



CONNECT + PROTECT

As a company inspired by the natural world around us, we understand the importance of protecting and sustaining our world for generations to come. We do this through some amazing projects and partnerships that lessen our footprint, spark social change and create better memories of our time outdoors.

But our goal is to not only protect the environment and public lands, but to connect people – whether it be the disadvantaged, at risk youth, or the next generation – to these places, instilling a love for the outdoors, and inspiring them to work and advocate for wild places, and continue that cycle forward.



This is why we're proud members of the 1% for the Planet family, and donate 1% of our gross sales to non-profits that work to protect our environment. Here's a look at where we placed our efforts in 2021.

Thank you to all of our partners and community members who share in these values, do the work they do and act on the change they wish to see in the world.

To learn more, visit zealoptics.com/community.



\$40,152

2021 CASH DONATIONS



24,728

TREES PLANTED

ORGANIZATIONS SUPPORTED

1% for the Planet
National Forest Foundation
Plastic Oceans

Tree Canada
Planet Ark
Tree-Nation

2021 "Shades for Seas" Totals



12,545,000

SQ. FT. OF COASTLINE CLEANED FOR A YEAR

During Earth Month and in conjunction with specific Corporate Gifts events, Zeal worked with Plastic Oceans International to clean 1,000 square feet of coastline per unit sold four times a year.



\$24,326

WORTH OF SUNGLASSES & GOGGLES DONATED

ORGANIZATIONS SUPPORTED

Arapahoe Basin	Outdoor Afro
Bird Conservancy of the Rockies	Outdoor Outreach
Colorado Avalanche Information Center	Plastic Oceans International
Colorado Mountain Club	Range of Motion Project
Conscious Alliance	Sophie's Neighborhood
Greenwood Wildlife	SOS Outreach
Rehabilitation Center	Southmoor Elementary Fundraiser
Inland Oceans Coalition	Thorne Nature Experience
Lake Eldora Race Team	Utah Avalanche Center
National Forest Foundation	Vermont Adaptive
	Yosemite Climbing Association

2021 "Buy A Zeal, Plant A Tree" Totals



\$15,369

TOTAL AMOUNT RAISED

\$1,328

DONATED TO TREE CANADA FOR REFORESTATION EFFORTS



11,280

TREES PLANTED IN THE US WITH NATIONAL FOREST FOUNDATION

\$818

DONATED TO TREE-NATION FOR REFORESTATION EFFORTS ACROSS EUROPE AND THE UK

\$1,943

DONATED TO PLANET ARK & THE SEEDLING BANK FOR REFORESTATION IN AUSTRALIA