

2022

IMPACT REPORT

Year in Review





We believe that companies should be accountable for the impact they have on the planet and their people. We understand that our footprint is our responsibility. From here on out, in effort to remain transparent we will provide you with an impact report, every single year. We acknowledge that we're always evolving and together we commit to working hard (and playing harder) on this journey towards doing business better.

Exciting stuff, huh?

TOP TAKEAWAYS

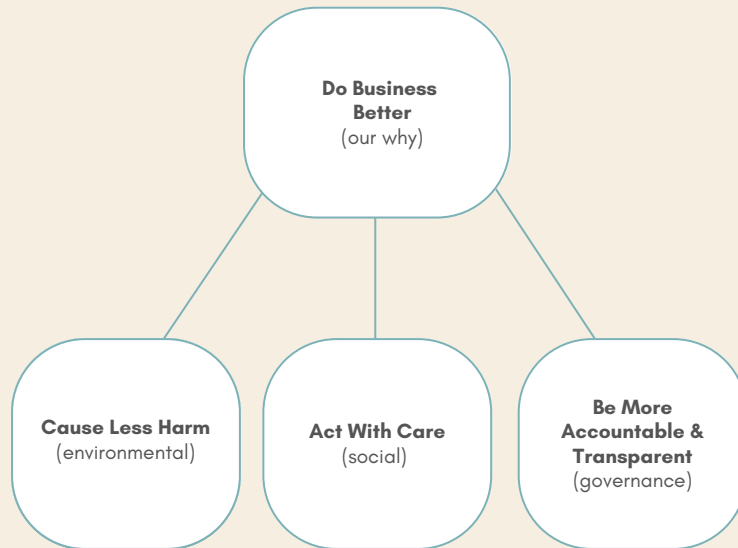
- Our sustainability strategy is broken into three ESG buckets so we always tackle impact from a holistic lens: Cause Less Harm, Act With Care and Be More Accountable & Transparent.
- We started the calculation process of all of our emissions with our new ESG accounting software, Sustain Life.
- We stayed mindful about where we are sourcing things and practiced sustainable building practices during our CAMP renovations.
- Together, we raised and donated \$19,740 back into the community to aligned organizations.
- We focused in on operationalizing and living our values.
- Worked to stay rooted through our core focus and expanded further on how each human within the CAMP ecosystem contributes to the mission.
- We hung out a lot as a team.
- 10,127 new beautiful humans became campers.
- Scored a 49.9 on our B Impact Assessment and will use the B Corp standards as goals moving forward.
- Our average review rating was a 4.9
- We are forever evolving on this expansive impact journey - together.



OUR APPROACH

TO SUSTAINABILITY & SOCIAL IMPACT

At CAMP, we are committed to sustainability and making a radical shift towards refining our current ways to do business better. To return to ourselves and the Earth through business, we use our three bucket strategy to ensure we approach our impact in a holistic way.



CAUSE LESS HARM.

We find ways to cause less harm by staying curious of our impact and challenging the way we do things. We look towards nature to remind us of the beauty of keeping things simple and circular.

ACT WITH CARE.

We seek to act with care and contribute to the overall wellness of the CAMP ecosystem. We welcome all and support all and understand that being fully integrated with our community is an avenue for connection and evolution.

BE MORE TRANSPARENT & ACCOUNTABLE.

We work to lead with transparency so that we can be held accountable by our partners, community, and Mother Earth. We are committed to being a good teammate (it's literally one of our values) and share our journey by staying honest with where we at and where we want to go.

CORE FOCUS

OUR WHY

Helping create happier, healthier adults.

OUR WHAT

A campus of fitness and yoga classes.

CORE VALUES

BE YOUR BEST SELF

Be kind

Be humble

Be vulnerable

Genuine effort in human connection

Happy, healthy adulting starts with you

ALWAYS EVOLVING

Be curious

Ask great questions

Seek out feedback

Always a student of your craft

KEEP IT PLAYFUL

Work hard, play harder

Unleash your inner child

Don't take yourself too seriously

BE A GOOD TEAMMATE

The magic happens through collaboration

Hold each other accountable

Give thoughtful feedback

Always be a camper

NEXT LEVEL EXPERIENCE

Hospitality at our core

Inclusive campus for all

Keep it premium

Whatever you are, be a great one



CAUSE LESS HARM

how we contribute towards
regeneration of our resource base:
Mother Earth.



