





# MESSAGE FROM

Caribou Coffee's aspiration is to become the community place our guests love. While our aspiration may sound idealistic, it includes realistic words that matter greatly to us, community and love. We want our guests to love their experience and our team members to love the company they work for. Community and love are essential to "doing good" at Caribou Coffee.

While Corporate Social Responsibility (CSR) is how many refer to their sustainability efforts, we put our own unique name on it and call it simply "Do Good." However, Do Good is more than a name, it's one of our seven company strategies.

Our "Do Good by Doing Well" strategy includes making an impact at origin, exploring and implementing environmental best practices in our stores, engaging our communities, and ensuring our team members work in an extraordinary environment.

When it comes to origin, we are the only U.S. coffeehouse to achieve 100 percent Rainforest Alliance Certification. We are incredibly proud of this achievement as it took six years for our partner farms to complete the rigorous certification process. While coffee rust is still a threat throughout Central America, Rainforest Alliance has worked with farmers in the region to ensure continued financial success with minimal impact to the environment.

In regards to the environment, the coffee industry still faces considerable challenges with consumables. We are committed to increasing recycling in our coffeehouses as well as testing commercial composting. While we have made progress, we have more work to do as our challenges are complex. You can read more about our efforts on page 22.

Our commitment to Do Good is most visible when we engage in our communities. Engagement can be making meaningful connections with our guests or posting photos of their pets in the store. It can be team members volunteering for a local park clean-up or cheering runners (and keeping their families warm with hot coffee) at the Twin Cities Marathon. It can also be giving back to those impacted by breast cancer through our financial donation to CancerCare via our Amy's Blend campaign.

While giving back to our communities is the heart of Caribou Coffee, supporting our team members is the soul of Caribou Coffee. We encourage them to be themselves and to celebrate their unique personalities. In return, we are committed to providing them with financial security, professional and personal development including educational scholarships, and, paid volunteer hours so they can give back to their communities.

I hope you enjoy our Do Good report! It reflects who we are, what we believe in, and our commitment to becoming the community place you love.

Love.

Mike Tattersfield



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MEET THE

# DO GOODERS

Despite having nearly 5,000 team members, products on store shelves across the country, and just over 600 corporate, domestic license and international franchise locations, we do not have a department dedicated to driving our sustainability efforts. Instead, we have a team of volunteers who care enough about the causes we support to volunteer their time to make Do Good happen.

This cross-functional team is split up into three groups serving three primary areas: Community, Environment and Sourcing. All our volunteers donate their time and energy outside of their day jobs to make Do Good happen. Without them, nothing you see in the following pages would exist, and for that we give them the biggest "Thanks!" you can imagine.

#### FRONT ROW:

Jeff Lane, Jen Esnough, Amy Goran, Brett Struwe

#### **MIDDLE ROW:**

Jeremy Ely, Mandi Christensen, Laura Brunke, Charla Evenson, Karen Francois. Gretchen Fernelius. Karen McBride

#### BACK ROW:

Wyatt Yeater, Laurie Van Winkle, Jon Olsen, Dave Fredrickson, Nate Hrobak

#### **NOT PICTURED:**

Sheila Roering, Janna Bross, Brian Alitti

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#### AT CARIBOU, WIGS ARE OUR "WILDLY IMPORTANT GOALS"

Each Do Good group is responsible for developing their WIGs. By tracking our progress on these goals, we ensure continual progress in our Do Good efforts. The 2014 Scorecard provides a high-level overview of each team's progress toward achieving their WIGs.



Achieved their goals

Achieved a portion of their goals

Not able to achieve their goals



#### **SOURCING**



Each year, our Sourcing Team faces some of our most difficult challenges toward sustainability: seeking solutions for disposable cups and perfecting our green coffee sourcing processes so that we can always provide our guests with 100 percent Rainforest Alliance Certified™ coffees and espresso. See more detail on page 10.

#### **ENVIRONMENT**



Although budget constraints put a bump in the road, our Environment Team (being the resourceful, tree-huggers they are) managed to find ways to limit the impact our business has on the environment. They're saving the planet, one recycling bin at a time! See more detail on page 22.

#### COMMUNITY



The Community Team members are people who love people, so reaching their giving goals—both of money and of time—was something they were more than happy to do. They logged volunteer hours, encouraged others to get out in their communities, and determined worthy causes to which Caribou could donate. See more detail on page 30.





### SOURCING 2014 WIGS & PROGRESS



# PRODUCT FOCUS CUPS & CLUTCHES

Switched to polypropylene in our cold cups, implemented the tested basis weight change for coffee clutches, and researched clutchless hot cup options.



# PROCESS SUPPLIER DEVELOPMENT

Developed a new process to evaluate current suppliers and named our very first Caribou Coffee Supplier of the Year award winner: Lyons Magnus.



# COLOMBIA BLENDER PROLIFERATION

Fortified our supply chain by diversifying and expanding our reach in one of the world's largest producing regions of high quality Rainforest Alliance Certified™ coffee.



#### EAST AFRICA EXPLORATION

Showcased the potential of (and support for) emerging markets in the East Africa region while developing sustainable practices for long-term success.



#### INDONESIA SUMATRA DEVELOPMENT

Strengthened our relationships in Indonesia with the goal of securing single origin and blend components from Sumatra that meet our high quality expectations.

#### **EVERY. SINGLE. BEAN.**

Back in 2012, we reached a major milestone. Caribou Coffee was the first major U.S. Coffeehouse to have 100 percent of our coffees and espresso certified by Rainforest Alliance™ and we remain committed to keeping it this way. "We will not accept a single bag of coffee without a Rainforest Alliance transaction certificate," explains Brett Struwe, senior director of coffee sourcing and operations.

Our coffee sourcing team has set long-term, multi-year goals to diversify the locations from which we source our coffees so we can maintain this certification despite possible fluctuations in availability. "The benefits [of Rainforest Alliance certification], while large, exist down a laborious and expensive road," adds Brian Aliffi, senior manager of coffee sourcing. "But nothing good ever came from easy work." The path to sustainability is never-

ending. Certified farms are audited annually to ensure they are making improvements, and we continue to work with our partners to help them maintain certification.

Getting to (and maintaining) 100% Rainforest Alliance Certified coffee is not an easy commitment to make. "The biggest issue is that it takes away flexibility," explains Wilson Griffin, senior associate, markets transformation at Rainforest Alliance. "[100 percent certification] is really putting that commitment to sustainability on the forefront of your business and making it a huge priority that you build your coffee program around." For example, if a disaster or storm were to wipe out an entire Rainforest Alliance certified crop—which could be detrimental for a company's product line—they may choose to maintain flexibility so they can replace that crop with a non-certified substitute. "That's where we

give Caribou a lot of credit," Wilson explains. "Caribou has made the necessary infrastructure developments and commitment as far as practices and supply chain are concerned. By interacting with producers and building a network over the years, Caribou has been able to give themselves a safe and secure supply chain of Rainforest Alliance Certified coffees."







#### WHY RAINFOREST ALLIANCE?

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Rainforest Alliance works in three ways to provide a universal approach to sustainability. Farmers who earn the Rainforest Alliance Certified™ seal are audited annually against a rigorous standard with detailed criteria which are designed to protect biodiversity, deliver financial benefits to farmers, and foster a culture of respect for workers and local communities. "Farms I've visited with Rainforest Alliance certification are healthier and more vibrant than those without," notes Brian Aliffi. The reason for this difference is the impact of Rainforest Alliance's three-pronged approach to sustainability:

#### SOCIAL

The Rainforest Alliance works with coffee farmers to make their communities healthier and happier places to live by promoting decent living and working conditions, gender equity, and access to education in farm communities.

#### **ENVIRONMENTAL**

On Rainforest Alliance Certified farms, coffee grows in harmony with nature. Soil is healthy, waterways are protected, trash is reduced or recycled, and wildlife thrives. Most importantly, farming communities learn the importance (and benefit) of protecting their natural resources.

#### **ECONOMIC**

Independent studies reveal that coffee farmers who use the sustainable methods promoted by the Rainforest Alliance increase yields and achieve cost savings through more efficient farm management. Certification also helps farmers reach new markets and negotiate better prices.

of our coffee purchases goes to the Rainforest Alliance so they can continue their great work



### TEAM MEMBER SPOTLIGHT

# THE COFFEE GUYS

#### **BRETT STRUWE**

Senior Director of Coffee Sourcing and Operations

#### **BRIAN ALIFFI**

(not pictured,

Senior Manager of Green Coffee Sourcing

#### NATE HROBAK

Senior Green Coffee Buye and Logistics Planner

We send our coffee sourcing team to all corners of the world, both to look for great new coffee and to build relationships with the coffee farmers and farm workers who grow our beans. "We could buy every pound of coffee we roast sight unseen—from our office. But we don't," says Brian Aliffi, senior manager of coffee sourcing. Instead our coffee team takes long flights (followed by even longer and less conventional transportation) to get to the farm where our coffee is grown. They build close relationships with coffee producers and get their hands dirty in the so which grows—in our opinion—the world's best coffee.

