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IMPACT REPORT 2018

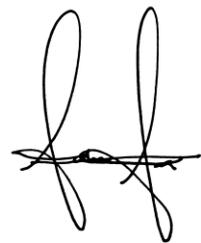
Cotopaxi's creed—Do Good—touches every aspect of our company. From our giving model, to company culture and sustainable product design, we are committed to doing everything we can to promote a better world.

As a certified B Corporation, we give a portion of revenue to address inequality and build complete communities, through targeted charitable donations. To date, we have awarded over 42 grants in 6 focus countries.

Moving forward, we will continue to tie our revenue to impact by allocating 1% of profits to our recently launched Cotopaxi Foundation. From offering bridge employment to refugees, to facilitating community building and large-scale volunteering, we are committed to using the foundation to plant our flag around issues that align with our core values.

Beyond our giving, Cotopaxi will maintain its position at the forefront of responsible product design and manufacturing. This year, we joined the Fair Trade community and are working toward better quantifying the life cycles of our products. We are expanding into recycled fibers, in addition to bolstering/improving our remnant material product lines, like Del Día.

Thank you for following our journey and supporting our mission. Here's to tomorrow being brighter than today and always taking the high road.



**—Annie Agle**  
Director of Impact

04 **Our Mission**

05 **Where We're Working**

06 **International Rescue Committee**

10 **Nothing But Nets**

14 **Fundación Escuela Nueva**

18 **Supply Chain**

20 **Questival Adventure Race**

# CERTIFIED FOR GOOD

It's not enough to claim social responsibility—you have to prove it. The B Corps assessment provides companies with a method to measure their net impact on society. While no company is perfect (including Cotopaxi), the B Corps community brings together peers from a variety of industries committed to ensuring that business supports society's bottom line. The assessment, which looks at everything from internal recycling programs to supply chain standards, acts as a strong diagnostic tool that allows Cotopaxi to quantify its corporate social responsibility.

We are proud to share that we passed our re-certification assessment with flying colors and improved upon our previous score. Although to many it is just a number, our score reflects our continued improvement as a company and the efficacy of our impact model. Truly conscious capitalism demands going beyond today's standards for ethical behavior. It means becoming increasingly conscious over time.

We look forward to doing better every day.



Each year, we award grants to outstanding nonprofit partners carefully selected for their track records at improving the human condition, increasing social consciousness, and ending poverty.

Who we worked with in 2018:

**International Rescue Committee - Salt Lake City and Syria**

**UN Foundation and Nothing But Nets - Ecuador and Latin America**

**Escuela Nueva - Latin America**

**Educate Girls - India**

**Proximity Designs - Myanmar**

Together with these organizations, we:

- Supported refugees abroad and locally to integrate into new communities and build prosperous lives
- Provided bed nets and antimalarial education to refugees across Latin America and Ecuador, to help address a regional rise in malaria and related health conditions
- Increased student engagement and established learning outcomes for children living in rural and conflict-affected regions of Latin America
- Enabled access to quality education for out-of-school girls living in poverty across remote regions of India, reducing underage marriage and increasing transition rates to higher learning
- Contributed to the development of agricultural products that enable small-plot farmers in Myanmar to significantly increase their crop yields and, in turn, generate sufficient incomes to help their families thrive

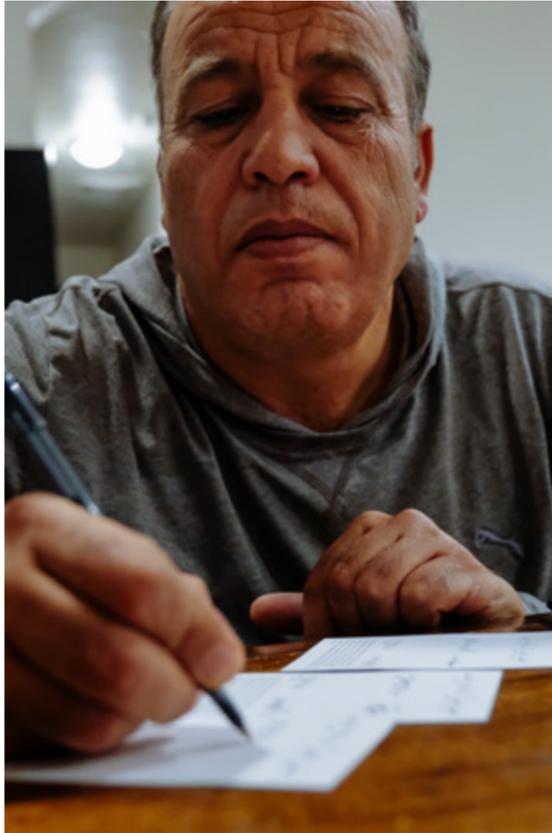


**INTERNATIONAL RESCUE  
COMMITTEE**

Two years ago, the International Rescue Committee in Salt Lake City (IRC SLC) launched its Digital Inclusion program. The program provides newly-arrived refugee families access to materials, instruction, and support to leverage digital tools to improve their lives and livelihoods. Valuable support from Cotopaxi made it possible for IRC SLC to launch these services and provide refugees with access to equipment and training. The support of Cotopaxi volunteers, who provided one-on-one training to refugees as Tech Mentors, also increased the reach and positive impact of IRC SLC's program.

