

The Stories We Wear

Storytelling has always been a way for us to inspire our community to change the way they consume and remind them that the best piece of gear might be the one they already have. For Worn Wear, we thread that message through “The Stories We Wear,” our YouTube short film series about well-loved gear, as told by their humans.

This past year, we released eight new episodes:



Activist and organizer DeRay Mckesson shares the many places he's taken his iconic blue Patagonia vest, from the White House to Ferguson, Missouri, during 400 days of protests.



Trail runner Jenn Shelton's well-worn red Micro Puff® Jacket reminds her that, despite all of life's curveballs, she still has a place in the mountains.



Repair pro Zoe Zou explains how her Retro-X® jacket has carried her from moving to America and finding community in climbing to starting a career that threads back to her childhood.



Artist Fred White gives us a peek at how paint and a vision can breathe new life into old gear.



Farmer Jesse Smith gives us the backstory on the “battle scars” packed into his Workwear jacket that’s been through farm animals, barbed wire fences and the birth of his little boy.



Artist and Patagonia Mountain Bike Ambassador Brooklyn Bell shares how a pair of mauve Dirt Craft Pants tested her ability to own space in her sport.



Fran Berrocal first learned how to fly fish in borrowed waders. Now as a guide, she has her own pair but pays it forward, loaning out her “new beginnings waders” to friends and clients.



Patagonia Snow Ambassador Zahan Billimoria bought a pair of women’s long underwear from a sale bin when he was 15. It sparked a lifelong commitment to chasing powder.

Real Solutions. Rooted in Real Partnerships.	104
40 Years of Giving	106
Our Grant Guideposts	107
FY25 Grants	108
Grantmaking on a Global Scale	110
What's Holdfast Collective Funding?	111

Grants & Giving

03



A great egret takes flight in the Okefenokee National Wildlife Refuge, Georgia. In June 2025, The Conservation Fund and other philanthropies purchased 8,000 acres near the Okefenokee Swamp, immediately halting the development of a proposed mine, which threatened the swamp and its wildlife. Holdfast Collective kicked in \$2 million.

David Walter Banks

“I look at our philanthropy as not charity but as the cost of doing business.”

—Yvon Chouinard

Dirtbag Billionaire by David Gelles

Real Solutions. Rooted in Real Partnerships.

The biggest environmental victories in history are driven by people-powered movements. Movements that start with strategies, advocates and actions that build off momentum and with investment. Over the history of the company, we have contributed over \$240 million to environmental organizations and learned a lot.

Since 2002, we have certified our donations to qualified environmental nonprofit organizations through 1% for the Planet. In recent years, we've averaged over \$10 million annually and, many times, far exceeded our commitment to donate 1% of sales. Our grant-giving is linked with the core business, making sure it's not just a residual but an integral part of it.



Volunteer trail-building in
Patagonia National Park, Chile.
Eugénie Frerichs

We take a multilayered approach to giving, supporting local groups who understand their rivers, forests and neighborhoods best. Beyond our own commitment to funding grassroots work, we also link arms with other funding organizations or collaboratives because we can't do this work alone. Local wins add up and help build larger support for crucial initiatives like protecting biodiversity, securing clean water and air, and upholding environmental justice. Meet some of the organizations we helped found and provided seed funding for:



The tail of a wild pink salmon in the Tongass National Forest, Alaska. The Tongass stores 20% of the carbon in all US national forests, and it supports wild salmon, bears, eagles and other wildlife. In 2023, the current administration announced plans to strip Roadless Rule protections nationwide, including from the Tongass, as part of a broader push for industrial development and timber production.

Bethany Goodrich



1% FOR THE PLANET

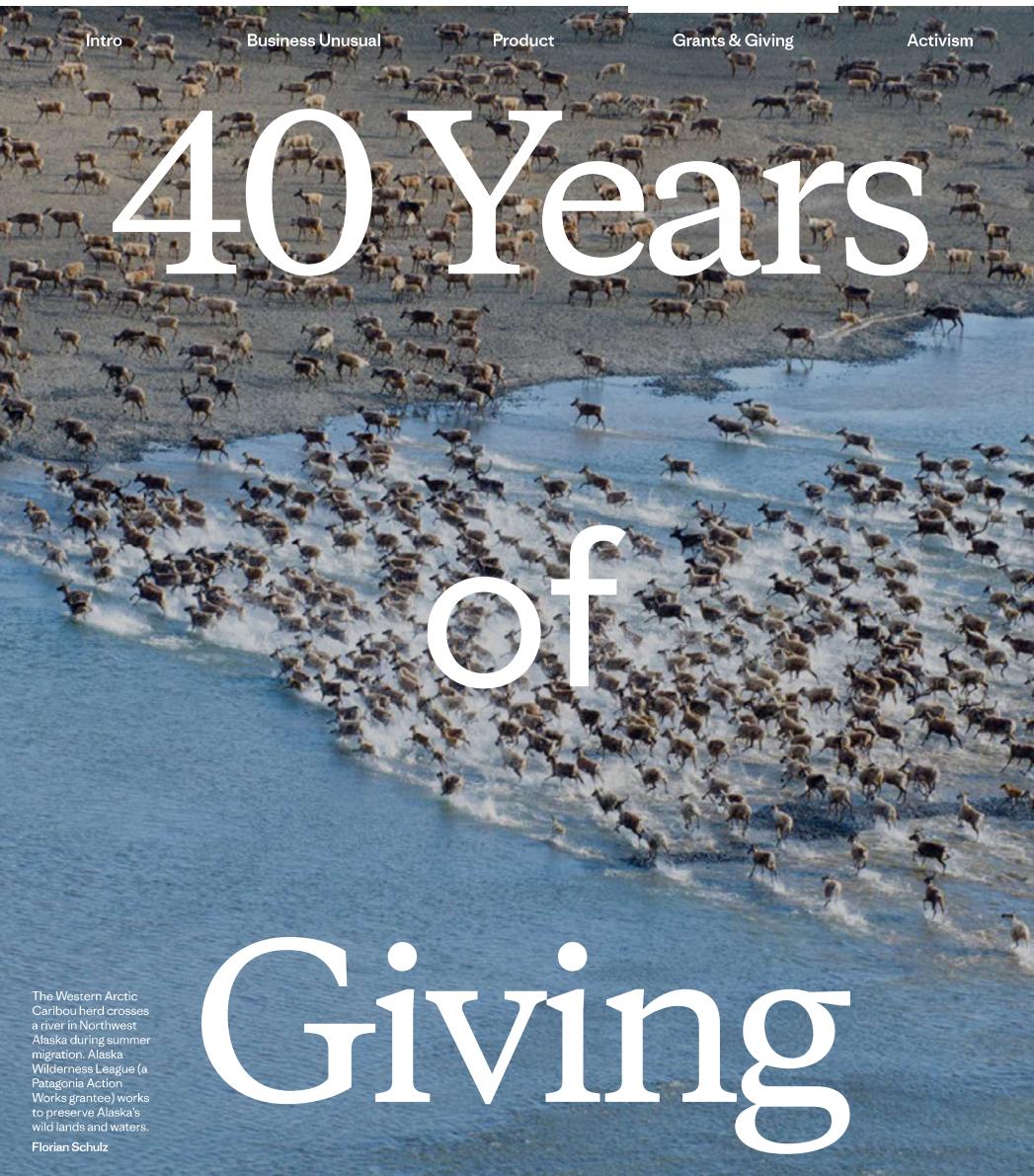
In 2002, our founder Yvon Chouinard and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet on the simple notion that profit and loss are directly linked to the health of the planet. 1% for the Planet is now made up of nearly 5,000 member businesses that donate 1% of annual sales to environmental initiatives, with more than 7,000 vetted beneficiaries worldwide.

