



INSPIRE REPORT 2024

A close-up photograph of a gorilla in a lush, mossy forest. The gorilla is looking upwards and to the right with a thoughtful expression. The background is filled with green foliage and tree trunks covered in moss.

THAT GORILLA BRAND IS A STORY
THAT STARTS WITH GORILLAS—
BUT IT'S ALSO ABOUT SO MUCH MORE

INTRODUCTION

OUR ETHOS

That Gorilla Brand is a premium conservation lifestyle brand born through a deep rooted love of nature and the outdoors and a shared collective vision to do well by doing good.

Through sheer grit, strength of spirit and everlasting energy we have grown That Gorilla Brand into a premium lifestyle brand that encompasses apparel, adventures and film.



OUR STORY

That Gorilla Brand is a story that starts with gorillas....but it's also about so much more. It is a story about uniting people and communities, about our changing climate and the conservation of our biodiverse world, and about the provision of essential clean water, education and empowerment to the humans who live in the neighbouring areas of the gorilla habitats.

At the heart of That Gorilla Brand lies adventure and curiosity, embedded in our DNA is integrity and honesty, built into our bones is resilience and unwavering strength. We lead with hope and everyone can be a part of our journey.



OUR HANDPRINT

Our ‘raison d’être’ is to promote the preservation of the endangered mountain gorilla and the empowerment of the human populations who live nearby.

We want to make a real and lasting difference by providing supreme quality lifestyle products, organising fundraising experiences and documenting them, all in aid of our cause. In doing so, we work hard behind the scenes to ensure our products, adventures and media are conducted and made responsibly.





OUR BRAND PURPOSE IS TO INSPIRE
PEOPLE TO MAKE A POSITIVE IMPACT
ON THE NATURAL WORLD

OUR MISSION

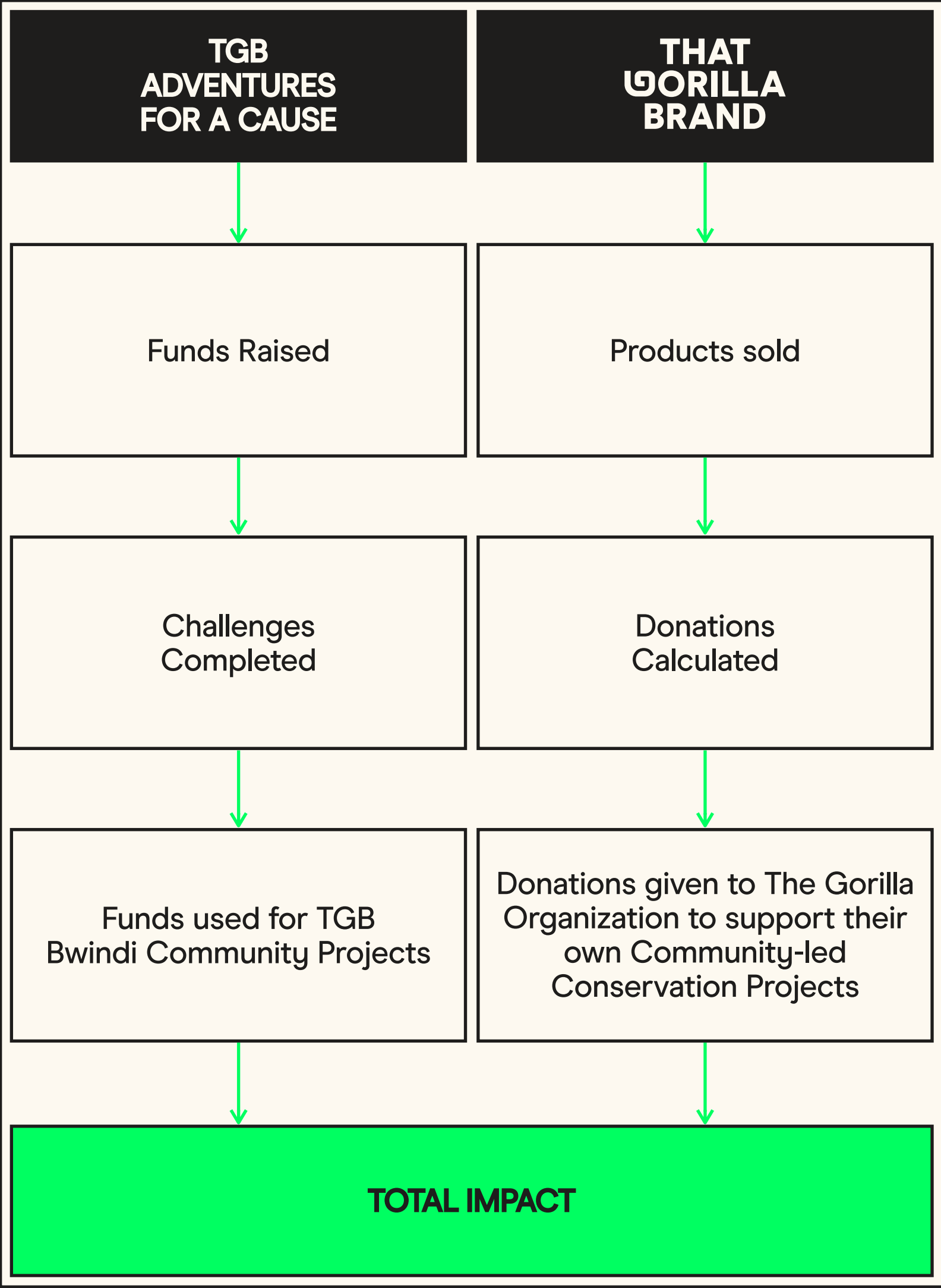
WE INSPIRE IMPACT THROUGH THE UNIVERSAL APPEAL OF OUR PRODUCTS, MEDIA AND ADVENTURES

Donations from sales of our products and fundraising from 'Adventures For A Cause' all go to The Gorilla Organization to aid their ongoing community led conservation projects and also our own That Gorilla Brand led initiatives.

