



sunday

2024 Annual Impact Report

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On the backyard and beyond

Fertilizer and pesticide overuse is widespread and highly concentrated in lawns. Every year, over 90 million pounds of fertilizer and 80 million pounds of pesticides are applied, making residential yards the most heavily treated landscapes in the U.S. per acre. These practices are wasteful and harmful, degrading soil and ecosystem health, polluting water, and even impacting human health. Worse yet, excessive chemical use weakens lawns over time, creating an increasing reliance on more treatments.

But, when you do things differently, these little pieces of land can work as a functioning part of the ecosystem providing essential environmental benefits and a beautiful backdrop for pets to play, kids to explore, and the whole family to get some fresh air.

40 MILLION

acres of lawn, our
third-largest crop

80 MILLION

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

**OVER
90 MILLION**

pounds of fertilizer
applied to lawns
each year

5× MORE

pesticides used
per acre on lawns,
compared to
industrial farms

88 MILLION

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

A note from Coulter + Trent

Our yards are more than just patches of grass. They're living spaces, ecosystems, and places of connection. Every season, we're inspired by our customers who take the leap to try something new, get outside, and grow their landscapes with care. Your willingness to grow, experiment, and embrace the outdoors fuels everything we do.

In 2024, we pushed forward with innovations to support you: introducing 100% recyclable packaging, expanding our product line to include beginner and advanced gardening solutions, and harnessing AI-driven technology to deliver instantaneous, personalized lawn and garden advice.

We listen—reading thousands of reviews, and talking to hundreds of customers—and your insights shape our journey. One customer recently called themselves a “lawn keeper,” a term that resonated deeply. What if we all saw ourselves as stewards of these spaces? How would that change the way we tend to our yards, connect with our communities, and care for the environment?

As we step into our sixth season, we invite you to join us in this movement. Let's cultivate more than just lawns. Let's grow thriving, sustainable outdoor spaces together. Share your journey with us, tell us what inspires you, and let's keep reimagining what's possible.

Coulter Lewis and Trent Lewis
Sunday Founders and Brothers



Sunday customers in 2024



**1,145,292,464
square feet**

of land treated
a better way with
Sunday custom plans

Every day Sunday customers are working with nature to reclaim their yard and rebuild it as a contributing part of the ecosystem blade by blade.

**Fertilizer reduction
2,988,506
pounds**

93.8%

less land treated
with pesticides

**Conventional
pesticide reduction
59,059
pounds**

**Our spot treatment
approach** for weeds
reduced pesticide
application areas by 93.8%
or 8,401,765,100 sq ft

**Sunday fertilizers
are pesticide- free**
compared to brands
that include blanket
conventional pesticides
with every fertilizer
application

**Water reduction
82,835,447
gallons**

Innovation



Over 550,000
interactions
with My Plan

Our digital checklist provides
personalized application
dates and lawn care tips
tailored to your yard.

Science and guidance for change

We take a long-term view to yard care, helping customers restore health from the ground up with sustainable methods, end-to-end support, and cutting-edge technology—making meaningful change easy.

2024 Innovation Impacts

- Controlling weeds from the soil up
- Artificial intelligence for a natural yard
- Product development

Meet your yard expert, sunny

Get quick lawn care support and top-notch assistance.

What can you
tell me about
my yard?

What's most
important to do
on my yard
right now?

How can I get
rid of
dandelions?

Does Sunday
sell garden
fertilizer?

Ask Sunny your question

POWERED BY SUNDAY AI BETA

Innovation: Controlling weeds from the soil up

96% of lawn analyses

performed in 2024 indicated users had weeds with nearly a third of the 5.4 million users reporting they felt like they had more weeds than grass.

It's about more than looks

Annual weeds are a symptom of a larger issue. When your lawn is unhealthy, weeds take the advantage. Our goal at Sunday is to get down to the root of the problem. Instead of dousing lawns with harsh chemicals, Sunday helps your lawn resist weeds by rebuilding a strong, healthy barrier from the soil up. Over time, this leads to a lawn that naturally crowds out weeds and so much more.

