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2018 Stewardship Report

A different kind of company

As a co-op, we put purpose before profits and act in the long-term interests of our members. That's why we publish our annual Stewardship Report – to show what we've done (with your support!) to get more people outside, operate more sustainably, and protect and create access to outdoor places.

\$2.78B

in co-op sales during 2018

18+ million

members and growing and 13,000+ employees

\$8.4M

invested in 431 non-profits

\$204M

distributed in member dividends and REI credit card rewards



REI Co-op invested in the future of the outdoors by giving back more than 70% of our profits in 2018. As our community grows, we're able to get more people outdoors.

The co-op in action

Used gear and rentals

We're making it easier to get outside, and making the process more sustainable while we're at it. Now, you can rent gear for a fraction of the cost of buying or shop for gently used gear online – and help extend the lifespan of every piece of gear and clothing.

[Learn more](#)





Rewilding

REI is helping transform urban and suburban areas across the country into areas for outdoor recreation. The co-op invested more than half a million dollars in rewilding projects in five U.S. cities in 2018.

[Learn more](#)

Every item we sell impacts the environment. That's why we established sustainability standards for all brands and products sold at the co-op. And now you can search REI.com for products based on sustainability traits.

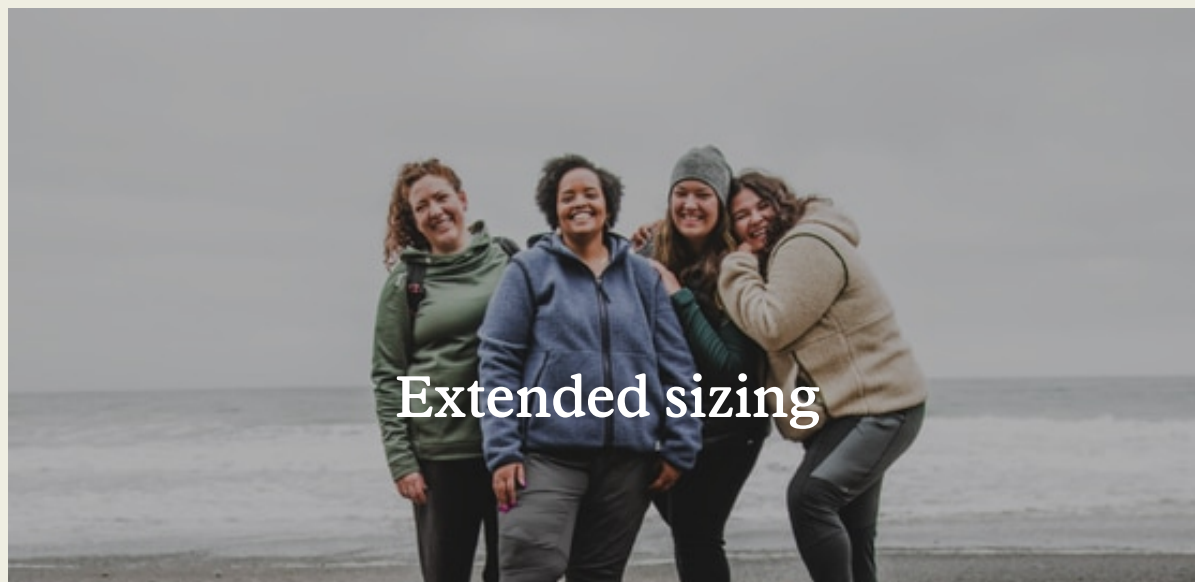
[Learn more](#)



Product Sustainability

In 2018, we expanded our selection and made extended-size products available in more stores. Now, more people can go to a selected store in their market to find a size that fits.

[Learn more](#)



Extended sizing



For the fourth year in a row, REI Co-op closed all stores, processed no online payments and paid more than 13,000 employees to #OptOutside on Black Friday with friends and family.

[Learn more](#)



Health & nature

To make the case for spending time outdoors, REI and the University of Washington launched a new initiative called Nature for Health which will examine how time outside impacts our well-being.

[Learn more](#)



2018 highlights

Because we're a co-op, we measure our success differently than most companies. For us, success means running a healthy business and making a positive impact on our employees, members and society.

Employees

- 13,000+ employees were given two Yay Days (paid time outdoors) and a day off on Black Friday
- Employees received \$77 million in profit-sharing and retirement
- Voted one of Fortune's "100 Best Companies to Work For" for the 22nd straight year

Members

- Added more than 1 million new members in 2018
- Membership increased to 18+ million people who love the outdoors
- Members received \$204 million in dividends and REI credit card rewards

Society

- Invested \$8.4 million in 431 nonprofit partners that create access to the outdoors
- Impacted more than 5,000 outdoor places across the U.S. through grants, advocacy and stewardship projects, with the help of nearly 150,000 volunteers

Business

- Earned \$2.78 billion in sales
- More than 70% of profits were given back to the outdoor community
- As a result of industry and REI advocacy, the U.S. Bureau of Economic Analysis confirmed outdoor recreation accounts for 2.2% of GDP and directly employs over 4.5 million.



More about what we do



Climate and environment



Public lands and stewardship



Great people and fair labor



The outdoors is for all

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Product sustainability

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[Learn more](#)



Making gear that lasts

[Learn more](#)

[Learn more](#)



Reducing waste

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Collaborating for good

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A note from our CEO and Chair of the Board of Directors

[Read a letter from Eric Artz](#)



Archived Stewardship Reports

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



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Sign up for REI emails

Co-op offers, events & cool new gear

Email

Enter your email address



Sign me up!

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](#)

WHERE-TO-GO WITH MAPS & MORE

Free, community-built maps and resources connect you and your outdoor passion to trails and routes. [Get the guides then go!](#)

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](#)
Have it? [Manage your card](#)

Your Online Account

Purchase Status

Shipping Info

Return Policy

Membership

Find Member Number

Annual Dividend Lookup

Expert Advice

Classes, Tours & Events

Store Events

REI Adventures Trips

Co-op Journal

Camping Project

Find Trails

Gift Cards

Gift Registry

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Coupons, Rebates & Discounts

Free Shipping Details

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Jobs

Newsroom

Technology Blog

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Affiliate Program

Corporate & Group Sales

Store Locator



1-800-426-4840

Mon–Fri, 5am–10pm PT
Sat–Sun, 6am–9pm PT



EMAIL US

We will respond as quickly as we can.



LIVE CHAT

Mon–Fri, 5am–10pm PT
Sat–Sun, 6am–9pm PT



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Find answers online anytime.

THE REI DIFFERENCE

**100% SATISFACTION
GUARANTEED**

**GEAR & ADVICE
YOU CAN TRUST**

**10% MEMBER
DIVIDEND***



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