



# 2025 Annual Impact Report



# Healthier Yards, Happier Lives

In 2025, the impact of our work was measured not just in fewer toxic chemicals, healthier soil and more water conserved, but in barefeet, grass-stained jeans and joyful moments with friends and fam.





# Table of Contents

## Introduction

- Healthier Yards, Happier Lives ..... 02
- Celebrating Five Years of Yarding Better ..... 04
- Healthier Yards, by the Numbers ..... 06
- Five Years of Protecting People, Pets, and the Planet ..... 07

## Innovation

- Only Feeding Our Yards the Good Stuff ..... 10
- Sunday Weed & Green Safety ..... 11-12
- Soil Health for All ..... 13
- Maggie Reiter Says ..... 14

## Sustainability

- Rooted in Climate Resilience ..... 17
- Packaging and Product Design for a Better Planet ..... 18
- Why Organic Matter, Matters ..... 19
- How Does Organic Matter Impact Carbon Storage? ..... 20
- Joe Griebel Says ..... 21

## Community Impact

- Our Community Roots Run Deep ..... 24
- Helping Local Partners Grow From the Ground Up ..... 25
- What Our Customers Are Saying ..... 26

## Appendix

- Impact Metrics Assumptions and Methods ..... 28

# Celebrating Five Years of Yarding Better

We started reporting on our impact five years ago because we wanted to understand what our customers' choices meant for their yards, their local ecosystems and their lives.

We believed small changes at home could add up—and we're amazed by how much difference you were already making. It was real, it mattered, and you deserved to see it.

Over time, reporting began impacting how we run Sunday. It forces us to examine our footprint, have the hard conversations and stay accountable. The goals we set don't just live in a report—they guide our decisions and push us to do better every day.

Of course, there's still work ahead. As we continue to focus on saving water, reducing plastic, and building healthier soil, we work to measure and improve alongside you.

That impact belongs to you.  
Thank you for being part of Sunday.

*Trent Lewis Coulter Lewis*

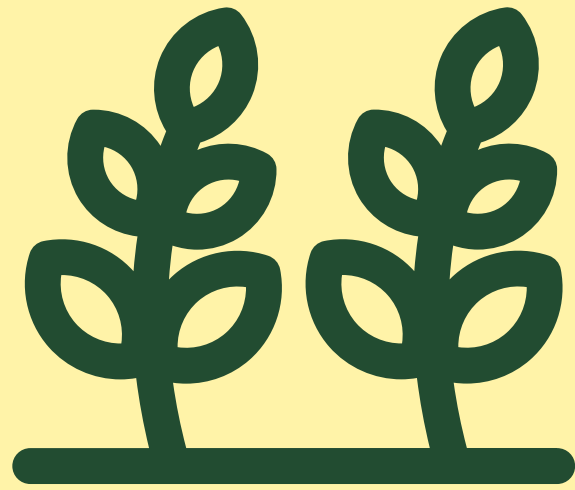


In five years, Sunday customers have avoided more than **13.8 million pounds** of unnecessary fertilizer chemicals and **351,000 pounds** of conventional pesticides.



2025

# Healthier Yards, by the Numbers



**1,277,846,903**

square feet of land treated with custom Sunday plans



**3,774,055**

pounds of overfertilization avoided



**61,398**

pounds of conventional pesticides avoided



**89.4%**

less land treated with pesticides



**34,537,613**

gallons of water conserved

 To learn more about our impact calculations, see page 28 for our methods and assumptions appendix.

# Five Years of Protecting People, Pets and the Planet

(And We're Just Getting Started)

The following key priorities reflect what we've learned over the last five years, and what's ahead in the next five. In other words, our enduring commitment to yarding better for all.

## Better ingredients and formulas



This includes rigorous ingredient standards, responsible sourcing, innovative water conservation, and reduced pesticide and fertilizer use.

## Better packaging and product design



We're reducing material use through lightweighting, reuse and refillable formats, plus increasing post-consumer recycled content (PCR) and improving package recyclability.

## Better governance and stakeholder engagement



We're formalizing sustainability guidelines and implementation, plus gathering feedback from stakeholders like customers, suppliers, nonprofits, communities, industry groups, and policymakers.

## Better community engagement and impact



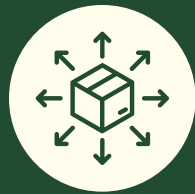
We're providing product donations, employee volunteer time, and financial contributions to environmental partners including, Joseph H. Williams Tallgrass Prairie Preserve, pollinator health advocacy groups, and community gardens and urban green spaces.