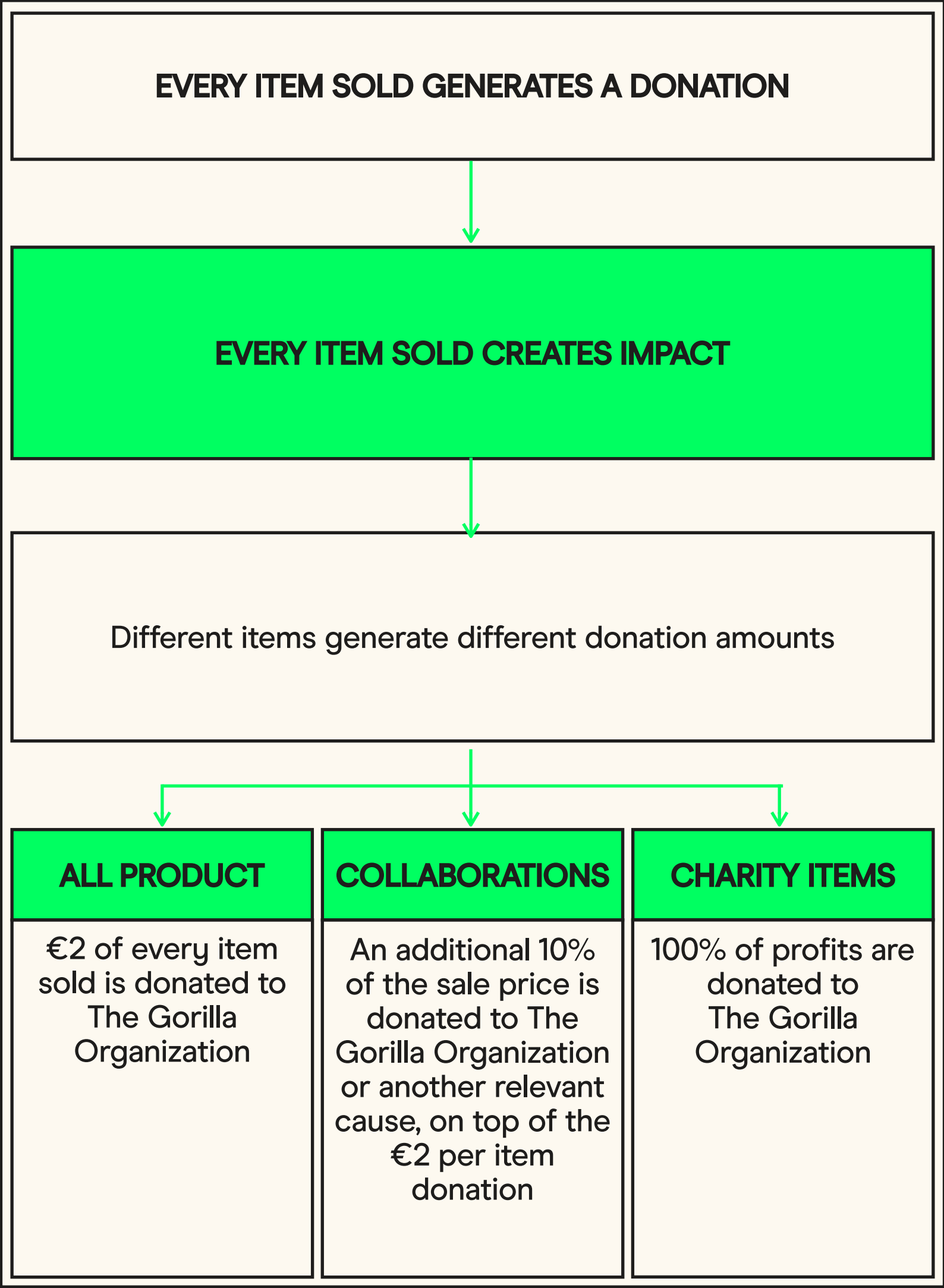
All these initiatives enable the human inhabitants of these communities to provide for themselves without encroaching on gorilla habitats.



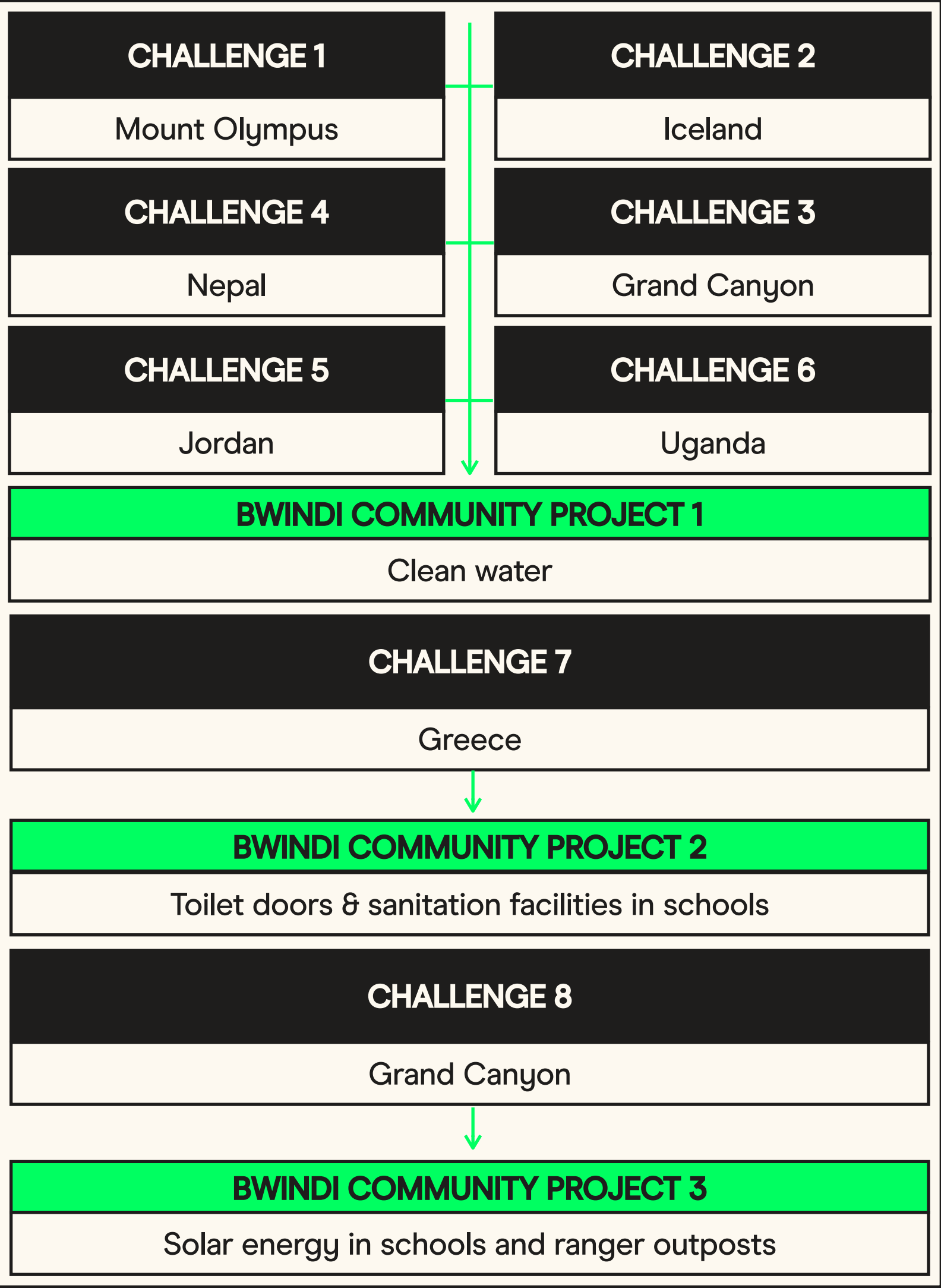
OUR
IMPACT.



