

MADTREE'S 2024 IMPACT REPORT



Certified



Corporation



FOR THE
PLANET
— MEMBER —

WHAT WE'RE ABOUT

Our Values

Vision

Build a sustainable purpose-driven company our kids will be proud of.

Purpose

To connect people to nature and each other.

What makes us different

- We are warm and welcoming.
- We craft to exceed expectations.
- Together, we plant a better community.

Our Behaviors

Connect.

- Listen and invest in listening.
- Assume positive intent.
- Be vulnerable and transparent to build trust.
- Bring your genuine selves to work, as weird as that may be.

Grow.

- Embrace challenges and change.
- Leverage and learn from feedback — it is a gift.
- Be curious and seek inspiration.
- Be a guide — grow others to grow ourselves.

Give a F*ck.

- Be passionate — take pride in what you do.
- Be accountable — to yourself, your team, and MadTree.
- Thoughtfully challenge — directly and with care.
- Commit.

**THE ONLY
B CORP CERTIFIED
BREWERY
IN *Ohio***

DEDICATED TO BEING BETTER

**We're proudly B Corp certified
and a 1% for the Planet Member**

MadTree is the only B Corp certified brewery in the state of Ohio, and proud to be so! This means we're part of a global movement of companies that use business as a force for good and meet the highest standards of social and environmental impact. Less than 0.2% of breweries in America are B Corp certified, and MadTree is the only one in our great state!

A large part of our B Corp certification is due to the impact work with our local nonprofit partners. These organizations are a part of the 1% for the Planet network in which MadTree is also a member, donating 1% of all sales to support local environmental initiatives.

We started planting trees across Cincinnati in 2019 and haven't stopped since. Our impact has branched into several directions, and we couldn't be more proud to share our results with you in this year's Impact Report. Cheers!



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. We've always embraced our name MadTree and worked to celebrate and protect nature, while reducing our impact on the environment. In 2023, we were recognized as a certified B Corp company, joining the ranks of some of the greatest, most sustainable brands in the world, and we're still thrilled to be in such great company!

We're still working toward our goal of delivering \$5M of Impact by 2030. We are also proud members of 1% for the Planet, giving 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 opened Parks & Rec recently, and are excited to increase our impact over the next year. By adding so many new employees, we'll be able to multiply our impact significantly. 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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Include | Educate | Collaborate



GIVING BACK LOCALLY

COMMUNITY

Volunteer | Plant | Partner | Commit



VOLUNTEER



Every employee volunteers 16 hours per year

Full-time employees are required to fulfill 16 hours of paid volunteer time per year, part time employees are required to volunteer 8 hours. The majority of all volunteer hours are dedicated to our 1% for the Planet nonprofit network.

- **1,918 hours** in 2024.
- **\$56,000** total investment.
- **788 hours** spent supporting Cincinnati Parks Foundation.
- Over **8,100 hours** total since the program began in 2020.



PLANT

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 plant and donate thousands of trees every year. In 2023 we planted 2,800 trees, this year, our total was just shy of 2,000 trees.

1,808 trees total in 2024...

- ReLeaf — **1,000**
- One Tree Planted & Toss a Buck — **608**
- Planted in partnership with Cincinnati Parks — **200**
- AND **\$18,984** was contributed by consumers in our locations — adding \$1 to their checks — to go towards planting trees next year!



PLANT

What a ReLeaf!

MadTree is a proud sponsor of Cincinnati Park's ReLeaf program — where homeowners sign up to get free trees, with priority in neighborhoods with less than 40% tree canopy cover. We serve as the pickup location for folks to grab their free trees!

And before a thousand trees find their new homes across Cincinnati, they are at MadTree for one magical night which we call “**Night in the Trees.**” This celebration is an enchanting night filled with friends, partners, community, live music, and, well, A LOT of trees.



PLANT

Let's Grow Local

What started as a tree planting project between MadTree, Cincinnati Parks, Groundwork ORV, and Cincinnati Parks Foundation in 2019 has grown and gained traction over the years. Officially coined Let's Grow Local in 2024, this annual event is leafing a mark on Cincinnati.

The Mission:

Let's Grow Local focuses on growing the urban tree canopy coverage across Cincinnati. With 20 out of 52 neighborhoods having less than 40% urban canopy, this initiative focuses on planting trees in neighborhoods that need it most to enhance community wellness through:

- Improved air quality.
- Reduced risk of heat stress.
- Decreased flooding.
- Trees can cool neighborhoods by up to 10°F.
- Trees make us feel happier.
- Living and working in areas that have trees can improve mental health, mood and social connections.