## Better user experience and technology



We're developing personalized tools and experiences that help customers reduce water use, support pollinators and wildlife, increase biodiversity, and build soil health.

## Better supply chain and manufacturing partners



We're establishing emissions and waste data collection across all partners to set baselines and improve targets, as well as develop and implement a supplier code of conduct, and reduce waste throughout the supply chain.

A photograph of three children running joyfully in a grassy field during the golden hour of sunset. In the foreground, a young girl with long brown hair, wearing a brown polka-dot shirt and denim overalls, runs towards the camera with a wide smile. To her right, a boy in a light blue t-shirt and jeans runs in profile, also smiling. In the background, another girl in a patterned top and blue skirt runs away from the camera. The background is filled with lush green trees and a warm, glowing sky.

If no one can  
play on it, what's  
the point?



**Innovation**

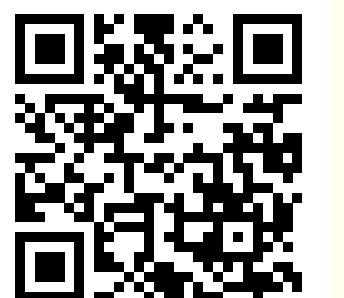
# Only Feeding Our Yards the Good Stuff

Active Ingredient	Sunday lawn fertilizers	Top competitors
Nutrient load →	Precise, incremental nutrient loading based on <b>personalized soil test</b> for more <b>sustainable growth</b> , enhanced environmental responsibility, and less maintenance	<b>Up to 5 X more</b> nitrogen and potassium per application leading to <b>hyper growth, runoff, and pollution</b>
Pesticides →	A more responsible approach to weed control with <b>zero-pesticide fertilizers</b> built to help grass crowd out weeds naturally	<b>100% more</b> with up to 3/8 pound applied per 5,000 foot application including synthetic ingredients like dicamba and 2,4-D known for possible <b>endocrine disruption, cancer risks, and high volatilization and drift</b>
Biostimulants and soil health →	Iron, seaweed, molasses, soy protein and other ingredients <b>support soil biology, root growth, and plant resilience</b>	<b>Zero biostimulants</b> neglecting long term plant and soil health
Water efficiency →	Cutting-edge surfactant technology <b>enhances water management</b> in soils and <b>reduces watering needs</b>	<b>May cause increased water demand</b> due to formulations developed for rapid above ground growth



What we leave out of Sunday lawn products is just as important as what we put in. We carefully select better-for-you ingredients and build a whole system to help grow a lawn that's more resilient, more environment-friendly and easier to care for. It's what separates us from the other guys.

Learn more about what makes Sunday different →





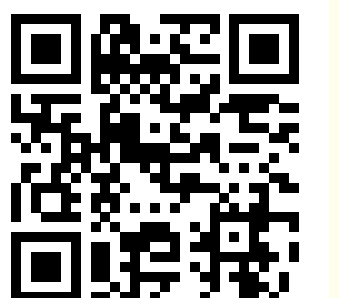
# Sunday Weed & Green Safety

## Finally, A Pre-Emergent Done The Natural Way

Conventional pre-emergents promise to prevent weeds, but many rely on synthetic pesticides applied in large quantities each year. These chemicals may raise health concerns for people and pets, and can also affect soil health, water quality, and the beneficial organisms that keep lawns thriving.

Weed & Green offers a different approach. After six years of development, it delivers a first-of-its-kind, iron-powered formula that works as both a pre- and post-emergent to suppress crabgrass and broadleaf weeds while boosting grass health.

Learn more about Weed & Green →





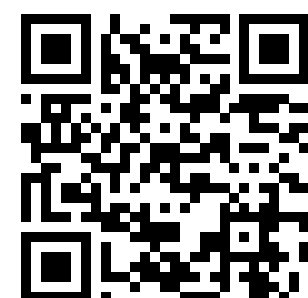
## Safety analysis of leading pre-emergent active ingredients compared to Iron HEDTA (the active ingredient for Sunday Weed & Green)

Active Ingredient	Iron-HEDTA	Pendimethalin	Dithiopyr
Long-term health concerns →	No adverse effects for humans expected.	Class-C carcinogen with possible long-term risk from repeated exposure. Occasional homeowner use is considered low risk.	Some skin sensitization and possible reproductive concerns; varies by brand and concentration.
Environmental hazards →	Practically non-toxic to birds, fish, and aquatic invertebrates, with low potential for environmental exposure.	Toxic to fish and aquatic plants. Classified as water-contaminating.	Highly toxic to aquatic life both short- and long-term. Even small amounts reaching water can be harmful.
Persistence & runoff potential →	Low persistence. Degrades in the environment through natural processes, with low potential for buildup or runoff.	High persistence. Binds to soil and can linger long-term, increasing exposure risk for non-target plants and organisms.	Moderate persistence. Designed to remain active in soil; runoff poses serious aquatic risk due to high toxicity.
Effects on beneficial soil microbes →	Low impact. Does not disrupt beneficial soil microbes when used as directed.	Moderate impact. Can temporarily suppress soil microbial activity, especially with repeated applications.	Potential impact. May affect microbial balance short-term, with recovery over time depending on soil health.