Since launching Digital Inclusion, 40 families representing 150 youth and adults have received a desktop or laptop and over 410 hours of personalized digital literacy education from Tech Mentors.

Highlights: 5 cohorts trained; 27 volunteers tallied 410 mentorship hours; 150 refugee adults and youth received digital literacy education.



Yasser Alzouabi participates in the Cotopaxi Thank You Card Writing program from his home in Midvale, Utah. Yasser and his family fled Syria for Jordan in 2013 and were welcomed to Utah by the IRC in 2016. The program enables Yasser to supplement his family's income while staying at home to care for his elderly mother. Photo by James Roh.



Cotopaxi's Anders Piiparinen creates an online ad with a participant in her native language of Arabic during a visit to Cotopaxi from female refugee youth in August. Cotopaxi's Ren Barrus, right, discusses how to properly dress for outdoor adventures. Photos by James Roh.

In August, a group of young female refugees and their families visited our office in downtown Salt Lake City to learn about how to launch and run a startup. Cotopaxi employees from different departments presented to the high school students, introducing them to career paths in social media, marketing, coding, and design.

After gaining exposure to new professional fields, the girls watched Cotopaxi staff demonstrate the basics of camping, which included everything from the correct method for organizing a pack to simple "leave no trace" practices. Everyone set up a tent, put on a backpack, and then celebrated with in-office s'mores.

The event was part of Cotopaxi's and the IRC's continued efforts to provide opportunities that broaden the horizons of local refugees and make them feel welcome. These experiences are geared to facilitate integration and provide meaningful mentorship to our newest citizens.

In addition to the digital readiness programming, IRC SLC partners with Cotopaxi staff to offer monthly classroom-based instruction to clients participating in IRC SLC's early employment job readiness classes. Refugees who participate are then invited to join the Cotopaxi Thank You Card Writing program to earn supplemental income.

A young child with a joyful expression is holding up a large, light blue mosquito net. The child is wearing a dark blue denim shirt. The net is spread out, creating a canopy effect. The background is a plain, light-colored wall.

**NOTHING BUT NETS**

**T**his year, Cotopaxi teamed up with Nothing But Nets to expand its work to end malaria in Latin America and the Caribbean. Through the United Nations Foundation’s partners in the Americas, nets provided by Cotopaxi will help protect indigenous people and vulnerable populations at elevated risk of malaria. As in previous years, nets will also be delivered in areas of greatest need throughout sub-Saharan Africa.

To date, Nothing But Nets has delivered 12 million bed nets to families in need, along with other crucial malaria intervention services like diagnostics, treatment, and training of healthcare workers.

We are looking forward to continuing to support Nothing But Nets in Latin America so that we can hear more success stories, like this one from Pamela and her family in Tanzania.



Photo courtesy, Nothing But Nets.



Photo courtesy, Nothing But Nets.



Photo courtesy, Nothing But Nets.

**P**amela’s two children and husband are her world. Her family lives in Marangu, Tanzania, at the foot of Mt. Kilimanjaro.

For years, Pamela feared malaria might take her life—or her son’s. She had every right to worry: malaria, spread by a single mosquito bite, kills more than 1,400 children every day. She rushed her son Elihuruma, 6, to the hospital many times when he was weak from fevers caused by malaria.

When Pamela was pregnant with Mary, a health worker gave her an insecticide-treated bed net provided by Nothing But Nets.

Now Pamela, her husband, and her children sleep safely beneath nets, protected from deadly malaria. 18-month-old Mary happily toddles around. Elihuruma sings in the children’s choir and doesn’t miss a day of school. And Pamela is strong enough to tend her chickens and goats. A simple net changed this family’s future.



**FUNDACIÓN ESCUELA NUEVA**

**W**ith over 86 schools throughout rural Colombia and Latin America, Escuela Nueva brings student-directed education models to communities affected by conflict and limited opportunity. Escuela Nueva empowers students to be active participants in their education and brings schooling to those without access.

With proven results and demonstrated ability to scale, the model boosts academic achievement, improves social equity, fosters civic and democratic behaviors in students, and promotes entrepreneurial skills. To date, Escuela Nueva has educated more than 5 million youth across 16 countries.



Above: Students participate in a group activity at a school in rural Combita, Colombia.

Below: Students complete a group assignment together during class at a school in rural Combita, Colombia. The Escuela Nueva model encourages teamwork and cooperation.



