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2021 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 about membership](#)

\$3.7B

in co-op sales during 2021

\$128.9M

in employee profit sharing, retirement and performance incentives

\$7.1M

invested in over 450 nonprofit partners

\$234M

distributed in member rewards to our more than 21M members

2021 Highlights



A year of action

Employees and members raised their voices in support of causes that improve the outdoors through REI's Cooperative Action Network, our new grassroots advocacy platform. Since April 2021, more than 25,000 co-op members wrote more than 100,000 letters to Congress urging action on climate, equity, and conservation-leading to the passage of two crucial bills to tackle the climate crisis and elevate equity outdoors. That's the power of a co-op.

[Learn more about Cooperative Action](#)

Growing our business

2021 was a year of historic growth for the co-op, as we embarked on a journey to fundamentally transform our business. REI welcomed a record 1.4 million new members to the co-op and opened 8 new stores while distributing more than half of its operating profits back to its employees, members and nonprofit partners.

[Learn more about our business](#)





Advancing inclusion outside

REI accelerated progress against its commitments to becoming a fully inclusive, anti-racist, multicultural organization, building on the co-op's efforts to fight for racial equity. Because the outdoors should be for everyone.

[Learn more about our commitments](#)

Embracing the circular economy

REI is preparing for a future where used gear and rentals will make up the majority of the co-op's business. Buying used instead of new typically avoids carbon emissions of 50% or more. The co-op is inviting members to reuse gear, reduce waste and make an impact through Re/Supply.

[Learn more about circular economy](#)



The path ahead

Founders of color represent only an estimated 1% of outdoor entrepreneurs. REI is committed to improving representation through Path Ahead Ventures, a new organization that will invest \$30 million in founders of color as they start and scale their businesses within the outdoor industry.

[Learn more about Path Ahead Ventures](#)

2021 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

- \$3.7 billion in revenue
- Opened 8 new stores
- 100% carbon neutral in REI brands & operations

Society

- \$7.1 million contribution to nonprofits in 2021
- Over 450 nonprofit partners

Members

- Over 21 million members
- \$234 million distributed in Co-op Member Rewards

Employees

- Over 16,000 employees
- \$128.9 million in employee retirement and incentives
- Received the Human Rights Campaign's top score on the 2022 Corporate Equality Index



More ways we put our values into action



[Learn more about Fighting the Climate Crisis](#)



[Learn more about Product Impact and Circular Commerce](#)



[Learn more about Eliminating Waste](#)



[Learn more about Responsible Sourcing](#)



[Learn more about Equity & Inclusion outside](#)



[Learn more about Public lands & stewardship](#)



[Learn more about how REI is building an inclusive workplace](#)



[Learn more about how REI collaborates with partners](#)





Transforming our Co-op for the Future.

[Read Eric's letter](#)

Archived Stewardship Reports

[2020](#) | [2019](#) | [2018](#) | [2017](#) | [2016](#) | [2015](#) | [2014](#) | [2013](#) | [2012](#) | [2011](#) | [2010](#) | [2009](#) | [2008](#) | [2007](#) | [2006](#)

How are we doing?

[Give us feedback](#) on this page.

Sign up for REI emails

Co-op offers, events & cool new gear

Email



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 an REI 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](#)

Apply for the REI Co-op® Mastercard®

Earn a \$100 REI gift card after your first purchase outside of REI within 60 days from account opening.

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