



MiiR[®]

2019
Impact Report

***We exist to
empower people for
a better future.***



*Giana Wakim pulls garlic scapes at Viva Farms' 40-acre agricultural park.
📍 Project #45 | Skagit Valley, WA, USA*

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MiiR joined The Conservation Alliance in 2018 and continues to provide support in pursuit of their mission to protect wild places for their habitat and recreation values.



The year of “and”

2019 was a year of addition for MiiR. We expanded our workforce by 37%, added satellite offices in Boise, Idaho and Jinhua, China and introduced multiple new product lines, including the award-winning Pourigami™. We forged new partnerships across the world and in our own backyard, and we were able to look back and celebrate crossing \$1,000,000 in grants to nonprofits over the nine year life of the company.

In the midst of all this addition, we also recognized that a company’s impact is measured by far more than simple arithmetic, and that sometimes addition without intention becomes subtraction. So rather than looking at 2019 as the year of “add,” it became the year of “and.” We released new products *and* committed to offsetting 100% of our 2019 carbon footprint by spring 2020. We onboarded new manufacturing partners *and* urged them to join us in an effort to support source communities. We assisted companies like Everlane, Lululemon, Alaska Airlines and American Express in promoting sustainability initiatives *and* took internal measures

to reduce our own use of plastics. We had record Black Friday sales *and* gave 100% of them to our nonprofit partner Kula.

Intentionality in decision making is something that drives us every day at MiiR. Decisions are not made in a vacuum, and there are layers to every post, every partnership and every purchase. **Our goal is to make decisions that empower people for a better future.** We understand we might not get it right every time, but we have an unrelenting desire to grow and improve, both as individuals and as a company.

We are incredibly proud of our accomplishments in 2019, and even more proud of our partners who work tirelessly to drive positive change day in and day out. Thank you for being a part of the MiiR story and for making 2019 such a resounding success!



A handwritten signature in black ink, appearing to read 'Charlie Clark'.

Charlie Clark
Director of Impact, MiiR



Our impact

Bison on the move in Lower Geyser Basin.
📍 Project #59 | Yellowstone National Park, USA



Purchased in 2019 by nonprofit partner Kula, a coffee washing station awaits renovations on the shores of Lake Kivu in Western Rwanda.

Design forward. Generosity driven.

We are in the business of making premium stainless steel vessels for coffee, beer, food, wine, and of course, water. It's hard to overstate the importance of these commodities. Arguably, not only do the best moments in life take place around one or more of them, but several are necessary for survival. Considering how critical these goods are to our daily lives, it's remarkable how little we stop and think about how they arrive in our favorite vessels.

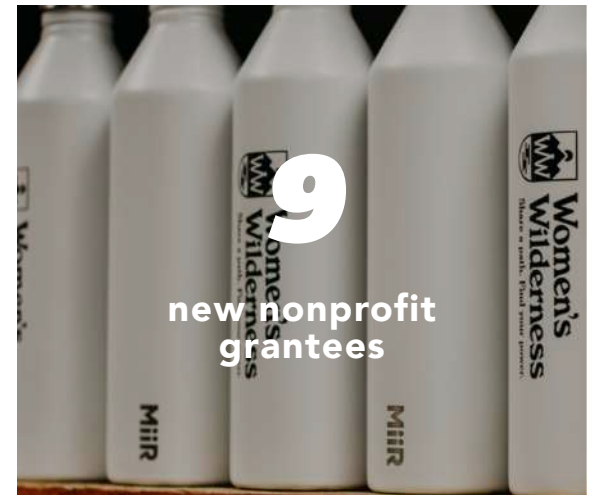
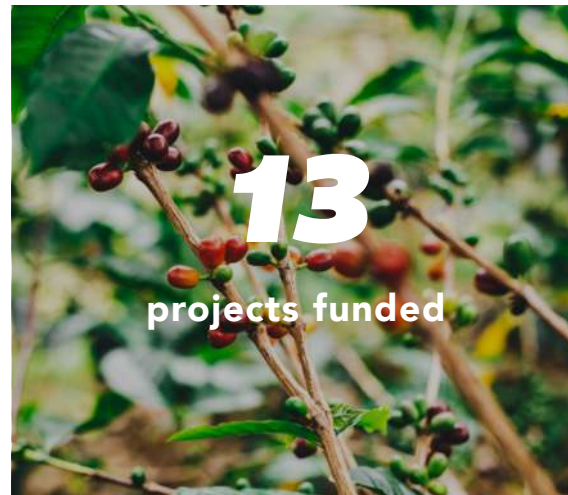
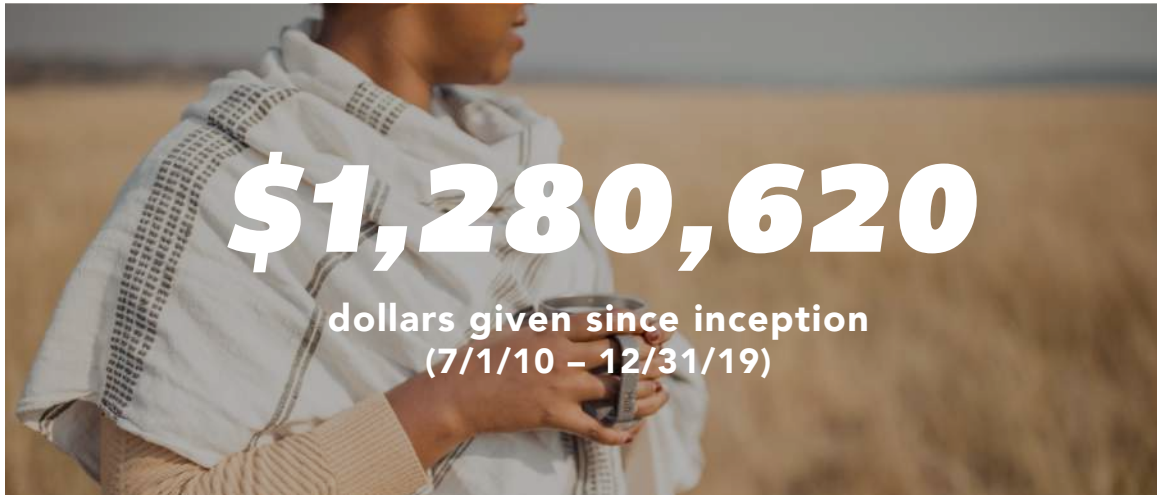
Food, coffee, beer, and wine all rely on three things at their core: water, earth, and the relationship that people have with both.

