



Table of Contents

A Word From our Founders	03
Why Sunday Was Created	04
Together in 2023	05
Innovation	06
Custom Lawn Plans	07
Backyard AgTech	08
Sustainability	09
Operations	10
Product Development	11
Community	12
Impact Partners	13
Employee Impacts	14
Thank You	15
Appendix	16



A Word From our Founders

We started Sunday with a mission to empower people to care for their little piece of the earth. It was ambitious to think we could help 90 million homeowners transform their yard care. Today, we've achieved real scale and impact, building a better future for the American yard.

You, our customers, are the changemakers. Your stories of success, families, pets, and care for the environment inspire us daily, reminding us of our impact and the Sunday neighborhood we're creating together.

We're committed to the future of the American backyard. Our vision for 2024 embraces your entire outdoor space, and promotes biodiversity to make your yard a source of food, beauty, and resilience against climate change.

We pledge to keep innovating, learning, and growing with you, and we're grateful for your continued partnership and belief in Sunday's mission. Together, we're caring for yards and nurturing a healthier planet.

Here's to more years of working together and making each piece of earth we touch a testament to our combined passion and purpose. Thank you for believing in us, sharing our dream, and making our world greener, one yard at a time.

Coulter Lewis and Trent Lewis

Sunday Founders and Brothers



Why Sunday Was Created

Lawns in the US add up to nearly 40 million acres. This vast expanse holds significant environmental potential. Unfortunately, lawn care hasn't evolved much in 50 years. American lawns still lead in pesticide use and follow the standard advice to apply pesticides four times a year, needed or not.

That's why Sunday was created. We use premium ingredients for effective results and offer more than just lawn care. From lawns to gardens to pest care, we're growing backyards made for living.

5× MORE

pesticides used
per acre on lawns,
compared to
industrial farms

40 MILLION

acres of lawn, our
third-largest crop

90 MILLION

pounds of pesticides
used on U.S. lawns
and gardens each year

88 MILLION

or roughly 75% of all
homes, use pesticides
in their homes and
lawns.

**We can do better.
We are doing better.**

Keep reading to see how

Together in 2023

Lawns impact

Sunday helped grow

**1.6 billion
square feet**

of lawns
(and growing!)

Pesticide reduction

**91,674
pounds**

Why we opt for spot treatment when it comes to weed control

It's simple. Spot treating
weeds reduces pesticide
application areas by
96.2%.*

*when compared to
blanket pesticide
applications across
the entire yard.

In 2023, you, our valued customers, changed how you think about and care for their yards. The result? Greener grass, cleaner water, and healthier ecosystems across Sunday yards.

Fertilizer reduction

**3,549,150
pounds**

Pollinator habitat

**4,536,564
square feet**

distributed to customers
and through donations

Innovation



Over
4.1 MILLION
lawns analyzed
in 2023

Breaker of industry boundaries




At Sunday, business as usual has never been our way. We break industry boundaries with cutting-edge technology and sustainable products.


2023 Innovation Impacts

- Improved custom lawn plans
- Built backyard agtech

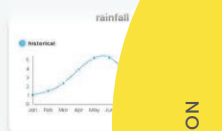
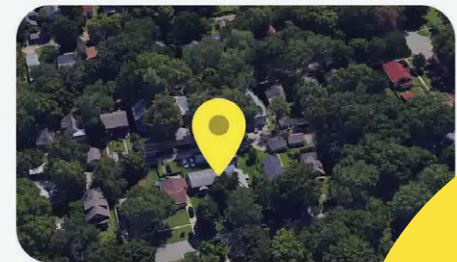
Welcome to customized care, tailored to your needs.

your lawn

 warm, very wet climate
 silty, acidic soil
 3,804 sq. ft

 plan ready!

see custom lawn plan



predicted soil analysis

Every new plan comes with a free lab soil analysis. While you're waiting for your results, we can predict your soil health.

Innovation: Improved Custom Lawn Plans

The smartest lawn plan just got smarter. In 2023, we made significant strides to enhance our hyper-customized DIY lawn care plan, delivering real impacts for our customers.