FUNDRAISING FROM
PRODUCT SALES.



FUNDRAISING FROM
ADVENTURES.



SUMMARY

HOW DID 2024 GO?

IN 2024, WE DEEPEMED OUR COMMITMENT TO MEANINGFUL CHANGE THROUGH OUR PILLARS OF ADAPTIVE INNOVATION, COLLECTIVE EMPOWERMENT, AND SUSTAINABLE REGENERATION.

These pillars continue to guide our purpose-driven approach, merging lifestyle with tangible conservation work while fostering a culture that unites our troop, partners, and customers around shared values of progress and impact.

Adaptive Innovation shaped our journey through purposeful design, functional upgrades, and open access. Our Ranger jackets were introduced using durable ripstop fabric, designed for utility, longevity, and exploration. Adventures For A Cause evolved into open-participation challenges, welcoming supporters from around the world to contribute, move, and raise funds in their own way. This year’s eighth adventure took our troop through the remote and rugged Kanab Creek Wilderness in the Grand Canyon, raising €28,000 to deliver solar energy to two schools and a ranger post in Bwindi. Storytelling remained a powerful tool, with MAJI and The Hearts of Bwindi continuing to receive international recognition across festival circuits, reaffirming the role of honest narratives in driving awareness.

Collective Empowerment thrived in 2024. We returned to Uganda with members of our troop for an experiential journey rooted in understanding and connection. From community runs across cities to a dynamic collaboration

with Percival in the UK, our movement became more accessible and inclusive. Internally, our team expanded and grew stronger. Externally, our presence at Sneakerness Festival reinforced our position as a brand built on purpose, creativity, and community.

Through Sustainable Regeneration, we impacted over 27,000 people across more than 30 communities in Uganda, expanding efforts in water access, solar energy, and education. Alongside our internal initiatives, we also collaborated with Tatoi Club to fund the installation of two 10,000-litre water tanks in Nyamasinda village, further supporting clean water access for communities near gorilla habitats. Our operations moved closer to a zero harm model, improving practices across sourcing and production. With the introduction of more community-first initiatives such as local runs and regional activations, we proved that regeneration starts both in the field and within our own systems.

2024 was a year of openness, connection, and resilience. Through our products, our platforms, and our people, we continued to prove that style and substance can coexist, and that every step we take together leaves a lasting impact.

Formal Commitment to Impact
We are formally committed to donating the equivalent of 5% or more of our revenues to our charitable partner each year.



FROM OUR FOUNDERS

Dear Troop,

As founders of That Gorilla Brand, our journey in 2024 has been one of connection, purpose, and continued growth. This year reminded us once again that when we move with honesty and intention, real change follows.

One of the most powerful moments was our eighth Adventures For A Cause challenge — a demanding trek through the Kanab Creek Wilderness in the Grand Canyon. It was remote, raw, and incredibly humbling. Together with our troop, we raised vital funds to bring solar energy to schools and a ranger post in Bwindi, a step forward for both people and wildlife.

Beyond the canyon, we saw our community grow stronger than ever. We returned to Uganda for an immersive experience with our troop, took part in Sneakerness Festival, and launched inclusive community runs that brought our message to streets across Europe. Alongside these efforts, we continued expanding our impact on the ground, including a collaboration with Tatoi Club to support the installation of two 10,000-litre water tanks in Nyamasinda village, providing clean water access to the community.

Through everything, MAJI and The Hearts of Bwindi continued to spark awareness and recognition around the world, proving that storytelling, when rooted in truth, travels far.

Internally, our team expanded and evolved. Externally, our mission stayed clear. Every decision we made was anchored in the belief that style can carry meaning, and that business can drive impact.

Thank you for being part of this. Thank you for showing up, for believing in our cause, and for pushing this movement forward - one step, one story, one product at a time.

With heartfelt thanks,

Leo & Casey



OUR MODEL

OUR MODEL

WE ARE NOT JUST FOCUSED ON ITS OWN SUCCESS BUT ARE PIONEERING NEW WAYS OF OPERATING THAT ARE BENEFICIAL FOR A BROADER COMMUNITY

We aim to lead with innovative practices that can influence our troop, supply chain and the human communities that surround gorillas habitat.

Applying this framework to That Gorilla Brand means we are focused on engaging in actions that are not only beneficial to the human communities that surround gorillas habitats. We are also setting standards and practices that inspire others to have a positive impact on nature habitats.

CREATING CONDITIONS FOR OTHERS TO DO GOOD

We are not just internally focused on doing good, but it is also setting up an environment or a system where other entities, like partners, customers, or even competitors, are encouraged or facilitated to engage in positive actions.

This could be through collaborative projects, setting industry standards, providing resources or platforms for others, or advocating for beneficial policies.



ACTIVELY MAINSTREAMING POSITIVE WAYS OF BEING

Our practices aim to go beyond sustainability; we are about creating systems that restore and regenerate the sources we need, and the impact we have.

By actively mainstreaming these practices, we aim to promote and integrate these methods into the normal way of doing business, both within their own operations and in the wider industry or community.



LEADING BY EXAMPLE

We aim to first implement and test innovative, positive practices within our own operations. Once these practices prove successful internally, we aim to then share these practices with our troop.

This could be through publishing toolkits, offering advice and guidance, or leading industry-wide initiatives.



OUR MODEL

PRODUCTS

RESPONSIBLE MANUFACTURING

We strengthened our manufacturing criteria in 2024, continuing our collaboration with RTG in Portugal while setting even higher standards for all new production partners. Every garment was produced under strict ethical and sustainable guidelines, ensuring care for both people and the planet. We also upgraded our fulfilment process with compostable courier bags, taking a further step toward reducing our packaging footprint and aligning every stage of production with our impact values.