In order to close the loop and support the entire supply chain, we need to make sure these basic ingredients are 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.

Thanks to the work of our 2019 nonprofit partners, we were able to help drive authentic, sustainable change within these critical issue areas.

2019 by the numbers





Clean Water

Everyone should have access to clean water and proper sanitation. Our Water, Sanitation and Hygiene (WASH) partners develop projects built around community needs and designed for the long term.



Healthy Environment

Our commitment to the environment runs deeper than creating sustainable products. We are actively funding efforts to conserve our wild places while simultaneously fighting climate change through carbon emissions reduction and offsetting.



Strong Communities

We believe a better future belongs to all people. We seek out projects grounded in community and focused on building capacity, advancing inclusion and promoting equity.

Partner highlights



MiiR (front row) x Kula (back row) teams at Kula's office in Kigali, Rwanda in September 2019.

The power of partnership

In 2019 we worked with a total of 19 nonprofit partners and granted to 11, nine of which were newly forged relationships.

In the environmental space we worked alongside Yellowstone Forever (Gardiner, Montana, USA) to fund sustainability and conservation projects within Yellowstone National Park. The official nonprofit partner of Yellowstone, the group works to preserve and protect the world's first national park for generations to come.

Our partnership with Women's Wilderness (Boulder, Colorado, USA) allowed us the opportunity to support the kind of community building we wish

to see everywhere. Women's Wilderness helped to fortify our belief in the notion that diversity and inclusion in the outdoors is not only important, but critical to the sustainability of our public lands and the health of our planet.

Across the globe, in partnership with Kula (Rwanda) we came to understand the landscape of present and future Rwanda, the "darling of the development world." Kula's efforts to eradicate poverty there prove that it's not charity, but business that will make the biggest difference. Their work with coffee growing communities serves as a reminder to us all that **the long road to empowerment is never not worth it.**





"The alpenglow is fading into earthy, murky gloom, but do not let your town habits draw you away to the hotel. Stay on this good fire-mountain and spend the night among the stars. Watch their glorious bloom until the dawn, and get one more baptism of light. Then, with fresh heart, go down to your work, and whatever your fate, under whatever ignorance or knowledge you may afterward chance to suffer, you will remember these fine, wild views, and look back with joy to your wanderings in the blessed old Yellowstone Wonderland."

– Excerpt from *Our National Parks* by **John Muir**



Meet the partner: Yellowstone Forever

Yellowstone provides a place where people can glimpse primitive America. A place where humans share an open landscape with thousands of wild animals, including bison, bears, elk and wolves. A place where a volcano's hidden power rises up in colorful hot springs, mud pots and geysers. A place where people can see all of these things with relative ease, thanks to a road system that connects five entrances with many popular destinations. And every year, more and more people want to experience this remarkable place.

MiiR provided a \$50,000 grant to Yellowstone Forever to fund conservation and sustainability projects within the park, including its native fish conservation program and environmental stewardship initiative, both helping ensure that the ecological, recreational and historical value of the park is preserved for generations to come.