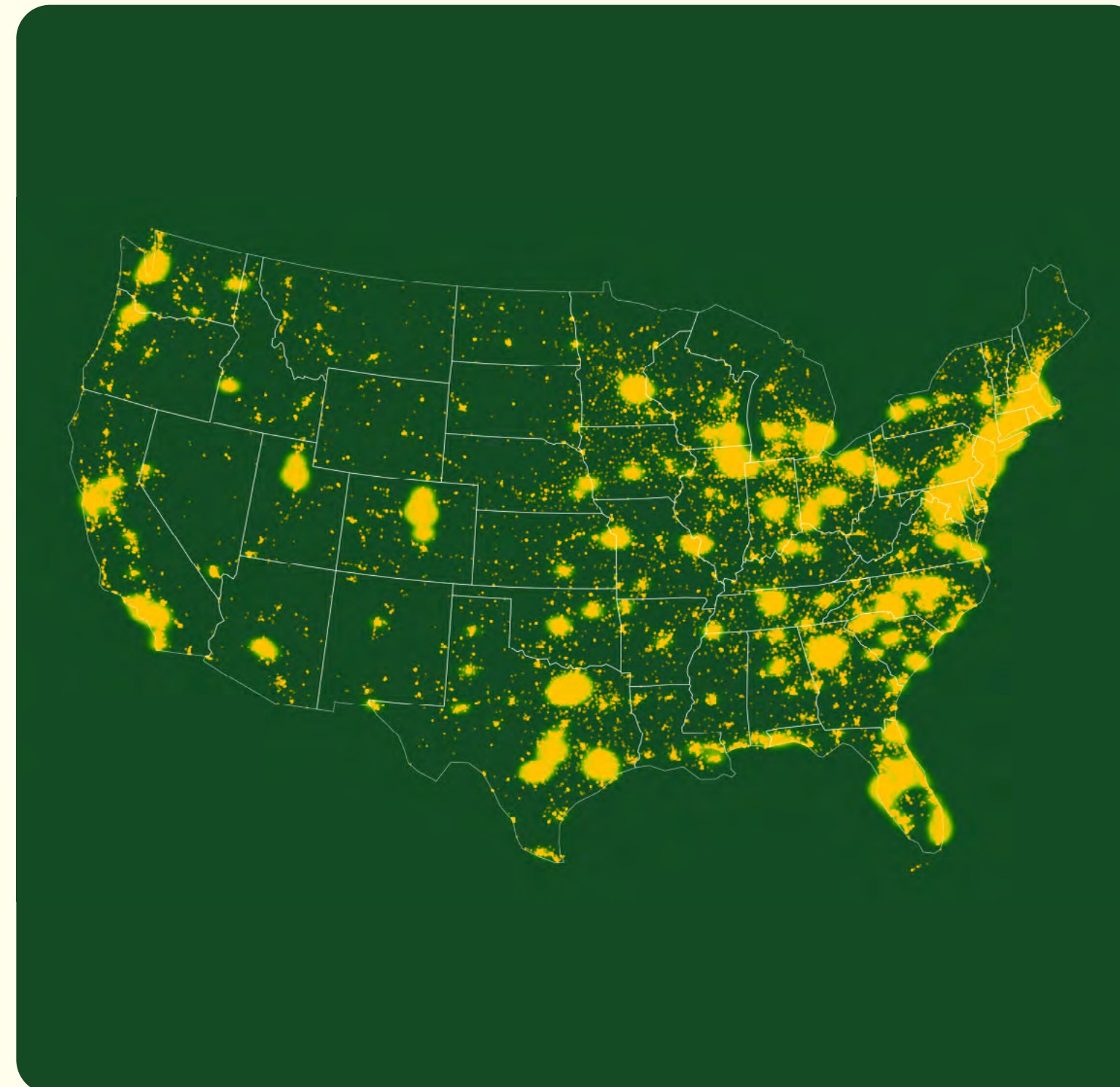
# Soil Health for All

## Predictive soil analysis, down to your zip code

First, we built the largest residential lawn soil database. Then, we launched a predictive soil analysis tool that lets anyone explore and understand their soil. **Best of all, it's completely free.**



← Don't have a Sunday plan yet? Check out our predictive soil analysis tool!