VISIBILITY THROUGH DESIGN

In 2024, we sharpened the way we present our collections. Our SS24 and AW24 drops highlighted essential pieces designed for real use, with t-shirts at the core and new additions like the Ranger jackets and Ranger cargos crafted from durable ripstop fabric. Each piece was created to balance functionality, durability, and everyday wearability, staying true to the needs of a conscious lifestyle.

DESIGNING FOR LIFESTYLE AND IMPACT

Beyond the products themselves, we focused on the deeper connection between clothing and purpose. Every design choice reflected a commitment to environmental and social responsibility, blending style with meaning. Through careful material selection, responsible manufacturing, and clear storytelling, we worked to inspire action and show that fashion can drive positive change.

TRANSPARENCY AT EVERY STEP

While our product tags remained unchanged, we focused on making the impact behind each product more visible across our owned channels. From updated product descriptions to purpose-driven messaging, we reinforced transparency, traceability, and trust, giving our community a clearer understanding of how and where their products are made and why every choice matters.



OUR MODEL

ADVENTURES

DOCUMENTING INSPIRATIONAL JOURNEYS

Throughout 2024, we continued to capture and share the essence of our Adventures, providing inspiration for others to engage with conservation efforts. Through storytelling rooted in authenticity, we showed how movement and purpose together can drive real change.

ADVENTURE 8: KANAB CREEK WILDERNESS

Our eighth Adventures For A Cause challenge took our troop deep into the remote and rugged Kanab Creek Wilderness in the Grand Canyon. Over four days and three nights, the team navigated extreme terrain to raise €28,000, funding solar energy installations for schools and a ranger post in Bwindi. This adventure reaffirmed the power of physical challenge to generate meaningful, lasting impact for both people and wildlife.

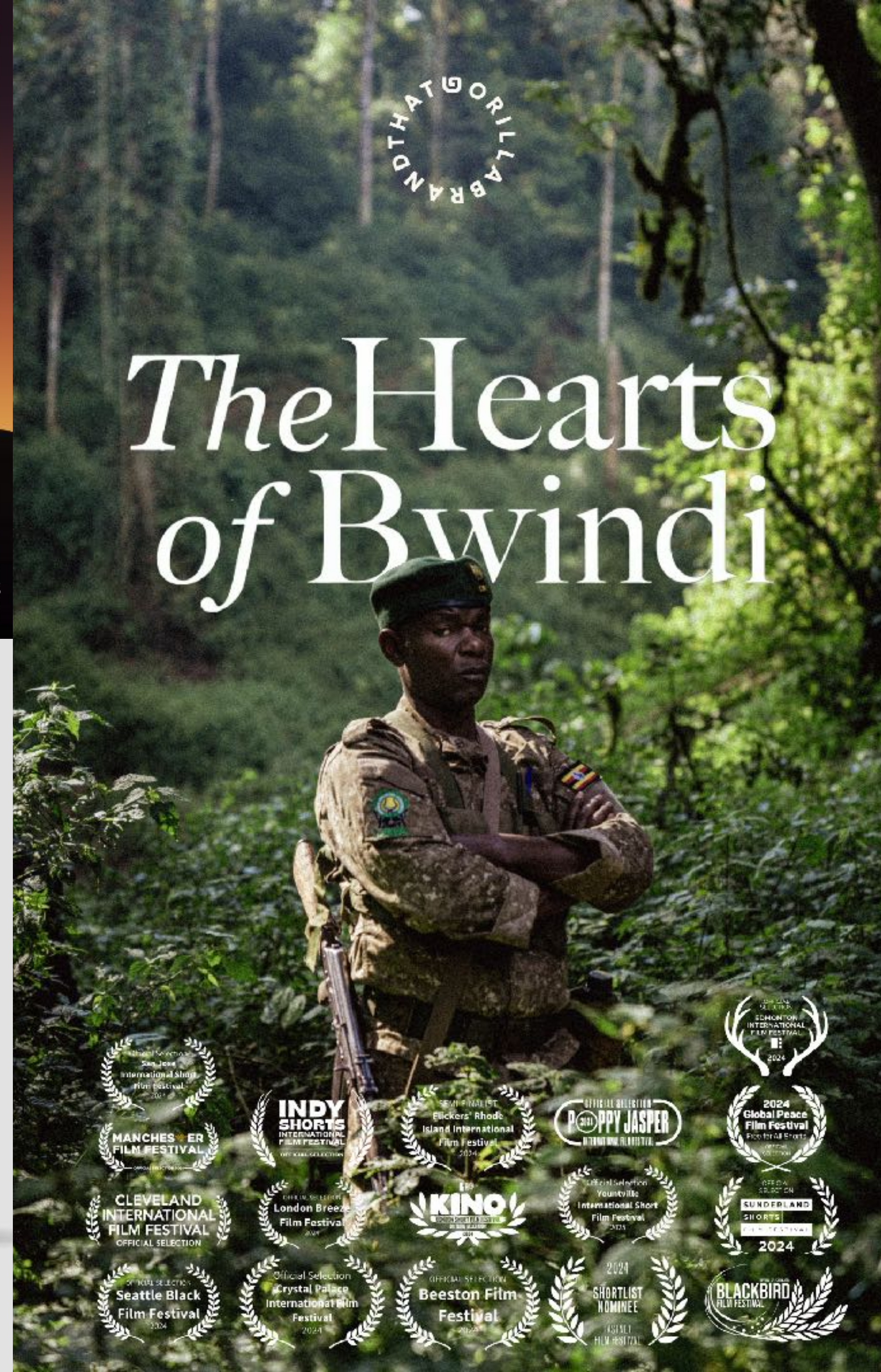
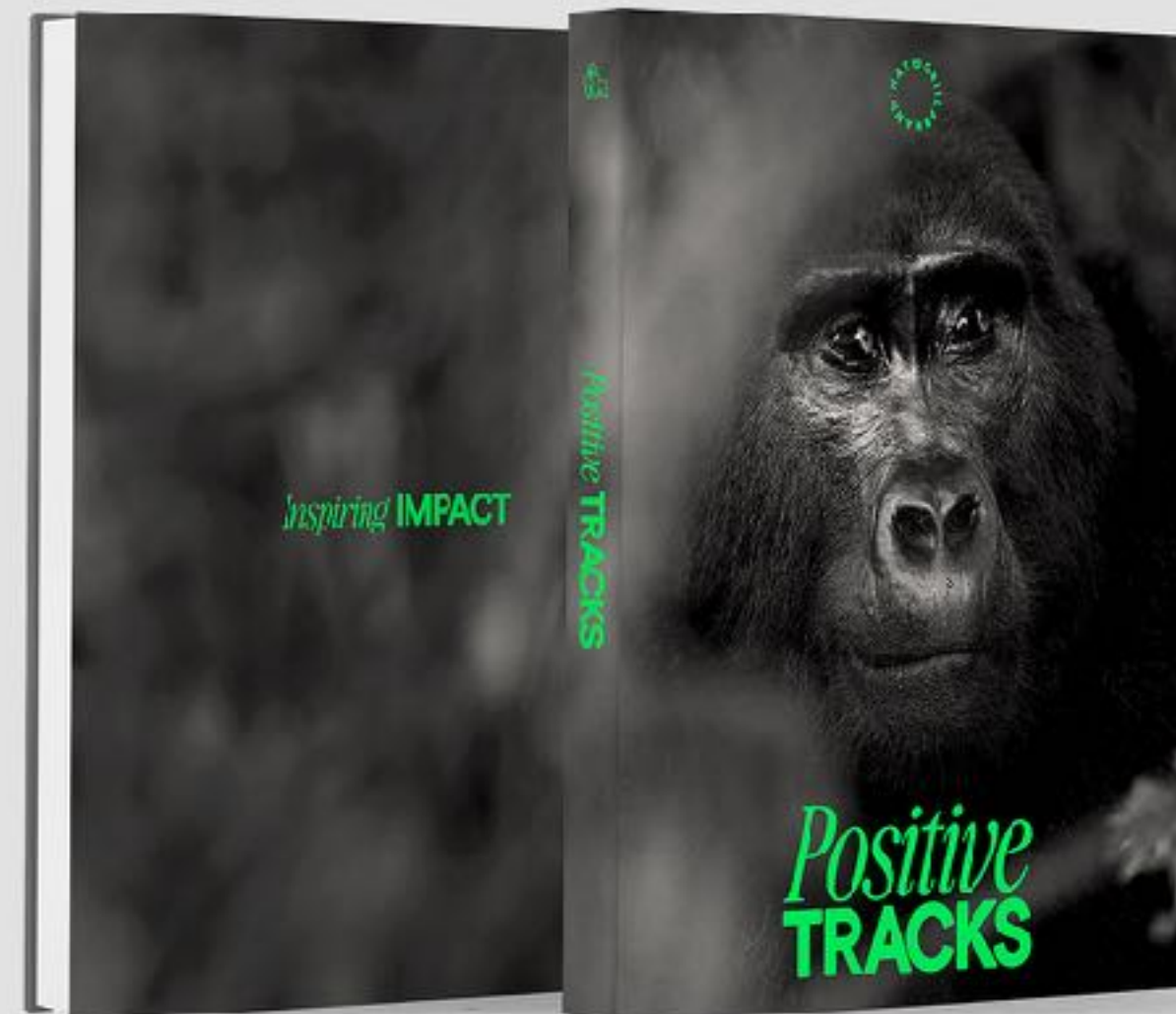
EXPANDING MOVEMENT THROUGH COMMUNITY RUNS