Rather than spreading unnecessary toxic chemicals across the lawn, we help our customers take action to create a strong natural barrier to weeds:

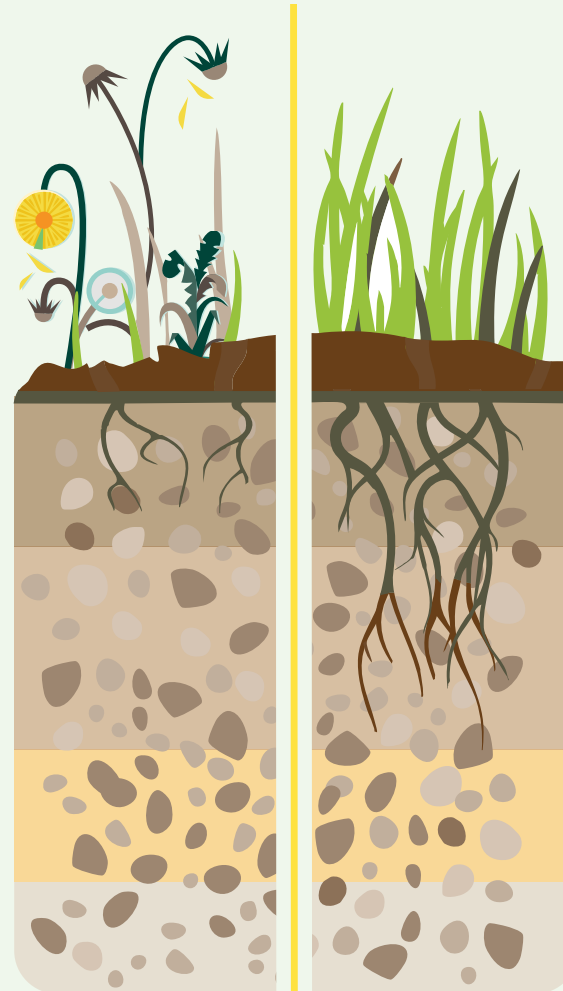
- 1 Plant diverse grass seed to thicken lawn
- 2 Water deep and infrequently to encourage root growth
- 3 Set mower height high to keep grass longer and stronger
- 4 Spot treat weedy areas to reduce annual weeds
- 5 Patch bare spots to prevent new weeds

Did you know?

Annual weeds do not perform the same ecosystem services that healthy turfgrass does - including critical storm water management, healthy soil, and carbon sequestration.

Not all weeds are bad

Clover naturally adds nitrogen to the soil and provides forage for pollinators. Dandelion and henbit provide forage for pollinators and can be mowed down before flowers set.



Benefits of a healthy lawn barrier

- Acts as a natural shield to weeds
- Holds and uses water more efficiently
- Increases tolerance to heat and stress
- Reduces soil erosion
- Requires less maintenance

58,059 pounds of pesticides reduced
by Sunday customers in 2024

Traditional lawn care fertilizers include harsh, synthetic pesticides. This amounts to over 80 millions of pounds of pesticides in our yards and local water systems.

Innovation: AI for a natural yard



Meet Sunny—our new AI yard advisor, designed by our data and science team to bring together everything we know about lawns, gardens, and pests with everything we've learned about your yard. The result? Instant, proactive, and **personalized guidance** tailored just for you. Powered by Sunday's revolutionary approach to creating better yards for people, pets, and planet, Sunny delivers advice that's both **highly effective and eco-friendly**. Just ask, and let Sunny do the rest.

Ask Sunny
a question

Available to
current
subscribers



Seasonal yard care guidance





Me03/18/25, 8:09 AM

What's most important to do in my yard right now?