498,040  
predictive soil tests

**projected soil properties**

- organic matter** ⓘ  
Low organic matter isn't necessarily bad, but we can help raise it
- soil pH** ⓘ  
Low pH can impact nutrient availability, might need to add lime to help raise it
- cation exchange** ⓘ

**projected nutrient levels**

- K potassium** ⓘ  
Vital to grass' ability to endure stress  
soil is likely sufficient
- P phosphorus** ⓘ  
An energy source in plant metabolism  
soil is likely sufficient
- S sulfur** ⓘ  
A key player in lowering soil pH  
likely needs more nutrients
- Ca calcium** ⓘ  
Vital for maintaining plant structure and soil pH  
soil is likely sufficient
- Mg magnesium** ⓘ  
Critical nutrient in chlorophyll, keeps plants green  
soil is likely sufficient

**additional nutrients**

- Fe iron** ⓘ
- B boron** ⓘ
- Cu copper** ⓘ
- Mn manganese** ⓘ
- Zn zinc** ⓘ

Want to learn more about nutrients?  
[see scientific details](#)



**Maggie Reiter**

Lead Scientist

# Reporting started because we needed to measure what “different” actually meant.

How much were we reducing pesticide use, and how could we do more to protect natural resources?

In the last couple of years, we added water conservation estimates because some of our products reduce turf water needs. We use weather and climate data to model anticipated savings. As we’ve grown, our ability to drive change has grown too. More customers over more years means greater impact.

The report captures why so many of us choose to work here. It connects our day-to-day work to ongoing innovations and to the impact that work can have.



Turn your yard  
into somewhere  
you'd rather be.





**Sustainability**

# Rooted in Climate Resilience

## The right ingredients for drought resistance ↓

Our lawn fertilizer formulations have ingredients like seaweed and potassium to support deeper, healthier root systems, while using less water. Also, our guided watering education encourages less frequent, deeper soak cycles.



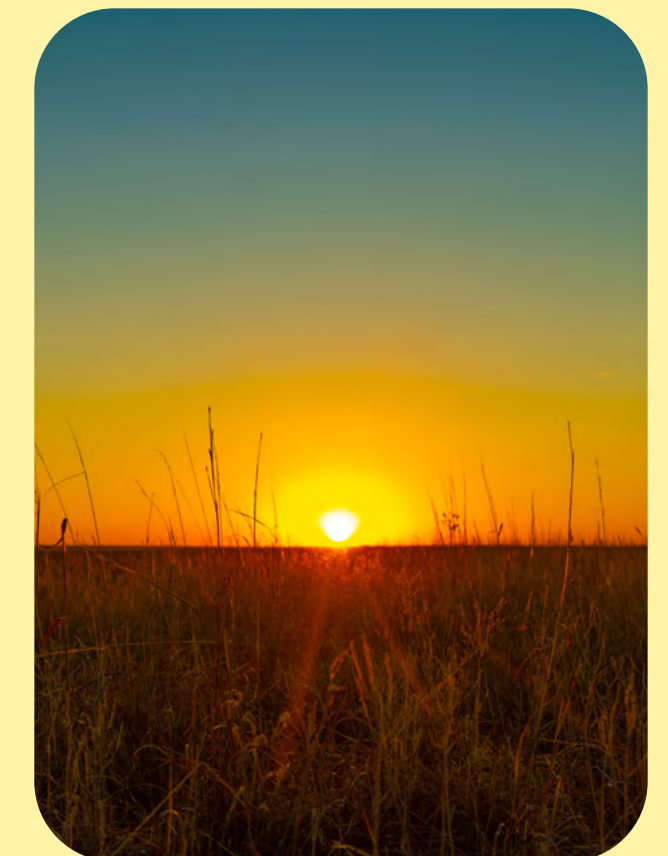
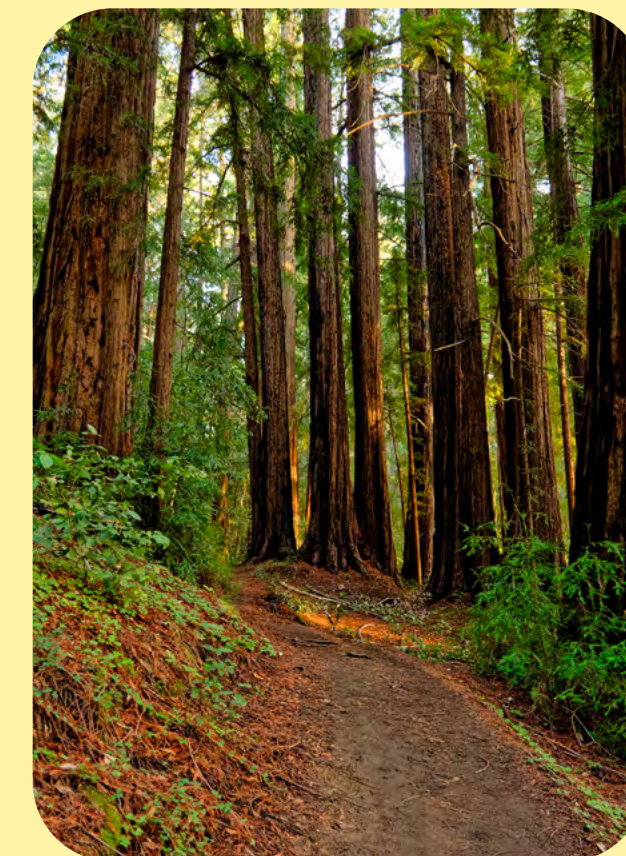
## The right timing and amount to limit waste and pollution ↓