[Learn more](#)

Meet the partner: Women's Wilderness

The important work of Women's Wilderness creates a safe and welcoming place for people of all backgrounds and identities to explore the gifts of the wilderness through year-round outdoor immersions across the west. All of their programs share these important elements:

- Courses are taught by skilled outdoor instructors who also serve as role models that participants can identify with directly.
- Though courses vary in terms of focus on technical skills or personal growth, technical outdoor skills and time in the wilderness are emphasized as a route toward greater self-confidence, self-efficacy and empowerment for participants.
- All courses occur in an atmosphere that cultivates respect, inclusivity and collaboration.

MiiR's unrestricted grant of \$10,000 funded the operations of Women's Wilderness programs like Trailblazers, a three month outdoor immersion program that grew out of a desire to increase the presence of BIPOC (Black Indigenous People of Color, women or non-binary folks who identify with a women's community) in the outdoors while also providing training to support positive, safe and successful hiking, backpacking and camping experiences in outdoor environments.

[Learn more](#)





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“For me, being a woman of color in the outdoors means reclaiming my ancestral connection to the outdoors and to nature, and to focus on that rather than fitting into a mold of what the outdoor industry tells me I need to be.”

– Monserrat Alvarez
Field Instructor and Rock Tech

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"This women's center is big in my life and in my heart. It drives me toward my goal of one day owning my own sewing shop. I have dreams of one day being independent."

– Theodette Uwimana
Liddy Women's Center Fellow



Meet the partner: Kula

Kula eradicates poverty through the development of entrepreneurs in Rwanda.

Kula was founded with the belief that poverty is not a lack of money but a lack of opportunity, and that if organizations could invest in the ideas and businesses of people living in poverty, they could change the future for generations to come. Through Kula's fellowship program, their fellows are empowered to build profitable businesses, raise healthy families, and send their children to school.

MiiR's \$40,000 grant to Kula is funding the operations of their Liddy Women's Center for 2019-2020, where 50 girls have the opportunity to complete the Kula Business Fellowship. The girls, ages 16-22, are learning new skills such as tailoring, weaving and agri-business. Personal development trainings in female health & hygiene, family planning and nutrition ensure that their new businesses are run by the healthiest leaders. But importantly, they will gain all the tools they need to lead a life that reflects the decisions they make, and not the ones generational poverty tries to make for them.

[Learn more](#)

Meet the founder

In September 2019, MiiR visited Kula in Rwanda to better understand their work and strengthen our partnership. What we saw, heard and experienced there changed us.

Getting to know Kula's Founder & Director was no exception. With an easy joy and striking humility and vulnerability about her, Sarah blew us away with her commitment to Rwanda, a country where she feels most at home and in tune with her purpose. MiiR Cofounder Rebecca Papé shares her conversation with Sarah.

MiiR: *Tell us who you are.*

Kula: My name is Sarah Buchanan-Sasson and I am the Founder and Director of Kula, and we are a nonprofit eradicating poverty through the development of entrepreneurs in Rwanda.

M: *We're here in Rwanda now. What drew you here to begin with?*

K: I first came to Rwanda in 2013, just for a trip. Kula was working in three other countries, on programs

that admittedly weren't going very well. But I had studied a lot about Rwanda and its history in college. So I thought, I want to go to Rwanda, just in case I never get another chance. And when I came here, there was this overwhelming, almost spiritual feeling of things not working in the other places because you're not where you're supposed to be. And this is the place you're supposed to be.

M: *Tell us about Kula's work then and now.*

K: Kula has changed and evolved so much over the last seven years. We started in May of 2012, and we look nothing like we did when we first started.

To me, you should always be refining and moving forward and letting the community shape your programs.

My husband and I crisscrossed the country of Rwanda in January of 2014, and the more we talked to people, the more we realized that the needs seemed so simple. They were all coffee farmers and they needed to grow more coffee, they needed a place to sell their coffee, and they needed the training to get their quality up. And that was something that seemed so obvious that we could do as a nonprofit. And we

thought, let's wrap everything up and come here and go deep here instead of super surface in a lot of other places.

M: Kula has branched out in so many ways from its initial support to just coffee farmers. When I think about your program, the word "holistic" comes to mind. How did it take shape?

K: We say, don't make decisions about them without them.

If we are trying to create something that's supposed to change somebody's life, we want them to have a say in how that's actually going to happen.

We started with helping coffee farmers plant more coffee and improve coffee quality through training. Soon they were telling us, we have more coffee now, but we don't know how to do these things. So we took all of that feedback and molded it into a business fellowship. It's industry training that includes our work with women's centers, where daughters of coffee farmers are learning to sew and weave.



