

Nature. Health. Community. For everyone.

Celebrating the
power of partnership

rei
cooperative
action
fund

Time outside and why it matters

Protecting our connection to joyful outdoor experiences matters more than ever. Millions of Americans stand to benefit from accessible and inclusive experiences outdoors. **Your partnership fuels transformative efforts to build connections, joy and belonging outside, at one of the most pivotal moments in recent history.**



How your gift has impact

By making a corporate gift to the REI Cooperative Action Fund, you are helping to support nonprofits doing the essential work in making the outdoors more accessible and inclusive for everyone. To date, the community of REI Fund donors has provided:

**Approximately 36M+ in grantmaking
to 550+ nonprofits across the US**

Your powerful partnership

Our corporate partners are integral to realizing our vision for a world where everyone can experience the health and well-being benefits of nature. **Your engagement with our mission can help inspire:**

- Strong **recognition of your brand** with values-aligned customers
- Increased **customer loyalty** in a competitive environment*
- Increased **employee engagement**, satisfaction and retention
- **Tangible progress towards change:** Bringing attention to the value of nature, health and the joy of the outdoors, for everyone

* Reference: Boston College: Center for Corporate Citizenship

Our gratitude to our corporate partners





“As a young girl, I participated in a program that took youth snowboarding. Sitting in the quiet of the snow, with snow-capped peaks around me and crisp, fresh air in my lungs, I had never dreamed of such a beautiful, peaceful place. That opportunity changed my life, and I am grateful for organizations like yours that give all communities access to opportunity.”

—REI Cooperative Action Fund community supporter

Our uniquely effective model

- **100% of donations from the general public supports grantees** thanks to REI Co-op.
- The REI Cooperative Action Fund distributes grants to nonprofits that substantially further our mission through one of our three core initiatives: creating space outside, connecting people outside and centering health outside.
- Since our founding, the REI Cooperative Action Fund has worked to build mutually trusting relationships with the nonprofits we support. Through our grantmaking, **we honor the expertise of our grantees and their deep knowledge** of the spaces and communities they serve. This is why we offer mostly unrestricted, multiyear funding, giving grantees the flexibility to determine where grant dollars can have the greatest impact.

*minus credit card transaction fees

5 ways to partner

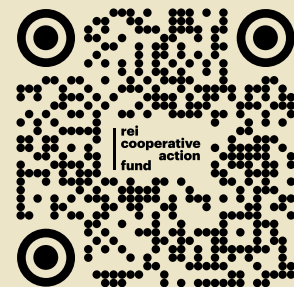
- 1 Connect us to your social impact team to **make a corporate gift**.
- 2 Include the REI Cooperative Action Fund in your **workplace giving program**. Enhance the impact of your gift with matching funds that are available to you!
- 3 Invite your employees, customers and clients to join our mission by turning ideas and activities they love into a way to make a difference! Our **peer-to-peer fundraising** site makes it easy to share your story and invite others to make an impact for the REI Cooperative Action Fund. Visit **community.reifund.org** to learn more.
- 4 Select the REI Cooperative Action Fund as a **charity partner at your next event** or customer campaign.
- 5 Honor your vendor relationships by making a gift in their name. Honorees can receive a **beautiful e-card** informing them of your gift!

In recognition of your support

- **Prominent public acknowledgment:** Your logo proudly placed on our website and digital materials
- **Growing reach:** Our digital footprint includes 75,000+ active email subscribers—and growing!

The REI Cooperative Action Fund has significantly expanded our grantmaking footprint and our digital reach since our founding in 2021. Now, with over 4M donations from a wide community of outdoor-lovers. As our reach continues to grow, our donors and community members see your investment in this important work and the powerful impact your support makes possible.

Thank you to our corporate partners!



Thank you for being a part of this important movement.

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REI Cooperative Action Fund

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