In addition to larger expeditions, we brought our message to city streets across Europe and to the communities we support in Uganda through inclusive community runs. These open events invited people from all backgrounds to move with purpose, strengthening our troop, raising awareness, and making everyday adventure a platform for positive change.



MEDIA

Our media activities across 2024 were designed to elevate the impact behind every project we launched. From PR campaigns supporting the films to broader storytelling across digital and physical channels, we remained committed to using every platform available to inspire, educate, and mobilise action.



OUR INTERVENTIONS

THAT GORILLA BRAND IS COMMITTED TO NOT JUST FOCUSING ON ITS SUCCESS BUT PIONEERING NEW METHODS THAT SIGNIFICANTLY BENEFIT THE BROADER COMMUNITY.

BY LEADING WITH INNOVATIVE PRACTICES, WE AIM TO INFLUENCE OUR TROOP, SUPPLY CHAIN, AND HUMAN COMMUNITIES AROUND GORILLA HABITATS IN UGANDA POSITIVELY.

OUR PRIMARY INTERVENTIONS

We focus on four primary interventions within communities living alongside gorilla habitats in Uganda:

- WATER
- SANITATION
- SOLAR ENERGY
- EDUCATION

Our primary interventions aim for limitless positive impact within communities surrounding gorilla habitats in Uganda. As each project culminates, we transition to supporting new communities, ensuring our efforts are part of an evolving journey of improvement and expansion.

This continuous cycle of reaching and then setting new benchmarks allows us to extend our positive influence further, embodying a commitment to perpetual growth and adaptation in our mission to uplift human communities that surround gorilla habitats.



OUR INTERVENTIONS

WATER

We are committed to increasing access to clean, responsibly sourced water for communities living around gorilla habitats in Uganda. Our efforts go beyond conservation, supporting long-term wellbeing and resilience by improving the availability of one of life’s most essential resources.

FUNDRAISING VEHICLE:
ADVENTURES AND FILM



2024 STATUS:

The Bwindi Community Water Project has reached up to 20,000 people directly in over 30 Bwindi communities, with a further reach of over circa 150,000 people throughout the completion of the three phases of this project.

In 2024, we expanded our clean water initiatives across Uganda, strengthening access in both schools and local communities. In collaboration with Tatoi Club, we funded the installation of two 10,000-litre water tanks in Nyamasinda Village, helping to secure safe, daily access to water. At Nyamatsinda Primary School, our long-term efforts have resulted in more than eight 10,000-litre tanks, ensuring that students, teachers, and families have reliable water year-round.

Alongside new rainwater harvesting systems, we continued to support two community wells, ensuring

ongoing access to clean water for households in remote areas. These wells have become essential pillars of local resilience, helping families access safe water closer to home.

Today, our water initiatives support approximately 30 communities surrounding Bwindi Impenetrable National Park. Access to clean water has delivered immediate health benefits while unlocking long-term opportunities. Schools now maintain gardens that contribute to food self-sufficiency, and once-unusable swamplands like Njeganjengye have been transformed into productive farmland sustaining around 80

households. Local clinics report fewer cases of waterborne illness among children, and villagers no longer need to venture into forest streams to collect water. With reliable access to clean water, health, dignity, and resilience across these communities continue to grow.

Water access is the foundation that strengthens health, education, farming, and futures — building resilience across every community we touch.

OUR INTERVENTIONS

SANITATION

In 2024, we supported the installation of new hygienic sanitation facilities at Nyamatsinda Primary School in Uganda, improving daily life for 686 students and 14 teachers. Access to proper sanitation plays a crucial role in reducing illness, improving school attendance, and creating a dignified, safe learning environment — especially for girls.

This intervention reflects our continued commitment to embedding sanitation within our broader water and education work. When schools have access to safe hygiene infrastructure, learning outcomes improve and communities become healthier and more resilient.