Sunny03/18/25, 8:10 AM

Good question! Given it's spring, the most important thing to do is observe your yard. Look for early signs of growth, potential weed issues, or areas that might need extra care. This is a great time to get familiar with how your lawn is waking up from winter. Remeber, observeration over action can lead to a healthier, more sustainable lawn. How does your lawn look right now? Any specific areas of concern?



Sunny is still learning. Was this helpful?



Type your question here



Sustainable weed control advice



Me03/18/25, 7:01 PM



Some kind of grass with white flowers are growing all over.

Sunny03/18/25, 7:02 PM


It sounds like you might have clover in your lawn, which is known for its trifoliate leaves and white flowers. Not to worry, clover is actually beneficial for your lawn in small amounts because it's a nitrogen-fixer, making the grass around it greener! If you'd like to manage it, here are some simple steps:

- Hand Pulling:** Clover is easy to pull by hand, especially in smaller patches.
- Mowing:** Mow off the flowers before they seed to reduce spread.
- Herbicide:** For larger areas, a selective herbicide like our Dandelion Doom can help control clover without harming your grass. Remember, a diverse lawn is a happy lawn!



Sunny is still learning. Was this helpful?



Type your question here



Customized product recommendations





Me03/18/25, 3:54 PM

What fertilizer does Sunday have that I should use?


Sunny03/18/25, 3:55 PM

Given your appreciation for the clover and grass mix, and considering your lawn's transition from winter to spring, I'd recommend a balanced approach. Opt for Sunday's liquid lawn fertilizer for a quick green-up and to support early spring growth. It's fast-acting and will help your lawn recover and thrive quickly. Plus, it's eco-friendly and easy to apply with a hose-end sprayer. This should give your lawn and clover a nice boost while keeping things simple and sustainable. How does your lawn usually fare in early spring?

Sunny is still learning. Was this helpful?



Type your question here



Innovation: Product development

Kill weeds, not the planet

Weed & Green is our response to the **high prevalence of pre-emergent** weed control use on lawns. Reining pre-emergent products contain **pesticides that are harmful to soil and ecosystem health**. Our unique formula prevents weeds like crabgrass, suppresses disease, and boosts grass greenup, all with **one active ingredient – iron**.



Organic & upcycled nutrients

Veggie & Tomato Garden Plant Food is a completely **organic bio-fertilizer** made from upcycled ingredients like **fermented fish byproducts**. This powerful plant food is enriched with beneficial microbes and nutrients for **rapid absorption**, strong plant growth, root health, and **soil microbe support**.



The power of worm poop

Soil Boost is our first product to **build soil health directly**. Rich vermicompost tea and humic acid deliver **active microbes** to the soil, increase plant nutrient uptake, and reduce the amount of fertilizer needed. **Made for all plant types**, you can apply Soil Boost to vegetables, flowers, indoor plants, and lawns.



‘What’s vermicompost?’

Vermicompost is essentially worm manure. Worms consume organic materials and turn it into waste or “castings”. Passing through the worm’s gut helps deactivate any harmful bacteria and delivers a diverse microbial population with over 1,400 beneficial organisms.



Sustainability



Change from the bottom up

Sunday customers are driving the shift toward environmentally responsible yards, enhancing local ecosystems and inspiring us to innovate even better, more sustainable solutions.

2024 Sustainability Impacts

- Customer yards
- Carbon cycling in lawns
- Operations



Sustainability: Customer yards



2,988,503 pounds
of fertilizer reduced

Fertilizer overuse is widespread in the U.S., with over 90 million pounds applied annually. This weakens lawns, wastes resources, and pollutes the environment, causing issues like toxic algae blooms. Sunday's approach—using soil testing, precision application, and the MLSN method—ensures your lawn gets the right nutrients at the right time, helping both your yard and local ecosystems thrive.



58,509 pounds
of conventional pesticides reduced

Conventional lawn care relies heavily on toxic pesticides, with many fertilizers containing them in every application. Each year, over 80 million pounds of pesticides are used on American yards—making them the most polluted landscapes in the country.

