

Building connections, joy and belonging outside.

rei
cooperative
fund action

2025 Impact Report

City Kids Wilderness Project
- Washington, D.C.





To our community, with gratitude

The science is catching up to what we already know: Time spent outside reduces stress, improves overall health, supports children's development and more.* **And yet, for millions of people, barriers continue to limit access to these important benefits.** The REI Cooperative Action Fund exists to help change that—carrying forward REI Co-op's 50+ year legacy of caring for and connecting people to the outdoors.

In 2025, the generosity of REI Co-op, its partners and **over 1.3 million donors** helped fuel more than **\$12 million in grant funding** for **over 360 nonprofit partners** nationwide. By providing no- to low-cost outdoor experiences, stewarding public lands and growing the health and nature movement, our grantees are working to connect everyone to the health and well-being benefits of time outside.

Because of you, grantees like the Great Smoky Mountains Institute at Tremont provide meaningful outdoor experiences for youth to nurture healthy self-esteem, experience belonging and build valuable

outdoor leadership skills. Reflecting on a challenging first hike, a Tremont participant shared, "At first I felt scared—terrified—but now I feel so brave. I'm so glad I didn't quit." In these moments, something shifts—fear becomes confidence, struggle becomes pride and nature becomes a place where young people build resilience. **Your support helps make these life-changing experiences possible.**

Together, alongside our grantees, we are shaping a future where the outdoors is truly for everyone—and where every step outside opens the door to increased connection, joy and belonging. Thank you for being part of our community!

With gratitude,

Kristen Ragain,
Executive Director

Matthew Thurston,
President

*Source: Nature and Health Alliance, REI Fund grantee
natureandhealthalliance.org

2025 collective grantee impact

Each year, our grantees report the total impact of their inspiring work. The data below reflect the collective impact of our grantee community in 2025.

Creating space outside

1.8M+ Acres of public and recreational land stewarded or protected

13K+ Miles of trail and waterways created, stewarded or protected

180M+ Outdoor participants who benefited from grantee-led stewardship or protection of public and recreational lands

Connecting people outside

800K+ Participants engaged in grantee-led outdoor experiences

64K+ Outdoor programs or events led by our grantees

Centering health outside

184 Research studies on the health and well-being benefits of spending time in nature

“The REI Fund has been a catalyst—not just for programming, but for growth in leadership, strategic planning and community trust. It has empowered us to dream bigger, connect with new collaborators and amplify the voices of those we serve.”

— 2025 REI Fund Grantee Perception Survey response



Creating space outside

Ensuring people have equitable access to quality, close-to-home, culturally relevant outdoor spaces. Our growing grantee network includes:



Continental Divide Trail Coalition – Golden, CO

is working to complete and protect the Continental Divide Scenic Trail, while cultivating youth leaders who will steward the trail and surrounding lands for generations to come.

Petaluma River Park Foundation – Petaluma, CA

is advancing a trailblazing model for community-led park development that is inspiring other projects across the country.

Friends of Patapsco Valley State Park – Ellicott City, MD

is supporting a new network of adaptive trails in Maryland’s oldest and largest state park, allowing people of all abilities to enjoy the park’s natural beauty.



Impact in action

Watch *Marcus and Me: Connecting with Nature in Steel City*, featuring **Outdoor Inclusion Coalition**, created by independent filmmakers and co-produced by REI Cooperative Action Fund and The Redford Center.



Connecting people outside

Connecting historically excluded communities to the outdoors—cultivating joy, healing, belonging and well-being. Our growing grantee network includes:



Adaptive Adventures – Nationwide is helping people rediscover purpose, community and themselves through high-quality, adaptive sports programming.



Vida Verde – San Gregorio, CA is immersing students in free outdoor learning experiences to inspire curiosity, personal growth and academic success.



Great Smoky Mountains Institute at Tremont – Townsend, TN is inspiring curiosity and transforming youth through outdoor learning while building a lifelong connection to nature.



Impact in action

Watch *Resilience in the Redwoods*, featuring **Boyz N The Wood**, created by independent filmmakers and co-produced by REI Cooperative Action Fund and The Redford Center.



Centering health outside

Strengthening and amplifying research that demonstrates nature is critical for individual and community health and well-being. Our growing grantee network includes:



Nature and Health Alliance

– **Nationwide** is bringing together researchers, scientists, practitioners and communities to build and share the scientific case for nature’s role in health.



Outride – Nationwide is boosting youth mental health across nearly 400 schools through evidence-based cycling programs and equipping educators to advocate for change that supports students’ well-being.



Park Rx America – Nationwide

is helping doctors prescribe time in nature. Nearly 1,900 healthcare providers across the country now use Park Rx America’s platform to help patients reduce the risk of chronic disease.



Impact in action

Watch *The Nature Dose*, featuring **Nature and Health Alliance**, created by independent filmmakers and co-produced by REI Cooperative Action Fund and The Redford Center.



Our growing donor community comes together to collectively support local, regional and national nonprofits across the country, working to create a world where everyone can experience the health and well-being benefits of nature.

“I support the REI Cooperative Action Fund because I want everyone to have the opportunity to connect to nature.

I want all children to benefit from outdoor learning, and I want our parks and public lands to be accessible for years to come. I’m so proud to be a part of this essential work.”

—Anonymous donor



Our impact since launch in 2021

4.5M

donations

\$47.7M

donated (**\$27.1M** from REI Co-op!)

