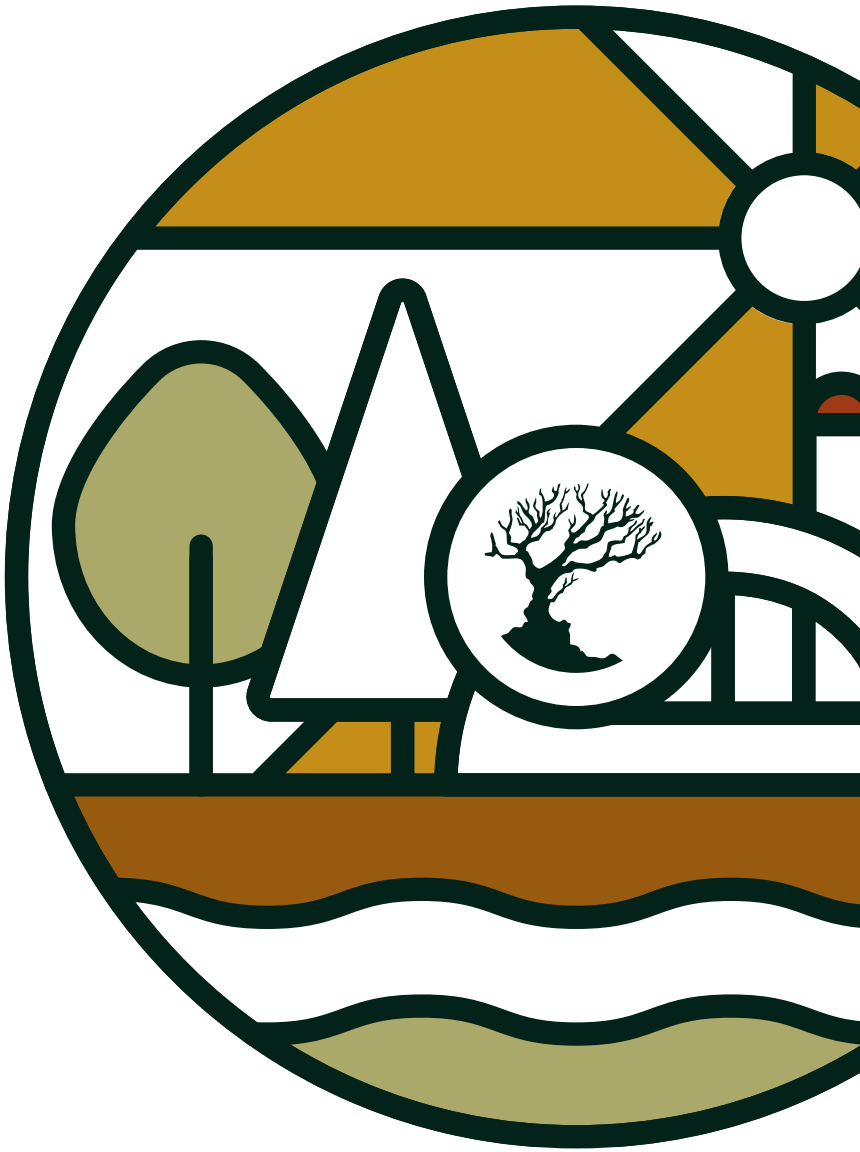
2021 IMPACT REPORT

MadTree Brewing Co.



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 revenue to local, environmental non-profits. We invest by working side-by-side with our non-profit partners—requiring and paying employees for 16 volunteer hours yearly. We're also on our way to becoming a B-Corp certified company.

As we enter our 9th year of business, nothing brings us more joy than seeing MadTree employees embrace our purpose—whether that is through volunteering, programs to reduce our footprint, or delivering experiences that demonstrate care for our community, each other, and nature. 2021 was a pivotal year for taking strategic aspirations and driving them through daily operations. For this, we are grateful and proud.

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

Brady & Kenny

TABLE OF CONTENTS

Make Good Go Around

GOOD NATURED
Reduce. Repurpose. Recycle. Rebalance.

GOOD COMMUNITY
Volunteer. Plant. Partner.

GOOD PEOPLE
Inclusion. Education. Collaboration.

MAKE GOOD GO AROUND

We've been busy this past year.