FUNDRAISING VEHICLE:
ADVENTURES

2024 STATUS:

In 2024, we completed a full sanitation upgrade at Nyamatsinda Primary School, delivering safer and more dignified facilities for 686 students and 14 teachers. This work fulfilled the sanitation component of our 2023 fundraising goals and serves as a model for future projects across the region.

Across the Bwindi region, the lack of proper school sanitation has long created daily challenges to health, dignity, and education. In response, we launched a long-term initiative to deliver safe, hygienic sanitation facilities to schools in need. To date, 16 schools have received upgrades, reaching approximately 5,000 children with improved toilet infrastructure and hygiene support.

In 2024, our focus was on Nyamatsinda Primary School. Before this intervention, students and teachers faced broken toilets, unsafe conditions, and no privacy. This year, we completed a full sanitation upgrade

alongside clean water access and solar power, transforming daily life for 686 students and 14 teachers. It is a clear example of how infrastructure can reduce illness, boost attendance — especially for girls — and create the conditions for every child to thrive.

By embedding sanitation within our broader work in education and water access, we continue to help build school environments that support both physical well-being and long-term opportunity.



OUR INTERVENTIONS

SOLAR

In 2024, we expanded our impact by delivering sustainable solar energy solutions to communities surrounding Bwindi National Park. Following the success of previous initiatives in water and sanitation, our focus on renewable energy marked a crucial step towards building more resilient, self-sufficient communities and supporting conservation efforts at their roots.

FUNDRAISING VEHICLE:
ADVENTURES

2024 STATUS:

In May 2024, nine fundraisers completed a four-day Adventure for a Cause through the Grand Canyon, successfully raising €28,000 to bring solar energy to two schools and one ranger outpost near Bwindi National Park. These installations now provide clean, reliable power for classrooms, enabling better learning conditions and extended study hours for students, while also improving safety and operations for rangers working to protect endangered mountain gorillas. In total, the initiative benefits approximately 2,000 people and contributes to a more sustainable future for both communities and conservation efforts.

The installation of solar energy at two schools and one ranger outpost has transformed daily life for students, teachers, and conservation teams near Bwindi National Park. Reliable power has enabled longer study hours, improved classroom environments, and created new opportunities for digital learning. At the ranger outpost, access to sustainable energy supports patrols, research, and the protection of gorilla habitats. Beyond the immediate benefits to education and conservation work, the installation of solar systems helps reduce reliance on environmentally damaging energy sources, lowering human pressure on the park itself. By

supporting sustainable practices, this project directly contributes to the long-term preservation of endangered mountain gorillas and the protection of one of the world’s most important ecosystems.



OUR INTERVENTIONS

EDUCATION

Supporting Community Development and Conservation

Our donations support the advancement of learning, development, and conservation within Bwindi communities. With the support of our donations, The Gorilla Organization leads a range of initiatives including ranger support and training, organic farming education, reformed poacher reintegration, gorilla-friendly beekeeping, tree planting, and conservation education projects. These initiatives spread the message of environmental stewardship across Central and East Africa, connecting conservation with opportunity for future generations.

OUR PRIMARY FUNDRAISING VEHICLES — ADVENTURES AND FILM — CONTINUE TO DRIVE THESE EFFORTS, LINKING GLOBAL SUPPORT WITH LASTING, COMMUNITY-LED IMPACT.



2024 STATUS:

In 2024, our partnership with The Gorilla Organization continued to drive meaningful change, expanding our focus on water access, sanitation, solar energy, and education within communities surrounding gorilla habitats. Our collaboration supported projects that improved immediate health and living conditions while equipping community members with the skills needed for long-term resilience and sustainability.

We expanded access to clean water, delivered solar energy to two schools and a ranger outpost, and strengthened educational opportunities through improved infrastructure and resources. Our Adventures for a Cause also reached new heights, with a diverse troop completing a four-day trek through the remote Kanab Creek Wilderness in the Grand Canyon to raise funds for these initiatives. Navigating rugged canyon crossings and demanding terrain, the team demonstrated the power of collective action in supporting both human communities and mountain gorilla conservation efforts.

Recognising that education is the foundation for lasting change, we are taking our commitment even further. In 2025, we will embark on one of our most ambitious projects yet. We will build a primary school from the ground up in Uganda. This project will provide essential learning facilities and create a new centre for opportunity, resilience, and conservation leadership within the community.

In the communities we support, education already extends far beyond the classroom. Schools play an active role in conservation, where students engage in reforestation efforts, lead local waste clean-up initiatives, and raise awareness about protecting their natural environment. These hands-on experiences help young people connect knowledge to action, building a new generation of leaders grounded in responsibility, resilience, and care for the world around them.

These milestones reflect our belief that sustainable development, environmental stewardship, and education must move forward together. Together with our partners and supporters, we are building the foundations for a more resilient and empowered future.

OUR INTERVENTIONS

EDUCATION

Sam, a local athlete and community leader in Kisoro, sees the potential in the youth of his community. With the right guidance, he believes young people can rise above the distractions that often pull them away from positive paths.

Through his Running with Sam initiative, he designed a programme that blends physical training with education. Early each morning, as the sun rises over the misty mountains, groups of young runners gather — not only to push their physical limits but also to learn. After the runs, they dive into critical topics like voter education, human rights, and environmental conservation.

The impact of Running with Sam goes beyond fitness and knowledge. It builds a sense of responsibility, empowerment, and community service. By leading his troop of runners into action within their villages, Sam is creating a model of change — a reminder that when local leadership and global support meet, real transformation happens.



OUR UNDERLYING INTERVENTIONS

In 2024, we continued working towards a zero harm operational model, where every aspect of our business aligns with the wellbeing of people and the planet. From sourcing sustainable materials to refining our production processes, we aim to minimise environmental impact while upholding the highest ethical standards.

This year, we strengthened our manufacturing partnerships, introduced compostable courier bags in our fulfilment process, and raised expectations across our supply chain to ensure that care, responsibility, and transparency remain at the core of everything we do. Building a responsible brand is an ongoing journey, and every decision brings us closer to our long term vision of impact without compromise.

PEOPLE

Ensuring the wellbeing of our workforce remains a core priority. In 2024, we maintained high standards for physical and mental health, safety, and security within our production facilities. Regular external health audits, including checks on noise, light, and temperature conditions, were conducted to ensure optimal working environments.

All That Gorilla Brand employees continue to receive fair compensation, with 100 percent of our team being paid above the Greece living wage and family living wage, alongside annual bonuses. Every employee participates in a 360-degree review process to support professional development.

