



MadTree's 2022 Impact Report



a few words from our founders

When MadTree started in 2013, we were driven to craft great beer, but more importantly, to build something bigger than ourselves.

Since the beginning, we've cared deeply about creating meaningful connections with our communities. We embrace our name MadTree and work to celebrate and protect nature, while reducing our impact on the environment.

We have committed to delivering \$5M of Impact by 2030. As proud members of 1% for the Planet, we give 1% of our sales to local, environmental nonprofits. We invest by working side-by-side with our nonprofit partners – requiring and paying employees for 16 volunteer hours yearly. We're also on our way to becoming a B-Corp certified company.

We look forward to the journey and growth ahead. Thank you for continuing to support this mad little dream.

Brady & Kenny



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plant it forward

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Doing More for the Planet

reduce | repurpose | recycle | reinvest

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Growing Ourselves and Each Other

include | celebrate | collaborate



PLANT IT FORWARD

At MadTree, we're on a mission to **plant it forward** – in nature, for our community, and by growing our people. That's why we're proud members of 1% for the Planet and we're anxiously awaiting our B-Corp certification. Our roots are firmly planted in sustainable and ethical practices. And, we're always looking for ways to branch out and be better.

2022 Accolades

LEED Gold Certified - Alcove Kitchen + Bar
Cincinnati Horticultural Society Award for Alcove Pollinator Garden
Recognized as a Green Dot Violence Prevention place of business
Hamilton County Resource Pollution Prevention Internship Recipient



NATURE FORWARD

Doing More For the Planet

reduce. repurpose. recycle. reinvest.



100% Solar and Wind Powered

We've been 100% wind powered since July 2021. This year, Alcove and our 1.0 facility are locally solar powered thanks to the City of Cincinnati. Our Oakley location remains wind powered with the help of our friends at Energy Harbor.

100% Compostable

Along with our Catch-a-Fire food partner, we only use compostable flatware, plates and napkins when not using the non-disposable, real deal plates and such.

96,971 pounds of waste diverted from the landfill in 2022 compared to **78,087 pounds** in 2021. This increase comes from adding Alcove to our portfolio and taking our efforts wherever we build.

All in all, over **309,075 pounds** of waste has been diverted since 2018.



reduce





100% Spent Grain Repurposed

We are committed to keeping 100% of our spent grain out of the landfill and into the full bellies of happy local livestock.

Over **6,886 tons** to Reinhardt Beef Farm since 2016. (That's almost equivalent to 1,000 elephants!)

Over **1,827,632 pounds** in 2022 alone.

Over **2 million pounds** in 2021.

Almost **14 million pounds** since 2016.

repurpose



100% Recyclable

Did you know what carries your 6 pack also carries the ability to be recycled? PakTechs are made of 100% recycled HDPE.

We recycled roughly **96,000** PakTechs in 2022.

We recycled around **128,333** PakTechs in 2021.

Bring your PakTechs in and help us recycle more!



recycle





Over \$30,000 in Carbon Offsets

There were 425 events at our Oakley and Alcove locations last year. And every event (personal, wedding, corporate) includes an optional carbon offset donation. Thanks to the generosity of so many, we were able to secure **\$33,421** to invest back into our community through planting trees.

100% of offset dollars go to Cincinnati Parks Foundation to plant trees locally. This year we'll focus on planting in Roselawn and Bond Hill - participating in the Climate Safe Neighborhoods program with Groundwork ORV, Cincinnati Parks Foundation, and Cincinnati Parks.

72% of event hosts opted to offset in 2022.

71% opted to offset in 2021 contributing over \$16,000.

reinvest



COMMUNITY FORWARD

Giving Back Locally
volunteer. plant. partner. commit.





16 Hours per Employee per Year

Full-time employees are required to fulfill 16 hours of paid volunteer hours per year. In 2022, we doubled our staff size, which means the more employees we have the more we can grow our impact.

2,037 volunteer hours in 2022 (with a goal of 2,003 hours...we crushed it!).

1,715 of those hours went to 1% for the Planet nonprofits.

\$58,130 total investment.

volunteer



The More Trees, the Better

Trees are in our name and in our nature. Planting trees helps sequester CO2, avoid stormwater runoff, and reduce energy usage. They also help reduce heat in urban areas. We're on a mission to add a lot of trees across Cincinnati.

We typically plant and donate around **5,000** trees every year. In 2021 our total was 5,220. This year we hit our mark on the nose!

