A different kind of company

As a co-op, we put purpose before profits and act in the long-term interests of our members. That's why we publish our annual Stewardship Report – to show what we've done (with your support!) to get more people outside, operate more sustainably, and protect and create access to outdoor places.

$2.78B
in co-op sales during 2018

18+ million
members and growing
and 13,000+ employees

$8.4M
invested in 431
non-profits

$204M
distributed in member dividends and REI credit card rewards
REI Co-op invested in the future of the outdoors by giving back more than 70% of our profits in 2018. As our community grows, we’re able to get more people outdoors.

The co-op in action

**Used gear and rentals**

We’re making it easier to get outside, and making the process more sustainable while we’re at it. Now, you can rent gear for a fraction of the cost of buying or shop for gently used gear online – and help extend the lifespan of every piece of gear and clothing.

Learn more
REI is helping transform urban and suburban areas across the country into areas for outdoor recreation. The co-op invested more than half a million dollars in rewilding projects in five U.S. cities in 2018.

Learn more

Every item we sell impacts the environment. That's why we established sustainability standards for all brands and products sold at the co-op. And now you can search REI.com for products based on sustainability traits.

Learn more

In 2018, we expanded our selection and made extended-size products available in more stores. Now, more people can go to a selected store in their market to find a size that fits.

Learn more
For the fourth year in a row, REI Co-op closed all stores, processed no online payments and paid more than 13,000 employees to #OptOutside on Black Friday with friends and family.

Learn more

Health & nature

To make the case for spending time outdoors, REI and the University of Washington launched a new initiative called Nature for Health which will examine how time outside impacts our well-being.

Learn more
2018 highlights

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.

Employees
- 13,000+ employees were given two Yay Days (paid time outdoors) and a day off on Black Friday
- Employees received $77 million in profit-sharing and retirement
- Voted one of Fortune’s “100 Best Companies to Work For” for the 22nd straight year

Members
- Added more than 1 million new members in 2018
- Membership increased to 18+ million people who love the outdoors
- Members received $204 million in dividends and REI credit card rewards

Society
- Invested $8.4 million in 431 nonprofit partners that create access to the outdoors
- Impacted more than 5,000 outdoor places across the U.S. through grants, advocacy and stewardship projects, with the help of nearly 150,000 volunteers

Business
- Earned $2.78 billion in sales
- More than 70% of profits were given back to the outdoor community
- As a result of industry and REI advocacy, the U.S. Bureau of Economic Analysis confirmed outdoor recreation accounts for 2.2% of GDP and directly employs over 4.5 million.

More about what we do

- Climate and environment
- Public lands and stewardship
- Great people and fair labor
- The outdoors is for all
A note from our CEO and Chair of the Board of Directors

Read a letter from Eric Artz

Archived Stewardship Reports


How are we doing? Give us feedback on this page.
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 A MEMBER
Join the REI Co-op community to get an annual dividend, access exclusives and give back. Lifetime membership is just $20. Learn more and join us.

WHERE-TO-GO WITH MAPS & MORE
Free, community-built maps and resources connect you and your outdoor passion to trails and routes. Get the guides then go!

APPLY FOR REI CO-OP MASTERCARD®
Earn a $100 REI Gift Card when you apply, get approved and make any purchase within 60 days of card approval. Details

Your Online Account
- Purchase Status
- Shipping Info
- Return Policy
- Membership
- Find Member Number
- Annual Dividend Lookup

Expert Advice
- Classes, Tours & Events
- Store Events
- REI Adventures Trips
- Co-op Journal
- Camping Project
- Find Trails

Gift Cards
- Gift Registry
- Wish Lists
- Coupons, Rebates & Discounts
- Free Shipping Details

About REI
- Stewardship
- Jobs
- Newsroom
- Technology Blog
- Sell at REI
- Affiliate Program
- Corporate & Group Sales
- Store Locator

1-800-426-4840
Mon–Fri, 5am–10pm PT
Sat–Sun, 6am–9pm PT

EMAIL US
We will respond as quickly as we can.

LIVE CHAT
Mon–Fri, 5am–10pm PT
Sat–Sun, 6am–9pm PT

HELP CENTER
Find answers online anytime.