

Impact Report



"COMMUNITY IS THE HEART AND SOUL OF EVERYTHING WE DO AT BIRDCALL."

- PETER NEWLIN, BIRDCALL CEO



It is with great pride, gratitude, and joy that we present to you our 'ONE PERCENT for the Community' impact report.

Since the beginning, Birdcall's top priority has been to give back to the communities that we operate in. Inspired by Patagonia's '1% for the Planet', we created our own ONE PERCENT initiative, through which we pledge to donate one percent of our own sales straight back into the local communities that have supported us along the way.

In this report, we highlight a few of the organizations and initiatives that we worked with in 2020. We encourage you to click on the link associated with each to learn more about the causes, and become inspired to join their efforts. We also present a full list of our incredible 2020 ONE PERCENT partners (there are over 50!), each with their own amazing stories, causes, and of course, community. We're incredibly proud of what's been accomplished thus far, and are eternally thankful for you, the Birdcall family, for making this possible.

BIRDCALL'S FUEL HOPE

DEN • KITCHEN • COL

A CENTURA HEALTH PROJECT



The Birdcall team, along with The Tuchman Family Foundation and Centura Health, launched Fuel Hope Kitchen in April of 2020 in response to COVID to show our support and appreciation for Colorado's frontline healthcare heroes.

To date, 'Fuel Hope Kitchen' has prepared and delivered more than

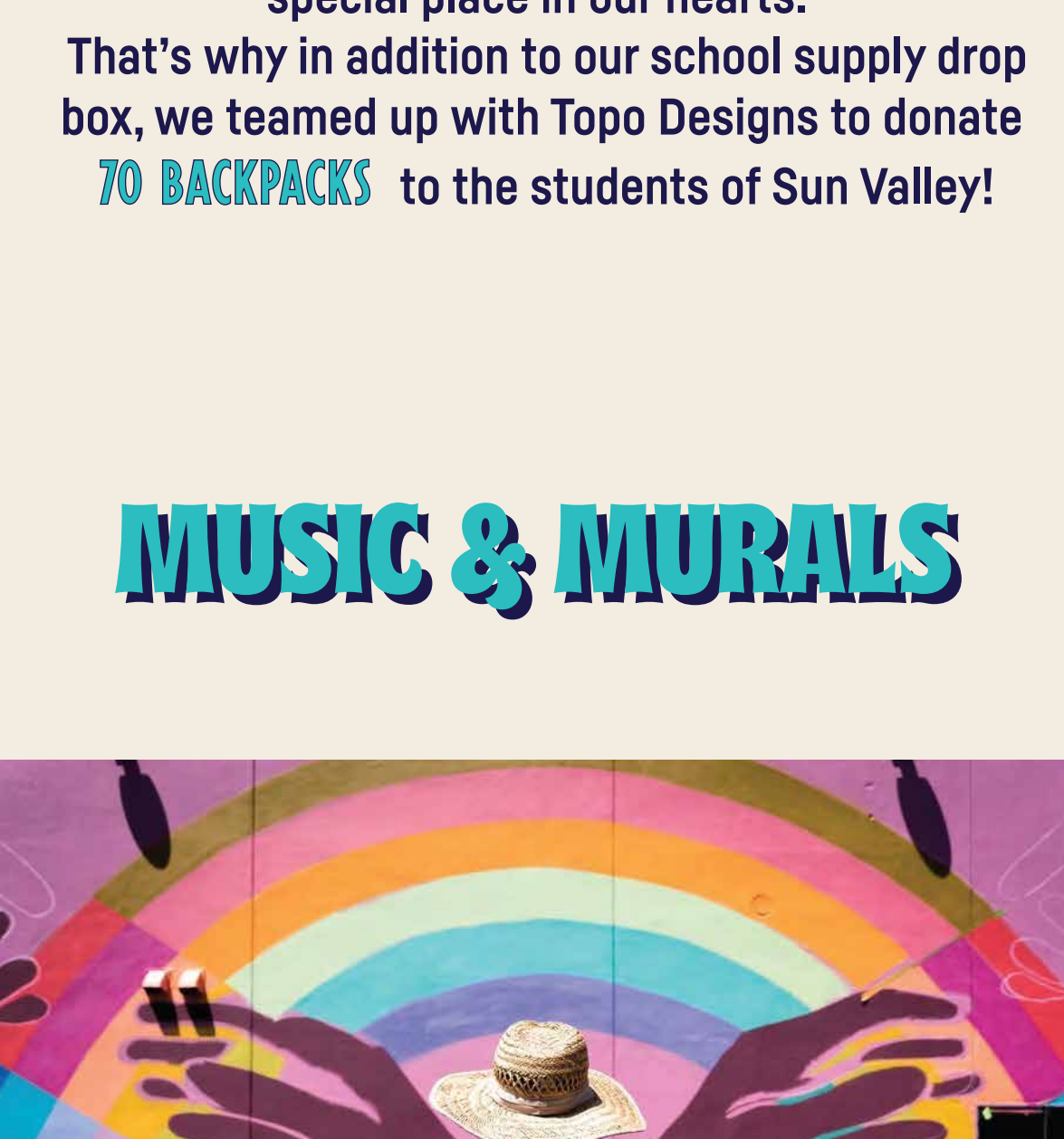
200,000 MEALS

to Colorado caregivers all across the state - from the Pawnee National Grassland to the Rio Grande National Forest.

THANK YOU to our healthcare heroes for your sacrifice and care through such trying times.

The Drive For 35!

FUNDRAISERS



'The Drive for 35!' is a program that allows us to work directly with local schools and nonprofits in order to help them raise funds that are so crucial for their organizations' success.