"The moment I found out about a career in coffee buying it's like a light bulb came on and it's never extinguished itself, Brian explains. "I suppose I'm channeling that pride into sourcing the best quality I can find. Even though it's not m name on the bag, I care what people think about our coffee."

When Caribou Coffee started roasting more than 20 years ago using a small shop roaster in the Warehouse District or Minneapolis, it was with a sense of experimentation and adventure. "It was an exciting time to be at Caribou," recalls Brett Struwe, senior director of coffee sourcing and operations. "We dabbled with adjusting the roast profile and degree to create signature coffee flavors for mainstays such as Daybreak Morning Blend, Mocha Java and La Minita."

That spirit continued through two decades and drives the team to find and produce the coffee that our guests love while also surprising them with unique and exciting new options like our Roastmaster Reserve series. "As I reflect back or those formative years, I can honestly say there is no better time to be at Caribou than today," Brett says. "Our roastery and cupping lab is a world class facility. We rigorously taste our coffee at multiple points in the process and only select the finest beans. Most importantly, our roastery and sourcing departments are filled with people who are committed to going the extra mile for our guests. They are true aficionados who consider a life in coffee as a life well-lived."







Brett Struwe explains the downside of traveling the world searching for great coffee...

"NOBODY LIKES TO HEAR YOU TRAIL ON ABOUT YOUR WORK,
ESPECIALLY IF YOU START TALKING ABOUT ALL THE WARM
AND EXOTIC PLACES YOU TRAVEL DURING THE DARKEST
PART OF OUR MINNESOTA WINTERS!"

#### GREEN COFFEE SOURCING

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#### A STEADY SUPPLY OF BEADS

# from all our places of origin means that our coffee sourcing team is always on the move.

Too heavy of a dependence on any single source can create supply problems if something unexpected happens during the season. Natural disaster, drought, leaf rust and even political unrest can break the supply chain. So we are constantly on the lookout for new sources and developing new relationships with coffee farmers around the globe. There are three particular areas of focus for our search, development and expansion: Colombia, East Africa and Indonesia. These are long-term, multi-year projects. But by putting the time and energy into doing it right on our end, it means our guests will continue to get the quality of coffee they've grown to expect from us.



#### **COLOMBIA**

Brett and Nate have been traveling to Colombia for the past couple of years to reacquaint themselves with the country as well as various farms and sources. The greatest advancement we'll make in this venture will come in 2015 when we introduce Colombia into our Daybreak Morning Blend.



#### **EAST AFRICA**

Breaking into East Africa meant finding Rainforest Alliance Certified sources and exploring farms that could achieve certification if we offered our partnership in making the right developments. This work paid off. This year we brought in our first delivery from the first Rainforest Alliance Certified farm in Tanzania. By supporting the Mbinga community with this purchase, we can help encourage other producers in the region to grow with sustainable practices. On the taste bud side, bringing in coffees from East Africa means we can offer new and unexpected flavor profiles. Coffees from this region have some distinctive characteristics such as a wine-like body and strong floral aromatics that can make our existing blends pop and produce some memorable single origin coffees.

#### INDONESIA

We are working in Indonesia to solidify and expand our supply of high quality Rainforest Alliance Certified coffees from the region. The wet-hulled method of processing coffee cherries employed by producers gives Indonesian coffees the unique flavors of earthiness, fragrant wood, citrus peel and sweet spice. Sumatra has been Rainforest Alliance Certified almost from the beginning, but other islands in Indonesia have become certified in recent years. Java, Flores and Bali have appeared as a blend component or as a highly-coveted our Roastmaster's Reserve™ coffee. Papua New Guinea has also recently started producing Rainforest Alliance Certified coffees, making the Pacific Rim one of the most important and dynamic coffee producing regions in the world.

#### PRODUCT SOURCING

**BACK HOME IN MINNESOTA** 

Our product sourcing team is finding products that are just as awesome as our coffee.

They face their own set of challenges, too. We're in an industry of consumables and disposables. The sourcing team has to find delicious food made with actual ingredients you can pronounce, like using 100 percent real chocolate in our mochas rather than a cheaper syrup. They also have to figure out how to minimize the environmental impact of our disposable items, such as cups and coffee sleeves.



#### **HOT CUPS**

We are continuing the search for a recyclable or compostable hot cup (you can recycle the lid, though, so you should definitely do that). While we're on the hunt for the perfect cup, we wanted to ensure we are sourcing from the most environmentally responsible sources possible. That is why we partner with International Paper to make our current hot cups. Since 1950, International Paper has committed to a reforestation program that has planted four billion tree seedlings—and replanted a land area the size of Massachusetts!

Our paper cup supplier has planted

# 4 BILLION TREES

since 1950 which more than makes up for the number of trees harvested

We are using
30% LESS
MATERIAL
in our cold cups and

#### **COLD CUPS**

In 2014, we changed the cups that hold your cold beverages. Did you notice? We bet not. While you were sipping your smoothies and coolers, we swapped out the original plastic material for polypropylene, a thermoplastic polymer. This new material means we are able to use 15 to 30 percent less plastic than our original cups while retaining a similar look and feel.

#### **COFFEE SLEEVES**

Since our coffee is always served hot and fresh (unless you ordered a cold drink, in which case it will be cool and refreshing, but we digress), we provide guests with coffee sleeves to keep their hands from getting too warm. This year, our sleeves lost a bit of weight. 2,000 pounds, to be exact. We implemented a basis weight change for all our coffee sleeves. It was a tiny change that made a huge difference.

Reducing the weight of our coffee sleeves saved

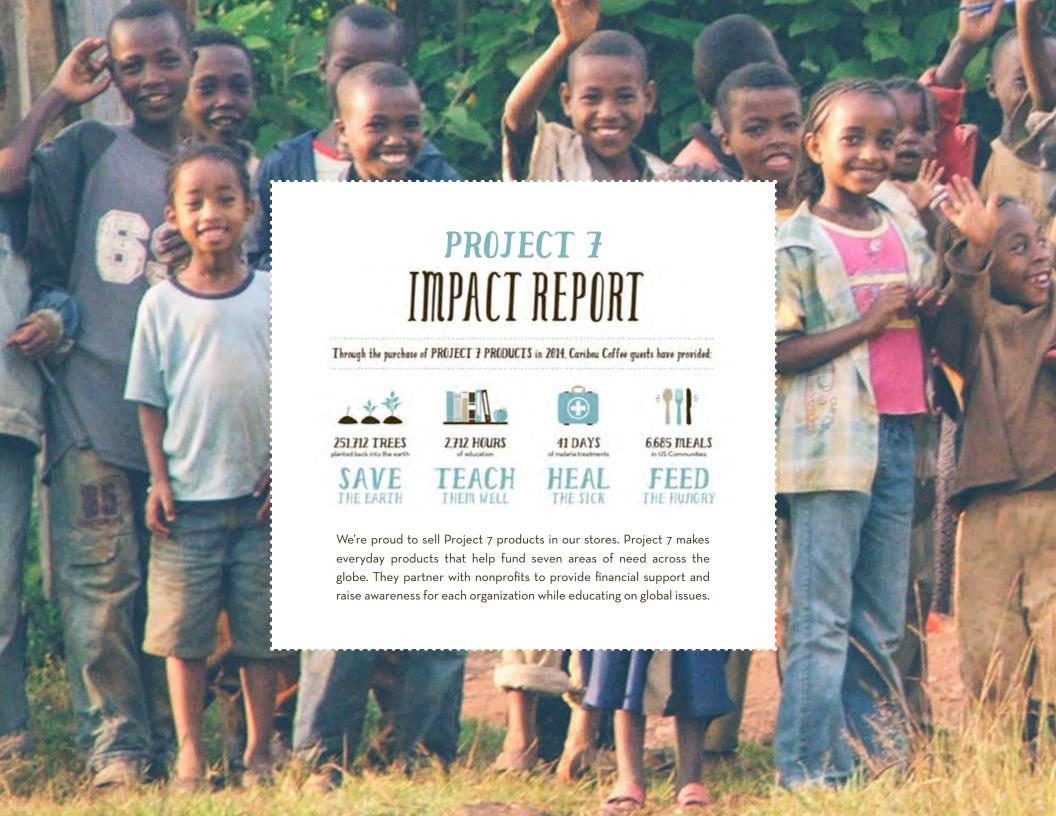
2000 POUNDS of paper and

7m GALLONS of water.