Sunday fertilizers are completely pesticide-free, challenging this outdated practice. When pesticides are necessary, we use carefully selected bio-based ingredients and precise application methods to minimize harm and maintain a balanced ecosystem.



82,835,447 gallons
of water reduced

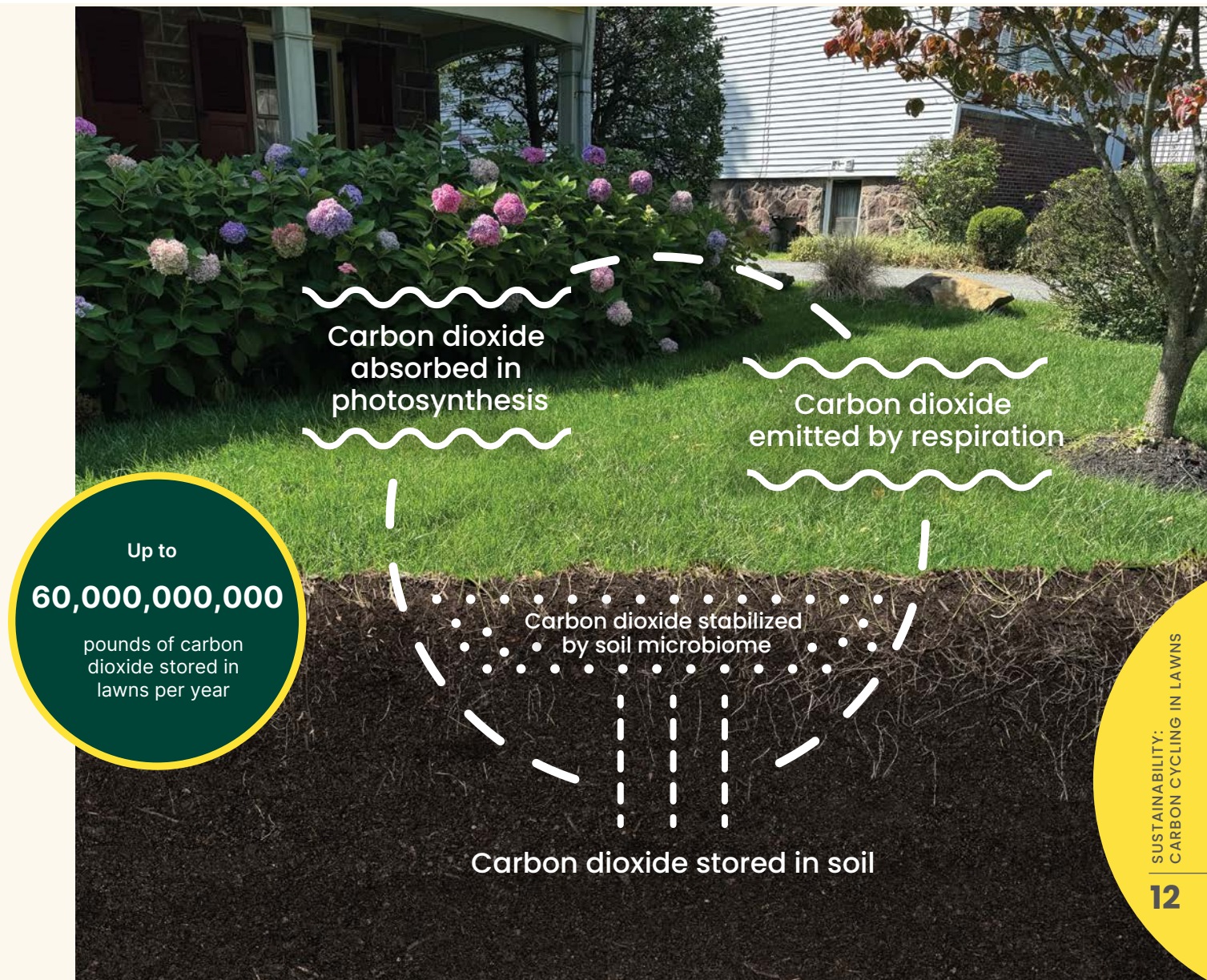
Depending on where you live, your lawn might require irrigation or supplemental water to thrive. In areas where water is scarce, or for anyone hoping to leave a lighter footprint, using water wisely is an important responsibility. Beyond water saving resources and education, Sunday uses cutting-edge surfactant technology in our fertilizer to help lawns use water more efficiently reducing water needs by up to 20%.

