

A woman with voluminous curly hair is smiling broadly, holding a white Miir water bottle. She is wearing a white long-sleeved top with puffed sleeves and sunglasses around her neck. The background is a blurred cityscape at dusk or dawn. The Miir logo is visible on the bottom of the water bottle.

Miir 2020
IMPACT REPORT



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And just like that, 2020 is in the rearview mirror.

If you're like us, you've never welcomed a new year with such open arms. There's a lot to leave behind – frustration, pain, grief, disconnect, to name a few. A fresh slate is certainly overdue.

Yet we know most, if not all, of this will carry over into 2021. Globally, we're dealing with the same pandemic that comes with enormous uncertainty. At home, we face the same divisive politics and social movements – exhausting and necessary work. None of that goes away just because the calendar page flipped.

Early on in March 2020, when COVID became imminent and many businesses were forced to close, the feeling of being on the edge was palpable. And so at MiiR, we reframed the remainder of 2020 – we encouraged our people to embrace the edge with courage, where not only challenge and discomfort await, but growth,

adaptability, and heightened senses that allow for humility and a posture of listening and learning.

Throughout all this important work, you were with us, supporting us, encouraging us in unique and critical ways. It was keenly felt and keenly appreciated.

As you read through this report, we hope you are reminded of the ways you listened and learned, the ways you faced hardship with courage, and the ways you showed up for others during a seemingly impossible time.

We are in this together, this past year and every year.

With gratitude,

Bryan & Rebecca Papé
Cofounders



OUR IMPACT

Design forward. Generosity driven.

With a mission to empower people for a better future, MiiR is a design-forward and generosity-driven brand. Our iconic line of drinkware products combines beauty, performance, and sustainability. We're a certified B Corp, Climate Neutral Certified, and proud members of 1% For The Planet and The Conservation Alliance.

We recognize that our premium stainless steel vessels – for coffee, beer, food, wine, and everything in between – are commodities that bring people together. And these commodities all rely on three things at their core: water, earth, and the relationship that people have with both. In order to close the loop and support the entire supply chain,

we need to make sure these basic ingredients are considered, cared for and nourished.

With this in mind, MiiR continues to emphasize and celebrate these fundamental elements by aligning our giving projects to support clean water, a healthy environment, and strong communities. Though we look at them individually, more often than not these issues are intertwined and require a holistic approach, one that invites relationship building and evergreen learning.

Because of the work of our nonprofit grantees – this year, four key ones – we are able to come together to drive authentic change within these critical areas.


2020

BY THE NUMBERS



\$1.56
MILLION DOLLARS

TOTAL GIVEN SINCE INCEPTION (7/1/10-12/31/20)



4
HEADLINE US-BASED GRANTS

FEEDING AMERICA
PREEMPTIVE LOVE
BLACK GIRL VENTURES
THE CONSCIOUS KID



7
NEW COUNTRIES OF OPERATION

AUSTRALIA, UK,
CENTRAL/EAST. EUROPE,
SAUDI ARABIA, QATAR,
KUWAIT, TAIWAN



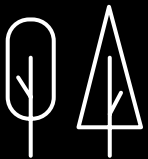
20
SMALL BUSINESSES SUPPORTED

EACH SMALL BUSINESS RECEIVED FREE CUSTOMIIR PRODUCT VALUED AT \$5,000 FOR A TOTAL OF \$100,000



22
POURIGAMI® FRIDAYS

WITH BRAND AMBASSADOR PROPAGANDA @PROPHIPHOP



11K+
METRIC TONNES OFFSET

THROUGH OUR CLIMATE NEUTRAL CERTIFICATION

PARTNER HIGHLIGHTS

In 2020, we granted to four nonprofits in the community-building sector. While this year looked different for each and every one of us – affecting our typical give footprint – we recognized that the only way through is together. We doubled down on our commitment to relentless generosity and supported organizations doing what they do best: being community leaders. We're honored to have supported their work.





FEEDING AMERICA

MARCH 2020

ABOUT

Feeding America is the largest charitable food assistance network in the US, working with 200 food banks and 60,000 food partners across the country. Since the start of the pandemic, Feeding America's network has distributed over 5.3 billion meals to our neighbors.