The 26/18 basis weight clutches produce 31.971.108 FEWER POUNDS OF SOLID WASTE

during manufacturing.







#### SUPPLIER SPOTLIGHT

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#### LYONS MAGNUS

#### We're only as good as the people we work with.

To recognize our vendors and suppliers for their partnership, we implemented the Supplier of the Year award in 2014. Our first recipient was Lyons Magnus, a great company that supplies the ingredients for our smoothies and juices. "We selected Lyons Magnus as our supplier of the year for their innovation and commitment to social responsibility," explains Karen Francois, senior director of strategic sourcing. "Their defined core focus areas of environmental protection, waste reduction and social responsibility are well-matched with our Caribou values."

Lyons Magnus opened its doors back in 1852 in San Francisco as a wholesale business for wines, liquors, cordials and bitters under the name E.G. Lyons & Co. In 1929, they merged with Magnus Fruit Products Co. to become the oldest business of its kind manufacturing and distributing fruit, flavors and extracts. Today, they are a leader in the foodservice and ingredient industries—a title earned for delivering high quality products while being economically, socially and environmentally responsible.

"At Lyon's Magnus, we are honored to have received Caribou Coffee's first Supplier of the Year recognition," said Robert Smittcamp, CEO at Lyons Magnus. "Our long-standing partnership with the organization has been one that encourages partnership integration, as together we developed premium products such as Lemon Ginger Pomegranate Sparkling Juice,

White Peach Berry and Mango Orange Key Lime smoothies."

Working with Lyons Magnus, we were able to learn a lot about improving our distribution systems. "Their commitment to preserving natural resources and reducing their overall environmental footprint was the key value for us as we improved our overall supply chain footprint," Karen notes. In fact, by partnering with Lyons Magnus, we were able to transition the manufacturing of key products 1,325 miles closer to our distribution point, reducing fuel use and greenhouse gas emissions.







### ENVIRONMENT 2014 WIGS & PROGRESS



#### **INTRODUCE**

#### COMMERCIAL COMPOSTING IN 80% OF STORES

Due to budget constraints, we were only able to implement the commercial composting program in eight additional stores, expanding the program to 15 total stores, but still short of our goal.



#### **ACHIEVE**

#### STORE RECYCLING METRICS

We maintained 98% participation in our store recycling programs.



#### **DO BETTER**

#### BY EXAMPLE

We incorporated "Wood from the Hood" in our NSOs and we remodel stores' community tables with repurposed ceiling beams, We also replaced 45 stores' exterior signs with energy efficient LED signage.

#### STORE RECYCLING PROGRAM

We would love to have 100 percent of our stores recycling every possible item. But, we know that kind of success does not come overnight. So we keep working hard and taking steps each year to move toward that goal. One of the barriers we face is that all of our store locations are leased. While some landlords offer full recycling services, many do not. In these cases, we give our store managers a toolkit to facilitate conversations with their landlord to try to bring recycling services to their location.

#### NOT YOUR MOM'S COMPOSTING

In 2013, we implemented a test program to see if we could compost in our stores. We partnered with Sanimax to provide commercial composting services. Commercial composting is different than traditional composting because their facilities are designed to break down a whole lot more than what you would put in your backyard composting bin. Thanks to our continuing partnership with Sanimax, participating stores in 2014 are able to compost items that would have gone in the trash, such as napkins for baked goods.

#### **RECYCLING TIERS**

Level 1 Cardboard Only

Level 2 Cardboard and Commingled Recycling (paper, glass, plastic and metal)

Level 3 Cardboard, Commingled and Organics (composting)





# TEAM MEMBER SPOTLIGHT

# THE ROLE MODEL

#### RYAN GONDECK

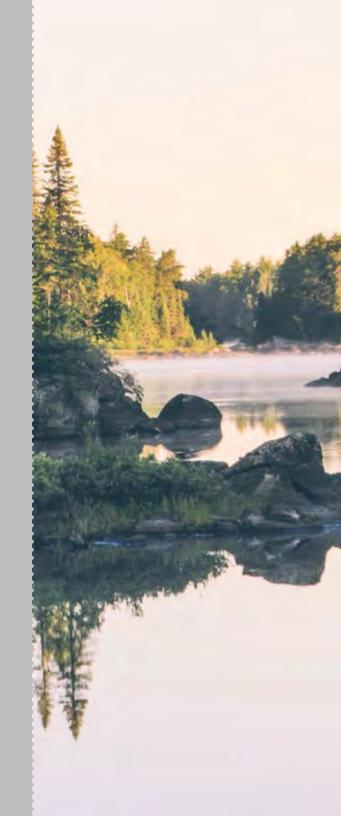
Store Manager | Menomonie, Wisc.

When Ryan Gondeck's daughter expressed an interest in hunting, he knew he would take her to the experts to be trained in hunting safety. What he didn't know was that this was going to lead to him walking through the woods with a chainsaw cutting down invasive Buckthorn and wading through the Red Cedar River Basin trying to clean the lakes.

Ryan, a store manager from Menomonie, Wisc., took his daughter to Dunn County Fish and Game to learn the basics of hunting safety. While he was there, he learned about the work the organization was doing to protect the environment he so enjoyed and decided to get involved. "I remember being a young guy and walking down to the local lake to go fishing, I've always found peace of mind being able to do that," Ryan recalls. "Now I take both my kids fishing. I wanted to make sure that this was something I could continue to do and it would always be there for my kids."

Ryan volunteered to help the team address the issues facing the Red Cedar River Basin. "It's pretty polluted," Ryan explains. "A lot of it is coming from the upriver soil and poor watershed practices. Farmers are buying chemicals which go into the groundwater and are washed downstream, which ends up polluting the lakes in and around Menomonie." Ryar also put in some hard labor to clear the woods of Buckthorn, an invasive species of shrub that creates a false canopy Small animals make their homes in this much lower canopy, making them susceptible to predators. "It was a pretty heavy physical day of going through with saws and chainsaws to identify the Buckthorn and take it out," he remembers.

Despite the hard labor and environmental challenges he faces trying to protect the land around him, Ryan has two really good reasons to put in the effort. "I think it's important because we're borrowing this land from our kids - and our grand-kids," Ryan explains. "[Being out in nature] you learn so much about relaxing and being at peace. If you have to drive ar hour to find a clean place to go hiking, it's not as fun." So Ryan continues to roll up his sleeves to preserve the land he loves for the next generation, and by doing so, will inspire them to someday pick up where he left off.

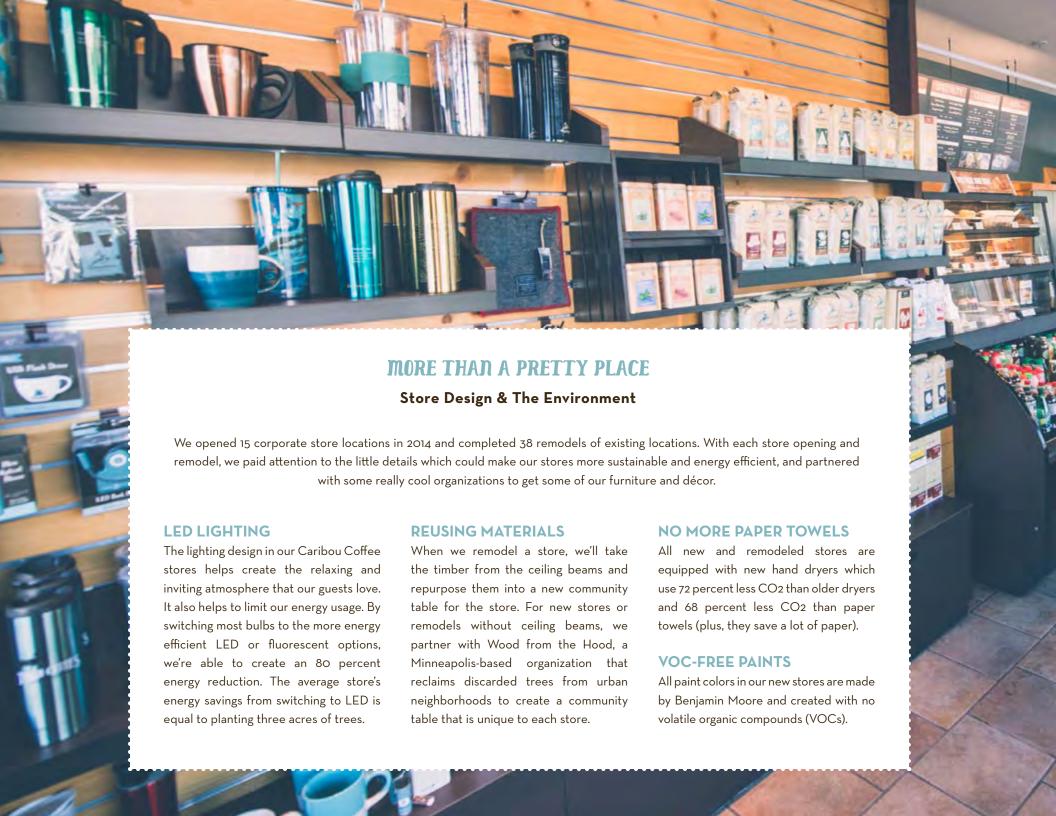






Ryan Gondeck on how his kids inspire him to do good:

"I THINK [PROTECTING THE ENVIRONMENT] IS IMPORTANT BECAUSE WE'RE BORROWING THIS LAND FROM OUR KIDS - AND OUR GRANDKIDS."





#### BASKETS OF AFRICA

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The brightly colored, woven baskets seen hanging on the walls of new stores and remodels aren't just nice to look at. Each basket is a one-of-a-kind piece of functional artwork made by African craftspeople. The majority of these weavers are women who are working to support their families. By promoting the work of these skilled artisans, Baskets of Africa is able to contribute to their economic development and stability.





### TEAM MEMBER SPOTLIGHT

# THEEDUCATOR

#### JAIME LANE

Store Manager | Des Moines, Iowa

"When I first got to college I just wanted to do science," Jamie Lane remembers. "I really enjoyed biology and it was during these classes that I started to learn there was a lot more danger facing the environment than I realized." It was this revelation that set Jamie, a store manager in Des Moines, lowa, on a path of environmental education. "I really enjoyed learning about all these things in nature," Jamie says. "But it concerned me that our actions could take these things away. I wanted to share that with people in a way they could understand."

Jamie worked with one her professors at Drake University to develop curriculum for a camp aimed at teaching environmental science and stewardship to high school students. "It was developed for students who didn't excel in a traditional classroom setting," Jamie explains. "We wanted to see if field study got them more engaged." And it did. Students who started out cool and indifferent were immersed in the subject matter by the end of the week. "They were able to let loose and be themselves. You don't often get to see a bunch of football players running around a field catching butterflies."

Jamie, who is currently earning her Master's Degree in Ecological Management believes that education shouldn't stop in the classroom. Consumers have a responsibility to learn about the products they purchase and where they came from in order to make a positive impact on the environment. "If everyone did this, it would help environmentally responsible companies flourish," she explains. "It's economics. Things will go in accordance with what the consumer wants."

It isn't always easy for consumers to know the environmental impact of their product choices, so Jamie praises companies who take their commitments seriously. Take, for example, Caribou's partnership with Rainforest Alliance™. "It's one of the reasons I love Caribou," Jamie says. "Not all coffee farms are sustainable, fair to their workers, or good for the land. I know when I'm getting something from Caribou that it's coming from a great place. I just want to get that message out there and get people thinking a little more."







Jaime Lane explains how she got hooked on environmental education:

"I REALLY ENJOYED LEARNING ABOUT ALL THESE THINGS IN NATURE," JAMIE SAYS. "BUT IT CONCERNED ME THAT OUR ACTIONS COULD TAKE THESE THINGS AWAY. I WANTED TO SHARE THAT WITH PEOPLE IN A WAY THEY COULD UNDERSTAND."

#### PERKING UP GARDENS EVERYWHERE

520,000 pounds of used coffee found new life in gardens thanks to this new program.

With every latte, mocha and espresso beverage Caribou Coffee makes there is a small handful of used grounds that would be thrown in the trash – until this year, that is. In April 2014 we launched the Grounds for your Ground program. This program allowed us to put our used grounds to work in our guests' gardens and households.

Throughout the spring planting season and summer, we offered guests free bags of used grounds to take home and repurpose around their house. In 2014, we gave away 130,000 bags of used grounds to guests. In addition, we partnered with Minneapolis Parks and Recreation to provide volunteers and used grounds for sprucing up local parks and revamping the Peavey Plaza gardens in downtown Minneapolis.





#### **GIVE NEW LIFE TO YOUR COFFEE GROUNDS**

Once you've made and enjoyed your cup of Caribou Coffee (or after you've picked up a free bag of Grounds for Your Ground) there's plenty you can do with those spent grounds.



#### DIYSKIN GARE

Check out our Pinterest page for tons of DIY masks, scrubs and other beauty treatments made with used coffee grounds.



#### FOR YOUR FURRY FRIENDS

Add some coffee grounds to your dog's shampoo. They make a natural flea repellant.



#### BRIGHTEN YOUR BLUES

Adding coffee grounds to soil reduces pH levels to give your flowers a bright blue hue.



#### SLUG STOPPER

Slugs, snails and other bugs don't like coffee's acidity. Sprinkle some grounds and they won't cross the line.



#### IF SPRING IS BEING STUBBORN

Used grounds make a great walkway de-icer because the acid helps ice melt more quickly.



Used grounds and a rag can help scrape away stubborn stains on your pots and pans without all the scrubbing.



#### WAKE UP YOUR GARDEN

Mix used grounds into your soil to perk up your plants with the essential elements they need.



#### GARLIC SMELL BEGONE!

Rub used grounds on your hands after cutting garlic and other stinky foods to absorb the odor.



#### FURNITURE REPAIR

Mix grounds with a bit of oil and rub onto furniture to mask scratches in many shades of wood.



#### FOR BEAUTIFUL HAIR

The abrasiveness of coffee grounds helps strip hair buildup. Add some to your shampoo or use directly on hair.



# COMMUNITY 2014 WIGS & PROGRESS



#### INCREASE STORE PARTICIPATION

IN OUR FOOD DONATION PROGRAM TO 75%

On average, 60% of stores participated in the food donation program.



#### REACH 1800 HOURS

OF PAID VOLUNTEER TIME

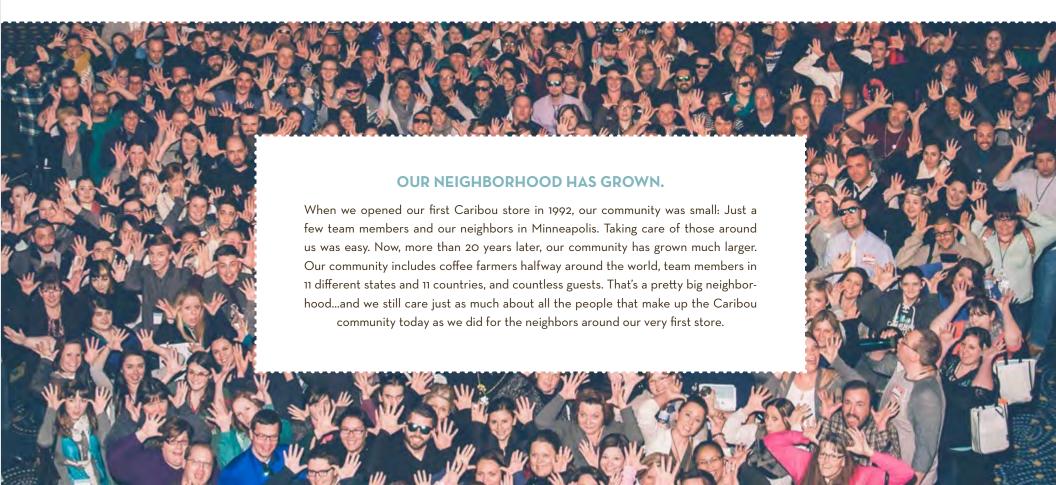
Team members volunteered 2,100 hours in our volunteer program.



#### **DONATE \$450,000 TO COMMUNITIES**

AT HOME AND AROUND THE WORLD

With \$951,068 in donations, we were able to more than double our goal by improving our reporting and tracking of donations.



#### IF YOU DON'T EAT IT. SOMEONE WILL

#### **BAKED GREATS**

Every night, we transform our baked goods into baked greats by packing them up for a local food shelf.