WE ♥ THE PLANET

So, in 2022:

We invested in an ESG reporting software to measure, manage and report our Scope 1, 2 and 3 emissions.

Diverted approx. 10,207 plastic water bottles (c ya!).

Switched CAMP socks to be all be made with upcycled organic cotton.

Swapped some of our snack options at our Tampa location to minimize single use plastic.

Built out CAMP LA's new buildings with the same standards as our Tampa campus:

- all equipment powered by humans, not electricity
- sustainable flooring
- energy efficient radiant heating systems
- minimal single use plastics
- zero paper towels
- local sourcing for everything from soap to decor
- mindfully sourced retail products

Hosted a Sustainability Market on the campgrounds.

Co-hosted two beach cleanups.

Planted a tree for Earth Day & revamped our CAMP Community Garden community.



ACT WITH CARE

how we show love to our community and people.



WE ♥ OUR COMMUNITY



Together,

We raised **\$1,383** for The SeaChange Agency.

Hosted a Pride Ride and donated **\$1,410** to the Trevor Project.

Raised and donated **\$2,190** to World Central Kitchen.

Donated **\$1,897** for the Breast Cancer Foundation.

Collected and donated thousands of items to Metropolitan Ministries.

Hosted a CAMP triathlon where we raised **\$8,860** in support of one of our very own campers.

Shot some bball, donated **\$4,000**, and hung with our friends at Hoop Bus.

Total amount donated to community causes: \$19,740



PUTTING GENUINE EFFORT INTO HUMAN CONNECTION

In 2022,

We focused on widening diversity across our social media channels.

Gifted two CAMP scholarships to two lovely humans.

Launched our CAMP quarterly initiatives.

Expanded our stock sharing program because magic happens through collaboration.

Came together in Ojai, California with the leadership retreat.

Each program (circuit, yoga, sculpt, stations, cycle) had four offsites focused around development, team bonding and training.

We sent 38 external email communications to our campers.

Went on a journey of refinement as a company where we introduced a new operating system called EOS.

Hosted a t-shirt campaign where artists could submit a CAMP t-shirt design & receive a portion of the profits from the sold shirts.

& we hung with our teams from each coast to celebrate the year and this epic CAMP ecosystem.



Across both locations,
439,685
total campers took class!



& we had

10,127

new campers join
us on this
adventure!





BE MORE ACCOUNTABLE & TRANSPARENT

how we stay vulnerable, open and clear with
where we were at and where we want to go.

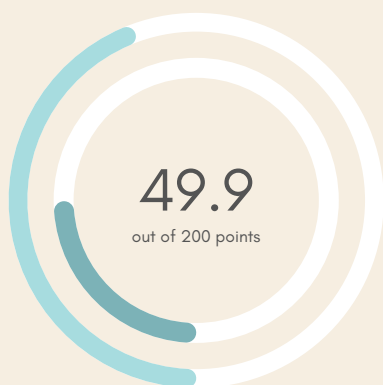


B IMPACT ASSESSMENT

We completed the B Impact Assessment (BIA) so we could understand our baseline against the global B Corp standards. B Corp standards are a way of assessing a company's social and environmental performance and positive impact on stakeholders.

Here's how we did in 2022:

OVERALL



IMPACT AREA BREAKDOWN

Governance - 16.4% of pts achieved



Workers - 37.6% of pts achieved



Community - 42.9% of pts achieved



Environment - 29% of pts achieved



Customers - 60% of pts achieved



We are happy with where we landed. We will retake this assessment every year and use it as a guide for our own sustainability & social impact strategy.

Since the last time we completed the assessment (January 2022), we have already made heaps of progress and will continue to prioritize and integrate this into our better business journey.



SOME OTHER THINGS,

Average review rating across our review platforms: **4.9**

Though we didn't conduct any company wide team member surveys this past year, we have already implemented them for 2023 and will share that data on the next report.

Average Class Count: LA = **20 humans** & Tampa = **23 humans**.



REFLECTION

We will always be working to do business from a more conscious place. We understand that this is a constant journey and there will always be opportunities to recalibrate our typical measures of progress so that we are always evolving in the right direction. We are willing to do the work and keep it playful because we care about humans and the planet, a lot.

With understanding, there is more room for depth and intentionality; and with that, there is more space for love and awareness - which is really what all of this is about.

Creating a next level experience and building mindful processes that consider the whole, is key to helping create happier and healthier adults.





If you have any questions, feedback or you are curious for more details on the report, email Ali Cammisa at aliecicciorg.com