ALONE TOGETHER

Inspired by the solidarity, camaraderie and compassion our country experienced at the onset of COVID, we partnered with Seattle-based artist Kyler Martz to launch the Alone Together Camp Cup. As a whole, Alone Together struck a powerful chord, resulting in a \$66,000 donation to Feeding America's COVID-19 Response Fund. After all, even when apart, we're together.





Jeremy Courtney, Founder & CEO of Preemptive Love, at speaking event

PREEMPTIVE LOVE

JUNE 2020

ABOUT

Preemptive Love provides relief on the frontlines of conflict in the Middle East, Asia and Latin America.

Their focuses are on creating jobs – providing capital for vulnerable families to start businesses – and creating a diverse community of peacemakers.



ENDURING WITH PATIENCE

In partnership with New York-based artist Dana Tanamachi, we created a capsule collection showcasing elements of functional beauty meant to symbolize the resilience and strength of our global community. \$5 of every Tanamachi Collection product sold directly supported Preemptive Love's work with vulnerable communities affected by COVID-19.





THE CONSCIOUS KID

JUNE 2020

ABOUT

The Conscious Kid is an education, research and policy organization dedicated to equity and promoting healthy racial identity development in youth. They support organizations, families and educators in taking action to disrupt racism in young children.

RESOURCES FOR ALL

As one might expect from an education-based organization, we were greatly encouraged by the education and resources The Conscious Kid makes available and accessible, both for children and adults, on topics ranging from race and racism to Black history. We applaud a cause that so boldly facilitates intergenerational conversations and curious learning.





SUPPORTING ENTREPRENEURS

We exist because of an unrelenting entrepreneurial spirit, made possible by our passionate community of mentors, advisors, supporters and dreamers. This network has allowed for access to resources critical to the establishment and growth of our business. We recognize that, despite having the same passion and drive, not all entrepreneurs have the same access to the financial or social capital these networks often provide.

In the wake of the racial justice movement

that swelled over the summer and taking a cue from our own journey, we looked at ways we could support Black entrepreneurs and founders as they seek to grow their businesses and change the world.

Sharing BGV's entrepreneurial spirit, we value their investment in women-identifying Black and Brown founders. While our relationship with BGV started over the summer with an initial donation, we continued our partnership into the fall.

BLACK GIRL VENTURES JUNE & NOVEMBER 2020

ABOUT

Black Girl Ventures (BGV) focuses on creating access to capital, community, education and leadership development for Black and Brown women founders. Founded in 2016 by Serial Entrepreneur and Computer Scientist Shelly Bell, BGV addresses the unique challenges Black and Brown women-identifying entrepreneurs face in accessing social and financial capital to grow their business.





INTRODUCING **PROJECT #71**

In October, we announced BGV as an official nonprofit partner. Together, we launched Project #71, and we're honored to have provided the capital for the top three winners from both their Washington D.C. and New York City pitch competitions.

"The reason Black Girl Ventures is so important is because they provide a space and a community for Black women to be safe, be heard, and for their ideas and genius to be championed."

- Alycia Levels Moore, BGV Change Agent

BGV continues to fund and scale tech-enabled, revenue-generating businesses. Igniting civic engagement and hyperlocal infrastructure at the intersection of business support services, supplier diversity, social and financial capital, we are looking forward to continuing to support their work into 2021 and beyond.



PURCHASE WITH PURPOSE **ON BLACK FRIDAY**

We're proud to have continued our Black Friday initiative for the second consecutive year. On Black Friday – one of the biggest shopping days of the year – **we donated 100% of all sitewide sales to BGV and their work with Black and Brown women founders and entrepreneurs across the United States.**

100%



STORIES OF
CONNECTION





Rebecca & Bryan hosting a virtual podcast recording

THE EMPOWERFUL PODCAST

2020 HIGHLIGHTS

The MiiR Empowerful Podcast was created to share the profound stories of people positively impacting the world. Hosting the podcast are MiiR's Cofounders and husband & wife team Bryan and Rebecca Papé, who explore the brand's foundational pillars of design and generosity in conversations with authentic, curious and wildly inspirational people.