THE CONSERVATION ALLIANCE

We co-founded The Conservation Alliance in 1989 to harness the collective power of corporations to fund and advocate for land and water conservation across North America. The Alliance has over 200 member companies in the industry, including REI, The North Face, Keen and Osprey, whose charitable contributions are used to fund grassroots conservation organizations. Together, they've given \$34.5 million to over 317 organizations since 1989. In addition to grant-giving, The Conservation Alliance is committed to advocacy and bringing business leaders to Capitol Hill to rally for conservation. Their work has helped protect 124 million acres and 4,964 river miles, remove or halt 43 dams, purchase 22 climbing areas, and designate 5 marine reserves and 1 national marine sanctuary. Check out their [2024 Annual Report](#) for more.

HOME PLANET FUND

Home Planet Fund is an independent nonprofit that directly supports Indigenous peoples and local communities whose ways of life, now referred to as nature-based solutions, have always been the best solution for protecting Earth's climate and biodiversity. Established with \$20 million in seed funding in 2022, it has five grant-giving programs around the world that serve and protect 1% of the planet's land and waters. Some of their work focuses on areas like "the Third Pole," the largest mass of glaciers and ice sheets outside of the poles and the water source for more than 2 billion people, and Alaska's Tongass National Forest, which stores over a billion metric tons of CO₂. Read Home Planet Fund's [2024 Annual Report](#) to learn more.



40 Years of Giving

The Western Arctic Caribou herd crosses a river in Northwest Alaska during summer migration. Alaska Wilderness League (a Patagonia Action Works grantee) works to preserve Alaska's wild lands and waters.
Florian Schulz

Intro

Business Unusual

Product

Grants & Giving

Activism

Work in Progress Report

patagonia 106

Environmental Grants Senior Director Lisa Myers has been overseeing our 1% for the Planet® grants to environmental nonprofits since 2013. She is also the co-editor of our first *Tools for Grassroots Activists* guide, educating activists on building, amplifying and sustaining direct action.

HOW WOULD YOU DESCRIBE OUR APPROACH TO GIVING?

Change comes from the grassroots. We invest in those closest to both the challenges faced and the potential solutions in play; that learning guides our grantmaking. From the very beginning, the Chouinards were intentional about bringing people into the process. Few businesses let employees into those sorts of decision-making processes, so it was quite revolutionary. And it set our ethos. Our employees can directly influence our grantmaking and make decisions about which organizations we give to. Our retail grants program was our very first, establishing community-based grantmaking programs in all retail store locations. We then established employee-based councils at our headquarters in Ventura, our Reno distribution center and with our wholesale sales representatives. Variations of this model have expanded across our regions in North and South America, Europe, Japan, Australia and South Korea.

WHAT HAVE WE LEARNED?

Grassroots work is effective and continues to serve as a powerful force for good, especially in this age of increased threat and pressures. Damaged ecosystems can recover. Sometimes, one motivated person can make a lasting impact. We've also learned the importance of listening to our grantees and being in partnership with them. We have a unique opportunity as a brand to support the movement beyond writing checks—like our Tools for Grassroots Activists conference (page 119), Patagonia Action Works (page 122), storytelling and capacity building.

HOW IS GRANT-GIVING EVOLVING FOR US?

We are constantly evaluating how we can better support frontline and grassroots efforts, build local power and improve our practices as a grantmaker so that we reduce the burden on grantees. Trust is at the core of what we do, through flexible funding (general support), centering the work around relationships, improving communication, soliciting and acting on feedback, and offering support beyond the check.

WHAT CHALLENGES ARE AHEAD?

We're in a time of unprecedented challenges—regulatory agencies gutted, legal threats to undermine 501(c)(3) organizations, direct attempts to undo decades of conservation, climate and community action wins, economic and political uncertainty. The list goes on.

But we're committed to our grantee partners. In these unstable times, we're developing solutions to get more funding to our partners and, as quickly as possible, moving up grant cycles for expedited grant disbursements. We're encouraging grantees to use our funds to motivate donation match campaigns and to use Patagonia Action Works to engage our audience in their work, and offering general operating support grants. We're also waiving unnecessary reporting requirements and offering our retail stores for community gathering needs.

To learn about some grantees we've supported, head to page 123.



Registering voters in Las Vegas, Nevada. Mi Familia Vota, a nonprofit supported through Patagonia Action Works and our grants program, helps facilitate civic engagement of the Latino community.

John Locher | AP Photo

Our Grant Guideposts

LOCAL KNOWLEDGE

Those closest to the issues are closest to the solutions, which is why we fund grassroots organizations and campaigns and rely on their expertise, like defending SB-1137, a California law that created a 3,200-foot safety buffer zone between oil and gas operations, and places where people live, work and play. When power is built locally, change can shift systems. We encourage work that brings underrepresented communities to the forefront of the environmental movement and defend communities whose health and livelihoods are threatened by environmental exploitation.

LONG GAME

It's essential that we build relationships through our grants program. And that our grantees are at the heart of our grantmaking strategy. We create a continuous feedback loop, asking them how we can better support and respond to their needs in constantly changing political, social and environmental contexts. For nearly 40 years, we've been committed to keeping Big Oil and gas out of Alaska's Arctic National Wildlife Refuge. Relationships with groups like Alaska Wilderness League have been critical to that long-term approach, helping us stay involved and take action no matter how a new politician or policy threatens this important ecosystem.