Sarah Buchanan-Sasson, Founder & Executive Director, Kula

But then this middle piece, which has been the biggest piece and where we've seen the most outcome, is life and leadership skill development: personal finances, how to create a budget, and one-on-one mentorship the entire time they're in our fellowship that starts with creating a household vision. Answering questions like, "what do you want your family to look like in five years and ten years, and how can Kula work with you in all of those steps to get there?" Because we learned that so often, our fellows just wanted somebody to believe they could actually reach these goals. And for them to hear their mentor say, you can dream that your little girl can go to university, that is within your reach and we are going to be alongside you as you get there, that's powerful.

M: Can you talk about the importance of hiring local?

K: Kula is a staff of 22, three of which are Americans. Hiring mostly Rwandans has been the greatest key to our success. People know them, they trust them, they can communicate with them, they can relate to them. They're cultural translators for us. Aside from that we've created 19 jobs here with many more to come, we hope. And they see our investment in

them, and then they invest in our fellows. And they call themselves Kula family, not Kula staff. We didn't tell them to say that.

M: MiiR's mission statement is to empower people for a better future, and we try to weave that into every relationship we pursue. MiiR and Kula are obviously aligned in a lot of ways. Share with us what our partnership means to you.

K: We are so grateful when we can find people who are committed to the long term just as much as we are. It can be hard to get people excited about something that takes the baseline 15 months to complete. Our success is generational. People ask, "what's your definition of success?" and it's not easily answered. In some sense, it's that 20 years from now, I'm sitting at a graduation of the daughter of one of the ladies that was in our program, because she was able to have the finances, and the dreams, and the belief that she can put her daughter all the way through university. We get to be a part of that. And that is such a long term goal that takes people committed to the long term.

“Empowerment isn’t immediate. It takes so long. And the arc of that is so beautiful, and sometimes messy, and almost always so hard. But it’s never not worth it.”

M: It seems like we have a lot to learn from Rwanda.

K: It can be difficult to get people excited about Rwanda, a place often only known for its genocide 25 years ago.

We originally came here to help move Rwanda forward. But the more time goes on, the more I realize we have so much more to learn from Rwanda. First country to ban plastic bags. More women in government than any other government on Earth. The way they have moved forward, after things that we can’t even imagine to be true during the ‘94 genocide, with such redemption and grace and prosperity blows my mind.

One day I was talking to one of our farmers, and I asked him why he thought Rwanda has come so far in such a short amount of time. And he said, “when you don’t think you’re going to be killed in the night, you’re so ready to make your life better in

the morning.” And it took me a second to realize how literal that statement was. They have already survived the worst possible thing that could ever happen.

What we want people to know is that **while it seems like the world is just burning, there are places where things are getting better.** And that’s this place, and we get to be a part of that story. And we have structured our team so that money goes straight into our work, straight into our communities, and we are ready to use it as soon as we get it. And great things are happening with it - change is happening. And we are seeing it visibly, both in the short term and knowing the future of the long term.

We want people to know that they can easily be a part of all this amazing work and change that’s happening here.



Rebecca Papé, Cofounder, MiiR.



Stories of empowerment

*Shifting Gears graduate Chey helps a young cyclist with her new bike outside the Boise Bicycle Project office.
📍 Project #40 | Boise, ID, USA*



In the Water, Sanitation and Hygiene (WASH) sector, the measurement and evaluation of programming and intervention is critical. In order to ensure authentic, long-term impact, an organization often needs to be tracking outputs, outcomes, efficiencies, demographics and more. Splash, one of MiiR's most respected nonprofit partners, understands the importance of this data better than many.

At the same time, Splash knows that the numbers only tell a partial story. Behind the data are people, families and communities, each with a unique story to tell. In an industry that relies heavily on the infographic, Splash is determined to go deeper and explore the past, present and future of the individuals affected by their work.

We recognize that numbers mark progress, but the stories are what drive us at MiiR.



Pictured (left to right): Splash staff, Ms. Alemye and Tesfaye Dejene, Deputy Headmaster at Nigat Kokeb.

Ms. Alemye Georgis is the school campus director for Nigat Kokeb Kindergarten and Nigat Kokeb Primary in Addis Ababa, Ethiopia, site of MiiR project #54. She has worked in school management in Ethiopia for over 35 years as a teacher and headmaster.

With a love for both teaching and children (she has five her own), Ms. Alemye strives to do her best for her students. That's why she is excited that her students are learning about handwashing with soap, as she has seen firsthand how absenteeism and drop-out rates are reduced as a result, all while increasing student performance.

Ms. Alemye noted that the school previously tried to improve kids' hygiene behavior, but that the hygiene education activities required infrastructure support, which the school lacked. She is committed to change and excited about the work at Nigat Kokeb.

