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 2022.

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

### 2022 “Shades for Seas” Totals

- **$29,191** Sunglasses & Goggles donated
- **9,622,000** 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.

### 2022 “Buy A Zeal, Plant A Tree” Totals

- **$14,904** Total amount raised
- **$1,661** donated to Tree Canada for reforestation efforts
- **$1,348** donated to Tree-Nation for reforestation efforts across Europe and the UK
- **9,714** trees planted in the US with National Forest Foundation
- **$2,181** donated to Planet Ark & the Seedling Bank for reforestation in Australia

**1% for the Planet**

Boulder County Wildfire Fund
National Forest Foundation
Planet Ark
Plastic Oceans
Protect Our Winters
Tree Canada
Tree-Nation

**CONNECTION + PROTECTION**

PRODUCT DONATIONS WERE UP 20%