



**\$ 2,000
DONATION**

Member:

Rumpl

Nonprofit Partner:

Central Oregon
LandWatch

Impact Generated:

\$2,000.00

Year:

2025

Expense Category:

Payment Processing
Google Workspace

CASE STUDY:

RUMPL + CENTRAL OREGON LANDWATCH

A purpose-driven brand. A watchdog for the wild. One smart decision that protected both.



IMPACT SUMMARY

Rumpl makes blankets for adventurers who explore wild places, and they've always believed those places deserve to be protected. As a certified **B-Corp** and **1% for the Planet** member, giving back isn't a marketing line. **It's how they operate.**

In **2025**, that commitment ran deeper than their products. Through their partnership with PIE, Rumpl generated **\$2,000 for Central Oregon LandWatch**, without changing how they operated or spending a dollar more.

That \$2,000 went to work immediately. In 2025, Central Oregon LandWatch reviewed over 1,800 rural land use applications, mobilized 930 advocates, saved farmland and rangeland from luxury development, helped pass a landmark water bank bill for the Deschutes Basin, and reached a \$1 million fundraising milestone for a wildlife crossing on Highway 20.

They were also voted Best Nonprofit Serving Health & Environment by Source Weekly readers, a recognition earned one hard-fought case at a time.

Rumpl sells the outdoors. Now their Google Workspace and payment processing expenses help legally protect it, proof that even everyday business decisions can leave something meaningful behind.