Optimized timing for ingredients

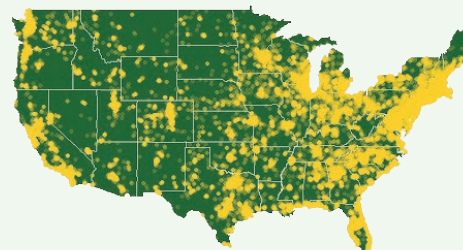
Our custom plans leverage natural ingredients for maximum results at key points in the season. Spring iron treatments boost grass growth and green up. Seaweed biostimulants in summer enhance heat resilience. Our end-of-season applications encourage recovery from summer stress and strengthen your lawn for winter with micronutrients like manganese and potassium.



Before After

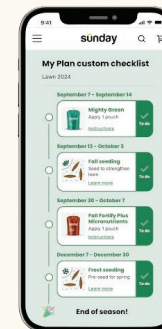
Climate-based customization

Climate-driven modifications, like using surfactant-based fertilizers in dry, arid regions help us reduce water usage and waste—all driven by advancements in climate and rainfall data.



Enhanced soil analysis

With over 223,000 soil tests—the nation's largest residential soil database—we have a deep understanding of soil health and deficiencies. This allows us to provide precise amounts of nutrients and avoid applications you don't need.



Improved My Plan applications

My Plan now includes seeding dates, fertilizer schedules, and step-by-step instructions, making it easy to know what to do, when, and how much to use.

Reduce waste while saving time? Now that's energy efficient.

By continually refining our approach, we ensure your lawn thrives while minimizing environmental impact. Welcome to smarter yard care.

Innovation: Backyard AgTech

We are at the forefront of developing yard tech tools, addressing real customer issues and supporting sustainable practices. These products help combat climate change and advocate for water conservation, aligning with our commitment to environmental stewardship.

Your best bet Pet Lawn Grass Seed

Your lawn at a glance



Thinning grass

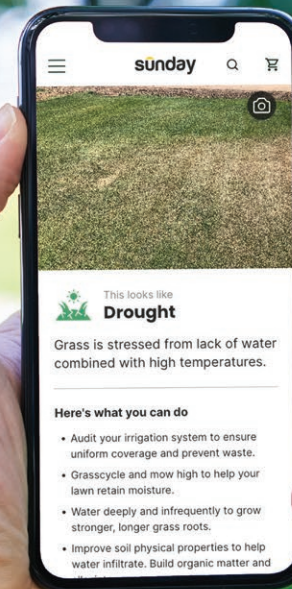


Pet friendly

Pet Lawn is packed with a perennial ryegrass and fescue seed mixture that resists damage from urine and withstands paw traffic!

"We created Seed Finder to help customers choose the best seed based on their location, climate, light level, yard use, and unique yard goals. When you grow the right plant in the right place it is more resilient and the whole ecosystem benefits."

Maggie Reiter,
Sunday Turfgrass
& Data Scientist



DID YOU KNOW?

45% of brown spots in lawns are from drought-related stress.

Water less with the right grass seed

Selecting the right seed is a challenge no more. Seed Finder is a recommendation engine that helps you select the best seed for your location, lawn use and size. This backyard agtech isn't just easy—it's made to reduce watering and other inputs by getting the right plant in the right place.



Get the right grass for your yard.

Solve the root of lawn issues with AI

Spot M.D. is an AI-powered tool designed to tackle lawn issues at the source. Our computer vision machine learning model identifies causes of brown spots, then offers expert repair guidance. A combined effort to reduce wasteful product applications and grow more self-sustaining lawns.



Got brown spots? Identify the root cause.

Sustainability

A steward for planet-first yard care

Sustainability is a guiding principle in all we do. We help people grow better while reducing their ecological footprint. That means reducing our footprint, too.

2023 Sustainability Impacts

- 2023 Business operations
- Product development

Welcome to a greener way to yard care.