We apply a Minimum Level of Sustainable Nutrition (MLSN) approach to developing fertilizers and formulate low-persistence, bio-based pesticides. Alongside these products, our guidance and recommended practices help improve nitrogen uptake, reduce waste, and minimize runoff that can degrade soil and ecosystem health.



## The right partnerships to support landscapes that support us ↓

In our commitment to eco-system resilience, we invest in critical conservation work from the tallgrass prairie of Oklahoma to the redwood forest of California. These iconic landscapes deliver essential environmental services like water filtration, carbon storage, erosion control, flood mitigation, and wildlife habitat. This benefits us all.



# Packaging and Product Design for a Better Planet

In 2025, we continued to make innovations in our packaging and product design that helped save over 100 metric tons of materials.

We've worked hard to increase recyclability, decrease material use, and increase post-consumer recycled content.

## Increased recyclability ↓

Replaced non-recyclable pouch to recyclable rigid bottle in retail liquid lawn fertilizer products, and added removable label to increase ease of recyclability

**6.4**  
metric tons of  
non-recyclable  
plastic saved



## Decreased corrugate usage ↓

Eliminated outer cardboard carton from all retail liquid lawn fertilizer products

**32.4**  
metric tons  
of corrugate  
saved



## Increased post-consumer recycled content ↓

All Wonderfert liquid plant food and liquid lawn fertilizer bottles sold through our retail partners were made with 100% post-consumer recycled content

**85.62**  
metric tons of  
virgin plastic  
saved



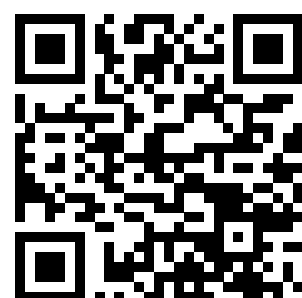
# Why Organic Matter Matters

Since we began offering repeat soil tests to customers in 2023, we've collected follow-up samples from over 4,000 Sunday lawns. We use this data to learn more about how Sunday lawns change over time.

**Our findings? Sunday has significantly helped build organic matter in your lawn.**

**Why is this a big deal?**

**Organic matter is the foundation of healthy soil.** It fuels the essential processes that help your lawn grow strong, recover faster, and stay resilient. As organic matter increases, so does the carbon stored in your soil, supporting a healthier lawn and a healthier planet.



← Ready to test or re-test your soil?



# How Does Organic Matter Impact Carbon Storage?

Organic matter is one of the largest reservoirs of carbon in your lawn. As it increases, more carbon is stored safely in the soil rather than remaining in the atmosphere.

That means healthier soil doesn't just support stronger grass—it actively removes and holds carbon, helping reduce greenhouse gases and contribute to climate resilience.





**Joe Griebel**

71 Director of Physical Product

There is a common adage (often attributed to Peter Drucker), “What gets measured gets improved.”

This is especially true at a tech startup and data-driven company like Sunday.

When it comes to sustainability, this adage continues to hold true. Accurately tracking and reporting data related to our sustainability goals has fostered accountability across the organization.

Additionally, having a consistent reporting mechanism has allowed us to pinpoint where our investments can have the greatest impact—a critical factor for any venture-backed company.”





