

# 2023 IMPACT REPORT

Year in Review



We believe that companies have a responsibility for the impact they have on the planet and their people. In effort to continue to remain transparent, we promise to provide an impact report to you all, 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?

Let's dive in.



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# TOP TAKEAWAYS

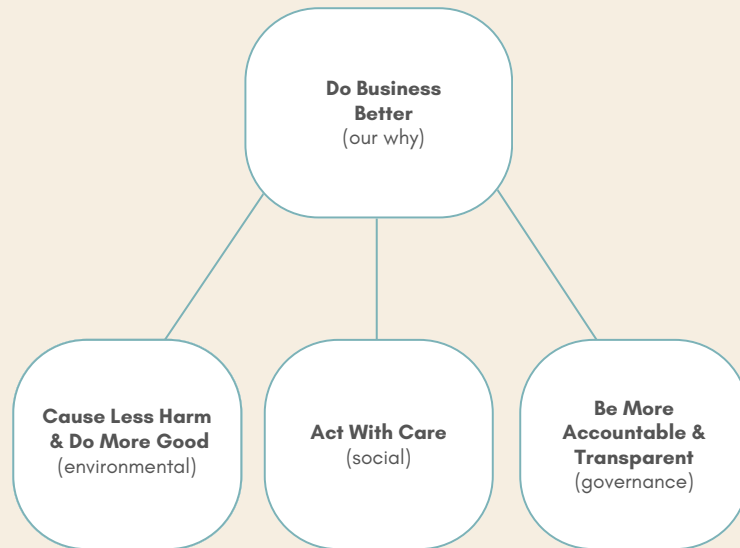
- We think about sustainability in three ways:
  1. Cause Less Harm & Do More Good
  2. Act With Care
  3. Be More Accountable & Transparent.
- Our carbon footprint is ~72 MT CO<sub>2</sub>e.
- Our values keep us grounded in our purpose.
- Hosted two beach cleanups and had our leadership outing volunteering on a local farm.
- We revamped and poured love back into our community garden.
- Raised and donated \$15,315 back into our community.
- Created and launched a Diversity Board.
- Officially celebrated the full opening of our Los Angeles location (yay!)
- Celebrated 2 million visits to CAMP since opening.
- Completed DISC Assessments and training on it to use as a tool to see everyone's individual strengths and ways of being.
- Had 13,512 new campers!
- Scored a 55.9 on our B Impact Assessment (~6 pt increase from 2022)
- Average review rating: 4.9
- 2023 was a year of integration.



# 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 & DO MORE GOOD.

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 are and where we want to go.

# CORE FOCUS

## OUR WHY

Creating happier, healthier adults.

## OUR WHAT

A campus of fitness and yoga classes.