"I believe that the improvements in the school facilities will improve students' academic performance, absenteeism and health. I will strive to make that happen in our school!"

- Ms. Alemye Georgis, School Campus Director,
Nigat Kokeb Kindergarten & Primary

Parents are also excited about the changes. After learning about the importance of hygiene from Splash, Wessen, a PTSA member at Nigat Kokeb, taught her family how to wash their hands and makes sure she brings soap wherever she goes. She's very pleased with the presentation Splash gave to the PTSA and is excited for clean water to be available at the school. She currently boils water for her kids, including her son Dawit, who attends the primary school. She is excited that when Splash installs the filter she will no longer have to change it.



MiiR

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Boise Bicycle Project's (BBP) Shifting Gears program started in 2016 as a more impactful way to address transportation needs for women getting out of prison. As BBP Director Jimmy Hallyburton puts it, "by the time our [previous] programs provided them with a bicycle, they were already slipping through the cracks. It was obvious that we needed to do something different."

For three years, Shifting Gears has provided an answer to that problem by making it possible for women to earn a bicycle while incarcerated. Each week BBP staff visits the prison and teaches the women how to repair kids bikes. Once each participant has repaired 15 bicycles, they have earned a bicycle for future transportation needs.



“Each week the BBP team would come out to the prison and train us to be bike mechanics. We rebuilt kids bikes to be given to kids in need. What a wonderful gift they gave us: the gift of giving back to the community we had taken so much from. In turn we learned a trade, which is something the women in Idaho [correctional facilities] do not get. BBP loves this community. That fact shines through in everything they do.”

– Jett Newell, *Shifting Gears Graduate*

In 2019, after two years of funding from MiiR, the Shifting Gear program officially became self-sustaining. A quarter of the bicycles the women fix are sold at affordable prices through BBP’s bike shop.

The quantity and quality of bicycles the women are fixing now fully cover the expenses of the program. MiiR is incredibly proud to have assisted a partner in becoming less reliant on donor support, and more able to focus on the work that is so critical for their community.

“It’s not very often we have a program that reaches full sustainability. MiiR’s trust and support with two years of dedicated funding really made that possible. It’s been transformative for everyone involved.”

– Jimmy Hallyburton, *Director, Boise Bicycle Project*

[Learn more](#)



📍 Project #65 | Nyamasheke District, Rwanda

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To ensure the ongoing funding of their work, Kula bought a coffee washing station on the shores of Lake Kivu. It gives them the opportunity to process and export green coffee, and by the end of 2021, be 50% self sustaining and by the end of 2023, 100%.

Kula bought Ntango Washing Station for the purpose of improving local coffee farmers' lives and securing financial sustainability for their organization (a coffee washing station is the place where the coffee cherries farmers harvest become the coffee beans we drink).

Coffee farmers there face many challenges. Coffee is the only source of funds for so many people in the area. It's how they put food on the table. It's how they afford school fees and health insurance. Unfortunately,



for reasons largely outside of their control, the money they earn is insufficient. Out of frustration, some families had started uprooting their coffee trees because they weren't producing the expected yield at harvest.

Oftentimes the challenges are simple. During harvesting season, many coffee farmers found it difficult to deliver harvested coffee cherries to the nearest washing station due to lack of transport. In some cases, the only option was to sell them at a low price to those with the ability to move them from point A to point B.

Now that Kula has purchased Ntango Washing Station and renovations are underway, coffee farmers have expressed a renewed hope for the future and believe Kula's presence will change their lives. Those who

previously uprooted their trees have requested seedlings to start again from scratch, with the knowledge that they can now bring their coffee to a reputable washing station and be paid fairly and immediately for their work.

In the near term, Kula will provide farmer field school training where their agronomist will teach best coffee practices and organic pest management. Later, they will provide farm materials like pruning shears and wheelbarrows.

A byproduct of Kula establishing their presence here is the creation of jobs. They have hired more than 150 locals to help with renovations, 60% of which are female. Most of these people are coffee farmers that will soon sell their coffee to Kula, so relationships are forming and trust is being built early on.

Brand moments

SEATTLE
\$1M
A MiiR MILESTONE
25 OCT
2019

SEATTLE
\$1M
A MiiR MILESTONE
25 OCT
2019

SEATTLE
\$1M
A MiiR MILESTONE
25 OCT
2019

MiiR rang in the crossing of \$1,000,000 in giving with a party at its Flagship store in Seattle in October 2019. In attendance were employees, customers, distributors and supporters from all over the world.



Cheers to world change

In October 2019, MiiR reached an incredible milestone: \$1,000,000 in giving to our nonprofit partners, empowering 115,000 people. This marker of generosity was made possible by an entire ecosystem of support. Each and every consumer and business who chose MiiR contributed to its success and helped redefine what it means to be a for-profit company.