GO WHERE WE KNOW

We focus on places where we've built connections through outdoor recreation and our network of retail stores and partners, nationally and internationally. We do our due diligence, but we don't micromanage. Patagonia Chicago, for example, has been actively involved in raising awareness and advocating for the shutdown of the Enbridge Line 5 pipeline,

particularly in relation to its impact on the Great Lakes. Our local retail employees are empowered to provide grants, host events and film screenings, and share information to educate the public, like the risks associated with the pipeline, and encourage action.

BUILD ON WINS

Starting from scratch ignores the lessons learned to date. We draw on the history of grassroots environmental movements and understand what works and where further investment can accelerate change. The Stand Up to Oil coalition in the state of Washington has been one of our lighthouses. They've taken their learnings and then created and scaled a playbook to shut down oil and gas development in the Northwest.

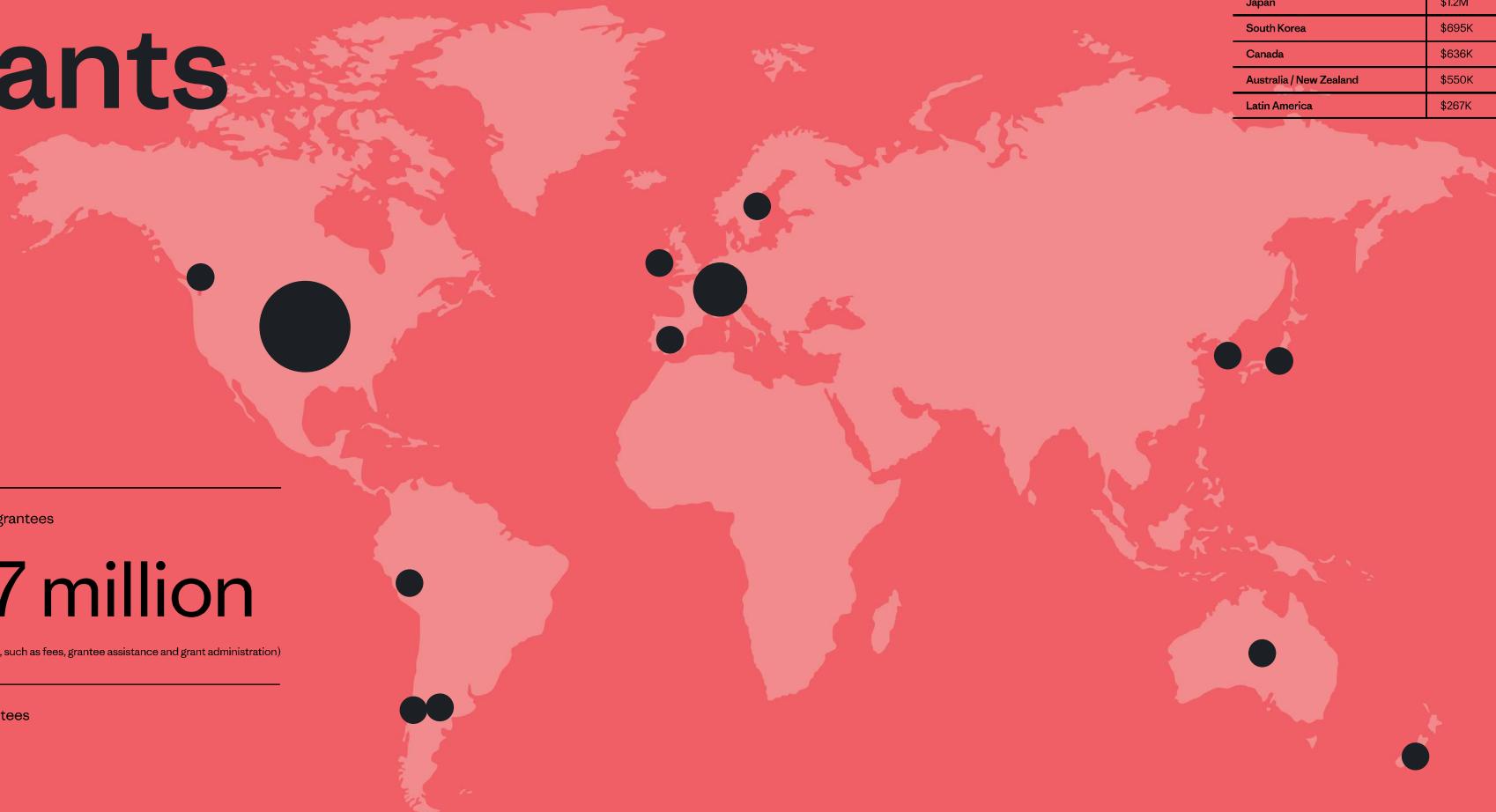
POLITICS MATTER

We support organizations that push for greater environmental protections and force the government to abide by its own laws, like League of Conservation Voters, Mi Familia Vota, Dirtroad Organizing, and State Voices. These groups organize at the local level, helping communities elevate needs and concerns to elected leaders and influence policy.

GO GRASSROOTS

We primarily fund small grassroots organizations because their size allows them to be nimble, bold and deeply connected to local environmental issues. These groups often take direct action and tackle root causes, but they're frequently overlooked by traditional funders. We see their potential to drive meaningful change from the ground up and intentionally support them to amplify their impact.

FY25 Grants



Support provided to grantees

\$14.7 million

(Includes \$1M in-kind support, such as fees, grantee assistance and grant administration)

Total global FY25 grantees

824

Total Funding Across Pillars

Photos: (clockwise from left)
Shane Anderson | Swiftwater Films, Amy
Kumler, David Cliff, Erik Boomer



LAND & WATERS
Public lands, rivers and oceans



AGRICULTURE
Farming and food systems



THRIVING COMMUNITIES
The intersection of health, environmental justice and disaster relief



CLIMATE
Cleaning up the pollution and climate impacts created by the fossil fuel industry

Land & Waters* (44%)

\$6M

Agriculture
(20%)

\$2.8M

Thriving
Communities
(20%)

\$2.8M

Climate
(15%)

\$2.1M

*Funding breakdown totals do not include
\$1M in-kind support

Grantmaking on a Global Scale

Together, the organizations and initiatives we support represent a powerful collective movement united in purpose: to protect, preserve and regenerate our lands and oceans for generations to come. Here's a sampling of grantee work from across the globe:

ARGENTINA

Buenos Aires-based Un Árbol works to create environments and communities that co-evolve with nature, focusing on food sovereignty. This past year, we helped fund their agroforestry project for the Indigenous Wichi community in Salta, Argentina, directly benefiting 250 Wichi students from rural schools and 50 adults. The work has yielded a potential harvest of more than 1,000 kilograms (2,205 pounds) of organic fruits and vegetables, a mill for carob flour production workshops, an educational apriary and organic beekeeping training for 20 locals. In addition to reviving ancestral traditions, Un Árbol's efforts help create more job opportunities for the community.