Here's a secret. You know those muffins, cookies and breads sitting in the bakery case when the store closes? Those are not leftovers. In fact, those are the best ones. Why? Because those tasty treats will be donated to a local food shelf before landing on the table of food-insecure families in our communities.





#### **SPREADING CHEER (AND CAFFEINE)**

In 2014, we learned that coffee is one of the most requested items at food banks. So for the holiday season, we partnered with The Food Group to donate coffee to those that could use a little perk up for the holidays. Guests were also able to get in on the Do Good action by donating in stores.

Together, we were able to donate 1,000 pounds of coffee. That's approximately 40,000 cups of great coffee enjoyed by someone who otherwise would not have been able to afford that little luxury necessity.

#### FUELING THE GOOD

#### COFFEE DONATIONS AT COMMUNITY EVENTS

Our store managers perk up their neighborhood communities with donated cups of Caribou coffee.

At Caribou, we believe that if we all do a little bit of good we can accomplish great things. So we donate coffee to volunteer events and organizations to fuel those who are taking care of others.



The greatest thing about those 45,000 cups—besides the fact that they perked up a whole lot of Do Gooders-is that they were donated by individual stores. Store managers who interact with their communities every day are able to determine the cause or group that has the most impact on their neighborhoods.





#### LIFE IS HELPING OTHERS GO THE EXTRA MILE.

Just because our store managers are the ones to select and support the local groups we support, doesn't mean that corporate can't get in on the Do Good-ing fun. Each year, we donate and serve coffee at two events that mean a lot to us. We participate in the Twin Cities Marathon (not by running, of course, because that's really hard) and the Susan G. Komen Race for the Cure. Our team member volunteers get up at the crack of dawn to brew and serve free coffee for all the race participants, volunteers and their supporters.

cups served at the Twin Cities Marathon



cups served at the Race for the Cure





#### SHARE IN THE CARE WITH #CARIBOUUPLIFTS

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Donations do a whole lot of good, but we wanted to find a way to lift the spirits of those battling cancer. We started a campaign called #CaribouUplifts and asked everyone in our communities to submit a photo, message, video or anything that might help make someone's day a little brighter or provide the boost of support they need to keep fighting.

Fans started to flood the internet with their own uplifts. Each message was funny, touching or empowering (and sometimes all three). We shared all of these uplifts on CaribouUplifts.com, giving people a place to go for a much needed boost of humor, love and positivity.

We created our own uplift, but it was a little too big to fit in a tweet or Instagram post. We partnered with the yarn-bombing artist HOT TEA to create the Arch of Hope, an art installation in downtown Minneapolis. The Arch was 60 feet long, 36 feet wide and 16 feet tall at its highest point. We used more than 40,000 strands of pink yarn. But more than a pretty piece of art, the arch was designed to inspire those impacted by breast cancer. It represented the highs and lows of the cancer journey and – ultimately – the spirit of hope that gets you through the battle.

60 x 36 x 16
feet long feet wide feet tall

**40,000** strands of pink yarn



### TEAM MEMBER SPOTLIGHT

# THE ANTI-MEAN GIRL

#### **FRED MEYERS**

Director of IT Service Operations | Minneapolis, Minn

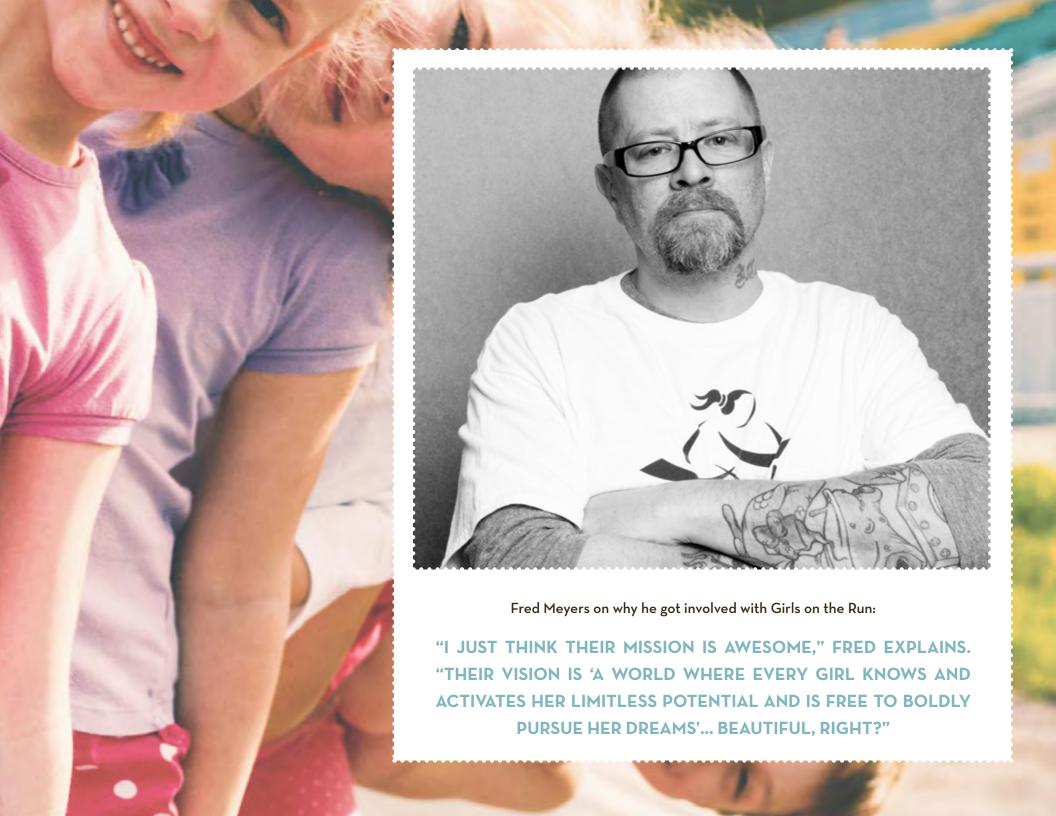
Being an adolescent girl can be tough. But Fred Meyers is tougher. When presented with the opportunity to support Girls on the Run, a nonprofit dedicated to empowering girls to be their best, he threw all his muscle behind it to recruit volunteers and support the cause. "I just think their mission is awesome," Fred explains. "Their vision is 'A world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams'... beautiful, right?"

This tattooed, tough guy from the IT Department has a bit of a soft spot when it comes to kids. "I work with a lot of organizations, but those that work with kids have a special place in my heart," Fred says. So when his boss told him about Girls on the Run and how they work with girls in grades 3–5 on building self-esteem, strength and personal empowerment through running, Fred jumped right in. "I was really impressed with the organization," Fred explains.

"It's an understatement to say that Fred goes above and beyond as a volunteer," says Becky Schneider, committee chair for Girls on the Run Twin Cities 5K Marathon. "One of his first comments to me was 'We need to be there as early as possible so we can support the volunteers." And sure enough, Fred and his team arrived before everyone else and were full of energy. "These events tend to be a little crazy," Fred continues. "They're loud, with teams dressed in wild outfits, colored hair, glitter, capes and a lot more. It's a perfect fit for the culture here at Caribou because we attract unique people who want to be a part of something good. It's not magic, just awesome people."

And all of these awesome people who want to do good are able to rally around Fred as a leader because he's not afraid to show how much he cares about a cause (and, let's be honest...you'd have to be pretty bold to try and make fun of him for it). He's willing to get out there—wearing a cape the girls in the program made for him—and fight to give kids the self-esteem they need to be successful. And to these girls, he has just one thing to say: "The world is in your hands, now what are you going to do with it?"





### VOLUNTEERING

## **GETTING PAID TO GIVE BACK**

This year, team members logged 2,100 total hours of paid volunteer time. That breaks down to 52 weeks a year, 40 hours per week—or one full-time employee. Talk about the greatest job ever.



Caribou Coffee pays for a full-time team member to spend their 9 to 5 out in the community volunteering for the causes closest to their heart. Sort of. Technically, it's all of our team members who volunteer anywhere between 8 to 16 hours a year while still receiving a paycheck from Caribou for their time.

To participate in the program, team members just need to select a nonprofit organization serving a cause they care about and volunteer their time. They log their hours and receive a paycheck as if they had been working in their store that day or sitting at their desk responding to emails.