The Impact:

Since 2019, this community-focused planting day has made significant strides:

- 673 trees planted across six neighborhoods: Clifton, West End, Avondale, Bond Hill, Lower Price Hill, and Mt. Auburn.
- Expanding green spaces and community engagement year after year.
- In 2025, we're headed back to the West End to throw more shade around this neighborhood.

Every year more sponsors, partners, participants, and volunteers get involved. Interested in participating?

[Click here for more information!](#)



Thank you to our partners & sponsors:

Partners:

Avondale Community Council
City of Cincinnati
Cincinnati Recreation Commission
Cincinnati Recreation Foundation
Cincinnati Children's Hospital
Medical Center
Cincinnati ToolBank
Cincinnati Zoo & Botanical Garden
Habitat for Humanity of Greater Cincinnati
Ronald McDonald House Charities of Greater Cincinnati
Urban League of Greater Southwestern Ohio
Grote Enterprises

Sponsors:

MadTree Brewing
Cincinnati Parks Foundation
Cincinnati Parks
Groundwork ORV
Duke Energy Foundation
MANE
Payload
Upstream 360
Sysco



PARTNER

\$316,207 invested in local nonprofits

We're fiercely dedicated to driving **\$5 million of impact** into our community by 2030. A large percentage of how we are driving those dollars is through our philanthropic giving to the 1% for the Planet nonprofit network. In 2024, \$229,117 of our total investment went to our 1% for the Planet partners. Since we started this journey in 2020, we've invested a total of \$1,187,077 in local nonprofits. That is 24% of our total \$5 million goal!



ADVENTURE
CREW





COMMIT

Why We Stay Committed to Local

- Local businesses are the largest employers nationally and create two out of every three new jobs.
- For every \$100 spent at a local business, \$68 of it will stay in the community. When dollars are spent locally, it raises the overall level of economic activity, paying more wages, and building the local tax base.
- Locally owned businesses contribute more to local charities and fundraisers than do their national counterparts.
- Locally owned businesses can make more local purchases reducing their ecological footprint.
- 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 area. With a focus on hospitality as our lead revenue driver, and growing our locations from two to three in 2025, our commitment and presence in Cincinnati has grown ever stronger. We believe that by focusing our efforts on our local community, we will get to our goal of \$30M in revenue and \$5M of Impact by 2030.



BUILDING SUSTAINABILITY INTO ALL THAT WE DO

PLANET

**Reduce | Repurpose
Recycle | Reinvest | Rehab**





REDUCE

100% Green Energy

Our Oakley taproom has been **100% wind powered** since 2021 and our Alcove location is powered by green energy since inception, too.

100% Compostable

We only use compostable flatware, plates and napkins when not using the non-disposable, real deal plates and cutlery.

- **89,098 pounds** of waste diverted from the landfill from Alcove & Oakley in 2024.
- **56,281 pounds** from Oakley.
- **32,817 pounds** from Alcove.
- All in all, since 2018, we've diverted **557,817 pounds** of waste from hitting the landfill.



REPURPOSE



100% Spent Grain

We are committed to keeping 100% of our spent grain out of the landfill and into the full bellies of local livestock. Our spent grain feeds the happy cows at Reinhardt Beef Farm, only 25 miles from our Oakley Taproom.

- Over **17 million pounds** to Reinhardt Beef Farm since 2016.
- **1,657,000 pounds** in 2024 alone.



REPURPOSE

Food for Good

MadTree proudly partners with **Last Mile Food Rescue**, donating food from our Oakley and Alcove locations helping transform surplus food into hope and nourishment for countless families and individuals across Cincinnati.

We participated in 16 rescues, with food heading to 6 nonprofits in our community:

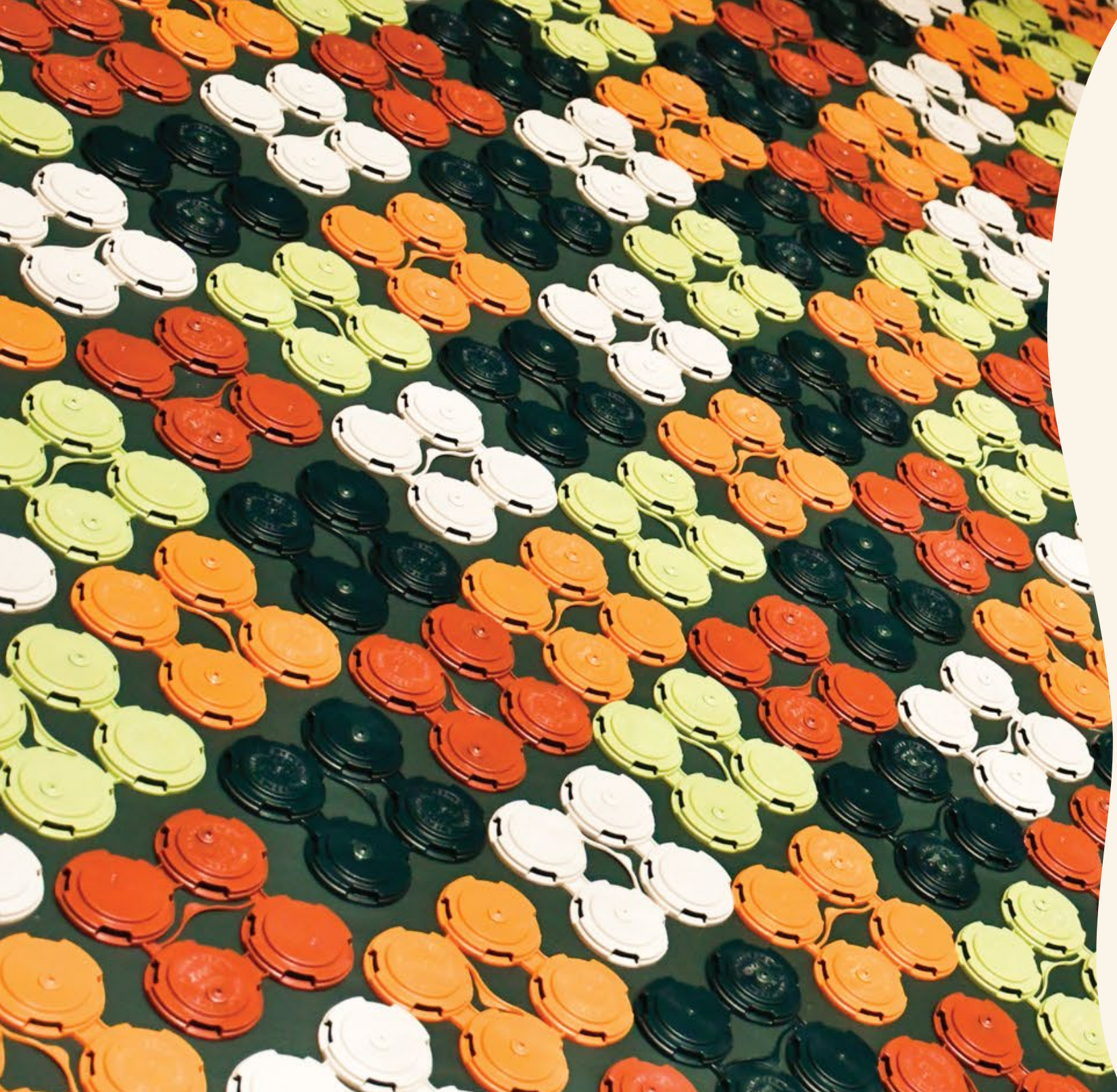
1. Shelterhouse for Men
2. Our Daily Bread
3. Impacting Tomorrow — Market off 50
4. Center for Respite Care
5. Last Mile Market Avondale
6. Morton Food Pantry

Total Weight: **1,234 pounds**

Total Carbon Mitigation: **3,334 pounds**

Also during 2024, MadTree Alcove partnered with **LaSoupe** and participated in the Bucket Brigade program seven times, contributing 288 quarts of soup. Supporting LaSoupe and the Bucket Brigade is one of the many programs bridging the gap between food waste and food insecurity.





RECYCLE

100% Recyclable PakTechs

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

- We've recycled hundreds of thousands of PakTechs in the last few years.
- While you can't recycle them at the curb, bring your PakTechs in and help us recycle more!

100% Recyclable Malt Bags & Super Sacks

Thanks to a partnership and grant with Hamilton County R3Source, we were able to obtain a baler to pull all of our malt bags and super sacks from the landfill and recycle them with Cincinnati Recycling and Reuse Hub.

In 2024 we were able to rescue:

- **3,255** malt bags.
- **104** super sacks (1 ton grain bags).

Since the program's inception in 2023, we've rescued:

- **6,406** malt bags.
- **178** super sacks (1 ton grain bags).



RECYCLE

Recyclable Electronics

MadTree is proud to be a part of the Reboot Recycling Program. We're helping collect electronics and ensuring that they are refurbished first, recycled second, and upcycled third. Drop off your electronics at the Oakley Taproom and we'll help give them a second life.

In 2024, a total of **3,219 lbs** were refurbished, recycled or upcycled through this program.



REINVEST

\$42,313 in Carbon Offsets

There were **856 events** at our Oakley and Alcove locations last year. Every event (personal, wedding, corporate) includes an optional carbon offset donation, and **43%** of event consumers opted-in for carbon offsets.

