

# WINNEBAGO INDUSTRIES

Inclusion, Diversity, Equity, Action

# 2022 YEAR IN REVIEW

## DEI Steering Committee & Advisory Team

**17 MEMBERS**  
All Business Units Represented



## Community Investment

foundation contributions  
+ product donations  
+ volunteer time

**\$742,000**

**20x INCREASE**  
since 2016

2016

2022

Funding for nonprofit partners led by or serving historically excluded communities

## IDEA Speaker Series

The IDEA Speaker Series, features thoughts and lessons from leaders of diverse backgrounds, with a special focus on Inclusion, Diversity, Equity, and Action.

*empathy / women's empowerment / allyship / equity / racial justice / compassion / courage / leadership*

11 events  
11 speakers  
8 observances  
1047 attendees



"I just want to say thank you for this! My son and I are both members of the ND (neurodiversity) squad and this gives me hope that his future in the workforce will be more flexible than I have experienced in the past."

— Emma Falbo at Grand Design RV

## Communications

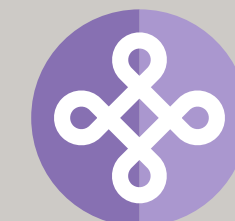
Inspirational, educational and practical tools were made available to all employees through a variety of channels.

- Intranet site
- IDEA Guidebook
- Videos
- Posters
- Self-Mailer
- Newsletter Articles



## Employee Resource Groups

Employee Resource Groups were formed to offer support, foster success and provide opportunities to connect for employees sharing backgrounds, heritage or experiences.



**WIN**  
Women's Inclusion Network



**VET NET**  
Veterans Network

## Outreach & Engagement

Listening, learning and mentoring were prioritized as the concepts behind IDEA were introduced to company leaders, employees and customers.

- CEO Action Mentoring Initiative
- Leadership Summit
- Reflection Point Sessions
- All In, Outdoors learning session at Winnebago Grand National Rally

## Recognition

RV Women's Alliance  
Inaugural Champion of Women Award



Newsweek  
America's Most Responsible Company



## Expand the Talent Pipeline

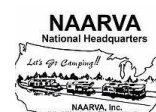
**10**  
INTERNS



"This program gives you an opportunity to challenge yourself, and can benefit you in so many ways."  
— Noelani Cortes, Product Management Intern via the Camber Outdoors Internship Program

## External Partners

Partnering with external organizations allows us to strengthen connections to the community while providing inspiration, resources and tools to all employees.



Expanding Equity, a W.K. Kellogg Foundation and McKinsey cohort-based learning program that offers a structured educational program for companies at all stages of racial equity, diversity and inclusion work. A team from Winnebago Industries and its business units completed work in December 2022 to shape DEI strategy for the next 2 to 3 years.

"Building an inclusive culture is critical to our future success."

— Michael Happe, President and CEO

	Women		Racial & Ethnic Diversity	
Winnebago Industries Workforce	23% 2021	24% 2022	14% 2021	17% 2022
Winnebago Industries Leadership	17% 2021	24% 2022	7% 2021	9% 2022

We are cultivating a diverse, equitable and inclusive workplace, inspiring new generations of outdoor enthusiasts, and supporting our team in growing equitable, inclusive communities where we travel, live, work and play.

## Thank you for helping Winnebago Industries go All In, Outdoors!

It takes each and every one of us to build a better future for all. Let's keep going strong in 2023!