SOUTH KOREA

The environmental grassroots group Daejeon-Chungnam Green Korea United successfully pushed for the floodgates to open at the Geum River, one of the country's major waterways that has been blocked by the Sejong Dam since 2018. The government has since closed the floodgates again, but Daejeon-Chungnam Green Korea United fought back. They set up tents and have been living and protesting there for over a year, demanding that the gates be opened and, ultimately, that the dam comes down for good.

AOTEAROA (NEW ZEALAND)

Southern Lakes Sanctuary helps revive indigenous wildlife populations in the Lake Whakatipu and Lake Wānaka region of New Zealand. Recently, the team supported pest control and trapping in the Rees Valley ahead of releasing 18 takahē birds back into the wild. Following New Zealand's longest-running endangered species program, the population has now grown to more than 500. We're also supporting freshwater monitoring and restoration projects across the nation, as well as increased protections in the country's Hauraki Gulf—an iconic coastal area currently under review for new conservation measures that could be a model for future ocean policy.

AUSTRALIA

A "sea roots" movement co-founded by Patagonia Global Sport Activist Belinda Baggs, our Australia grantee Surfers for Climate mobilizes surfers to rally for our environment. The group was inspired by the 2019 "Fight for the Right" grassroots action off Australia's southern coastline—which evolved into a national movement that brought together surfers and coastal communities alongside The Wilderness Society, the Great Australian Bight Alliance and Surfrider Foundation Australia. Since its inception, Surfers for Climate has campaigned to ban all new offshore oil and gas in Australia's pristine ocean. In March 2024, the New South Wales Government banned offshore oil and gas exploration, mining, and infrastructure (with an amendment to the Environmental Planning and Assessment Act 1979)—a core demand of Surfers for Climate's "Line in the Sand" campaign.

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Since 2018, we've supported North Atlantic Salmon Fund's (NASF) fight against industrial-scale open-net salmon farming, which has been driving wild salmon to extinction, polluting Iceland's pristine coasts and mistreating the farmed animals. NASF was a key partner in our film Laxaþjóð/A Salmon Nation, which tells the story of a country united by its lands and waters, and the power of a community to protect the wild places and animals that helped forge its identity.

CHILE

Based in the upper Biobío River basin, Kayakimün is a project of grantee Ríos to Rivers and the all-women, all-Mapuche-Pehuenche rafting team Malen Leubü. Together, they host a cultural and outdoor school that empowers Mapuche-Pehuenche youth to become river guardians. The Biobío River, long considered the "backbone" of Southern Chile, holds deep historical, ecological and spiritual significance, and was recently declared a living entity with its own rights by civil society groups advocating for its protection. Once wild and free-flowing, the river was severely impacted by the construction of three mega-dams, which flooded ancestral territories and altered its course. With our support, Kayakimün brought together over 40 children from rural communities for immersive camps that combine kayaking, storytelling and environmental education to help train the next generation of river guardians.

JAPAN

The NGO Kiko Network has been a key support in Japan's Youth Climate Lawsuit, a civil action filed by 16 local young people last summer. They're calling for 10 major thermal power companies in Japan—which together account for approximately 30% of the country's CO₂ emissions—to reduce their emissions in line with the Paris Agreement's 1.5°C target. In 2024, Japan saw more than 97,000 emergency hospitalizations—a staggering record—due to heatstroke. In collaboration with the Kiko Network, our Patagonia Japan team organized 35 events to amplify the work of these activists, including retail events, podcast episodes, and interviews with attorneys and plaintiffs.

UNITED STATES

A grantee since 2001, CalWild is the only statewide organization dedicated solely to protecting and restoring landscapes and watersheds on public lands in California, including the newly designated public lands of Chuckwalla National Monument and the Sattitala Highlands National Monument. These and other spaces provide biodiverse wildlife habitats, clean air and water, and hold significant cultural value for many communities. CalWild operates close to the ground, with direct engagement and empowerment of local public land advocates to realize change at the local, regional, state and federal levels.

What's Holdfast Collective Funding?

In its first three years, Holdfast Collective—the 501(c)(4) nonprofit that was created when the Chouinard family changed our ownership model—has committed more than \$142 million toward planet-healing projects, including work to protect the Vjosa River in Albania and Bristol Bay in Alaska, as well as grants to groups like Earthjustice already distributed with the rest in progress. Holdfast Collective operates on three main principles:

- Spend all funding available every year
- Don't duplicate Patagonia's grassroots grantmaking
- Operate as leanly as possible (the goal is outcomes not overhead)

Holdfast Collective's giving ecosystem leverages the relationships and network of environmental organizations

Patagonia has developed over decades, in addition to peer funders and global NGOs that are working to protect land and water. The nonprofit focuses on nature-based solutions, taking into account the urgency, potential threats, conservation value, full context of the landscape in jeopardy and how the project will be managed long-term.

The work is focused on places and jurisdictions where Patagonia has trusted partners, including in North America, Europe, South America, Australia, South Korea and Japan.

Whenever possible, Holdfast Collective uses funding to unlock commitments to projects from other donors, and so strengthening those relationships is critical.

HOLDFAST COLLECTIVE BY THE NUMBERS SINCE 2022

Acres conserved & pending protection

645,385

Total grants

2,055

Grants in progress

\$10M

Direct land purchase cost

\$17.3M

Grants paid & scheduled

\$115M

Recipient countries

22

Direct land acquisitions

5

Dams bought

1

Here's a selection of what Holdfast Collective has secured in the past year:

Land

- \$5.2 million to protect 8,000 acres of rich, biodiverse land in Clarke County, Alabama, considered America's Amazon.
- A commitment to forever preserve Rancho Cañada Larga, a 6,500-acre, biodiverse-rich expanse in partnership with Trust for Public Land, the Barbareño/Ventureño Band of Mission Indians, and Ojai Valley Land Conservancy. (Patagonia has history here. Years ago, the company and local community fought to protect this landscape from a proposed landfill in Weldon Canyon, which, among other impacts, would have fouled Cañada Larga Creek and the nearby Ventura River.)



Sockeye sashimi at the
Brooks Falls sushi bar.
Bristol Bay, Alaska.
Chris Miller

Rivers

Co-created a conservation easement with the Dena'ina people of Bristol Bay, Alaska, protecting three key salmon spawning rivers, while providing the Dena'ina the continued use of the land and streams and prohibiting the building of access roads to the proposed Pebble Mine.

Food Systems

\$1 million to support farmers in Ventura County who are transitioning to regenerative organic agriculture.