\$35.8M

grants distributed

1,000+

grants distributed

Our FY 2025 impact

FY 2025 results

Donations	1.3M
Donated amount	\$11.4M
<i>(Donated from REI Co-op)</i>	<i>\$5.4M</i>

FY 2025 financials

Assets	\$9.8M
Liabilities	\$0.5M
Net assets	\$9.8M
Support and revenue	\$11.6M
Total expenses	\$14.3M

FY 2025 expenses

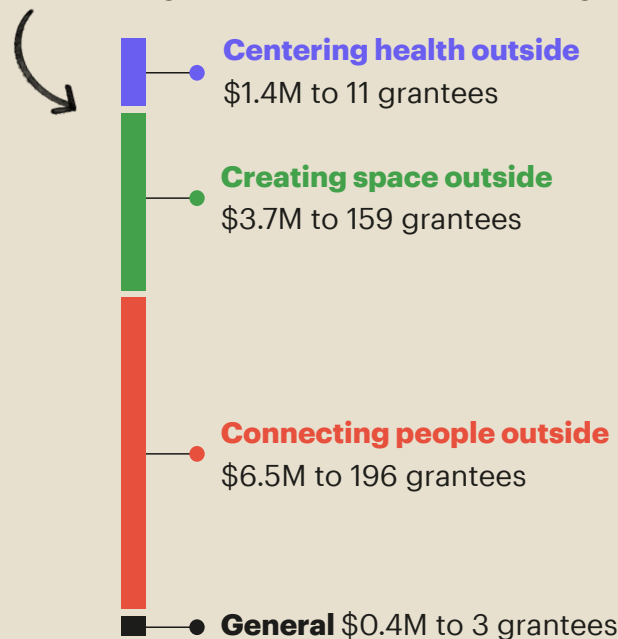
Program expenses*	\$13.0M
Management	\$0.8M
Fundraising	\$0.6M

* Program expenses include grants, donated services and other operating expenses

FY 2025 grants

The majority of grantees receive unrestricted, multi-year grants to respond effectively to their greatest opportunities and needs.

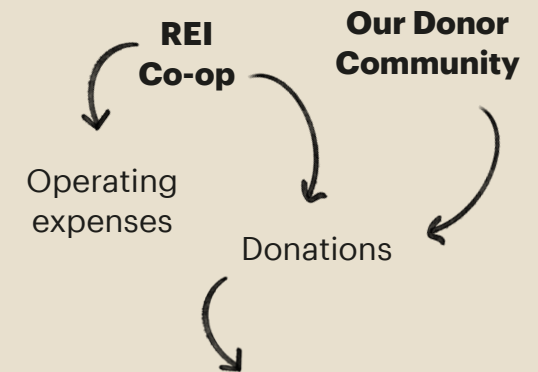
\$12M in grants distributed across **369** grantees



Financial flow

Since 2021, REI Co-op has generously covered all operating expenses of the REI Cooperative Action Fund.

This support has enabled more than \$9.8M in net assets to directly benefit the Fund and its grant partners.



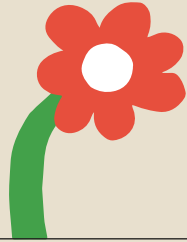
100%* of public donations support grants to U.S. nonprofits

*minus credit card transaction fees

Join our donor community!

Your generosity makes all the difference.

- **Mail a check:** PO Box 511754, Los Angeles, CA 90051-1750
- Recommend a grant from your **Donor Advised Fund**
- Give **public securities** or **stocks**
- Make a **qualified charitable distribution**
- Make a **gift in honor or memory** of someone special in your life



Start your own REI Cooperative Action Fund fundraiser

Turn your passion for the outdoors into real impact for local communities and nature. Learn more: community.reifund.org.



Trailblazer Legacy Circle

Make joy and healing in nature a part of your legacy.

Did you know you can allocate a part of your retirement or life insurance to the REI Cooperative Action Fund?

Consider a planned gift that will support access to the outdoors for years to come. Contact giving@reifund.org to learn more.

Where does your donation go?

100%

of your gift* directly supports grantees. Since our founding, REI has donated the total cost of operating expenses, which means that every single dollar donated by the general public funds our grantees.

** minus credit card fees*

Each donation adds up to a big impact supporting local, regional and national nonprofits doing the essential work in making the outdoors more accessible and inclusive for everyone.

Make a gift online:



reifund.org/donate



SOON
WWW.REI.CO

We are grateful for the ongoing support of our founder, REI Co-op. Thanks to REI store employees, in 2025, over 1.3 million point-of-sale donations from members and customers raised more than \$3.3 million. This is cooperative action!

“The REI Cooperative Action Fund is powered by our co-op community; our store teams play a vital role in that. Each day, REI Green Vests invite members and customers to support our nationwide network of grantees. They also build meaningful relationships with local grantees, working together to ensure everyone has access to the health and well-being benefits of time outside.”

—Veronica Malone, Medford, OR, Store Manager

REI CO-OP ⚡ SINCE 1938



Thank you to our 2025 Corporate Partners

We are deeply grateful for our corporate partners who support our mission to make the outdoors more accessible and inclusive for everyone. To learn more about becoming a corporate partner, please contact giving@reifund.org.



“The REI Cooperative Action Fund’s unrestricted funding is a game changer for the Children & Nature Network. This trust-based support has been a catalyst for our mission, allowing us to advance equitable access to the benefits of nature in more than 100 U.S. communities.

When we partner with local leaders to weave nature into children’s daily lives, we create a ‘ripple effect’ of community health, social cohesion and resilience that will benefit generations to come.”

—Sarah Milligan-Toffler, President & CEO
Children & Nature Network

Help grow our impact
by making a gift today:



reifund.org/donate

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