Nelida of Pure Nelida Farm has been growing 100% organic produce at Viva Farms since 2010.

“MiiR embodies true partnership with their generous and unwavering support of our work. We are grateful to collaborate with a company that shares our values for creating high quality, long-lasting products that are good for people and our planet. Congratulations to MiiR on reaching this admirable \$1 million milestone, and most of all thank you (gracias, galatoma, dhonnobad) for committing to help us solve the global water and sanitation crisis in the most effective and sustainable way.”

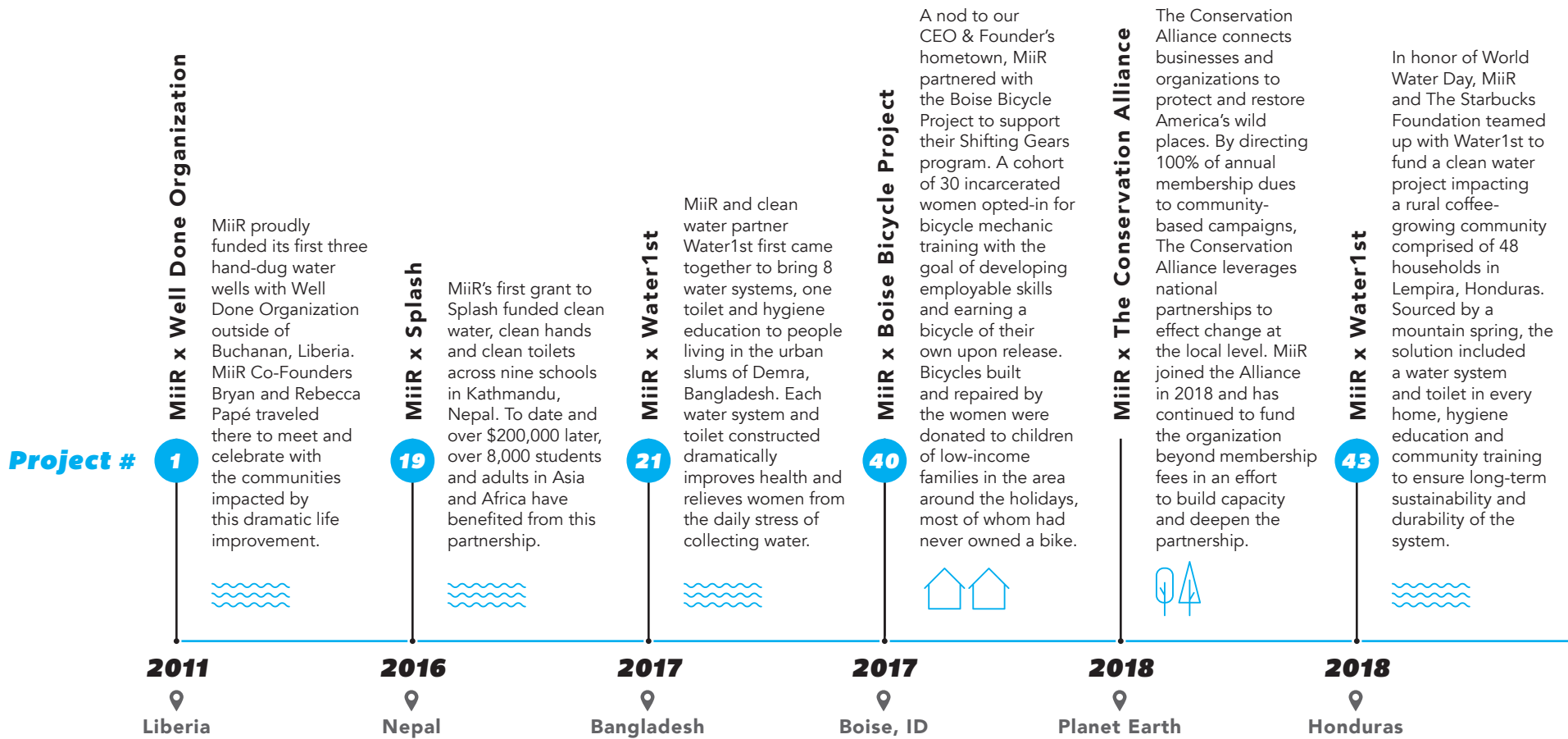
– Marla Smith-Nilson, Founder & Executive Director, Water1st



Santiago and his sister are part of a coffee growing community in Lempira, Honduras that now has 24/7 access to clean water.