# PLACES OUR TEAM MEMBERS HAVE VOLUNTEERED:

The Food Group, NEAR Food Shelf, Relay For Life, Susan G. Komen 3 Day Walk for a Cure, Loaves and Fishes, Habitat For Humanity, Atlanta Community Food Bank, Hope Lodge at the U of M hospital, TC Marathon, National Kidney Foundation, MS Tram (The Ride Across Minnesota), Pawsitively Perfect, San Antonio Food Bank, Feed My Starving Children, Girls on the Run, Polar Plunge and countless local schools, churches and nonprofit boards.





# TEAM MEMBER SPOTLIGHT

# THE LIFER

### **JACQUI SANDS**

Store Manager | Atlanta, Ga

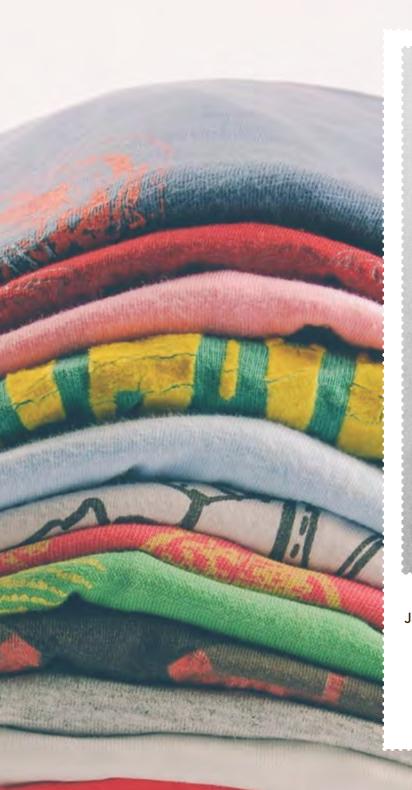
Jacqui Sands was born ready to roll up her sleeves and help her community. "One of my very first memories as a kid was sorting clothing donations for homeless kids," she recalls. "My whole upbringing was centered around volunteering." She continued the family tradition in college as a leader and intern for the Bonner Foundation, a group that promotes volunteerism on college campuses. When she graduated and joined the team at Caribou, she was happy to discover that her first boss was incredibly supportive of volunteering. "He always said, 'If you're passionate about it, let's do it'," Jacqui remembers. "It was not much of a jump to come to Caribou and incorporate volunteerism into my work."

Because Jacqui is so connected to her community, she is able to find events and charities that will have the greatest impact close to home. For example, she learned about the SuperCon 5K Fun Run that raised money to fight bullying and took place right in her store's backyard—literally. "It's an awesome race," she says. "Imagine hundreds of people running around a park in super hero costumes in the spirit of anti-bullying. It's just a really positive environment." Most importantly, the anti-bullying campaign particularly affects her community, which has a large LGBTQ population.

"In Atlanta, [Caribou Coffee stores] are so few and far between that people love Caribou in a very specific way," Jacque says. "When they see us at an event or doing things in the community, they get really excited because we're their local coffeehouse." All the work Jacqui has put into these events has helped build a really strong connection with her guests. When her mother was diagnosed with breast cancer this past summer and had to undergo a double mastectomy, he guests knew that raising donations during the Amy's campaign in October would mean a lot to her. "A number of time when I was doing my pitch I would mention [my mom] and guests would just reach over the register and hug me," Jacque says. Guests even donated pounds of coffee to the cancer support community at the hospital where her mom was treated "I brought all the coffee we raised at our store and every survivor was able to go home with a pound of Amy's Blend."

This experience has taught her that doing good doesn't have to be unique to Caribou. "The biggest lesson I've learned is that everyone can get involved," Jacqui notes. "That's the beautiful thing about volunteering and community building."







Jacqui Sands tell us how she was born ready to roll up her sleeves and help her community:

"ONE OF MY VERY FIRST MEMORIES AS A KID WAS SORTING CLOTHING DONATIONS FOR HOMELESS KIDS," SHE RECALLS. "MY WHOLE UPBRINGING WAS CENTERED AROUND VOLUNTEERING."

### GIVING IN GUATEMALA

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#### ADDRESSING CRITICAL NEEDS

Back in 2004, Caribou sponsored the construction of a community clinic in Huehuetenango, Guatemala. The El Paraiso Clinic (as it was named) provided much-needed basic medical services to the people of this coffee farming community where our Guatemala El Paraiso coffee is grown. Since then, we have continued our support by providing 42.5 percent of the salaries for a full-time nurse and part-time doctor. The remainder of the payroll costs are covered by Unitrade and Serengeti Coffee Company while the administration is covered by Coffee Care Association.

Because the operational costs are covered by Caribou and these three organizations, community members only need to pay a small, symbolic fee for medical care and purchase medicine at cost. The money collected from appointments and medication goes directly into a bank account partly managed by the community, represented by a COCODE (Concejo Comunitario de Desarrollo, which means Community Council for Development) and partly by Coffee Care.

In the past ten years of the clinic's operation, \$12,000 dollars have been raised by the community through this payment process. The money has been spent on important community projects such as bathrooms for the local school, road improvements and covering the hospitalization fees of locals that could not cover the cost. Eventually, the funds raised through the clinic will be used to pay the medical staff's salaries and be an entirely sustainable project for the community. In fact, the project has already reached a point where the community could sustain the clinic on their own, but with the continued aid of Caribou Coffee, Unitrade and Serengeti, the people of El Paraiso are able to use the funds to address some of their most critical needs.



### HELPING FAMILIES WITH COFFEE KIDS

#### **IMPACTING LIVES**

This year, we increased our donation to Coffee Kids, a nonprofit organization that works with coffee farming families on five specific areas which, when working together, make a tremendous impact on their lives.

# **⇒** \$15,000 DONATED **∈**

## Food Security

Ensuring that coffee-farming communities have access to nutritional food all year through projects such as backyard gardens, composting and nutritional education.

### Education

Helping thousands of children continue their education by providing scholarships to high schools, technical colleges and universities.

### Economic Diversification

Providing sources of income for women through microcredit projects to keep money coming in year-round.

### Health Care

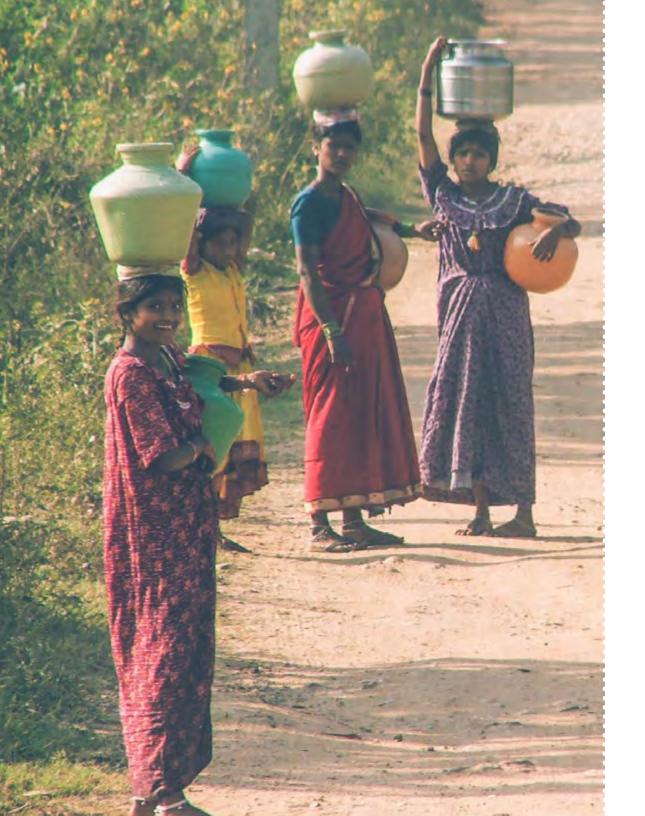
Making sure that coffee-farming families have access to basic medical care for prevention and treatment.

## Capacity Building

Arming coffee farmers with the skills and expertise to increase yields and improve soil while also providing community development and administrative training.

Sadly, Coffee Kids suspended programming at the end of 2014 and is exploring options to merge with a similar organization. Caribou Coffee will allocate the funds set aside for Coffee Kids in 2015 to continue to support coffee farming families.





### OUR GLOBAL COMMUNITY

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### **FACING CHALLENGES HERE & ABROAD**

We're doing the most good with our donations.

The Caribou Community extends past the neighborhoods surrounding our stores all the way to the lush coffee farms of Guatemala, Mexico, Costa Rica, Sumatra and more. These are communities with beautiful landscapes and really great people who grow some amazing coffee. They also face different challenges and issues than the communities we serve closer to home.