Community/ Health

\$500,000 to Campaign for a Safe and Healthy California to ensure a law to prevent neighborhood oil drilling went into effect, helping defeat a Big Oil referendum.

A Win for Wetlands



Photo: Joshua J. Smith

In 2023, Holdfast Collective committed \$1 million to support the purchase of about 92,000 acres in the Mulga Lands bioregion of New South Wales, Australia. The landscape is marked by alluvial floodplains and swamps with permanent waterholes, ephemeral wetlands, grasslands, woodlands and shrublands that support a variety of plants and animals. The land drains into the Yantabulla Swamp, 24,710 acres of channels and wetlands that are a critical waterbird breeding site.

The area also holds deep cultural significance for the Budjiti People, who have lived on and stewarded this land for over 13,000 years. Its protection creates new opportunities for Traditional Owners to access and participate in its long-term care. In 2024, Mulga Lands became Cuttaburra National Park.

When Holdfast Collective and Others Join Forces



Spawning sockeye salmon stack up in Funnel Creek, Bristol Bay, Alaska.
Ben Knight

Bristol Bay

For more than a decade, nearly 4 million people—including Native communities, outdoor athletes, the commercial fishing industry and Patagonia-supported groups such as United Tribes of Bristol Bay—have opposed the construction of the Pebble Mine in the watersheds that lead to Alaska's Bristol Bay. Yet, mining companies still circled.

Then, in 2022, over 200 shareholders of Aleut, Yupik, and Athabascan descent in the Pedro Bay Corporation sold a

conservation easement on over 40,000 acres of land that they own and would prevent a road needed for the mine. Holdfast Collective contributed \$3.1 million at a pivotal moment, and more donations flowed in; the easement was secured and played a key role in halting the mining project. With it, the tribes of the Pedro Bay Corporation have preserved 14,000 jobs, 20 million acres of the watershed and a \$2.2 billion-per-year salmon fishery, the greatest intact wild salmon habitat in North America.



Gator grin in the Okefenokee National Wildlife Refuge, Georgia.
Larry A. Woodward | USFWS

Okefenokee Swamp

Georgia's Okefenokee Swamp is the largest black-water swamp in the US and home to an immense number of animals, reptiles and birds—many of them rare, a few endangered. For years, it's been under threat from a mine planned for a ridge along its shallow basin and channels, all of which are fed exclusively by rainwater. In June 2025, The Conservation Fund, with the help of several of the country's leading philanthropies, purchased the 8,000 acres where the mine had been proposed, immediately halting its development. Holdfast Collective kicked in \$2 million.

How Our Business Supports Activism	116
We pitch in ourselves.	117
We speak out.	120
We created Patagonia Action Works.	122
We're building a community of activists.	125
We make it easier to vote the planet.	127
We hire athletes who are activists.	129

Activism



Protecting the places we play: Paddlers call for the removal of a dam blocking the Soča river in Slovenia.

Mitja Legat

“By supporting grassroots activists with tools, training and support to present their position clearly and effectively, we do as much good as giving them financial support.”

—Yvon Chouinard

Tools to Save Our Home Planet: A Changemaker's Guidebook

How Our Business Supports Activism

The environmental nonprofits we partner with through 1% for the Planet have big ideas, low overhead and small teams at the helm. Sometimes, a check is what's most helpful to keep the lights on; often, what we offer beyond the check can make the bigger difference.

It starts with our employees. We encourage all 3,700-plus of our employees to use paid time to build real-life relationships with our grantees and exchange knowledge, time and tools in the process—whether that's volunteering, hosting events or running educational trainings.

We also realize that our reach goes beyond our employees. Since the '80s, we have used our brand voice and resources to launch national campaigns with our grantees to raise

awareness of environmental issues we care about and compel our audience—employees, customers, outdoor athletes and curious citizens alike—to take collective political action.

Our campaigns showed us that our audience has a big appetite for learning about and engaging with environmental causes. And over the years, our grantees made clear that connecting directly with our community could help them unlock a bigger base of supporters. So, in 2018, we launched a digital platform in the US called Patagonia Action Works to broadcast the messages of our grantees and allow anyone with an internet connection to discover practical ways to support our roster of partners (more on page 122). To this day, whenever our partners upload a request, we call on our community to act.



Laptops off, signs up. Patagonia employees at the Protect Our Parks rally at Channel Islands National Park's Visitor Center in March 2025. Ventura, California.
Tim Davis



Digging in at the Frontline Action on Coal camp in Queensland, Australia, where Patagonia Global Sport Activist Belinda Baggs (left) and friends rolled up their sleeves.

Emma Bäcklund

01

We pitch in ourselves.

We've built a business model that encourages our employees to lend a hand to our grassroots partners. What our employees find, year after year, is that these experiences enrich their lives outside of work, transforming the way they see their own impact on the world. It's a win-win for grantees and employees alike.

VOLUNTEER HOURS

All employees across our regions have access to volunteer hours—paid time to get out and into the community. In the US, all regular employees receive up to 18 paid activism hours per year (4 hours for seasonal and fixed-term employees). This past year, our global employees volunteered over 27,000 hours with nonprofits.

Here's what a few employees had to share:

"I've used my activism hours partnering with a local conservation group to clean Longwood Park in Gainesville, Georgia, a few years in a row. We've successfully removed several pounds of debris from waterways, paved park paths and natural areas. It is particularly meaningful to see volunteers, their partners, children and even pets come together to contribute to this cause. Connecting with like-minded organizations, sharing moments with Patagonia folks in the area, learning their stories and improving a space for all has been an incredibly rewarding experience."

—**Kimberly Wiese** Customer Experience Supervisor, US

"Our IT team partnered with the Sugar Pine Foundation in Lake Tahoe, California, to replant a fire-damaged forest near Mount Rose. The organization harvests seeds from trees resistant to blister-rust fungus, and the volunteers plant saplings. We spent a beautiful fall day working through the burn scar, hoping this regrowth will better reflect the old forest that once covered the Reno-Tahoe region. It's a unique, delicately balanced landscape, where low alpine meets high desert. Watching people plant in this remote area and turning around to see Reno in the valley below was a powerful reminder of this truly amazing place we're lucky to call home."

—**Brendan Lewis** Senior Integration Engineer, US

"It started out as a simple idea: to share something meaningful with my child at a place where I spent countless hours walking the trails. We joined a local tree-planting festival at Shonan International Village Meguri-no-Mori, a place many Patagonia colleagues helped restore while learning and reflecting on forest regeneration. The work was tough—planting on steep slopes under the sun—but the sense of purpose was undeniable. We weren't just planting trees; we were reconnecting with the land and each other."