Sustainability: Operations

Every action we take is a step towards reducing our carbon footprint and making a lasting impact.

From product development to packaging, we constantly seek ways to minimize our environmental impact.

This section of our report highlights our efforts in making our operations more sustainable.



Reduced use of cardboard

Over the past year, Sunday reduced 8.844 metric tons of corrugate, or cardboard packaging. That's enough cardboard to make about 9,700 pizza boxes!

LOOK FOR
THIS SYMBOL
Did you know?

All Sunday packaging and packing materials are recyclable or made from a percentage of recycled materials.



Plastic material reduction

In 2023, we reduced plastic use by 16%—nearly 500 metric tons. Strategic redesign of Bare Repair rigid to flexible plastic packaging reduced plastic by 70% and introduced 10% post consumer recycled content into its use.



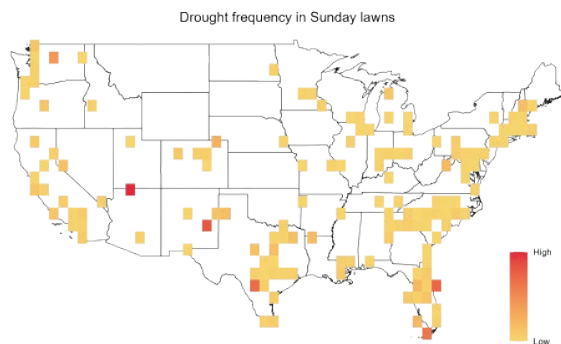
Use of FSC-certified wood

The FSC certification is considered the gold standard designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable. In 2023, Sunday sourced 79% SFI-certified virgin fiber, and utilized 21% recycled content with 17% being post-consumer material.

Sustainability: Product Development

Introducing advanced surfactant technology

In 2023, 40% of our customers experienced some level of drought.



So we created Drought Defense—an innovative formula to help your lawn retain and absorb water. This product can reduce water use by up to 20% and improve lawn resiliency in increasingly dry climates.



A new standard in sustainable yard care

Sunday A-LIST seeds are Independently certified and rigorously tested to thrive with minimal water, fertilizer, and care. Ideal for eco-conscious yards, these seeds reduce emissions and nutrient waste while maintaining superior performance and resilience.



'What's A-LIST?'

A-LIST stands for Alliance for Low Input Sustainable Turf. A-LIST is a non-profit that works with turfgrass industry members to create and promote more sustainable grass varieties and growth methods.

Upcycled organic gardening

In 2023, we launched our first organic garden products, a milestone in Sunday's expansion into gardening. Our new dry organic fertilizer contains 45% upcycled ingredients, providing the highest quality nourishment for your garden while promoting biodiversity and reducing waste.

INGREDIENTS

dried poultry litter, fish bone meal, blood meal, potassium sulfate, sulfate of potash magnesia, kelp meal, gypsum, and feather meal

Community



430
Sunday yards in
Minneapolis

We take privacy seriously ⓘ



Want to get to know
your Sunday community?
Try Sunday Neighborhoods
to see who's using
Sunday near you.

An engaged community advocate

At Sunday, we are dedicated to building communities and encouraging people to do more in their own backyards. Our commitment goes beyond daily operations.

2023 Community Impacts

- Sunday impact partners
- Giving back locally

We go beyond 1% of our profits—we build partnerships and give back where our customers live.

Community: Impact Partners

2023 was a landmark year for us

Thanks to your support, we donated:

**OVER 1.4 MILLION DOLLARS TO
NON-PROFIT IMPACT PARTNERS**

This achievement highlights years of partnership and underscores our collective power to effect real change—well beyond our own backyards.

By donating 1% of our profits to environmental organizations right where our customers live, we're caring for yards and nurturing a growing movement of learning, empowerment, and community connection.