For that reason, our origin giving program is designed and monitored by members of the Do Good team and the coffee sourcing team to ensure we are donating and supporting in a way that will be the most beneficial to these communities. We partner with trusted organizations and send team members all around the world to ensure we're doing the most good with our donations.





#### **FACING A SURPRISING FOE**

Of all the challenges facing women in coffee-producing countries, cervical cancer wouldn't be the first to come to mind. But cervical cancer kills significantly more women in the developing world than any other cancer. More than 90% of women who die from cervical cancer live in low-income countries. It is one of the easiest cancers to detect and treat when caught early, however women in these communities do not have access to the screening and treatment that could save their lives.

Grounds for Health is a nonprofit started by a member of the coffee industry who noticed that thousands of women were dying needlessly from this disease. There is no connection between coffee and cervical cancer, but there is a definite correlation between the disease and the lack of health services for women in

the rural areas where coffee is grown. Grounds for Health partners with coffee cooperatives to provide screenings and treatment to women in their community.



Women make up 70% of the workforce that picks, sorts and processes coffee.

Grounds for Health uses an effective single-visit approach based on the realization that fewer women miss their follow-up care if they can receive treatment during the same visit in which they are screened. Using simple and easily sourced materials, cervical cancer can be detected by a health professional with no laboratory or intensive training required.

### BY THE NUMBERS

A brief look at what Grounds for Health has been able to accomplish:

3,121

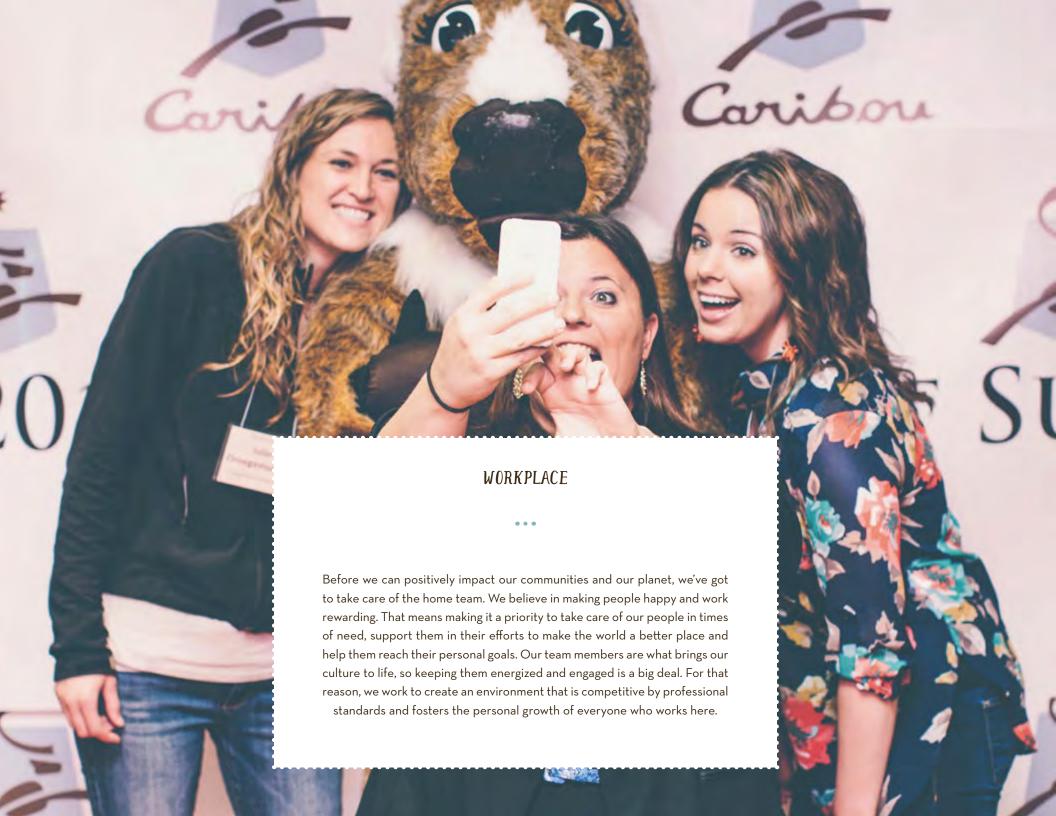
women with cervical cancer treated by Grounds for Health

51,932

women in coffee farming communities screened

410 + 863

healthcare providers and community health promoters trained to treat and screen



### CARIBOU CARES

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Sometimes, disaster strikes. And it can be really hard to manage the financial burden that arises. We hate seeing this happen to members of our team. That's why we have Caribou Cares, an internal nonprofit organization dedicated to providing financial assistance to team members in the wake of a natural disaster, illness or other catastrophic event.

Caribou Cares fund is a way for team members to take care of each other. It is furnished by team members through bi-weekly paycheck donations, one-time gifts, and other fundraisers. Each year, we run a corporate match campaign where every donation made by a team member is matched by Caribou Coffee.

\$20,000

2014 was the first year on record we reached the maximum corporate match donation—raising \$20,000 for

CARIBOU \* CARES™

\$13,400

In 2014, Caribou Cares gave \$13,400 in eight grants to team members affected by an unexpected disaster.





# TEAM MEMBER SPOTLIGHT

# THE CARE GIVERS

**CRAIG HEIDE** 

RENEE AUSETH

Senior Director of Human Resources

Director Total Reward and HR Services

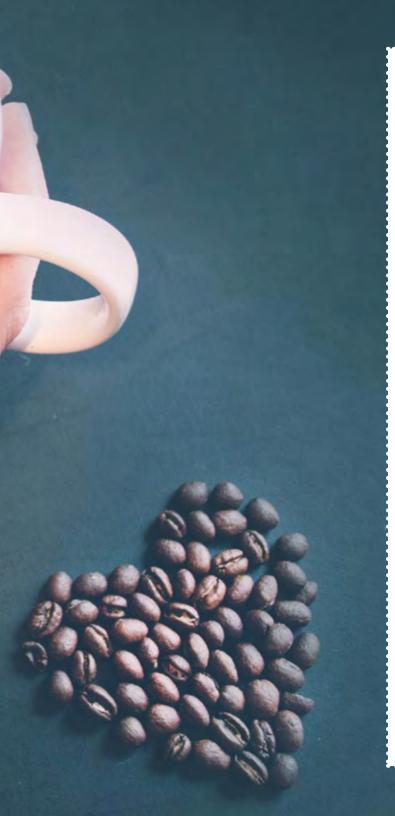
In January 2011, we launched the Caribou Cares program and Craig Heide and Renee Auseth were right there. Both Craig and Renee have served on the committee that reviews Caribou Cares applications and awards financial grants to team members who have experienced unforeseen life challenges. Caribou Cares seeks to provide financial support to help cover expenses. More than money, however, they are providing a sense that the recipients are cared for by their co-workers because every dime donated is from a fellow Caribou Coffee team member.

"I feel this program is important because there are times in our lives when we need to lean on others to help us out," says Renee. "Caribou Coffee speaks about being a family and this is one of the ways we're able to treat our fellow team members like family." That's why Renee and Craig have served on the Caribou Cares Committee since the beginning They both believe in creating a culture of compassion where team members look out for each other when things aren't going well and cheer for each other when they are.

It's that kind of camaraderie and empathy that makes the Caribou Cares program so rewarding for the volunteers. Craige explains, "The feeling when we are able to help someone is truly indescribable. I find myself thinking about what I would do in these situations, or what if my family was experiencing this kind of pain and suffering? It can become really emotional I've done a lot of volunteering but there is nothing that makes me feel the way I do when we help one of our team."

The Caribou Cares program has provided many team members with the financial relief and support they needed during periods of struggle. And the best part is that this assistance came from their fellow team members.