This year, we further strengthened our human resources practices by implementing an anonymous employee feedback survey and introducing a dedicated HR platform. The platform allows employees to easily access policies, submit feedback, track their personal development goals, and engage with internal processes more transparently and efficiently. As our team grows, our commitment to fostering an ethical, supportive, and empowering workplace remains unwavering.

NATURE

In 2024, we continued to strengthen our commitment to minimising environmental impact across every stage of production. The majority of our products are made from organic fibres, and our trims are predominantly recycled or recyclable, reflecting our focus on responsible resource use.

All cotton used in our product manufacturing remained 100 percent organic, sourced through our trusted partner RTG.

We also expanded our commitment to circularity through our swimwear collections, which are produced using SEAQUAL yarns — fibres made from recycled plastic recovered from the ocean. By choosing materials that repurpose waste and reduce harm, we are helping protect the ecosystems that inspire everything we do.

Every product we create moves us closer to a future where fashion and conservation work hand in hand.



OUR UNDERLYING INTERVENTIONS

Our underlying interventions are designed to build a zero harm operational model, where every aspect of our business is aligned with the wellbeing of people and the planet. We work continuously to refine our practices, that from sourcing materials to final production stages, we minimise environmental impact and uphold the highest ethical standards. Every decision we make reflects our commitment to responsible growth, transparent partnerships, and a future where business can drive meaningful change.

POLLUTION

In our manufacturing process, we strictly adhere to using responsibly sourced water, which is reserved primarily for essential needs such as restrooms and drinking facilities. We ensure that all wastewater is disposed of responsibly, aligning with our sustainability principles.

We are committed to ensuring that our operations and products are free from harmful emissions and greenhouse gases. Across our adventures and media activities, we successfully offset a portion of carbon emissions incurred during travel, contributing to a cleaner, healthier environment.

2024 STATUS

- All packaging is certified to meet independent standards for environmental impact (Source: RTG)
- All packaging is non-toxic (Source: RTG)
- Compostable courier bags were introduced for online orders, further reducing plastic waste across our fulfilment process
- A plan was established to measure the Scope 1–3 emissions of our head office in Athens, with the aim to calculate and share this carbon footprint during 2024
- We utilise freight or shipping methods with lower environmental impacts, avoiding air shipment wherever possible (Source: RTG)
- Seventy percent of the energy used by our manufacturers comes from renewable sources, with plans to install solar panels to cover an additional thirty percent within the next year (Source: RTG)
- All Adventures for a Cause carbon emissions have been offset through direct donations supporting conservation projects and reforestation efforts

WASTE

Our approach to waste management is rooted in circularity. All waste generated during the production of our products is recycled through certified recycling partners, ensuring responsible disposal and reuse. Additionally, our manufacturers repurpose cutting waste by transforming it into new recycled yarns, giving materials a second life and further reducing the environmental footprint of our collections.

Circular practices are at the heart of our commitment to minimising waste, conserving resources, and building a more responsible future.

2024 STATUS

- Our products have been source reduced during the last fiscal year by decreasing the volume of material needed through improved material selection, production processes, and product design
- Seventy-five to ninety-nine percent of materials by volume used in product and packaging production are recyclable or biodegradable (Source: RTG)
- Less than twenty percent of materials by volume used in product and packaging production come from recycled, reused, or certified sustainably sourced components (Source: RTG)
- All packaging is fully recyclable and includes clear instructions to guide responsible disposal
- Circular practices remain at the heart of our commitment to minimising waste, conserving resources, and building a more responsible future. how to recycle is correctly (Source: RTG)

OUR MINDSET

OUR CULTURE

At That Gorilla Brand, our culture guides our journey towards making a meaningful impact on the world. This culture is defined by three core characteristics, each embodying our approach to business, our commitment to the environment, and our dedication to the communities we serve.

ADAPTIVE INNOVATION

COLLECTIVE EMPOWERMENT

SYSTEM REGENERATION



ADAPTIVE INNOVATION

We embrace change not just as an inevitable part of growth but as an opportunity for continuous improvement and creative problem-solving. Our ethos of reinvention and resilience drives us to challenge the status quo, rethink traditional business models, and adapt our operations, products, and messaging to better serve our mission and community.

Through strategic flexibility, we pivot our plans to remain effective and forward-moving, ensuring that our impact is both sustainable and relevant. This characteristic is about being proactive, embracing changes and challenges with open arms, and leveraging them as catalysts for innovation and growth.



WHAT WE DID

REVAMPED ADVENTURE PRODUCTION

We documented our adventure experiences to not only convey thrilling, brave adventures but also to underscore our commitment to impact and how people can adapt to the changing conditions of nature and the global water crisis.

PRODUCT DESIGN UPGRADE

Undertook a comprehensive upgrade of our product design to maximize donations generated from sales, reflecting a strategic move to align aesthetics with our mission of impact.

BRAND LOGO UPGRADE

We refreshed our brand logo to better communicate our mission and impact, adapting our visual identity to better resonate with our audience and stakeholders.

MAJI FILM PRODUCTION

The production and distribution of the MAJI film showcased our adaptability in storytelling, inspiring action, and reflecting our deep commitment to conservation and community empowerment.