A student laughs during a group assignment at Colegio Gimnasio Santander school in Tunja, Colombia.



Diego leads his family's cows up to a higher grazing ground on their farm near Valle de Cocora, Colombia. Diego is one of many students positively impacted by Fundación Escuela Nueva. Photo by James Roh.

**D**iego and his family love the solitude of their remote home, which is perched on the side of a steep valley wall. Nevertheless, its location means hours of travel on a precarious path to access the nearest school and town.

After years of making this dangerous pilgrimage to access education, Diego's daily journey to the classroom became unmanageable. Already a slow learner, Diego faced many challenges at his school that seemed insurmountable, such as bullying, discrimination, and impatient teachers. Given these negative experiences, Diego and his family accepted that his education would be over by the second grade.

Fortunately, before quitting his education, Fundación Escuela Nueva (FEN) stepped in and introduced

Diego to a new way of learning. Welcomed by his new teacher Mariana, Diego discovered a passion for school and gained critical self-confidence.

FEN's adaptable model enabled Diego's new teachers to take into account his specific needs and rural location to create a customized curriculum that allowed him to excel. As of today, Diego successfully completed the fifth grade, and his experience is one of many FEN success stories.

Through its ongoing partnership with FEN, Cotopaxi remains committed to supporting quality education in rural and indigenous communities in Latin America.

# Supply Chain

Impact starts with how we operate. That means taking into account ethics during every phase of a product's lifecycle—from its design to its manufacture and sale. We're into funky; we're into recycled; we're into treating those who sew our products with respect. How do we do that?

Each one of our factories agrees to a rigorous code of conduct, which protects workers from predatory practices and insists on higher-than-

market wages. Our code of conduct also demands that environmental protocols—which are subject to auditing—be maintained by all of our suppliers. Furthermore, each one of our manufacturing partners works with us to enable our use of repurposed material whenever possible. Here are a few of our programs that we are excited to share.



Kelly Pepper, right, Manager of Texas Organic Cotton Marketing Cooperative, teaches Williams and Product Designer, Ben Doxey, about growing cotton. Cotopaxi is excited to announce that we will be using organic cotton for all new products starting in the spring of 2019. Photos by James Roh.



Cotopaxi's Senior Product Developer, Cori Williams, holds an organic cotton boll during a visit to Texas to learn about organic cotton production. There are numerous environmental benefits associated with organic cotton over conventionally grown cotton.

## Repurposing and the Circular Economy

One company's trash is another company's treasure.

Cotopaxi always tries to be scrappy—literally. We use repurposed fabric produced by other companies to make many of our products, including our entire Del Día line. Our innovative design approach means that we adapt our products to eliminate excess and then turn this excess into gear for adventuring and doing good.

As we head into 2019, we look forward to working with supply chain evaluators to better quantify the positive impacts of using remnant materials and further advance social innovation across all of our design and manufacturing processes.



## Fair Trade

One of the most exciting developments this year was partnering with Fair Trade USA to begin offering products made in Fair Trade Certified™ factories.

At Cotopaxi, our product and design teams are constantly looking for ways to promote sustainability and social justice within our supply chain, and Fair Trade Certification helps us realize those ethical goals. Here's how the certification works: factories must first meet and then maintain Fair Trade USA's rigorous social and environment standards to elevate working conditions and ensure workplace safety. Cotopaxi pays an additional Premium back to the people that make our products. They get to choose how to use these funds, whether it's on a community project or cash bonuses. Examples of past projects include onsite child care, community gardens, and free lunch.

Cotopaxi's Product and Impact teams are passionate about human-centered and repurposed design and are determined to use our company as a vehicle to eliminate fabric waste and support new standards for factory labor.



## QUESTIVAL ADVENTURE RACE

Cotopaxi's Questival is a 24-hour adventure race that invites people to build friendships, push themselves, experience their surroundings, and have a whole bunch of fun. The event is hosted in major cities throughout the U.S., where teams of 2 to 6 people do challenges revolving around adventure, fitness, food, teamwork, and service. In 2018, participants' service was a key aspect of the event and made a measurable difference in host cities.



### WHAT WE'VE ACCOMPLISHED:

- \* **Over 10,000** articles of clothing were donated to shelters or nonprofits.
- \* **Over 11,000** cans of food and were donated to food banks.
- \* **Over 1 million** pieces of litter were collected and sorted.
- \* **Over 500,000** cigarette butts were cleaned out of public parks
- \* **Over 1,500** liters of blood were donated while wearing vampire teeth.
- \* We collected thousands of pounds of litter out of rivers and oceans, and roughly 25% of that litter was diverted from landfills and recycled.



Thanks again for all you did to help us make 2018 an impactful year. We look forward to the coming year and the launch of our own foundation.

Do Good & Adventure On!

