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2020 Impact 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 and community. Our Impact Report shows what we've done (with your support!) to help connect every person to the power of the outdoors and engage them in the fight to protect it.

P.S. Not a member? A lifetime membership is just \$30 and comes with tons of perks. [Learn more](#)

\$2.75B

20 million

\$6.3M

\$112.4M

in co-op sales during
2020

members, plus nearly
15,000 employees

invested in 400+
nonprofit partners

distributed in member
rewards

2020 Highlights



Our climate commitment

REI achieved its 14-year carbon neutrality commitment while launching an ambitious new climate platform that will see the co-op more than halve its carbon footprint by 2030, even as the company anticipates future growth in size and revenue.

[Learn more](#)

Advancing racial equity

As widespread protests erupted across the nation, the co-op accelerated its ongoing work to advance racial equity within REI and the broader industry, while continuing to support organizations that are led by and serve underrepresented groups.

[Learn more](#)





Introduced recreate responsibly guidelines

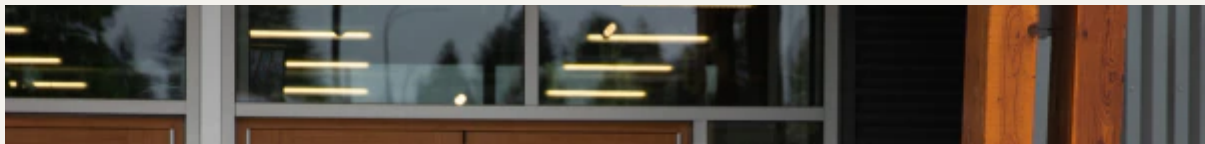
During the pandemic, many turned to time outside for physical and mental health benefits. REI co-created the Recreate Responsibly coalition to establish clear guidelines on how to get outside and create an inclusive environment, while aiming to reduce the spread of the COVID-19 virus and minimizing impact on outdoor places.

[Learn more](#)

Product Impact Standards

Recognizing that the gear the co-op makes and sells is one of its greatest opportunities to support better ways of doing business, REI launched new Product Impact Standards in 2020. These standards, which apply to both REI and its more than 1,000 brand partners, help fight climate change and advance equity in the industry.

[Learn more](#)





Focusing our business

The co-op added new services like Curbside Pickup and virtual outfitting, while prioritizing the health and safety of its employees and customers. These innovations allowed the co-op to support existing stores while opening 7 new ones, and finish the year strong.

[Learn more](#)

Embracing the circular economy

Buying a piece of used gear, instead of new, avoids between 70 to over 90% of the carbon embedded in the new item, depending on the category. This includes accounting for the shipping, cleaning, and remerchandising of the used item. In 2020, the co-op doubled online used gear sales, and launched a trade-in program, allowing co-op members to give new life to their gently used gear.

[Learn more](#)



2020 by the numbers

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.

Business

- \$2.75 billion in revenue
- Opened 7 new stores and 2 used gear pop-ups
- 100% carbon neutral in REI brands & operations

Society

- \$6.3 million contribution to nonprofits in 2020
- 461 nonprofit partners

Members

- 20 million members
- \$112.4 million distributed in member rewards

Employees

- Nearly 15,000 employees
- \$36.4 million in employee retirement and incentives
- Named a Glassdoor Best Place to Work



More ways we put our values into action



Fighting the climate crisis

[Learn more](#)



Product impact & circular commerce

[Learn more](#)



Eliminating waste

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Responsible sourcing

[Learn more](#)



Equity & inclusion outside



Public lands & stewardship



Building an inclusive workplace



Partners in progress

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Harnessing the power of our 20 million members

[Read Eric's letter](#)



Archived Stewardship Reports

[2019](#) | [2018](#) | [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 co-op member

Anyone can join, and everyone belongs. Benefits include great gear offers, special pricing on events, and an annual Co-op Member Reward—for life. Join once, enjoy forever. [Join us](#)

Take a stand

Outdoor equity, climate action, places we love. Raise your voice in the movement to protect and share life outdoors.

[REI Cooperative Action Network](#)

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Your Online Account

Purchase Status

Shipping Info

Membership

Find Member Number

Total REI Rewards Lookup

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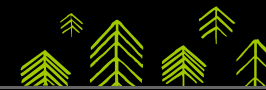
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