# CORE VALUES

## BE YOUR BEST SELF

Be kind

Be humble

Be vulnerable

No drama

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

Genuine effort in human connection

The magic happens through collaboration

Hold each other accountable with thoughtful feedback

Always be a Camper

Own your part

## NEXT LEVEL EXPERIENCE

Hospitality at our core

Inclusive campus for all

Keep it premium

Whatever you are, be a great one



# CAUSE LESS HARM

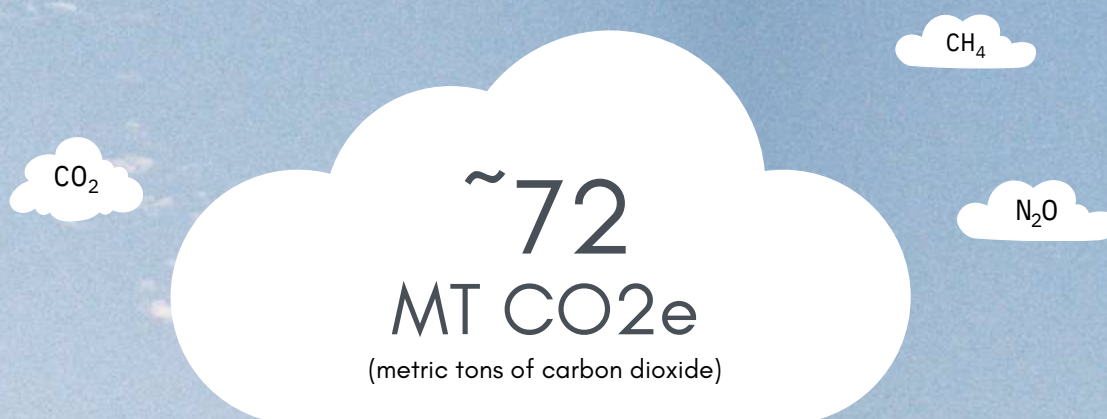
**& DO MORE GOOD**

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



# CARBON FOOTPRINT

In 2022, we invested in an ESG reporting software, Sustain Life, to measure, manage and report our scope 1, 2 and 3 emissions, and in 2023 we began to build out our baseline data. Below is what have collected so far. We are stoked to keep building this out and diving deeper so we can have a true understanding of our complete footprint and set a goal for carbon reduction.



## DATA INCLUDED

Stationary Combustion (natural gas)  
Buildings (electricity)  
Waste (landfill estimates)

## DATA NOT YET INCLUDED (but in the works!)

Water  
Purchases (equipment, supplies, services)  
People (bizz travel, commutes)  
Transportation & Distribution  
Events  
Supply Chain  
Waste (updated landfill + recycling)

## CURRENT CO<sub>2</sub> FOOTPRINT EQUIVALENT

79,350 pounds of coal burned  
184 homes' electricity use for one year  
carbon sequestered by 85 acres of U.S. forest in one year  
carbon sequestered by 1,191 tree seedlings planted and grown for 10 years  
\*equiv estimates pulled from epa.gov greenhouse gas equivalencies calculator



# WE THE PLANET

## **So, in 2023:**

Completed the build out in LA and renovation in Tampa with our consistent building standards:

- 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

Co-hosted two beach cleanups (one on the beach and one on paddle boards!)

Planted our 5th tree for Earth Day on our Tampa campus (a lemon tree named Ramon) and enhanced the CAMP LA ecosystem biodiversity by planting several new trees and adding fresh landscape all around (hello pollinators!)

Diverted approx 11,500 plastic water bottles from landfill by switching to selling reusable options instead.

Installed our water fountain refill station in our Cycle & Circuit building; (one unit can reduce the consumption of as many as 36,000 16oz plastic bottles each year)

With our retail: we ensured, and continue to audit, that we partner only with brands who have a higher sustainability and environmental awareness in mind.

Had our leadership outing volunteering a Meacham Urban Farm.

# HAPPY & HEALTHY HUMANS



## ♥ TO GARDEN

Four years ago we created a CAMP Community Garden at our Tampa location.

In 2023, we revamped our Community Garden leadership with an all new partnership with Plante La Vie and brought on 24 new community garden members.

We became a registered and recognized People's Garden movement as part of the USDA Office of Urban Agriculture and Innovation Production.

Our Community Garden contributes to:

- strong community connection
- education around working with the land and growing our own food
- empowering children to have a deeper appreciation for nature and healing food
- overall health and well-being: to self and the Earth
- sustainable ecosystem enhancement and biodiversity
- supporting local composting efforts
- creating happier and healthier adults

Some of our goals for 2024 in regards to our community garden are:

- harvesting nourishing food from the source and enjoying it together in community at garden lunches and
- partnering with local land stewards like beekeepers to focus around local pollination efforts and pollution mitigation

# ACT WITH CARE



how we show love to our community and people.



# WE ❤️ OUR COMMUNITY

## Together,

We raised **\$2,805** for IPAS.

Hosted a Pride Ride and donated **\$3,066** to the Out Foundation.

Raised and donated **\$4,239** to The Sea Change Agency.

Donated **\$5,205.16** for The Breast Cancer Fundraiser.

Collected and donated thousands of items to Metropolitan Ministries.

**Total amount donated to community causes: \$15,315.16**



## PUTTING GENUINE EFFORT INTO HUMAN CONNECTION

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We created a Diversity Board to generate conversations that help us better round out our perspectives.

Set quarterly wellness goals that we report on each week alongside our other projects.

Gifted two CAMP scholarships to two lovely humans.

Expanded our stock sharing to even more humans program because magic happens through collaboration.