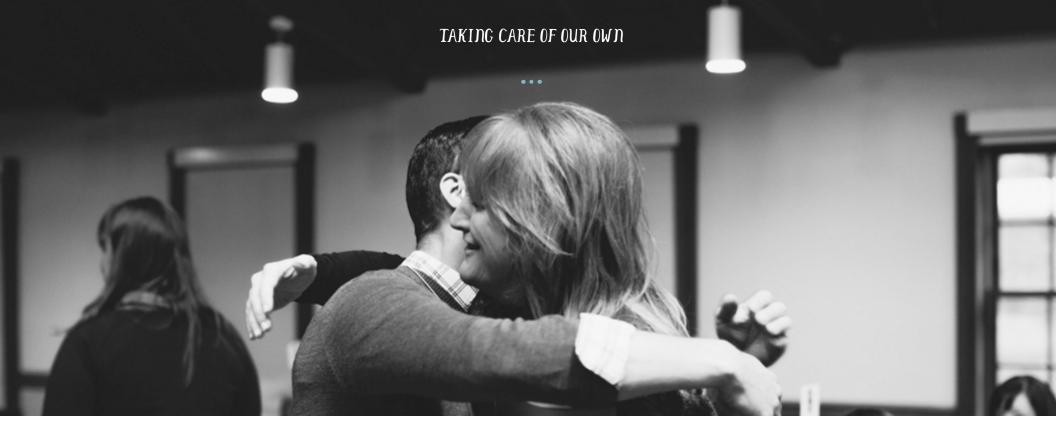






Renee Auseth on why the Caribou Cares program is so important:

"CARIBOU COFFEE SPEAKS ABOUT BEING A FAMILY AND THIS IS ONE OF THE WAYS WE'RE ABLE TO TREAT OUR FELLOW TEAM MEMBERS LIKE FAMILY."



#### CARIBOU SCHOLARSHIP PROGRAM

Caribou Coffee and college students go together like, well, coffee and college students. But when it comes to our team members, we wanted to do more for their education than just fueling an all-night study session. That's why we have the Caribou Scholarship Program. Each year, we give five team members/budding scholars a \$4,000 scholarship to help them achieve their educational goals.

The program is open to any team member, full- or parttime, who has been employed with Caribou Coffee for more than six months. Winners are determined by a third party based on a written essay, their Do Good involvement, financial need, and academic achievement. The scholarships can be used to help fund any associate, technical, graduate or undergraduate degree.

### THE ULTIMATE DO GOOD EXPERIENCE

Last year, Caribou Coffee offered two externship opportunities to team members with a desire to dig in and make a real impact for a charity they support. Externship winners are given one week paid time off to spend volunteering with their favorite organization. In addition, they get \$1,000 to cover related expenses.

Externship applicants apply with an essay about the cause they want to support and why. Each year, two winners are selected. The externship program gives them the rare opportunity to take time off and dive head first into volunteering.

**150** 

team members have participated in these three Caribou Coffee programs since 2011.

### **DREAMS PROGRAM**

We believe you should never stop dreaming about what you're going to be when you grow up. So at Caribou Coffee, we encourage our team members to identify and achieve their next big goal through the Dreams Program. Launched in 2011, the program is all about personal goals. This isn't where you talk about the next work challenge you want to tackle; it's about making life spectacular outside the four walls of the office.

Program participants (or Dreamers) are paired with a Dream Coach—a team member who has completed the program and additional training—to identify a goal and how to achieve it. Dreamers have been able to achieve some amazing things through the program such as starting a business and taking charge of their health.

### REWARDING AND RECOGNIZING EVERYDAY AWESOME

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### WE KNEW CARIBOUREWARDS.COM WOULD BE A HIT

### but we had no idea how big.

Before 2014, we were a culture of high-fives and pats on the back. But in January 2014, we took things digital. Our team members already loved catching each other in the act of being awesome, so we decided to give them an easy way to do it from their phones and computers. In addition, team members could earn reward points and redeem them for cool merchandise.

73,000+

recognitions were sent, enough to fill every seat in the new Minnesota Vikings stadium with a message of gratitude. 97.5%

of team members with a profile received at least one piece of recognition. 10,000+

messages of recognition were sent during December, making it the most thankful month.



Caribou hoodies and movie tickets were the most popular items for which to redeem reward points.





# TEAM MEMBER SPOTLIGHT

# THE DREAMER

### JES LAHAY

Creative Services Manager | Minneapolis, Minn

You know that one idea? The one that's always lurking in the back of your mind, waiting for you to act on it? The idea that i always preceded by "Someday I will..." or "Wouldn't it be great if..."? Jes Lahay had one of those—until she made it a realit after signing up to take part in the Dreams Program.

For years, Jes had dreamed of launching her own baking blog. But a barrage of doubts held her back. "I love the baking part so that's a no-brainer, but I kept thinking 'Who am I to write a blog?" Jes explains. "My biggest hurdle was the writing. I just didn't know what to say and got hung up on the fact that I don't have any training as a writer. I didn't know if I could write something people would read."

Thankfully, Jes found a way to quiet those doubts. "I saw the Dreams Program board in our office and thought it might be the kick in the pants I needed," she remembers. After signing up, she was paired with Adam Stansberry who would be held dream coach. "I didn't know Adam before this; now I consider him a mentor and friend. It's hard not to. The Dreams Program is very personal and very intense. You can't make excuses or hide behind obstacles in this program. Adam was supportive but knew when to give some tough love. Our relationship became open and honest very quickly."

"Jes was such a committed dreamer," Adam recalls. "She knew it would take work and showed up on Day One ready to pu in the effort. That was the key to her success, her willingness to drive and self-explore."

The Dreams Program gave Jes the tools she needed to stop saying "Someday..." and launch her blog, Whisk & Wander. 'have two mantras that came out of this experience which keep me blogging and pursuing my dream," Jes shares. "The first i 'Don't compare your beginning to someone else's middle' and the second is 'If you write, you're a writer. Just keep writing. Thanks to a ton of tenacity and drive (with help from the Dreams Program), Jes has turned Whisk & Wander into a captivating blog filled with treats and adventures that represent exactly who she is. "I had no idea how rewarding it would be," she explains. "It's crazy to me that other pros are reading and enjoying my content. I just never expected that and I'm thrilled.





CHECK OUT ALL OF JES' BAKED GOODNESS AT WHISKANDWANDER.COM



Jes Lahay on how valuable the Caribou Coffee Dreams Program has been for her:

"MY MANTRA THAT CAME OUT OF THIS EXPERIENCE WHICH KEEPS ME BLOGGING AND PURSUING MY DREAM," JES SHARES, "IS 'DON'T COMPARE YOUR BEGINNING TO SOMEONE ELSE'S MIDDLE.'"



# 2015 WIGS: A LOOK AHEAD

It was fun looking back on a great, Do Good-filled year. But now it's time to put our work boots back on and get started on our next WIGs.

Take a peek at what we've already started working on for 2015.

### SOURCING 2015 WIGS

- Support store recycling in Minneapolis by finding the right materials/products
- Keep current on developments in hot cups
- Identify and present one alternative energy source
- Expand and protect position of 100% Rainforest Alliance Certified Coffees

# **ENVIRONMENT** 2015 WIGS

- Design store recycling program
- Implement store recycling in all
   Minneapolis stores by April 15, 2015
- Maintain store recycling at 95%
- · Conduct waste water usage analysis
- Revitalize Support Center recycling
- Conserve print resources by 25%
- Expand commercial composting from 15 stores to 50

### COMMUNITY 2015 WIGS

- 2,080 volunteer hours
- \$760,000 in community giving
- Raise \$10.000 for Caribou Cares
- \$160,000 in food donation.

HERE'S TO TACKLING **NEW CHALLENGES!** 





### HOW CAN YOU DO GOOD?

#### **TEAM MEMBERS**

Read and share information from our Do Good report with friends, family, guests, and your fellow team members.

Donate to Caribou Cares through the ADP Portal or by donating your PTO.

Team members working more than 32 hours per week can receive up to eight paid volunteer hours per year—so get out there and support a cause that matters to you.

Share your Do Good stories with us—email Communications@cariboucoffee.com

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#### **GUESTS AND CONSUMERS**

Read and share information from our Do Good report with fellow guests, friends and family.

Always use your reusable mug!

Follow us on Facebook and Twitter to keep up-to-date with our Do Good efforts. You can share feedback and ideas with us here, too!

Send a message with your purchases—buy Rainforest Alliance Certified™ products and products from Project 7.

In October, purchase Amy's Blend coffee for yourself or make a donation at a store.



### RECYCLE AFTER READING

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This Do Good Report was printed on FSC\*certified, 100% post-consumer waste recycled, which is also Process Chlorine free (PCF). No chlorine or chlorine derivatives are used in the de-inking or papermaking process. This archival paper is acid-free and manufactured with wind power. The inks used are UV inks which cure instantly, resulting in no release of Volitale Organic Compounds (VOCs) into the atmosphere. All waste materials were recycled in compliance with PIM Environmental Initiative. While we encourage you to keep this report to share our Do Good messages, if needed, please recycle this report in a recycling receptacle.

\*The FSC is a worldwide organization that certifies sustainable forestry practices. To earn FSC certification, a forest must be managed in a way that respects the forest's natural ecosystem and habitats as well as the rights and interests of indigenous people.