Nicole Basset, Cofounder & CEO of The Renewal Workshop / @renewalworkshop

Nicole has dedicated her career to the pursuit of merging sustainability and business. Organized around the idea that businesses have multiple responsibilities for generating positive, lasting value, The Renewal Workshop is the leading provider of circular solutions for apparel and textile brands.

[Catch the conversation](#)



Bartholomew Jones, Founder of cxffeeblack / @cxffeeblack

"Love black people like you love black cxffee." A self-proclaimed "soul man," Bartholomew is the brains behind cxffeeblack, an entrepreneurial venture with social implications to reclaim and promote coffee culture and traditions within the Black community through coffee, apparel, music and more. [Catch the conversation](#)



Matt Taylor, Cofounder & CEO of Tracksmith / @tracksmithrunning

Running a business isn't unlike running a marathon. Matt's life took a turn in 2014 when he cofounded Tracksmith, an independent running apparel brand with New England roots that strives to honor the amateur spirit of the running class. Part of our Founder with Founders series. [Catch the conversation](#)



Jeremy Courtney, Founder of Preemptive Love, Author of Love Anyway / @preemptivelove

Jeremy founded Preemptive Love with a mission "to end war." Since the early 2000s, Jeremy and his family have lived near the frontlines of conflict in the Middle East, offering help to those most in need through relief, jobs and striving to create peace.

[Catch the conversation](#)



SMALL BUSINESS SUPPORT CAMPAIGN

5 OF THE 20 WINNERS

With the beliefs that a little can go a long way and to go far is to go together, we introduced our Small Business Support campaign in May. Designed to support the local and small businesses in our communities, brands were nominated to receive \$5,000 of custom product as a way to support one another during COVID-19 and exercise more conscious support of Black-owned brands.

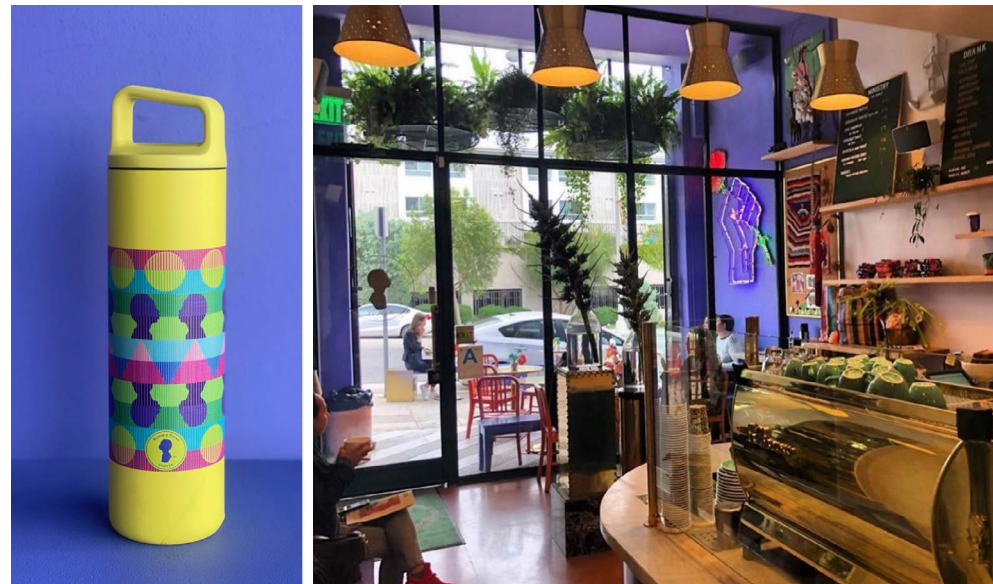
3

Slow Loris Studio
Graphic design and screenprinter out of Guemes Island, WA



1

Bloom & Plume Coffee
Coffee shop and community space in Los Angeles, CA



4

Dom's Coffee
European-style coffee shop in Avon, CT



2

cxfeeblack
Coffee roaster and educational platform for Black coffee culture out of Memphis, TN

