Shop REI Membership REI Outlet Used Gear Trade In REI Adventures Classes & Events Expert Advice Uncommon Path



**Shop** Search for great gear & clothing



Near you Open til 7pm Las Vegas - Boca Park



'₩ Cart 📃



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

in employee profit sharing, retirement and performance incentives

\$128.9M

\$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

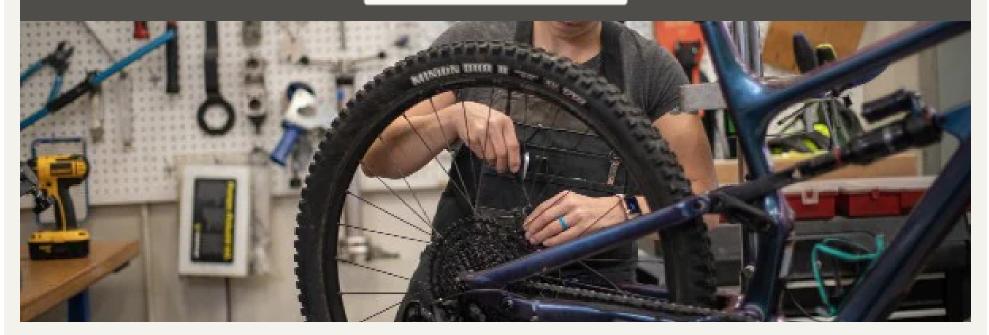
Employees and members raised their voices in support of causes that improve the outdoors through REI's Cooperative Action Network, our new grassroots advocacy platform. Since April 2021, more than 25,000 co-op members wrote more than 100,000 letters to Congress urging action on climate, equity, and conservation-leading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









# 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.

### Take a stand

 $\square$ 

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 Coop® Mastercard®

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

# REI Co-op Account Sign Into My Account My Rewards Lookup

My Wish Lists

Membership

Benefits

# Orders &

### Returns

Order Status Return Policy & Information Store Curbside Pickup Shipping Info

### Gifts

Outdoor Gift Ideas Gift Cards

# Offers & Discounts

Sales & Coupons Free Shipping Details

Shopping Tools Member Number Lookup New Gear Collections Kids' Bike Finder Used Gear Trade-in Program	Learning & Community Expert Advice Classes & Events REI Adventure Travel Uncommon Path Path Ahead Ventures	Work with Us Jobs & Careers Co-op Culture Sell at REI Affiliate Program Corporate & Group Sales	<b>REI Co-op</b> About REI Cooperative Action Fund Newsroom Technology Blog Stewardship
Help Center Find answers online anytime.	Find a Store See our stores and services.	Live Chat Mon–Fri, 6am–8pm PT Sat–Sun, 8am–5pm PT	1-800-426-4840 Mon–Fri, 6am–8pm PT Sat–Sun, 8am–5pm PT
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