Sustainability: Carbon cycling in lawns

Like any other perennial plant system, lawns capture and store carbon in the soil. It does so at an average rate of approximately 1,500 pounds per acre per year. This is the equivalent of about 31 mature trees.

Improper care of our lawns can increase carbon emissions directly - like using a gas-powered mower - and can impact how well lawns store carbon, impacting potential storage benefits. Sunday uses science and guidance to help you manage lawns in a way that amplifies your lawns' storage potential. Our formulas contain only what your lawn needs, no waste, and no overfeeding, both of which can result in excess carbon emissions. And our responsible application methods encourage slow, steady growth and deep roots for less mowing, less water and less maintenance overall.

Since lawns make up an estimated 40 million acres across the country, they hold a significant potential for capturing important greenhouse gases implicated in climate change like carbon dioxide.



Sustainability: Operations

2024 OPERATIONS IMPACTS



83,920 pounds of seed + feed donated

Products to parks

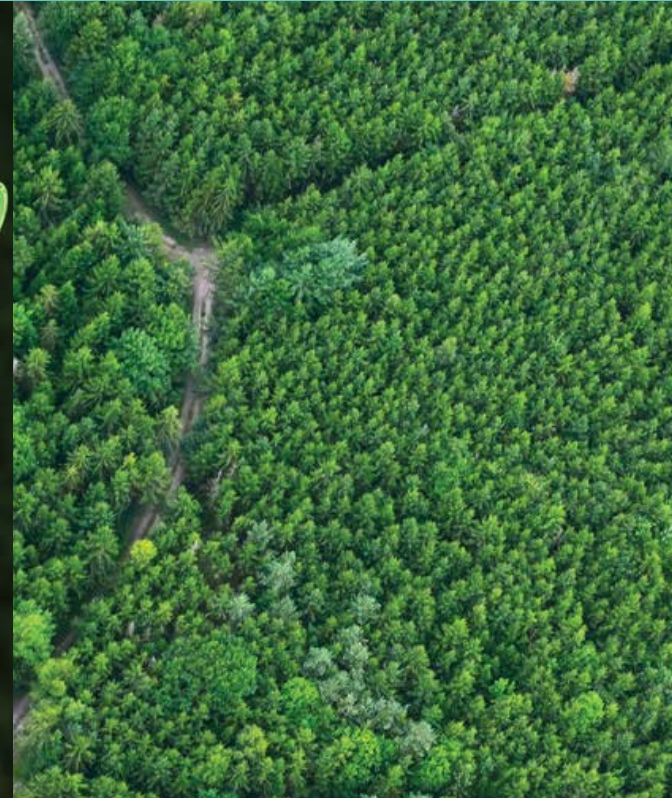
We proactively work to reduce waste in our supply chain and seek the most sustainable solutions when it occurs. In 2024, a surplus of Sunday seed + feed products provided an opportunity to help local organizations enhance community greenspaces, sports fields, school campuses, and parks across Virginia and Maryland.



23 metric tons of virgin plastic prevented

100% recycled, 100% recyclable

Using post-consumer recycled materials, we developed a new rigid bottle format mitigating 23 metric tons of virgin plastic in 2024. Over the next two years, we will continue rolling out this new format across all of our rigid packaging.