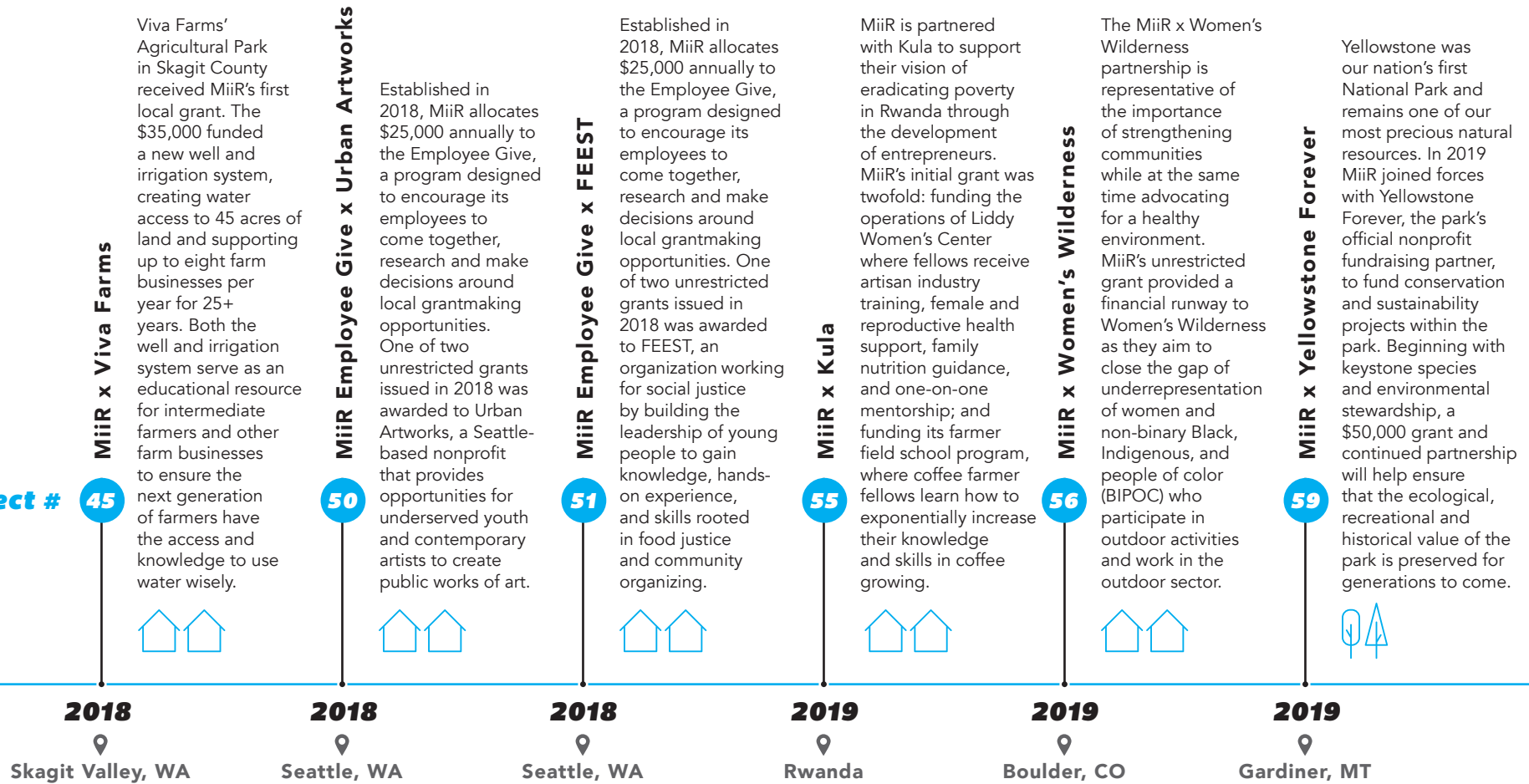
The path to \$1,000,000

In celebration of reaching \$1M granted, we've recapped a handful of projects we are most proud to have supported and best portray the work accomplished (and the work to come) as we continue to drive toward empowering people for a better future.





Project #





Schoolchildren attend Splash's water installation at Eukit Minch Primary School, Addis Ababa, Ethiopia. Photo credit: Gavin Gough

“MiiR has been an exceptional partner with and for Splash over the last five years. They have been so thoughtful toward our work and patient in their role as philanthropists while, at the same time, pushing for strong results, efficient programming, and unmatched transparency about every dollar spent. This milestone is so rare for any company and is an incredible result for their customers. It’s delightful to see them pass this mark – one of many big wins ahead for them.”

– **Eric Stowe**, Founder & Executive Director, Splash

“MiiR continues to be an example of the immense good that business is capable of creating, and by partnering together, we hope to show customers the impact that can be had by purchasing with intention. We’re thrilled to connect them with the stories of inspiring women coffee growers and their families in Rwanda. The more that business and philanthropy can merge in collaboration like this, the more the industry will see that it’s not just a novelty - it’s the way it should be done.”

