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. Our annual Stewardship Report shows what we’ve done (with your support!) to get more people outside, operate more sustainably, and protect and create access to outdoor places.

P.S. Not a member? A lifetime membership is just $20 and comes with tons of perks. Learn more

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$3.12B in co-op sales during 2019

19 million members and growing and nearly 15,000 employees

$8.1M invested in 427 non-profits

$210.8M distributed in member dividends

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In 2019, REI invested in the future of the outdoors by giving back almost 70% of our profits.

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Highlights
Opt to Act

In 2019, we asked members and employees to not only #OptOutside on Black Friday, but opt to act—first by joining a nationwide clean-up effort, then by signing up for the 52-week Opt to Act Plan, which gives people small steps to reduce their environmental impact.

Learn more

Rentals & re-commerce

In 2019, we made it easier for everyone to get outside by offering rentals and re-commerce (hand-selected used gear, available online or in-store). Which makes getting outside a little more sustainable by extending the usable lifespan of outdoor gear and clothing.

Learn more
Health & nature

What’s the link between human health and time spent in nature? To better understand, REI launched a new study with researchers at the Harvard T.H. Chan School of Public Health. The co-op has invested over $1 million in recent years supporting a growing body of scientific work on this important topic.

Learn more

Brick & mortar growth spurt

This year, for the first time in REI history, we opened four stores in a single day. We also launched a new in-store experience concept in New Hampshire. Driven in large part by brick-and-mortar retail, co-op membership has grown by more than 27% and revenue by 25% in the past five years.

Learn more
Environmental journalism

Stories matter. In 2019, we launched two efforts in support of environmental journalism: Uncommon Path, our all-new magazine, and a new partnership that channels matching funds directly to nonprofit newsrooms covering critical outdoor issues—from local to global.

Learn more  Read the Uncommon Path

2019 by the numbers

Co-op fact: We measure our success differently than most companies. For REI, success means running a healthy business and making a positive impact on our employees, member and society.

<table>
<thead>
<tr>
<th>Employees</th>
<th>Members</th>
<th>Society</th>
<th>Business</th>
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- Nearly 15,000 employees
- $78.5 million profit-sharing and employee incentives
- Voted one of Fortune’s "100 Best Companies to Work For" for the 23rd straight year
- 19 million members
- $210.8 million member dividends
- 427 nonprofit partners
- 6,232 outdoor places impacted
- $8.1 million contribution to nonprofits in 2019
- Revenue
- 70% of profits are invested in the outdoor community
- 8 new stores opened and 3 new boathouses. Expanded to four new states: Alabama, New Hampshire, Oklahoma and Vermont.

More about what we do

Climate and environment

Public lands and stewardship

Great people and fair labor

The outdoors is for all

Learn more

Learn more

Learn more

Learn more
Moving forward, all together: a letter from our CEO

Read Eric’s letter

Archived Stewardship Reports

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.

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

Have it? Manage your card

Return Policy
Return Instructions
Your Online Account
Purchase Status

Expert Advice
Classes, Tours & Events
Store Events
REI Adventures Trips

Virtual Outfitting
Gift Cards
Gift Registry
Wish Lists

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