338 metric tons of recycled paper

Tree-friendly sourcing

In 2024, we sourced 73 metric tons of recycled paper mulch for our Bare Repair products and 265 metric tons of corrugated cardboard made with 70% recycled paper content. Combined, these sourcing decisions helped save approximately 5,746 trees.

Community



We're in this together

Helping people grow better yards has connected us to communities across the country. We've gained valuable insights into what they need to thrive, and we're committed to keep evolving to better meet those needs.

2024 Community Impacts

- Five years of prairie preservation
- Impact partners
- Employee impact
- Customer stories



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



Community: Five years of prairie preservation

Every Sunday purchase from day one has benefitted prairie preservation. After our first season of business in 2019, we committed to donating 1% of our profits. Inspired by the sustainable ecosystem found in grasslands native to the American prairie, we made our first donation to support The Nature Conservancy's work at the Joseph H. Williams Tallgrass Prairie Preserve in Osage County, Oklahoma. This preserve protects the largest remaining tract of American tallgrass prairie, which once covered over 170 million acres. Today less than 4% remains.

Over the past five years, we've helped hold 48,606 acres of prairie in conservation across Oklahoma and Kansas, protecting this American icon while providing critical habitat for hundreds of native plant and wildlife species – including a bison herd that has grown to over 2,000 strong.

57,164 acres of prescribed fire. Wildfires were one of three forces that created the prairie and it is a key conservation tool in keeping a prairie a prairie.

34,142 acres of invasive plant species controlled and 4,743 acres of tree removal. Invasive species and woody encroachment are two big threats to preserving a prairie ecosystem.

10,275 bison received vaccinations and health checks over the last five years helping to maintain a healthy herd.

371 bison were transferred to the Intertribal Buffalo Council to be donated to Tribal Nations restoring local relationships.

8,500 acres of additional land in conservation in the Flint Hills through conservation easements with local landowners.



Community: Impact partners

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:

Joseph H. Williams Tallgrass Prairie Preserve and the Flint Hills Initiative

National Audubon Society:

Plants for Birds and Habitat Hero

American Forests:

Tree Equity and Resilient Forests

Pollinator Partnership:

Bee Friendly Gardening and The North American Pollinator Protection Campaign

Resource Central:

Slow the Flow and Lawn Removal

Austin Parks Foundation:

Sustaining Urban Parks

California State Parks:

Wildfire Resiliency

Garden to Table:

School Garden Programs

Community: Employee impact

Building a waterwise demonstration garden at Resource Central

Each year, our nonprofit partner, Resource Central in Boulder, Colorado distributes thousands of low-water gardens to local residents. In August of 2024, the Sunday team helped install a garden at their facility to demonstrate the features and benefits of growing plants that are both drought-tolerant and beautiful to help use less water on your landscaping year after year. In one day, we converted 700 square feet of unused, thirsty grass to waterwise flowers and pollinator habitat. We used Sunday organic garden products to prep the soil and planted 209 low-water plants including, columbines, iceplants, lavender, bee balm, penstemons, asters, coneflowers and more!



Community: Customer stories

It's your passion about growing something better for your families, your pets, and the environment that makes this all possible. You, our customers, are the changemakers. Your stories of success, celebration, and sustainability inspire us daily, reminding us of our impact and the Sunday neighborhood we're creating together.

"I really appreciate how easy this is to use and not kill my lawn. Plus **I've learned so much about building a more sustainable lawn.** We had kentucky blue grass when we moved in and have been able to slowly add native grasses and clover into the lawn to build a more resilient lawn that **uses a lot less water.**"

Brienne H, Colorado Springs, CO



"I have been using Sunday for three years on my little **drought tolerant lawn** with great success, every year it is stronger, greener, and **needs less water simply because it is healthier.** I am now using Sunday products also on my flower beds."