5,000 Trees Total in 2022

ReLeaf - 1,000
One Tree Planted - 788
Conscious Step - 1,510
Toss A Buck - 1,573
Cincinnati Parks - 129



plant



We're in Good Company

\$242,700 Invested in Local Nonprofits

We're fiercely dedicated to \$5 million of Impact by 2030, after three years of investing we are 11% of the way there - investing over \$570K. A large percentage of how we focus those dollars is through our philanthropic giving to the 1% for the Planet nonprofit network locally.

Check Out our Current Partners





Why We Stay Committed to Local

- * Local businesses are more likely to utilize other local businesses - banks, service providers, and farmers.
- * For every \$100 spent at a local business, \$68 of it will stay in the community.
- * Independent retailers return more than three times as much money per dollar of sales to the community in which they operate than chain competitors.
- * Small businesses employ 77 million Americans and accounted for 65% of all new jobs over the past 17 years.
- * MadTree is doing its part to keep our city and community strong and this is one more way we can do that.

In 2021 we made the strategic decision to focus our efforts on the Greater Cincinnati market. We pulled resources from our outer markets (Cleveland, Columbus, and Tennessee), opened a new location downtown, doubled our staff, and shifted our company focus to hospitality as the lead revenue driver. We currently attribute 80% of our revenue to local customers (within 50 miles) across our various operations. We believe focusing our efforts into our local community will get us to our vision of 3X in revenue and \$5M of Impact by 2030.





Growing Ourselves and Each Other
include. celebrate. collaborate.





Our Current Staff

We are evolving to represent a more diverse company and have already shown improvement. In 2021, MadTree's staff was 40% female identifying along with 5% people of color. In 2022, our staff has grown to include **43.8%** female identifying and **16.5%** people of color.

Our Current Efforts

We believe in equal pay for work of equal value. Annually we analyze pay equity based on gender identity and we have plans in place and strategies for the future, to diversify and strengthen our culture. We have also signed the Pay Equity Commitment developed by the Hamilton County Commission on Women + Girls.

Pay Equity in 2022 - \$1.00 : \$0.98 Female to Male Ratio

We have a FIE (Female Identifying Employee) group at MadTree, created for FIEs to connect and grow within our company and the brewing community. This group hopes to break barriers for FIEs and offer a safe space to discuss and access resources, commune in fellowship, expand professional networks, and strengthen social interactions.

We also partner with Hamilton County Commission on Women + Girls and have recently added free feminine hygiene resources in both our locations.





International Women's Day

In collaboration with Pink Boots Society

Every International Women's Day, MadTree creates a beer that pays homage to an incredible woman who inspires us and so many in so many ways. Each year we celebrate a different trailblazer who's done amazing things in her field and life.

To date we've celebrated Annie Oakley, Ruth Bader Ginsberg, Malala, and this year, Katherine Johnson, celebrated mathematician, "Hidden Figure," and all-around NASA badass.

Katherine was an Imperial Juicy IPA featuring Apollo, Comet and Strata hops and a yeast called Cosmic Punch. This 10.1% ABV beer honored her 101 years of age.

Our annual IWD beer is created, brewed, cellared, packaged, and designed by the women of MadTree!

celebrate



Ascending Women Speaker Series

Ascending Women is a monthly speaker series featuring strong, inspiring women who have overcome big challenges. It's an opportunity to connect, learn from, and grow with each other.

Highlights of 2022

Hosted **7** Events.

Lifted and shared the stories of **21** remarkable women.

Inspired over **500** attendees.

Raised **\$7,660** for our 1% for the Planet nonprofits.

**Power to
Pursue**

AMEND



collaborate



A Few Words from our VP of Experience & Impact

It's been such a remarkable year of Impact! I've been reflecting a lot on how lucky I am to be part of a company that makes such an impact within the community. To all involved, I want to say thank you for being part of the inspiring work we do here at MadTree.

This work has allowed us to plant more trees, touch more lives, be more inclusive, and bring new audiences to our table. From our consumers buying beer and Sway at the local grocery store, to anyone who has visited Alcove or the Taproom, to those who've rented one of our spaces - every person who touches our brand contributes to the work we do. Each and every person involved, coming together to invest in the community with us, allows us to build a better Cincinnati!

Cheers,

Rhiannon Hoeweler





join us

Plant it Forward

Help us help our community and environment.
Let's dig in and make a difference together.

Recycle your cans, bottles, packaging, and PakTechs.

Volunteer with Us. Help us plant trees.



**FOR THE
PLANET**
— MEMBER —