HUNDREDS OF FUNDRAISING DAYS

are scheduled throughout the year, during which we donate 35% of sales back to our partners!

If your school or non-profit would like to sign up for a fundraising day, click below.

SUN VALLEY KITCHEN + COMMUNITY CENTER



Sun Valley is one of the most underserved and diverse communities in Denver, and holds a very special place in our hearts.

That's why in addition to our school supply drop box, we teamed up with Topo Designs to donate

70 BACKPACKS to the students of Sun Valley!

MUSIC & MURALS



We believe that artists have a special pulse on our local communities. At Birdcall, we rely on artists to be a voice for our community, and to spread its message with music and murals.

We were thrilled to partner with

25 LOCAL MUSICIANS AND BANDS,

to host our Birdcall Lockdown

virtual concert series during the first few months of the lockdown last year.

Together, we were able to provide a stage for local musicians to perform when venues

were closed, and to provide moments of peace from all of the chaos.

It truly was a great way to come together, even when we weren't able to stand together.

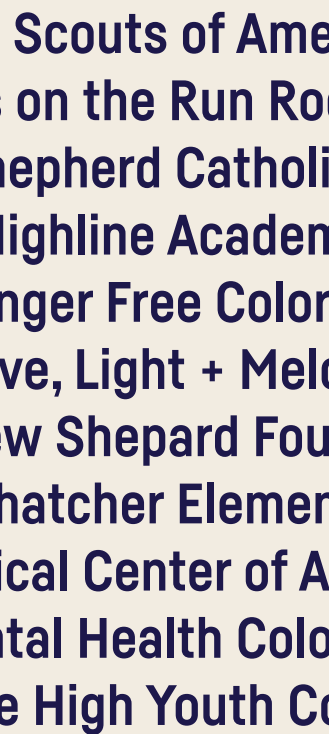
WIRES AUSTRALIA

WILDLIFE INFORMATION, RESCUE & EDUCATION SERVICE



While local communities are our focus, some issues are so pressing that we feel the need to help, no matter how near or far. Australia's devastating brush fires demanded international aid, and we heeded the call.

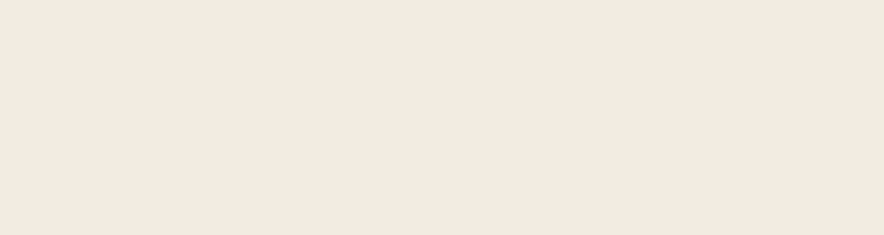
Our support allowed volunteers to rescue and rehabilitate more than **160 WILD ANIMALS**, like koalas and kangaroos, from the brush fires.



You ordered over **300 PRIDE MILKSHAKES** last June to raise funds for local LGBTQ+ nonprofits!

HEADS UP! Pride Month 2021 is here, and our famous Pride Shake is back! Order one and help raise funds and awareness for Rainbow Alley, a local LGBTQ+ youth support nonprofit!

And PLEASE don't forget to snag a Pride Tee and spread the love this June. All orders are BOGO, and \$5 from each order will also be donated to Rainbow Alley!



We are so very proud of how much our ONE PERCENT program has progressed in the past year. It truly warms our hearts to know all of the good that has come from such an initiative, especially in our local communities. We are well aware that this would not be possible without the support of our guests and team members. You all make this program possible, and for that, we would like to extend the sincerest of gratitude your way - THANK YOU!!!

Below you will find a complete list of our incredible ONE PERCENT program partners - each with their own amazing story and cause.

We are so excited about the positive change that we have created together.

This is only the beginning, and with your continued support, we will truly change the world, one community at a time.

Much love,
Birdcall

BIRDCALL'S "ONE PERCENT" BENEFICIARIES OF 2020

Alzheimer's Association Colorado
Asbury Elementary School
Brave Young Hearts
Child Advocates - Denver CASA
Cleo Parker Robinson Dance Troop
CO Association of Black Professional Engineers & Scientists
Colorado Cross-Disability Coalition
Creative Challenge Community Elementary
Denver Fire Department Foundation
Denver Urban Spectrum
Dora Moore Elementary School
EatDenver
Epilepsy Foundation of Colorado
Food For Thought Colorado
Fuel Hope Kitchen
Girl Scouts of America
Girls on the Run Rockies
Good Shepherd Catholic School
Highline Academy
Hunger Free Colorado
Love, Light + Melody
Matthew Shepard Foundation
McKinley Thatcher Elementary School
Medical Center of Aurora
Mental Health Colorado
Mile High Youth Corps
NAACP Denver Branch
National Alliance on Mental Illness
National Interscholastic Cycling Association
Pine Ridge Reservation
Project Angel Heart
Prostate Conditions Education Council
Reach Out & Read CO
RiNo Arts District
Robbie's Hope
Rocky Mountain Children's Health Foundation
Ronald McDonald House
South High School
South High School Girls' Basketball Team
St. Vincent de Paul Catholic School
Steele Elementary School
Stephen Knight Center for Early Education
Sun Valley Kitchen + Community Center
The Center on Colfax
The Park People
Third Way Center
University of Denver Food Pantry
Urban League Young Professionals of Metropolitan Denver
Urban Peak
WIRES
Young Americans Center for Financial Institution