—**Kenji Hirano** Customer Experience Guide at Yokohama retail store, Japan

WE BAIL OUR PEOPLE OUT

Since 2016, we have provided bail coverage (where applicable) for all current full-time, part-time and fixed-term employees. In 2019, we closed our stores and offices so employees could join the Global Climate Strike. In 2022, following the overturning of Roe v. Wade, we continued to offer that support to employees advocating for reproductive justice. In the US, our policy extends to an employee's spouse or domestic partner if they're participating in the nonviolent direct action, too. This policy ensures that employees who take a stand for causes aligned with our values aren't left to shoulder the consequences alone.

To utilize our bail policy, employees must first attend nonviolent direct action (NVDA) trainings. We have hosted several trainings for employees, most recently in the summer of 2024 at our Ventura headquarters. The training offered a brief history and philosophy of NVDA, built skills around action logic, decision-making and communication, and developed participants' familiarity and comfort with commonly used NVDA equipment (such as PVC lockboxes, U-locks, chains and blockade equipment). The training culminated in a role-play exercise, during which participants ideated and mobilized on a peaceful act of civil disobedience and communications strategy.

WINDOW DRESSING FOR A CAUSE

We regularly commission local artists to transform our storefront windows into murals that build awareness for grassroots organizations and environmental issues impacting the region. In June 2024, for instance, our Santa Cruz store debuted a mural by artist Wyatt Hersey that highlighted the efforts of our grantees Black Surf Santa Cruz, Common Roots Farm, and Shared Adventures, a nonprofit founded by Foster Andersen, who survived a severe spinal cord injury and provides recreational activities to people living with physical and/or developmental challenges.

RETAIL STORES ARE ACTIVISM HUBS

Our retail stores are more than just places to shop for our clothes: We like to think of them as community hubs where locals can learn about environmental organizations and issues in their own community and get involved. Walk into any of our retail stores and you'll get a sense of the neighborhood nonprofits and causes the store supports. If you visit after regular store hours, you might come across a community event put on by our grantee partners and hosted by our retail employees. (Of course, we outfit our nonprofit partners, too.)

We also find this approach to retail helps us find and serve new friends in new places—like the Kiwis in Auckland and one of our newest retail locations in Queenstown, New Zealand, where they invited WAI Wānaka, a community organization that advocates for rivers and lakes, to host a healthy waters event. Veronica Rotman, a marine scientist, also spoke on microplastics. At the newest location of our SoHo store—which moved from Greene Street to a more intimate space on Crosby Street in February 2025—our retail team has hosted monthly repair parties and a multimedia fireside chat with Alaska-based photographer and conservationist Florian Schulz.

RETAIL GRANT COUNCILS

Our Retail and Wholesale Grants Programs support grassroots activist organizations that have direct-action agendas and are working on strategic, multipronged campaigns to preserve and protect the environment. We support local groups that work within the communities of our retail stores and wholesale dealers throughout the US and Canada, and who focus on local habitats and frontline communities. Retail and wholesale employees review proposals and make funding decisions, awarding grants to organizations that work on the root causes of problems and approach issues with a commitment to long-term change.

Activism



Atlanta Customer Experience Guide and Activism Coordinator Emily Cruse accepts the River Champion award on behalf of Patagonia at the 2024 Georgia Rivers Gala.

Emily Cruse | Patagonia Archives

ON THE STOREFRONT LINES

"I've been with the Atlanta Buckhead store for over six years, with most of that time as an activism coordinator. I coordinate grant decisions, manage product donations, collaborate on events and oversee activism hours. Through this work, I've built deep relationships and strengthened our connection to local organizations such as Georgia Rivers (previously Georgia River Network) who's been a grantee for many years. We supported their efforts to protect the Okefenokee Swamp by hosting events from yard-sign distribution to film nights to educational tabling and petition signings."

—Emily Cruse Atlanta Customer Experience Guide and Activism Coordinator

TOOLS FOR GRASSROOTS ACTIVISTS

Since its start in 1994, we've hosted a Tools for Grassroots Activists conference every two years in the US and have brought together more than 1,400 participants for an event that's part-business seminar, part-training workshop, part-good time. These multiday conferences are a chance to share inspiration and gain practical skills, including how to become more effective in devising, executing and amplifying campaigns. At our most recent US conference, we hosted roughly 85 environmental activists at the Stanford Sierra Camp in South Lake Tahoe, California.

And we've taken these Tools conferences global. In 2024, our South Korea team hosted a training for over 100 activists in Gangwon Province, South Korea. And this past June, our European colleagues hosted 60 or so activists on the Una river in Bosnia and Herzegovina.

In April 2025, we also published *Tools to Save Our Home Planet: A Changemaker's Guidebook*, an update to our first edition published in 2016, featuring practical tips and hard-won lessons from 56 environmental leaders we've supported and collaborated with over the years: including Annie Leonard and Deepa Padmanabha of Greenpeace, Carlos Duarte of Mi Familia Vota, and Bill McKibben, co-founder of 350.org and Third Act. Their timely, actionable insights and examples—in the form of how-tos, case studies and essays—span fundraising, grant writing, lobbying, inclusivity, nonviolent direct action and when to sue for change.



02



Honoring the Red Road totem pole in Washington, DC, July 2021. Carved by the Lummi Nation's House of Tears carvers, the pole was delivered to the Biden administration from Washington state to raise awareness for protecting sacred tribal lands.

Jemal Countess | Getty Images for Native Organizers Alliance

We speak out.

In 1988, we initiated our first national environmental campaign to stop the urbanization of Yosemite Valley. Each year since, we have undertaken a major education campaign (sometimes multiple) on an environmental issue. We took an early position against the globalization of trade, especially in places where it can compromise environmental and labor standards. We have argued for dam removal where silting, marginally useful dams compromise fish life. And we have supported wildlands projects that seek to preserve ecosystems whole and create corridors for wildlife to roam.

The work is sometimes messy, too. That's why we invest in long-term relationships with our grassroots partners. Show up, learn, adapt, then celebrate wins and assess needs if there's a setback. More importantly, we're learning to step back—so the activists who are closest to their communities and issues can lead the work. Learning from their everyday efforts has been key to showing up respectfully, funneling our resources effectively and scaling impact.