100% of offset dollars go to Cincinnati Parks Foundation to plant trees locally. In 2024, we planted over **200 trees** in Avondale!

Since this program started in 2020 we've raised **\$131,366!**





REHAB

Constructing Sustainably

We have a good habit of taking old buildings and reimagining them. Our newest location, Parks & Rec, is no exception. Over the course of 2024, we repurposed and converted this existing 15,000 sq. ft. airplane hangar into an indoor/outdoor restaurant and DORA destination. Parks & Rec marks our second repurposed hangar, while Alcove is a rehabilitated historic building in the heart of downtown.

Also in 2024, we removed what MadTree team members lovingly referred to as the “Zombie Incinerator.” This old, coal-powered generator was long-ago decommissioned and hadn’t been used in over 20 years. A bit of an eye sore (and the stuff haunted movies are made of) is no longer looming near our building and instead, a greenspace is sprouting!



GROWING OURSELVES AND EACH OTHER

PEOPLE

Include | Educate | Collaborate





INCLUDE

Our Current Staff

Over time our company has evolved to represent a more diverse company. In 2023, our staff was 41.2% female and 19.0% people of color. In 2024, our staff has evolved to reflect 47.8% female identifying, 2.2% non-binary, and 23.1% people of color. While the number of female employees has remained fairly consistent year over year, the number of people of color has grown from 4% in 2020 to 23.1% in 2024.

Our Current Efforts

We believe in equal pay for work of equal value. Annually we analyze pay equity based on gender identity.

- \$1.00 : \$0.94 Female to Male Ratio.
- In partnership with Hamilton County Commission on Women + Girls, we continue to have feminine hygiene resources in our locations.
- We are a Recovery Friendly Hamilton County Workplace. Recovery Friendly businesses support communities by recognizing recovery from substance use disorder as a strength and by being willing to work intentionally with people in recovery.



CELEBRATE

International Women's Day

Celebrating iconic women & each other.

Every International Women's Day, MadTree creates a product 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, Katherine Johnson, Dolly Parton and in 2024, Frida Kahlo, Mexican surrealist painter and artist, activist, and feminist icon. In her honor, we created a whole new Sway Tequila Soda featuring Prickly Pear, Lime, and Jalapeno. This slightly spicy spin on Sway was artfully crafted by the women of MadTree.

In addition in partnership with Power to Pursue, we held a Women in Art showcase on International Women's Day, featuring local female artists and vendors — bringing together so many wonderful women from across our community.



COLLABORATE

Ascending Women Speaker Series

If you haven't been it's your time to check it out. We are in our fourth year of Ascending Women, 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. Ascending Women is one year older, one year stronger and growing beyond what we imagined when it first began!

Highlights of 2024:

- We hosted **9 events**.
- Lifted and shared the stories of **24 remarkable women**.
- Inspired **795 attendees**.
- Raised **\$11,277** for our 1% for the Planet nonprofits.

Power to
Pursue

AMEND

BURKE
CPAs & Advisors



COLLABORATE



Earth to Beer

A collaboration to protect the planet!

In honor of Earth Day, MadTree was one of 35 breweries from across the nation (and the only one in Ohio) to participate in a national campaign known as Earth to Beer. To be a part of the campaign, breweries were challenged to brew a beer with sustainably-sourced ingredients and to donate proceeds from the beer to a nature-focused charity.

MadTree used regionally-sourced malts and organic Crosby hops to create a delicious Pale Ale whose proceeds helped support our local nonprofit partner, Cincinnati Parks Foundation.



A FEW WORDS FROM OUR VP OF EXPERIENCE & IMPACT

It's been such a remarkable year of Impact! We brought so many people and organizations together to plant over 200 trees at Let's Grow Local in Avondale! We're in our second year of being a B Corp Certified company which means we've joined a global movement of companies that use business as a force for good and meet the highest standards of social and environmental impact. What an achievement to be in the company of other B Corp powerhouses like Patagonia, AllBirds, Cotopaxi, Toms, and Ben & Jerry's!

I feel very lucky to be part of a company that is so dedicated to sustainability and making such an impact within our 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 customers to our partners — 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**



HELP US PLANT IT FORWARD!

We welcome the opportunity to connect with individuals and organizations, and to learn from and inspire one another. If you're interested in becoming a B Corp, or hearing about any of the sustainability work or processes we've implemented here at MadTree, we're happy to chat.

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

- Recycle your cans, bottles, packaging, and PakTechs.
- Become a partner or sponsor.
- Volunteer with us.
- Help us plant trees.

Join in the fun. [Contact us](#) today!