**Community Impact**

Since our founding in 2019, **Sunday** has donated over **\$2 million** to help protect America's wild places, including **36,995 acres of American Tallgrass Prairie.**

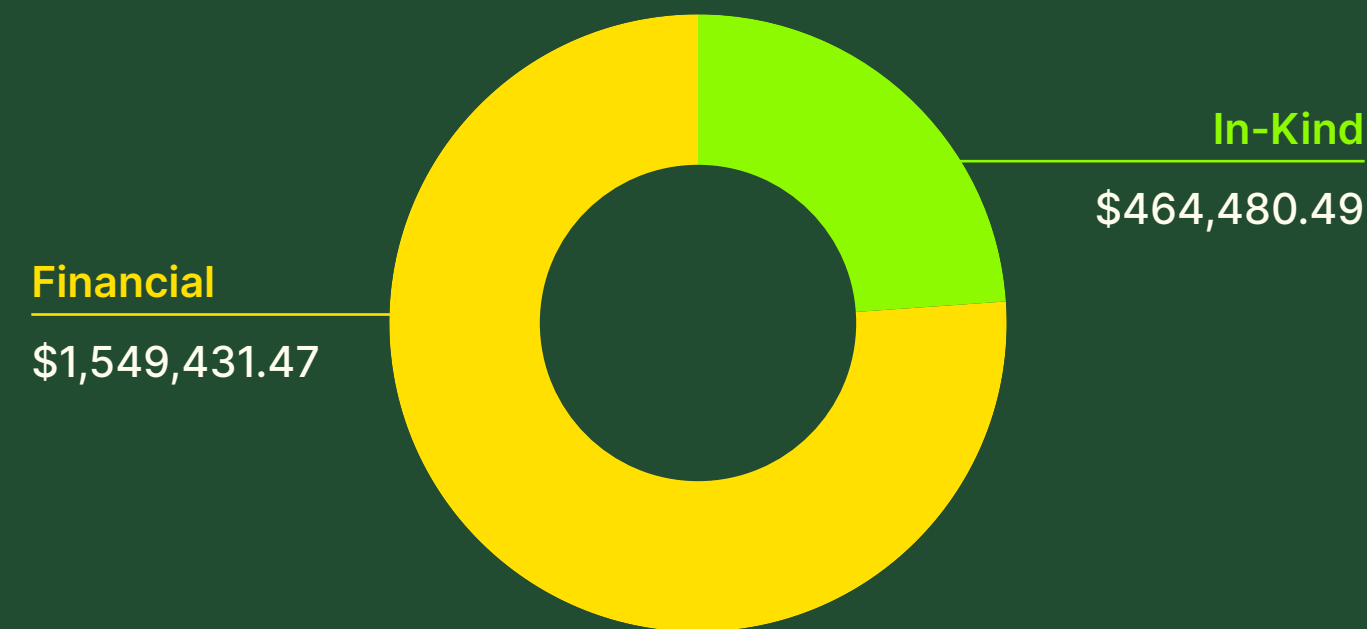


# Our Community Roots Run Deep

## Over \$2 million donated to help protect America's wild places

Because of our customers' support, we're able to financially invest in organizations protecting and restoring some of the country's most important natural landscapes.

Total: \$2,013,911.96



Here are two examples of what that impact looked like this year.