At MadTree, we're on a mission to make good go around — for our planet, our people and our community. That's why we're proud members of 1% for the Planet and on our way to being B-Corp certified. Our roots are firmly planted in sustainable and ethical practices. And we're always looking for ways to branch out and be better. Let's have a look at our progress.

2021 AWARDS

513 Green Workplaces Award

Small Business Environmental Stewardship Award

Waste Reduction Innovation Grant from Hamilton County R3Source

Reduce. Repurpose. Recycle. Rebalance.

GOOD NATURED

REDUCE

100% ELECTRICALLY WIND-POWERED

Winds of change are real around here. As we continue to make smarter and greener choices, as of July 2021, our 1.0 facility and 2.0 facility are 100% powered by wind.

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.

78,087 pounds of waste diverted from the landfill in 2021

Over 212,104 pounds of waste diverted from the landfill since 2018

REPURPOSE

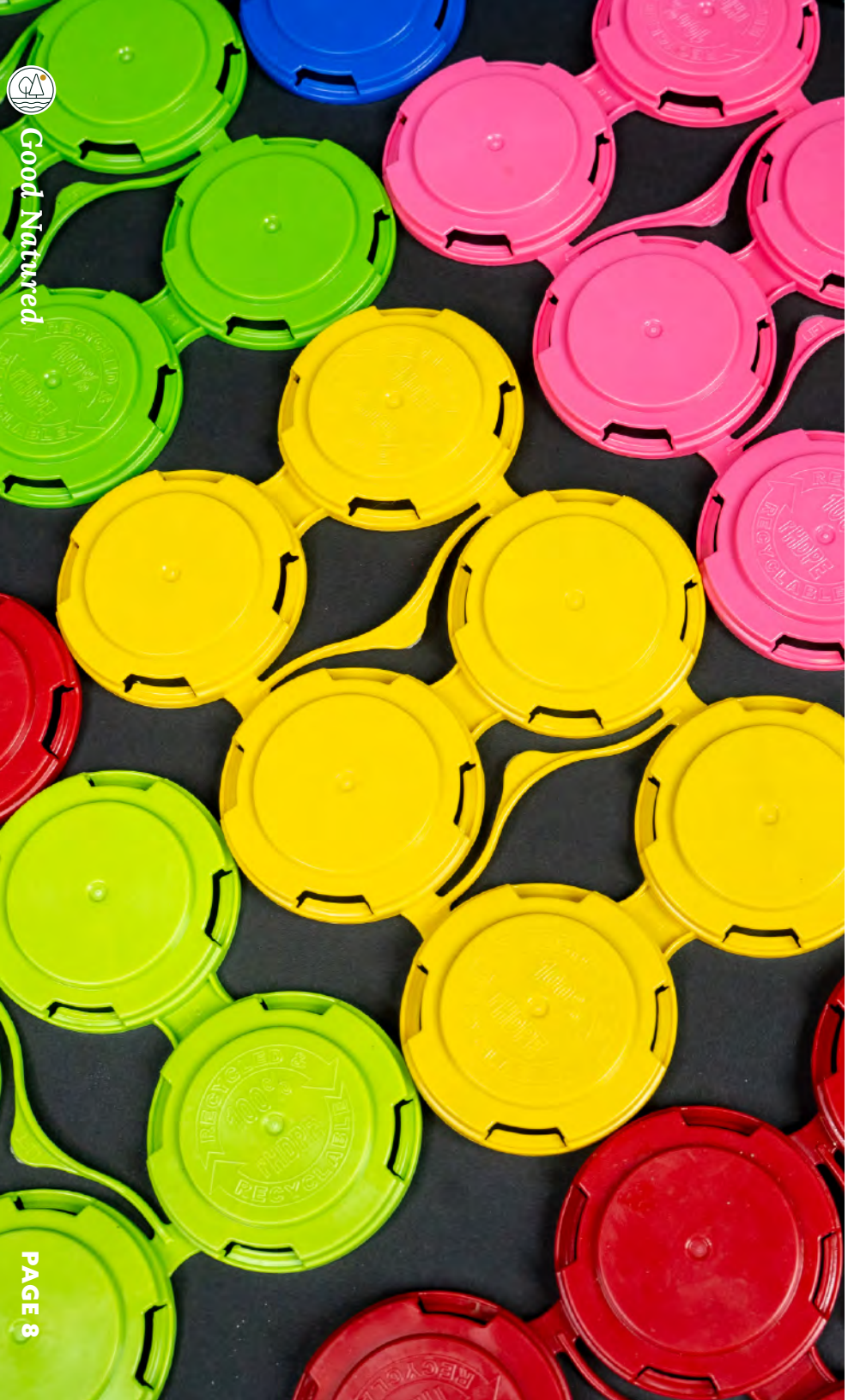
100% SPENT GRAIN

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

Over 6,057 tons to Reinhardt Beef Farm total

Over 2 million pounds in 2021 alone (2,128,240 lbs)

Over 12 million pounds since 2016 (12,114,878 lbs)



RECYCLE

Bring in your PakTechs and help us recycle more.

100% RECYCLABLE

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

2021 PAKTECH STATS

128,333 recycled, approximately 22% of what we put out in the market.

REINVEST

OVER $16,000 IN CARBON OFFSETS

There are roughly 245 events at MadTree a year (224 year this year). And every event (personal, wedding, corporate) includes an optional carbon offset donation. So many in our community choose to reinvest and offset their footprint.

71% opted to offset in 2021 (159 out of 224 opted in)

84% in 2020

100% of offset dollars go to Cincinnati Parks Foundation to plant trees locally.
Tree planting will be focused on neighborhoods with less than 40% tree canopy coverage.

Volunteer. Plant. Partner.

GOOD COMMUNITY

VOLUNTEER

16 HOURS PER EMPLOYEE PER YEAR

Full-time employees are required to fulfill 16 hours of paid volunteer hours per year. 12 hours are dedicated to our 1% for the Planet network and the remainder go toward out-of-network non-profits, for a total of all-around good.

2021 EMPLOYEE HOURS

1,725 hours with 90% employee participation

1,211 volunteer hours with 1% for the Planet partners

$47,000 total investment

