

Sustainability Credo



Chirp was born from the awe and wonder that comes from feeding wild birds. This experience led us to a deeper connection with nature and a greater sense of peace and well-being. We realized that feeding the birds was as good for us as it was for them. Wishing to share this goodness with others, we created a unique, nature-based retail experience. Chirp's mission is to connect people to nature through the inspiration of wild birds.

To fulfill our mission, we must practice responsible stewardship, balancing our attention and resources on the well-being of those we serve. In doing so, we are creating a new kind of retail - a sustainable retail - governed by our Values and commitment to the prosperity of all nature, above and beyond our beloved birds.

These **Four Values** drive all aspects of our business operations, putting sustainability first:

- 1.) **Sustainable** - the full impact of our actions is well considered, doing more with less, increasing the efficient use of resources, resiliently restoring as we go, and ever moving away from harmful practices.
- 2.) **Equitable & Inclusive** - we honor and embrace all living things, and cultivate social, environmental, and economic justice.
- 3.) **Awe-Inspiring** - we carefully curate remarkable products and experiences that stimulate wonder, connection, and delight.
- 4.) **Fiscally Fit** - we offer great value for the collective financial well-being of our customers, partners, and business.

Our day-to-day decisions and actions are made in alignment with these Four Values. Your support of Chirp contributes to the health and well being of wild birds and nature.



Please join us: chirpforbirds.com

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