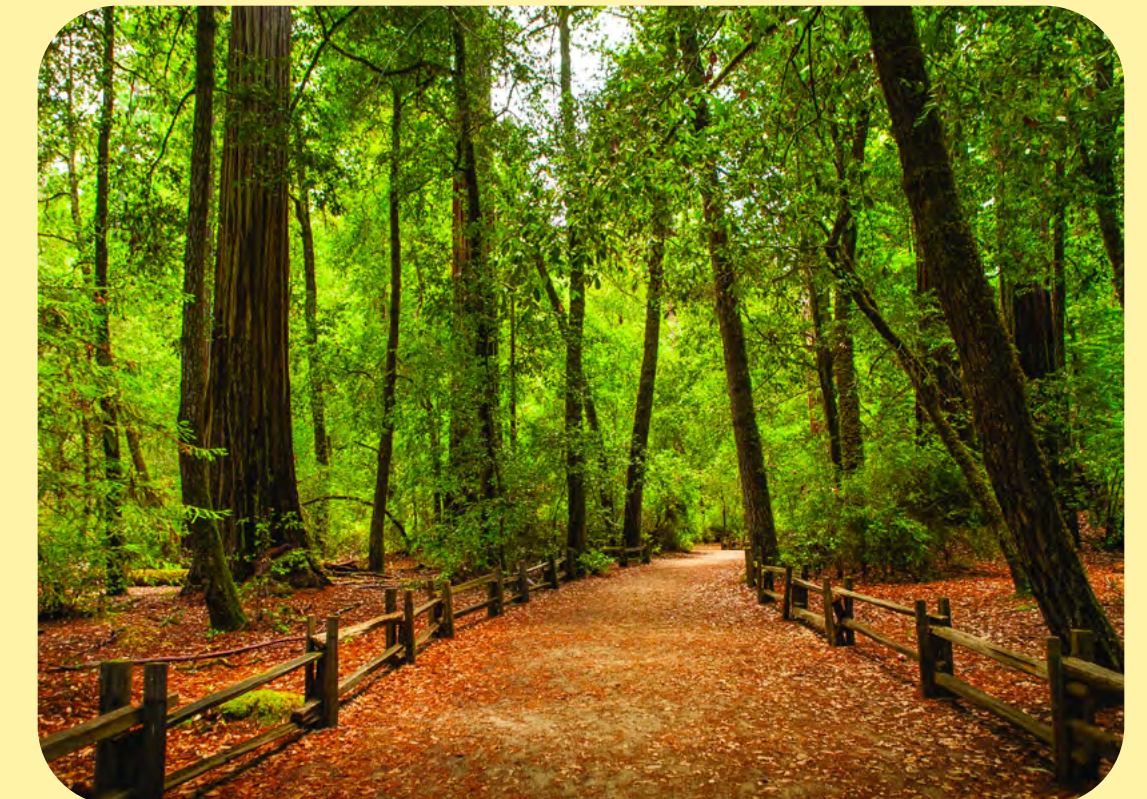
### Joseph H. Williams Tallgrass Prairie Preserve

Sunday's continued support helped The Nature Conservancy purchase conservation easements to protect an additional 2,875 acres in the critically important Flint Hills landscape, which is the last remaining Tallgrass Prairie in the world.



### California State Parks Foundation

We were honored to receive the Trailblazer Award from California State Parks Foundation this year for our work to support wildfire-resilient forest management at Big Basin Redwoods State Park—helping reduce catastrophic wildfire risk, protect old-growth redwoods, increase stable carbon storage, and strengthen climate resilience.



# Helping Local Partners Grow From the Ground Up

In 2025, Sunday distributed over 3,000 products

This year, our product donations helped community partners grow food, plant trees, restore habitats, and expand access to green spaces—supporting local efforts to build healthier, more resilient communities.

## Austin Parks Foundation

→ Community gardens across the Austin metro area bring people together to grow food, build connection, and enjoy shared green spaces.



## American Forests

→ Urban tree-planting efforts are expanding tree canopy in cities across the U.S., helping improve air quality, strengthen climate resilience, and support healthier communities.



## Garden to Table

→ School garden programs give students hands-on experiences growing food while learning science, nutrition, and environmental stewardship alongside teachers and volunteers.



## Rockies Audubon

→ The Habitat Hero program restores natural habitats for local birds, protects migratory pathways, and engages communities across the Rockies in caring for the ecosystems birds depend on.



## Growing Gardens

→ Urban agriculture programs engage youth in hands-on growing and leadership, provide garden-based learning, and help increase access to fresh food for local families.



## Regional Environmental Council

→ Food access programs connect communities to fresh, locally grown food through urban farms, community and school gardens, and mobile markets, while supporting youth leadership and local food system growth.