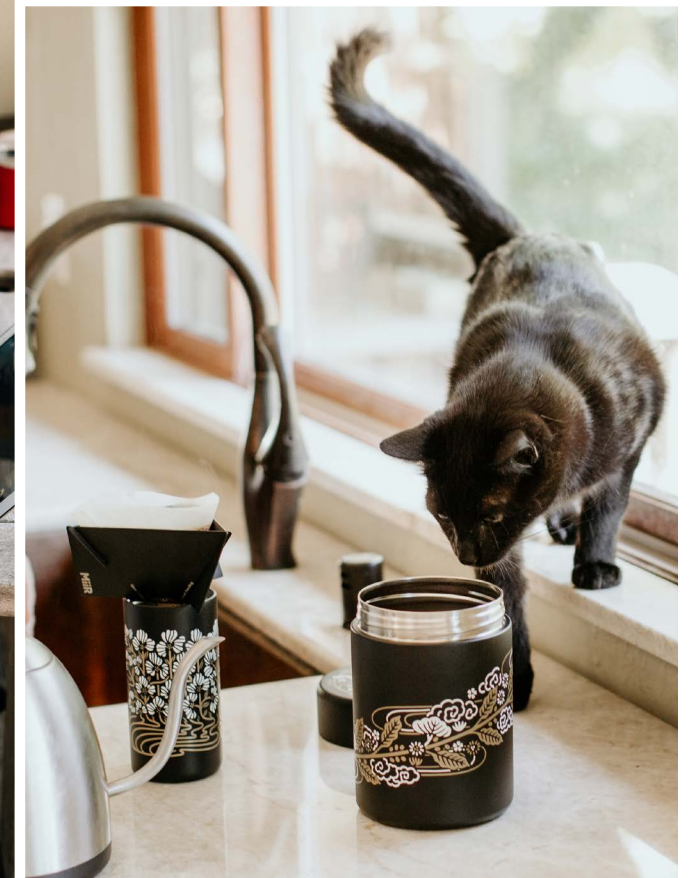


5

Woke Face
Artist collective selling apparel, merchandise, and prints in Portland, OR



BRAND MOMENTS



The events of 2020 likely prompted all social enterprises to double down on empathy, agility and creativity; this was certainly our experience. The year proved to be full of moments of stepping up – but also, at times, stepping back.

Navigating COVID

We exist to empower people – today, tomorrow & always. We’ve lived out our mission statement in various ways over the years, and COVID-19 was yet another opportunity to do so. In light of the initial effects that COVID-19 had on our incredibly supportive and loyal Seattle community, we acted quickly to encourage

the safety of our employees, neighbors, and the broader community by adopting remote work where possible and limiting MiiR Flagship hours as well as transitioning to a grab-and-go model. The health and wellness of our community remains a priority, and we are eager to continue to exercise adaptability.



Your vote is your voice.

In support of four voter advocacy groups, our 2020 Voter Camp Cup’s design honored our country’s diversity by featuring 18 of the more than 350 languages Americans use to communicate every day.

We believe that your vote and your voice uphold democracy, no matter the language you speak. We also amplified our [“Time to Vote”](#) commitment, giving MiiRkats time off to research and vote.

Allyship is a verb, not a noun.

As a brand, we recognize our platform can help shape cultures and mindsets. In 2020, the United States continued to experience the consequences of oppression and racism. In response, we took the following actions:

- We formed an in-house DEIB (diversity, equity, inclusion, and belonging) cohort and shifted a current employee's position to Head of Inclusion & Engagement.
- We began work with the DEIB consultant group, Change Cadet, to deepen our anti-racism work from within.
- We amplified familiar and new Black voices and their resources on our social media platforms, website, Empowerful Podcast series, and Weekend Agenda blog series.
- We continued to fund nonprofit organizations advocating for racial justice on an ongoing basis.



Allyship is a journey; we never expect to arrive. We also understand that we must continue to be active and sustaining in our growth, unlearning, learning, and support of the Black community. As a brand that advocates for the marginalized

and strives to use our platform and voice to lift others, we recognize the commitment and responsibility to always be actively working to become better. Our support and activism for the Black community is ongoing.

MiiR[®]

miir.com / b2b.miir.com

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