INTERNATIONAL ENVIRONMENTAL WINS

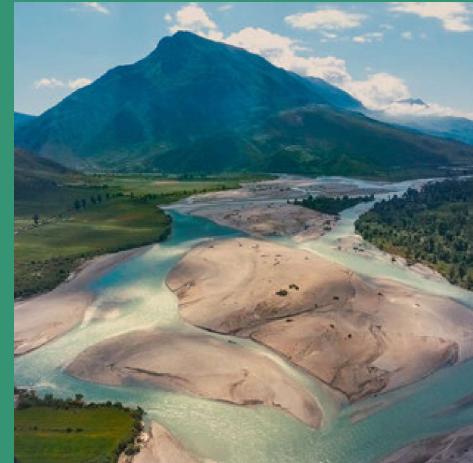
As our company has grown outside the US, our activism campaigns have, too. Check out some of these rad environmental wins made possible by our regional colleagues.

Vjosa Forever

In March 2023, the Albanian government designated the Vjosa River—one of the last wild rivers in Europe—a wild river national park, the first of its kind in Europe. The Vjosa and three of its main tributaries are now protected in perpetuity; regulations ensure the river remains free-flowing and provide legal protections for the 1,100 animal species that live there—and the 100,000 people whose livelihoods, culture and way of life have been tied to a wild Vjosa for centuries.

As you'd expect, this historic win didn't happen overnight. It began, in any real sense, more than a decade earlier, with three grassroots organizations, EcoAlbania, Riverwatch and EuroNatur—all Patagonia grantees that we further supported with the Blue Heart of Europe campaign and [film](#). (We continue to partner with these organizations and others to stop destructive projects across the Balkans' many pristine rivers.) EcoAlbania received a 2025 Goldman Environmental Prize for their advocacy work on behalf of the Vjosa.

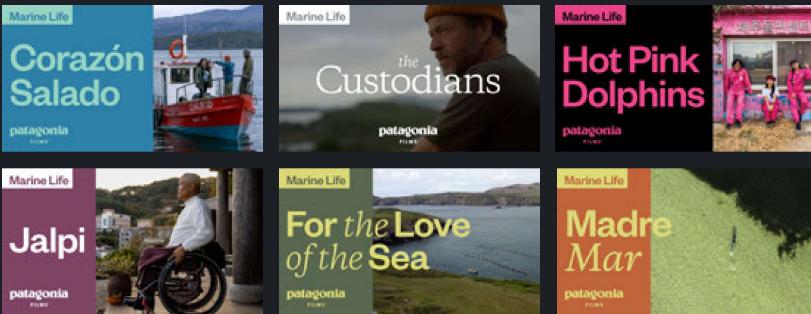
And we're not done supporting them, either. We are continuing to partner with the International Union for the Conservation of Nature and the Albanian government to ensure the Vjosa Wild River National Park management plan is properly implemented.



The largest free-flowing river in Europe: the Vjosa.
Leeway Collective

Regional Hits

- When South Korea set an ambitious goal to expand its network of marine protected areas (MPAs), our South Korea team rallied a number of groups, advocating for marine biodiversity and coastal community resilience. It was a group effort that we're proud to have been involved in; in 2023–2024, South Korea designated five new MPAs.
- Recently, Australia announced plans to declare 30% of its ocean “highly protected” by 2030. Some 52% of Australia’s ocean area had previously been declared Marine Parks since the late 1990s, giving different levels of protection to wildlife and habitats, but currently only 24% has levels of protection that keep out all forms of fishing and extraction. Our compatriots Down Under are working to strengthen the quality of these protections for the conserved areas and to make sure they’re enforced.
- In Japan, biomass has been touted as a renewable energy source, but we disagree. This biomass, really wood pellets, comes from clear-cutting old-growth forests in British Columbia. Our colleagues in Japan supported Global Environmental Forum to collect and submit nearly 20,000 signatures to the Ministry of Economy, Trade and Industry. During the campaign, large-scale biomass power generation mainly using imported fuel was excluded from the renewable energy subsidy program, a major shift.



Short documentary films from *Marine Life*, our series about people protecting our oceans across the globe. See the complete list of films [here](#).

Into the Deep

Our [oceans campaign](#)—which launched in June 2023 and had a second wave of new films and calls to action through early 2025—was our first global collaboration around a single environmental issue. The goal was to create a huge network of mobilized activists around the world. Here are some highlights, by the numbers:

- 250,000 signatures and 17 ocean NGOs coming together to ban bottom-trawling in protected areas (the UK, Greece and Sweden have since announced plans to end the ecosystem-destroying practice)
- 2,000+ attendees at 13 ocean activism events across Australia, leading to 594,806 cumulative campaign actions between Patagonia and NGO partners
- 17 coastal pilot programs in Japan to develop enhanced conservation measures for long-term marine sustainability

All Dams Are Dirty

RENEWABLE ENERGY ISN'T ALWAYS CLEAN.



The Idabar Dam was built in 1959 and decommissioned soon after it went up, when the Baščica River began fracturing it. The failed structure became a symbol in our campaign to Save the Blue Heart of Europe. Konjic, Bosnia and Herzegovina.

Andrew Burr

The truth is that many energy sources labeled “renewable” have significant negative impacts. For example, hydropower coming from large and small dams and reservoirs, while making up the majority of the renewable energy mix in many regions, is far from zero-carbon or emissions-free. When examined over their full life cycle, dams and reservoirs contribute significantly to climate change through greenhouse gas emissions from reservoir surfaces and turbines, and through reduced carbon sequestration from flooded forests and grasslands.

This infrastructure, often in place for 50 to 100 years, also compromises the health of rivers, impacts endangered species, displaces human communities, and can disrupt ancestral cultural practices. Given the wide range of environmental impacts from biomass and hydropower, an ideal approach for true renewables focuses on energy efficiency and low-impact energy sources that avoid harming humans, wildlife and sensitive habitats.

We advocate for and support community groups working to advance a just transition toward these lowest-impact energy sources. The pace and outlook for transition vary greatly by region and country—as do the resources available and political will. But, even as that transition takes time, we’re actively pursuing electrification and decarbonization projects in our supply chain (see page 91) as well as advocating for them more broadly, too.

03

We created Patagonia Action Works, a social network for environmental activism.

"What more can we do?" That's what we asked our nonprofit partners back in 2016. Multiple surveys later, an answer started to emerge. Our partners wanted a way to amplify their message, grow their supporter base and gain access to professional skills.

Not only were our partners wanting more support, but also, all around the country, people were ready to step up to donate, attend events, sign petitions and volunteer their skills. We wanted to create a scalable, well-designed tool that would tie together what our grantees wanted in terms of support and provide tangible ways for our audience to link arms with them.

We put our heads together and launched Patagonia Action Works in 2018. The skill-based volunteering platform, Catchafire, helped us build and refine the program that's live today.

The platform is intentionally straightforward: Our nonprofit partners post "actions" to their profile and then individuals who visit the website can choose the action that's right for them. That can look like attending an event, signing a petition or donating to a cause. An action can also be a bigger lift, like donating time to build a landing page or providing expert legal counsel.

