and
growing and nearly
15,000 employees

\$8.1M

invested in 427
non-profits

\$210.8M

distributed in
member dividends



In 2019, REI invested in the future of the outdoors by giving back almost *70% of our profits*.

Highlights



THE OPT TO ACT PLAN

Opt to Act

In 2019, we asked members and employees to not only #OptOutside on Black Friday, but opt to act—first by joining a nationwide clean-up effort, then by signing up for the 52-week Opt to Act Plan, which gives people small steps to reduce their environmental impact.

[Learn more](#)

Rentals & re-commerce

In 2019, we made it easier for everyone to get outside by offering rentals and re-commerce (hand-selected used gear, available online or in-store). Which makes getting outside a little more sustainable by extending the usable lifespan of outdoor gear and clothing.

[Learn more](#)





Health & nature

What's the link between human health and time spent in nature? To better understand, REI launched a new study with researchers at the Harvard T.H. Chan School of Public Health. The co-op has invested over \$1 million in recent years supporting a growing body of scientific work on this important topic.

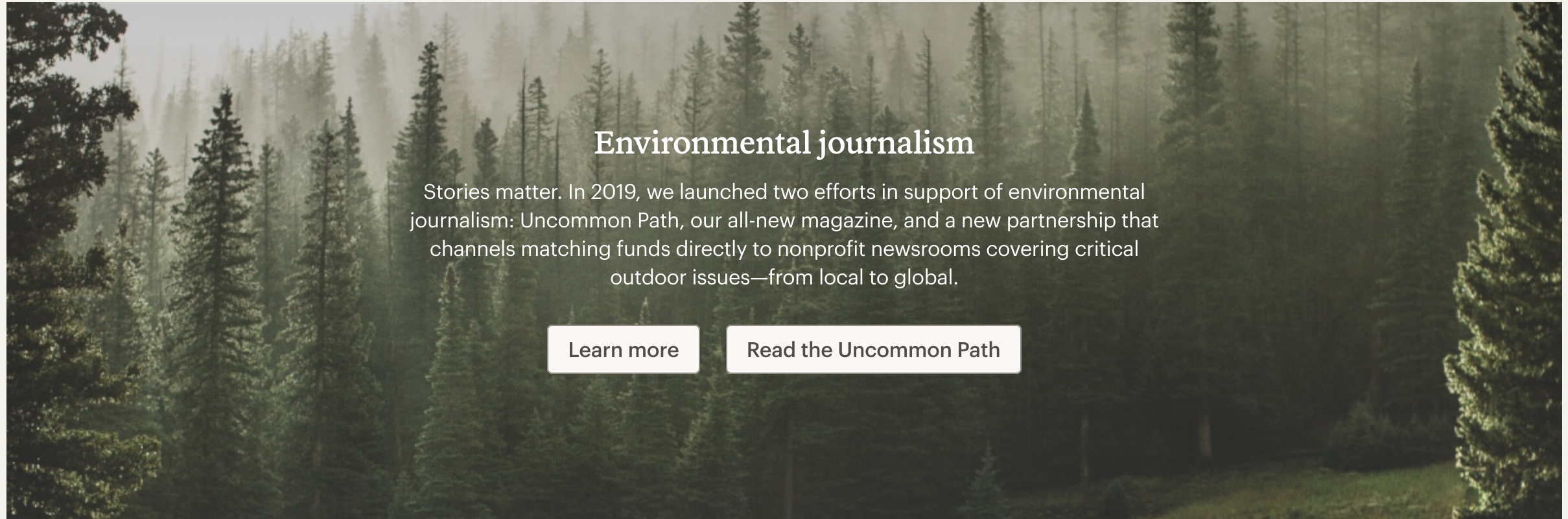
[Learn more](#)

Brick & mortar growth spurt

This year, for the first time in REI history, we opened four stores in a single day. We also launched a new in-store experience concept in New Hampshire. Driven in large part by brick-and-mortar retail, co-op membership has grown by more than 27% and revenue by 25% in the past five years.

[Learn more](#)





Environmental journalism

Stories matter. In 2019, we launched two efforts in support of environmental journalism: Uncommon Path, our all-new magazine, and a new partnership that channels matching funds directly to nonprofit newsrooms covering critical outdoor issues—from local to global.

[Learn more](#)

[Read the Uncommon Path](#)



2019 by the numbers

Co-op fact: We measure our success differently than most companies. For REI, success means running a healthy business and making a positive impact on our employees, member and society.

Employees

Members

Society

Business

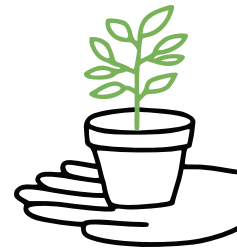
- \$3.12 billion in revenue

- Nearly 15,000 employees
- \$78.5 million profit-sharing and employee incentives
- Voted one of Fortune's "100 Best Companies to Work For" for the 23rd straight year

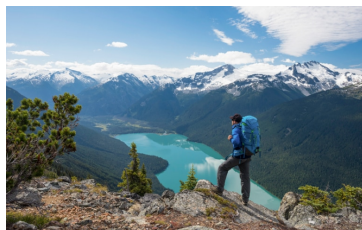
- 19 million members
- \$210.8 million member dividends

- 427 nonprofit partners
- 6,232 outdoor places impacted
- \$8.1 million contribution to nonprofits in 2019

- 70% of profits are invested in the outdoor community
- 8 new stores opened and 3 new boathouses. Expanded to four new states: Alabama, New Hampshire, Oklahoma and Vermont.



More about what we do



Climate and environment

[Learn more](#)



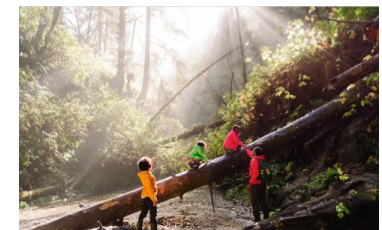
Public lands and stewardship

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Great people and fair labor

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The outdoors is for all

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Product sustainability

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Making gear that lasts

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Reducing waste

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Collaborating for good

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Moving forward, all together: a letter from our CEO

[Read Eric's letter](#)



Archived Stewardship Reports

[2018](#) | [2017](#) | [2016](#) | [2015](#) | [2014](#) | [2013](#) | [2012](#) | [2011](#) | [2010](#) | [2009](#) | [2008](#) | [2007](#) | [2006](#)



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Co-op offers, events & cool new gear

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Who We Are

At REI, we believe that a life outdoors is a life well lived. We've been sharing our passion for the outdoors since 1938. [Read our story](#)

Become A Member

Join the REI Co-op community to get an annual dividend, access exclusives and give back. Lifetime membership is just \$20. [Learn more and join us](#)

Apply For REI Co-op Mastercard®

Earn a \$100 REI Gift Card when you apply, get approved and make any purchase within 60 days of card approval. [Details](#)
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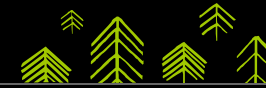
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Mon–Fri, 5am–10pm PT
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 [1-800-426-4840](#)

Mon–Fri, 5am–10pm PT
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