# What Our Customers Are Saying



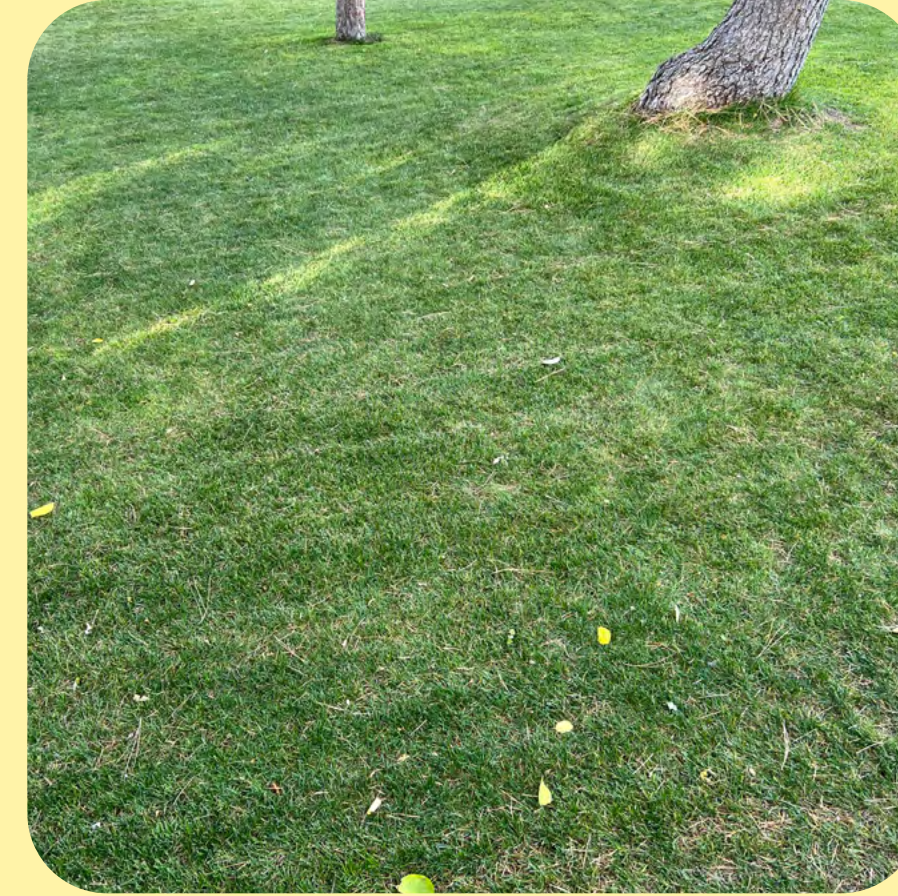
**Tim**  
Pompton Lakes, NJ

It was a rough year with less rain than expected, but the products from Sunday helped bring our terrible looking lawn back to its lush green look.



**Luke**  
Gilbert, MN

After several years of trying to get my lawn back to how it was when we first laid sod, I decided to try out Sunday. What a difference it has made. I feel like I'm gaining control back and have the tools needed to have a beautiful weed free lawn without dumping a ton of harsh chemicals on it.



**Riley**  
Helena, MT

I'm really pleased at how the lawn filled in and how it always seems to stay greener and looking better a lot later into the season than the neighbors.



**Jen**  
Aurora, CO

Sunday far exceeded my expectations! I'd seen so many before and after pics - but never thought my lawn could look so incredible! It's effortless - just follow the plan and voila! We went from having one of the worst lawns on our street to being the house neighbors asked for tips from!!!



# Appendix

# Impact Metrics Assumptions and Methods



## **1,227,846,903 square feet of yards treated a better way with Sunday custom plans**

The quantity of square feet was calculated based on the total land area of Sunday custom plan subscribers in 2025.

## **3,774,055 pounds fertilizer reduced**

The amount of fertilizer reduced is based on the amount of fertilizer sold in Sunday custom plans in and at retail stores in 2025 compared to what would be applied to the same land area if following the leading competitor brand's current plan.

## **61,398 pounds 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 2025 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.

## **89.4% less land treated with pesticides**

The percent less of land area treated with pesticides is based on the total potential land covered by Sunday weed control spot treatments distributed in Sunday custom plan in 2025 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.

## **34,537,613 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 2025 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, 2025—as a conservative estimate.

## **Lawn fertilizer comparison**

The comparison of Sunday fertilizer and top competitor fertilizers uses information from publicly available product labels, safety data sheets (SDS), EPA classifications, and manufacturer-recommended application rates. We compared total nutrient load per 5,000 sq ft application, the presence and amount of synthetic pesticides, and whether each product includes ingredients that support water efficiency or soil health. All calculations assume products are applied exactly as directed.

## **Weed & Green and pre-emergent safety analysis**

The comparison of Weed & Green to the active ingredients found in leading pre-emergent weed control products uses information from publicly available product labels, safety data sheets (SDS), EPA classifications and recommended application rates. We looked at how each product is classified for aquatic toxicity, how long it stays active in soil, and how much is typically applied to a standard lawn area. All estimates assume the products are used exactly as directed on the label.

## **498,040 number of predictive soil tests**

The count of predictive soil tests is based on the number of users that created an account and received a predictive soil analysis on [getsunday.com](https://getsunday.com) January through December of 2025.

## **5.3% -7.3% increase in soil organic matter in Sunday yards**

This estimate is based on repeat soil tests from more than 4,000 Sunday lawns between 2023 and 2025. We compared each lawn's initial test to its most recent retest, including only those on a Sunday plan for at least one year. Results are reported as a range to account for variability across regions, soil types, and lawn care practices. Lawns with initially low organic matter levels (<3%) showed greater gains.



Thank You



# sunday

Questions? Curiosity? Yard feelings?

Text or Call us: 415-903-6932

Email us: [Support@GetSunday.com](mailto:Support@GetSunday.com)