Over time, we've found that groups on Action Works fall into three general buckets:

- Those wanting to spread the word for their cause. We can help by providing coalition-building and social media amplification.
- Those looking for donations. We have a donation tool that makes it easy and covers all transaction fees for any eligible organization in the US or Europe.
- Those looking to grow their organization. We can help by hosting actions that include everything from graphic design, HR consulting, web development and more.

First offered only in the US, Action Works has since expanded to Canada and Europe. Since we launched the platform, more than 500,000 people have provided over 2 million actions across 3,000 organizations.



Answer with action.
Patagonia Action Works launch event at our SoHo store, New York.
Forest Woodward



SKILL-BASED VOLUNTEER

Ocean Blue Project

When shielded by marine protected areas, plate corals in danger of bleaching show promise of recovering faster.
Great Barrier Reef, Australia.

David Doubilet

"Ocean Blue consistently receives high-quality content and graphics for social media and web campaigns," says Karisa Arterbury, Ocean Blue Project's director of operations. "Whenever we require additional assistance, more often than not, a dedicated volunteer steps up to complete the task, eager to support our cause." Action Works' network of doers and makers also helped Ocean Blue build their leadership team.

What started in 2018 with \$8,000 in grants has blossomed into skills-based projects valued at \$1.4 million, all benefitting Ocean Blue Project, a national nonprofit working to protect and restore oceans, beaches and rivers. Through Action Works, we have supported 330 skills-based projects, including copywriting, translation, website updates, data crunching and more. That helped multiply the impact of our giving—a return on investment of more than 17,000%—all while connecting the group with hundreds of new supporters and advocates.

SKILL-BASED VOLUNTEER

Buffalo Field Campaign



Volunteers (and kiddos) from the Buffalo Field Campaign spread the good word in Montana.
Aubrey Trinnaman

Buffalo Field Campaign (BFC) is a nonprofit that exists to protect Yellowstone's wild buffalo herds and other native wildlife. They work with all people, especially Indigenous Nations, to honor and protect the sacredness of these animals. In 2023, BFC wanted help sharpening their visual identity ahead of an important summit. Angela Ferdig, a graphic designer, donated 15 hours to save the organization \$2,400.

"Angela hit the nail on the head with a logo design that is thoughtful, creative and powerful," says BFC President Justine Sanchez. "She blended aspects of culture, history, color and design elements that are simple yet tell a story. I can't underscore enough the importance of Angela's depth of understanding and care in creating this logo."

Work in Progress Report

SOCIAL NETWORKING

Akin to an in-house agency, the Action Works team creates pro bono paid media advertising (under the Patagonia brand) for participating grantees. This allows our smaller, scrappy partners without a communications team to lean on our brand recognition and connect with supporters on Nextdoor, Reddit, Snapchat, LinkedIn and more—and all at no cost to the group.

Grantee members can request support for everything from local events to petitions to blog posts and fundraising asks, and we'll drive impressions and traffic to the group's desired landing page. In FY25, we processed over 1,800 campaign requests in North America alone.

FLEX CAPACITY

Small teams, tight budgets, big goals: Nonprofits are continually up against their limits. In 2021, when we conducted a Grantee Perception Report in partnership with The Center for Effective Philanthropy, grantees let us know they could really use help building programs around fundraising, messaging, skill-building, and incorporating equity, diversity and inclusion practices in their organizations. So we added more resources for our grantees.

Since then, 3,292 grantees have participated in trainings, from larger webinars to one-on-one coaching, to help strengthen skills within their groups. One example is our Adaptive Leadership cohort program, a series of digital trainings for small groups of executives who want to better understand their leadership styles and workshop real-life challenges. We also support grantees with earned media by building press lists, drafting op-eds and advising on press releases.

“From the ads you ran, we raised over \$57,000 from 131 donors. Pretty incredible!”

—Libby London Communications Director, Save the Boundary Waters

PATAGONIA ACTION WORKS WINS FOR FY25

North America

496 groups submitted
3,821 actions

Total actions initiated

840,596

Hours donated via skill-based volunteering

10,152

Dollars grantees saved by using skill-based volunteering

\$2,061,599

Average donation through
Patagonia Action Works

\$119

Total FY25 donations through
Patagonia Action Works

\$45,954

EMEA

92 groups submitted
1,491 actions

Total actions initiated

212,738

Hours donated via skill-based volunteering

1,606

Dollars grantees saved by using skill-based volunteering

\$368,485

04

We're building a community of activists.

There is always a lot happening at any given time, and our goal isn't just to support a grassroots organization once during a crisis. It's to enable a movement that can help communities in the long run. To do this, we are very intentionally building a network of grantees (using Patagonia Action Works) as well as cultivating a broader community of activists, many of whom might never identify as activists, but rather as good neighbors, discerning shoppers or fellow citizens.

Anyone who takes action with Patagonia—whether they are participating in one of our national advocacy campaigns, donating to one of our partners at checkout or just visiting the Action Works site to sign a petition—automatically joins what we call our activist community, an entirely separate audience for which we care and keep. If they've opted in, they'll receive emails and SMS messages with tailored actions and environmental stories that we want to amplify to our audience.

Many organizations speak of “laddering up”—tracking, measuring and moving customers up a metaphorical ladder, or building campaigns and narrative journeys that attract, engage and then, hopefully, convert to greater involvement over time. Just as a sales funnel aims to increase transactions, the ladder of engagement gives focus to our advocacy goals of converting our audience into more engaged citizens. And for this, we've developed a strategy we affectionately call not laddering up, but “rivers.”

In order to better serve our activist customers, we research how our audience pursues their interest in outdoor sports, conscious consumption and the environmental crisis. For our analysis, we draw on the behaviors (not personal info) of people responding to emails, SMS, paid media, organic social, retail and web. We notice where our audience's different interests, or even personas, overlap, conflict and flow (hence, rivers). Depending on the audience's level of past engagement and interests, we suggest new ones.

For example, we don't just make it easy to donate through Action Works; we also offer a donation at checkout. Donating through Action Works allows someone to select a group they're passionate about—giving up to \$10,000. Offering donations at checkout makes it easy to do while you're already engaging with us in other ways.

Discovering that most of our customers vote, we've focused more on volunteering for canvassing or poll work during the last couple of election cycles.

To support campaigns for Oak Flat in Arizona and Little Cottonwood Canyon in Utah, we've focused on the climbing and snow sport communities most invested in the protection of those areas. There is still a lot of work to do here, but we see great potential in activating the people already in our network. Take, for example, the way this network mobilized to protect Bears Ears National Monument.