$33,000 1% for the Planet investment

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.

5,220 TREES GROWING STRONG THIS YEAR

1,700 trees donated to urban areas through ReLeaf

70 planted on Wasson Way

37 planted at Inwood Park

499 donated with One Tree Planted

1,340 donated to Conscious Step

1,574 donated through Toss A Buck

PARTNER

We're in good company

$214,545 INVESTED IN LOCAL NON-PROFITS

We're fiercely dedicated to $5 million of impact over the next 10 years and this number reflects our total 2021 investment. A large percentage of our philanthropic giving goes toward our 1% for the Planet non-profit network.

Inclusion. Education. Collaboration.

GOOD PEOPLE

INCLUSION

OUR CURRENT STAFF

We don't currently represent the diverse company we'd like to be. But we're working on that. We have plans in place and strategies for the future to diversify and strengthen our culture.

41% Female Identifying (10% in Production)

5% People of Color

Pay Equity $1:$1 Female to Male

EDUCATION

CINCINNATI STATE SCHOLARSHIPS

We're partnering with Cincinnati State's Brewing Sciences program to create scholarships for women and people of color, as well as funding sustainability education and best practices in brewing.

We cover 50% of the student's annual school expenses.

The other 50% goes toward sustainability education.

Photo Credit: Health Carousel

COLLABORATION

INTERNATIONAL WOMEN'S DAY

Every year, in honor of IWD, we partner with Pink Boots and create a beer that celebrates amazing women in history.

This year we celebrated Malala with a beer in her honor

First beer to be created, brewed, cellared, packaged and designed by the women of MadTree71% opted to offset

ASCENDING WOMEN SPEAKER SERIES

MadTree likes to highlight and celebrate women on the rise. The Ascending Women Series started with Emily Harrington (first woman to free climb El Capitan) and has continued to grow from there.

We've hosted 4 events including 8 panelists

Inspired 445 attendees

Raised dollars to support our 1% for the Planet nonprofits

Let's Work Together

HELP US MAKE GOOD GO AROUND

Join our effots in bettering our community and environment. Let's dig in and make a difference together.

Recycle your cans, bottles, packaging and PakTechs. Drop your PakTechs at our taproom, we'll be happy to recycle them for you!

Volunteer with us at one of our many events and help us plant some trees.

Make Good Go Around

MADTREE IMPACT