– **Nic Lauten**, Executive Director of Programs, Kula





We did Black Friday differently.

Tired of the doorbusters and desperate discounting tied to conventional Black Friday, MiiR took a more meaningful approach to kicking off the holiday season by embracing generosity.

Excerpt from a letter from our founder

The more I go through life, the more I see paradoxes and tensions at play in our world. The holiday season is full of them, especially when it comes to Black Friday. The headlines around this time of year create a frenzy. From doorbuster deals and lines for hours to tragic trappings at store openings, the contrast to the day before is stark. Just 24 hours prior to this calculated madness is a day dedicated to being thankful for what we have, spent with friends and family, full of reflection and gratitude.

This tension has always pulled at me, especially while owning a consumer product company.

These past few years we have been particularly inspired by companies who turn the other way on Black Friday by leaning strongly into their values. Our friends at REI have opted for time spent outside. Patagonia has given revenue to causes bigger than themselves.



**WE ARE UP TO
~~NO~~ GOOD THIS
BLACK FRIDAY**

Teaser for our Black Friday social campaign.



In 2019 we too skipped the blowout deals, lines and mobs and instead donated 100% of sales. Every dollar spent with us online and in store on Black Friday was a dollar donated to Kula, which helped them renovate

their recently purchased coffee washing station. There, Kula will process and export green coffee and earn the revenue needed to fund their work, ensuring long term impact.

“We couldn’t be more excited and grateful to work with MiiR on this Black Friday campaign. These sales will go directly to renovating our coffee washing station in Rwanda, so we can be fully ready for the upcoming harvest, ensuring that women will be paid well for their work, trained in their practices, and supported in their businesses.”

– Nic Lauten, Executive Director of Programs, Kula

About the coffee washing station

- Kula purchased the coffee washing station in April 2019 and will open in February 2020, buying coffee cherries from the ladies its program supports.
- The station is located on the southern shore of Lake Kivu in the Nyamasheke District of the Western Province and boasts stunning views.
- 3,000 existing coffee trees on the property will be utilized as both a model training farm and as extra income for Kula through the harvesting of the coffee.
- More than 150 locals were hired to help with renovations - 60% female and 40% male.





2019 employee give

Each year MiiR entrusts its employees with a portion of our grantmaking fund to make decisions as a group. The goal is to enable MiiR team members to live our philanthropic values by participating in a giving program, help team members learn about nonprofits and giving (e.g. the difference between charity and philanthropy), and make an impact in a chosen issue area and people in a geography.

After meeting for six months, hearing from nonprofit leaders and learning about proper due diligence, the 2019 Employee Give team decided on two incredible organizations here in our own backyard of Seattle, WA. Each organization received \$15,000 to further their mission.

The recipients of the 2019 MiiR Employee Give are HERO House NW and Teen Feed.



Teen Feed

Teen Feed works with the community to offer support to meet basic needs, build strong relationships, and ally with homeless youth as they meet their future off the streets. With the tremendous support of the community, Teen Feed responds to the most basic needs of homeless and at-risk youth in the following focus areas: healthy meals and lives, youth support coordination, street outreach, healthcare access, and engaging the community through service. [Learn more](#)

Hero House NW

Three Clubhouses make up HERO House NW, where members living with serious mental illness thrive in communities of hope and opportunity. Clubhouses create a safe space where members living with mental illness can step out of the shadows of social isolation and into the light of a healing community. Through meaningful relationships, Clubhouse members have real opportunities to reintegrate into society by becoming gainfully employed, pursuing education, and attaining stable housing. [Learn more](#)



A herd of bison is grazing in a vast, golden field at sunset. The sun is low on the horizon, casting a warm, golden light over the scene. In the background, there are mountains and a river. The text "Looking ahead" is overlaid in the center of the image.

***Looking
ahead***





Climate Neutral

“The health of our environment is something we take seriously. We pride ourselves on being the solution to the single-use drinkware epidemic that is plaguing our oceans, beaches and waterways, and we lead with our commitment to funding trackable giving projects that support clean water, a healthy environment and strong communities.”

– Bryan Papé, Founder & CEO, MiiR

This year MiiR made the commitment to balance our carbon output, greatly reducing our negative environmental impact. We partnered with Climate Neutral, a third party certification body, to calculate, reduce and offset our carbon footprint. Starting January 2020 we will begin an intensive process to achieve this critical certification. While the road may not be easy, we lean on our mission statement; to empower people for a better future. This isn't just a phrase to us. We believe we cannot celebrate today without looking ahead to the future and trying to improve everything we do with radical transparency.

Cheers to world change!



The Conservation Alliance
Outdoor Business Giving Back to the Outdoors



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The Conservation Alliance
Outdoor Business Giving Back to the Outdoors