Ana B, Walnut Creek, CA



"There are a few things that set Sunday apart. First and foremost, it's the company's commitment to safe and sustainable lawn care. I feel confident that **our lawn is a safe place for our family, friends, and pets to use.**"

Kevin A, St. Paul, MN

"Our yard is thicker, greener, and healthier than the rest of the street. **It takes less water to keep it lush.** It comes back earlier in the spring and lasts longer into the fall. **We even rarely struggle with weeds because the grass is so strong and the soil is so healthy!**"

Devin J, Arkadelphia, AR

"Since purchasing our home we have tried to plant native plants and encourage the native plants and wildlife. Lucky Lawn has helped us grow a **lovely lawn that also supports our local native pollinators, and helps squeeze out many of the invasive weeds** that previously plagued our lawn. Great product, will continue to use it for sure!"

David G, Pearl River, NY



"We love what Sunday did for our lawn this year. It's **Greener, thicker and less water was needed.** Sunday was also very easy to apply."

James A, Sandy, UT

Thank you

As we wrap up this report, we want to send a huge thank you to you—our customers, partners, and team members. Your support and excitement have been the driving force behind our journey, pushing us forward and inspiring us to keep innovating.

Looking ahead, we're thrilled for the opportunities and challenges to come, knowing that together, we can create an even greater impact on the planet and our communities. The best is yet to come!

Thank you.

The Sunday Team



2024 calculations used:

Outbound order data

- Product quantities ordered
- Lawn size

Packaging specifications

- Material weights
- Recycled content
- Recyclability

Product specifications

- Ingredient lists

My Plan

The count of My Plan interactions is based on the number of times a user completed a checklist task, clicked to view custom instructions for an application, or clicked to view seasonal care tip instructions. Launched in July of 2022, the My Plan checklist tool offers custom application dates, personalized care timelines and tips, product instructional and seasonal guidance.

Weed data

The percent of users experiencing weed issues is based on the data collected through our lawn analysis in 2024 where users can indicate if they have weeds and how serious the problem is. The lawn analysis is offered for free at getsunday.com.

Assumptions + methods

Gallons of water reduced

The number of gallons of water reduced was based on the applications of fertilizer with surfactant distributed in Sunday custom plans in 2024 and the potential water savings that would result from the application of these products. Our surfactant technology can reduce water needs by up to 20% by increasing soil water efficiency. We assumed comparative watering habits based on recommended rates and calculated one month of impact – July, 2024 – as a conservative estimate.

Area of land treated with pesticides

The percent less of land area treated with pesticides is based on the total potential land covered by weed control spot treatments distributed in Sunday custom plans in 2024 compared to the amount of pesticides that would have been used if those same lawns had been treated with the leading competitor's current broad pesticide application.

Conventional pesticides reduced

The number of pounds of conventional pesticides reduced is based on the amount of conventional pesticides that would have been applied to the total land area of 2024 Sunday custom plan subscriber lawns if following the leading competitor brand's current plan compared to the amount of conventional pesticides applied in a Sunday plan – zero pounds.

Fertilizer reduced

The amount of fertilizer reduced is based on the amount of fertilizer sold in Sunday custom plans and at retail stores in 2024 compared to what would be applied to the same land area if following the leading competitor brand's current plan.

Total land area

The quantity of square feet was calculated based on the total land area of Sunday custom plan subscribers in 2024.

Carbon cycling

The estimated amount of carbon stored in lawns is based on the work of Law and Patton (2017) to measure the cycling of carbon and nitrogen in cool-season turfgrass systems. The research found that Kentucky bluegrass and tall fescue had gross total soil C accumulations of 1.408 and 1.629 Mg C ha⁻¹ yr⁻¹, respectively, in the top 5 cm of soil.

Law, Q. D., & Patton, A. J. (2017). Biogeochemical cycling of carbon and nitrogen in cool-season turfgrass systems. *Urban Forestry & Urban Greening*, 26, 158-162. <https://doi.org/10.1016/j.ufug.2017.06.001>.