

Time outside is a human right.



Now is the time to deliver on that right. For everyone.

Founding Annual Report
July 22, 2020 - June 30, 2022

rei
cooperative
action
fund



Our founding and our future

Creating the REI Cooperative Action Fund has been a multiyear effort.

REI Co-op itself has a 50-plus-year history of supporting nonprofits that steward outdoor places and connect people to the outdoors. As the co-op has grown, **REI leadership determined that it needed to find ways to scale its societal impact and create broader opportunities for the REI Co-op community to participate.**

As the Fund's planning began, we held close our core belief that time outside and connection to nature is fundamental to overall well-being—the social, cultural, economic and individual health—of all people. The pandemic also made clear that millions of Americans lack access to thriving outdoor spaces, and even if they have access, many people don't have a sense of safety or belonging in the outdoors. **REI Co-op founded the REI Cooperative Action Fund, a new 501(c)(3) public charity, to accelerate the nationwide movement to build a more equitable, accessible and inclusive outdoor culture.**

The Fund's board and staff, an array of advisors, and a range of dedicated REI employees came together to create a nonprofit that centered equity, belonging and justice in all we do. We collectively built an approach based on feedback and research that centers trust, power sharing and mutually accountable relationships with our partners.

We were thrilled to unveil the REI Cooperative Action Fund in October 2021. In our founding fiscal years, the Fund continues to receive significant financial and in-kind contributions from REI Co-op, while support from REI Co-op Members and the broader public is gaining ground.

Combined, this extraordinary support enables the Fund to give grants to nonprofit organizations in the U.S. across three areas: Connecting People Outside, Creating Space Outside and Centering Health Outside. **Our growing donor community allowed us to distribute \$2,881,520 across 31 local and national grantee partners through June 30, 2022.**

As we look to the future, we're eager to increase our impact and reach even more organizations and communities. We invite you to join us as an advocate, amplifier or supporter in the years ahead.

With gratitude,

Marc Berejka, President

Kristen Ragain, Managing Director

Thank you to our community partners



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What the REI Cooperative Action Fund is doing is different. Their model of trust-based philanthropy, with unrestricted funding and a simplified application process, has unlocked high-impact programming.

-Ben McCue, Executive Director, Outdoor Outreach



Photo courtesy of Outdoor Outreach



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I believe that women of color are often the most overworked, underrated and unappreciated members of Western society. I feel like cycling can be a valuable tool for these ladies to destress and find healing and rejuvenation.

-Monica Garrison, Founder, Executive Director and Chief Storyteller, Black Girls Do Bike

Together, we generate change.

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91,263 donations

from a cooperative donor base made up of REI Co-op customers, members and employees, as well as corporate partners and foundations. We are so grateful for our donors and grantee partners who make this cooperative change possible.



\$5,875,568 total dollar amount of contributions received



A big thank-you to REI Co-op for their generous founding fiscal years investment of \$4,426,898. We're grateful to REI for its ongoing financial contributions, as well as extensive in-kind support.

Many ways to give



In REI Co-op stores and shopping at REI.com



On the REI Cooperative Action Fund website



Donations by mail



Donor-advised funds, family foundations and personalized giving plans

Donations of all levels make a difference!

Learn more and join our growing donor community at REIfund.org

REI Cooperative Action Fund is a 501(c)(3) public charity organization. Our EIN is 85-4299419. Contact: info@REIfund.org. The REI Cooperative Action Fund directly supports organizations promoting justice, equity and belonging in the outdoors to strengthen the health and well-being of people and communities.

Thank you to our grantee partners

who are growing the movement to build a more equitable,
accessible and inclusive outdoor culture

Adaptive Adventures	\$173,940	Fresh Tracks at the Aspen Institute	\$200,000	Outdoor Asian	\$50,000
Atabey Outdoors	\$50,000	Friends of Big Marsh	\$50,000	Outdoor Outreach	\$50,000
Black Girls Do Bike	\$148,940	Friends of the Los Angeles River	\$50,000	Outdoors for All	\$50,000
Black Girls RUN! Foundation	\$148,940	GirlTrek	\$123,940	San Francisco Parks Alliance in support of the Blue Greenway Project	\$50,000
Black Outside, Inc	\$50,000	Great River Passage Conservancy in support of the East Side River District	\$50,000	Venture Out Project	\$173,940
Brown Girl Surf	\$50,000	Greening Youth Foundation	\$50,000	Vermont Adaptive Ski & Sports	\$50,000
Center for Native American Youth at the Aspen Institute	\$173,940	Justice Outside	\$50,000	Washington Area Bicyclist Association in support of the Capital Trails Coalition	\$80,000
Center for Nature and Health, University of California San Francisco	\$80,000	Latino Outdoors	\$173,940	Wild Diversity	\$150,000
Children & Nature Network	\$100,000	Memphis Rox	\$50,000		
City Kids Wilderness Project	\$50,000	Nature & Health, University of Washington	\$150,000		
East Coast Greenway Alliance	\$80,000	Outdoor Afro	\$123,940		
Equiticity	\$50,000				

\$2,881,520 distributed across 31 grantees

within our founding fiscal years through these three initiatives:



Connecting People Outside

Leveraging the outdoors as a tool for equity, healing and joy.



Creating Space Outside

Increasing equitable access to outdoor spaces and places.



Centering Health Outside

Amplifying research that demonstrates how time outside improves well-being.

New grantees will be announced each spring and fall.

We believe that time outside and our connection to nature is fundamental for the social, cultural, economic and individual health and well-being of all people. But today, millions of Americans lack access to nature and thriving outdoor spaces. In addition to this, many people do not feel a sense of safety or belonging in the outdoors.

REI Co-op founded a new 501(c)(3), the REI Cooperative Action Fund, to accelerate the movement to build a more equitable, accessible and inclusive outdoor culture.

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I trust that the REI Cooperative Action Fund will support organizations that work to connect historically excluded communities to the outdoors—ensuring that the places we love will be enjoyed by all for generations to come.

-Founding Donor, Boston, Massachusetts



Cooperative action leads to cooperative change.

Learn more and donate at REIfund.org

Join our growing donor community where every person and every dollar strengthens our collective impact to make the outdoors accessible and inclusive for all people. In our founding fiscal years our gratitude goes to REI Co-op for ensuring all donations from the general public go directly to our grantees.

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