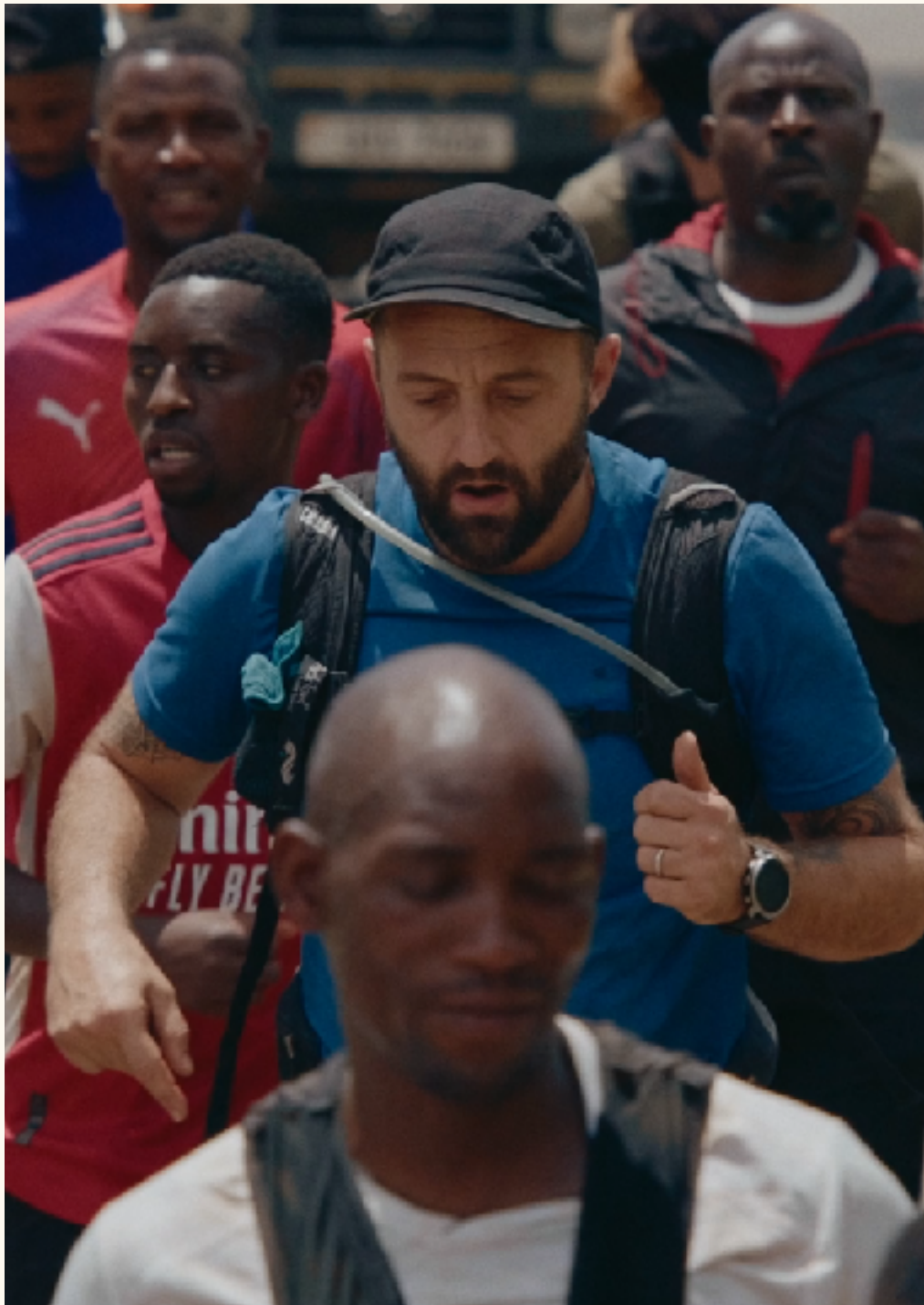
WHAT YOU CAN DO

- Embrace challenges and view them as opportunities for innovation.
- Be open to learning and applying new information to foster personal and professional growth.
- Support a culture of continuous improvement and adaptability within your community.

COLLECTIVE EMPOWERMENT

Our culture thrives on inclusivity, trust, and a shared sense of purpose. By building a collaborative ecosystem across our employees, partners, conservation organisations, and the communities we engage with, we amplify our collective impact.

This unity is strengthened through strategic partnerships, community initiatives, and empowering change agents both within our organisation and beyond. We believe in the power of collective action to drive meaningful change, making every supporter a vital part of our mission to uplift communities and protect the natural world.



WHAT YOU CAN DO

- Contribute to collaborative projects that aim for a positive environmental and social impact.
- Build and nurture relationships based on trust and mutual respect.
- Act as a change agent in your community, inspiring others to take action towards a sustainable future.

WHAT WE DID

DEEPENED PARTNERSHIPS

We strengthened our collaborations with The Gorilla Organization and RTG, moving beyond transactional interactions to partnerships rooted in mutual trust and a shared vision for meaningful impact.

TROOP AMBASSADOR PROGRAM

We transitioned from traditional influencer collaborations to embracing troop ambassadors, deepening our engagement with individuals who genuinely embody our brand’s values. This shift fostered a community built on authenticity, loyalty, and collective purpose.

INCLUSIVE RUNNING AND ADVENTURE ACTIVITIES

We leveraged running and adventure activities as inclusive platforms to bring people together. Our Adventure for a Cause in the Grand Canyon united a diverse group of supporters around a shared challenge, reinforcing our commitment to collective movement, trust, and impact.

SYSTEM REGENERATION

At the heart of our culture is a commitment to regeneration—actively enhancing the vitality of both gorilla habitats and human communities that surround them. Our efforts to revitalize these living systems go beyond minimizing harm; they aim to create a net positive impact, restoring and regenerating the natural world and human societies.

By focusing on context-specific interventions, such as improving access to clean water, sanitation, and solar energy, and enhancing education in communities surrounding gorilla habitats, we ensure our actions are effective and meaningful. This characteristic underscores our holistic approach to business, linking the health of our company with the well-being of society and the environment.



WHAT WE DID

ENHANCED WATER ACCESS

Through our Adventures business, we significantly expanded clean water access in Bwindi communities, demonstrating our commitment to enhancing health, resilience, and opportunity.

SOLAR ENERGY PROJECTS

We took major steps to expand access to solar energy in Bwindi communities, delivering sustainable and renewable power sources that improve daily life, education, and conservation infrastructure. Our long term commitment is to empower communities through clean energy solutions that protect both people and the planet.

EDUCATION AND SANITATION INITIATIVES

We implemented initiatives that elevate education and sanitation standards in Bwindi communities, including the installation of solar energy systems to power schools and ranger outposts. By combining access to clean water, hygienic facilities, and reliable energy, we are actively contributing to the regeneration of human communities surrounding gorilla habitats.

WHAT YOU CAN DO

- Volunteer for and support environmental and community regeneration initiatives.
- Adopt and advocate for practices that contribute to the sustainability of natural resources.
- Educate yourself and others on the importance of biodiversity and ecosystem health.

THANK YOU

As we reflect on 2024, we are filled with gratitude for the unwavering strength, love, and loyalty of our team, partners, and our troop. To our troop, your energy and commitment have been the driving force behind everything we achieved this year. To our partners, your collaboration and trust have allowed us to expand our impact and reach new heights. To our customers and supporters, your belief in our mission continues to inspire us every day.

Special thanks to The Gorilla Organization and RTG for their steadfast partnership and shared vision for meaningful change. To Samuel Mugisha and the 'Running With Sam' initiative, your efforts remain instrumental in fostering community development and inspiring future generations.

Together, we achieved remarkable milestones in 2024, from expanding water access and solar energy to strengthening education and conservation efforts. As we move forward, we are energised by the belief that real change is possible — and with your continued support, we can make an even greater impact in the years to come.

With heartfelt thanks,
Leo & Casey



**WHAT WILL YOU
DO TODAY?**