Sunday 1% Partners (*& projects we support!*)

The Nature Conservancy:
Tallgrass Prairie Preserve

National Audubon Society:
Plants for Birds and Habitat Hero

American Forests:
Tree Equity
Resilient Forests

Pollinator Partnership:
Bee Friendly Gardening and The North American Pollinator Protection Campaign

People & Pollinator Action Network:
Pollinator Habitat and Pesticide Elimination and Reduction Advocacy

Resource Central:
Slow the Flow

Austin Parks Foundation:
Creating and Sustaining Urban Parks

Garden to Table:
School Garden Programs

Community: Employee Impacts

The work doesn't end at 5 p.m. for Sunday employees. We strive to create a positive impact year-round on the world around us. Here's a look at some of our employee-led initiatives in 2023:



Volunteering for nature

Cleaning up waterways and green spaces where we live. **2023 highlight:** Boulder team collected 500 lbs. of trash on Earth Day 2023 alone!



Giving back

We serve our communities in need locally. **2023 highlight:** 2500+ food kits in just one LA team volunteer outing.



Growing at home

Our team is full of self-starting lawn and garden gurus. **2023 Highlight:** Every team grew sustainable harvests with Sunday live plants and products at home.

We strive to create a positive impact year-round on the world around us.

Thank You

As we close this report, we extend our deepest gratitude to you, our customers, partners, and team members.

Your support and commitment have been instrumental in our journey, fueling our progress and inspiring our continued innovation. Looking ahead, we are excited for the many

opportunities and challenges that lie before us, confident that together, we will continue to make a meaningful impact on the environment and our communities.

Thank you.

The Sunday Team



2023 Calculations Used:

i. Outbound order data

1. Product quantities ordered
2. Lawn size

ii. Packaging specifications

1. Material weights
2. Recycled content
3. Recyclability

iii. Product specifications

1. Ingredient lists

Ingredients & products

- Sunday Drought Defense is a preventative formula consisting of a soil surfactant and a potassium-enriched blend, including seaweed extract (*Ascophyllum nodosum*). The soil surfactant and nutrient blend work together to provide added root strength and to improve soil moisture uniformity and wetting in hydrophobic soils that are susceptible to localized dry spots
- Sunday Grass Seed A-LIST approved blend requirements
 - Must be at least 65% A-LIST-approved varieties
 - The remainder of the seed must be named varieties
 - Must include A-LIST Approved tag
- Sunday Organic Garden Nutrients organic registration
 - All ingredients (dried poultry litter, fish bone meal, blood meal, potassium sulfate, sulfate of potash magnesia, kelp meal, gypsum, feather meal) are CDFA-certified and OMRI-certified across the U.S. except for Oregon.

Assumptions

Pesticide and fertilizer reduction

- For our pesticide and fertilizer reduction calculations, we've relied on 2022 competitor plans. This choice was made due to a thorough comparative analysis, aligning our approach with industry benchmarks for a valid year-over-year comparison.

Wildflower habitat area

- We calculated the potential wildflower habitat area using the number of seed packets sent to customers this year, including those distributed free in every lawn plan package and those donated to our partner organizations and local nonprofits. This method assumes optimal conditions, providing an upper-bound estimate of impact. (10 ft² or 20 ft², depending on seed type).

Sunday lawn analysis

- Sunday lawn analysis is derived from the 4.1 million lawns analyzed in Sunday's custom lawn analysis engine. The rigorous methodology ensures both data accuracy and location privacy.

Spot M.D.

- Data from the Spot M.D. tool is based on computer vision model predictions. Launched in August 2023, this partial-year data offers insights into prevalent lawn issues, with drought, disease, and dog urine as the top causes detected.

Reporting Period

In 2023, we adjusted our reporting period to capture all sales and activities from 10/01/2022 to 09/30/2023. Doing so allows us to align with other reporting timeframes and leaves more time to compile data at the end of the year, cross our t's, and dot our i's. Making this switch may result in some overlap between the data from this year and last year, but it should be kept to a minimum because we are a seasonal business, and the bulk of our annual sales end before October. These will be double-counted but will exclude our 2023 end-of-year donations. Stay tuned for next year's report to find that info!