Came together in the Grand Canyon with the leadership retreat to get vulnerable with one another and deepen our connection to each other, ourselves and the planet.

Officially celebrated the full opening of our Los Angeles location (yay!)

We supported over 70 local businesses in different ways throughout the year through markets, community partnerships, retail vendors, and more.

Hosted our 4th CAMP Games (super epic).

Completed DISC Assessments and training on it to use as a tool to see everyone's individual strengths and ways of being.

Rolled out a company wide quarterly communication and weekly meeting cadence so we can all stay on the same page and stay connected to the journey we are on.

Celebrated 2 million visits to CAMP since opening!!

Hosted a CAMP retreat for campers on a sustainable compound in Costa Rica.

& we hung with our teams outside the campgrounds at least 1x/quarter from each coast to celebrate the year and this epic CAMP ecosystem.





502,723

total classes were taken  
across both locations!



& we had

13,512

new campers join  
us on this  
adventure!



# BE MORE ACCOUNTABLE & TRANSPARENT



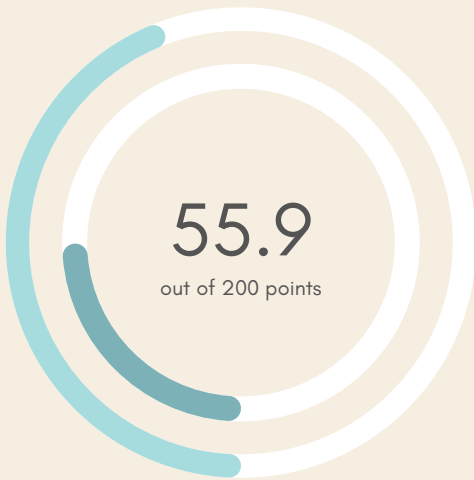
how we stay vulnerable, open and clear with  
where we were at and where we want to go.

# B CORP STANDARDS

The B Impact Assessment is a comprehensive assessment that helps to measure, manage, and improve positive impact performance for environment, communities, guests, suppliers, team members, and shareholders. This assessment is the measurement tool to certify businesses under the B Corp standards.

Here's how we did in 2023:

## OVERALL



+ ~ 6 point increase from 2022

- 49.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification

\*\* this is an undocumented and certified score through B Lab. We use the BIA to measure our progress based off B Corp standards.

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 (+ ~ 6pts) and will continue to prioritize and integrate this into our better business journey!



## SOME OTHER THINGS,

Guest Review Rating Average: **4.9**

Team Member Happiness Survey Average:

Hourly Team Members - **4.07**

Salaried Managers - **4.6**

Hourly Instructors - **4.7**

Average Class Count:

LA = **16 humans** & Tampa = **23 humans.**

# KEEP IT PLAYFUL, IT'S A JOURNEY.

Sustainability & social impact act as anchor points for deepening purpose and regeneration through business and the CAMP ecosystem.

We are committed to continue to build this magical community and next level experience with intentionality and playfulness, all while being mindful of our impact along the way.



In 2023, we took big steps to reshape our company's foundation, ensuring sustainable growth. Our focus on balancing investments in people, infrastructure, and culture drove initiatives such as role clarity, defining success for each team member, EOS implementation, leadership development, LA's grand opening, and Tampa's remodel.

The launch of LA pushed us to dive deep into our culture, brand, and the essence of our product—a journey of self-discovery to inspire the magic of CAMP Tampa into a new city. We wholeheartedly embraced our values as a company, making them the essence of our being.

Financial support from our partners enabled critical upgrades in Tampa and a stellar LA opening. Collaborating with our restaurant group enhanced our capabilities in accounting, finance, and technology.

2023 was a year of integration, gearing us up for an epic 2024. Thank you for your dedication and commitment, making CAMP an incredible place to be a Camper.

Love, Jamie Lanza  
Co-Founder/ President/ Visionary





**IF YOU HAVE ANY QUESTIONS, FEEDBACK OR YOU ARE  
CURIOUS FOR MORE DETAILS ON THE REPORT, EMAIL,  
DIRECTOR OF SUSTAINABILITY & SOCIAL IMPACT, ALI  
CAMMISA AT [ALI@CICCIORG.COM](mailto:ALI@CICCIORG.COM)**



CAMP