Project Drawdown is the world’s leading resource for climate solutions. Our mission is to help the world stop climate change – as quickly, safely, and equitably as possible.

To do this, we pursue three paths of impact:

**Advance effective, science-based climate solutions and strategies.** We use science to find and disseminate effective “whole system” strategies for halting climate change.

**Foster bold new climate leadership.** We inform, inspire, and empower business leaders, impact investors, and philanthropists to take bold new positions, act more strategically, and rapidly bring climate solutions to scale.

**Promote new narratives and new voices.** We work to shift the climate change conversation from “doom and gloom” to “possibility and opportunity.” And we elevate unheard climate heroes through storytelling and “passing the mic.”
BUILDING A BETTER FUTURE

These are exciting times for those of us working to restore a healthy climate for future generations. Every day brings new technologies, new investments, and new policies to the task.

In many cases, renewable energy is now the economical choice. In December, COP28 brought a global commitment to transition away from fossil fuels. Around the world, policymakers, business leaders, impact investors, philanthropists, and others are doubling down on efforts to reduce greenhouse gases in the atmosphere. Every day brings new technologies, new investments, and new policies to the task. I have never been more hopeful that we will get this done.

And I’ll admit: A big part of my hope stems from the work we are doing at Project Drawdown. Our Drawdown Science and Drawdown Lift teams are developing actionable strategies for achieving global carbon neutrality. Drawdown Labs is rallying businesses, impact investors, and philanthropists to the cause and giving them the tools they need to strategically deploy their resources for greatest impact. And Drawdown Stories is engaging and inspiring every person, whatever their circumstances, to bring their unique superpowers to the task.

Now, more than ever, we have a real chance to halt climate change and build a more prosperous world. Doing so will require every one of us to get involved. And it will require acting quickly and strategically – because we have not a minute, nor a dollar, to waste.

In 2023, Project Drawdown created a game-changing roadmap pointing the way to climate stability. In 2024, we will apply our three-pronged strategy of advancing science, fostering leadership, and changing the conversation to customize this broad approach to specific circumstances and connect it with the change makers who stand ready to apply it.

We now have the tools we need to understand and address climate change by working together and following a new, science-based roadmap out into a better future. Let’s do it.

JONATHAN FOLEY, PH.D.
EXECUTIVE DIRECTOR
PROJECT DRAWDOWN

I do a lot of communicating about climate science and the urgency of climate action. I consistently point to Project Drawdown and use Project Drawdown resources to help people understand the wide swath of solutions available and recognize that there are many action paths, including those they can use from the personal to community level.”

—TWILA MOON, DEPUTY LEAD SCIENTIST AT THE NATIONAL SNOW AND ICE DATA CENTER
2023: A PIVOTAL YEAR

The past year was a pivotal one for Project Drawdown. Each of our three strategic areas of focus – advancing science-based solutions and strategies, fostering bold climate leadership, and promoting new voices and narratives – marked major points of progress toward stopping climate change.
WE USED SCIENCE TO IDENTIFY THE MOST EFFECTIVE “WHOLE SYSTEM” SOLUTIONS AND STRATEGIES FOR HALTING CLIMATE CHANGE.

- The Drawdown Roadmap video series, launched in April, is providing policymakers, business leaders, philanthropists, impact investors, and others with insights on how to identify and deploy the most impactful climate actions with respect to timing, geography, co-benefits, and barriers.

- Our Reducing Black Carbon report has engaged hundreds of thousands of people around the world. U.S. State Department officials expressed gratitude that we are bringing attention to this important problem and concomitant solutions.

- The groundbreaking Clean Cooking policy brief we published in December is guiding policy and practice promoting the use of climate-friendly fuels by the 2.3 billion people who rely on fires or simple cookstoves to prepare meals.

- Our Drawdown Science team expanded to include seven climate solutions researchers with expertise in environmental science, data science, building science, energy systems, policy, and more, creating a broad and deep knowledge base for identifying whole-system strategies for advancing climate solutions.

4.5M impressions of Project Drawdown social media posts
937K users accessed climate solutions on our website
141 countries represented by website visitors
6K+ subscribers added to Project Drawdown’s newsletter
10K+ mentions of Project Drawdown in the media
WE SERVED AS TRUSTED THOUGHT LEADERS IN THE GLOBAL CLIMATE SOLUTIONS SPACE.

- Executive director Jonathan Foley joined global leaders on the TED Countdown main stage in Detroit in July to share Project Drawdown’s signature plan for halting climate change. The video on the TED website has been viewed over 400,000 times.

- Through participation in climate negotiations in Bonn in July and Climate Week NYC in September, and helping develop the fifth U.S. National Climate Assessment, Project Drawdown staff planted our flag in key conversations guiding the direction of national and global climate policy.

- We obtained accreditation with the UN Framework Convention on Climate Change (UNFCCC), allowing us to directly influence interna-

4M ONLINE VIEWS OF THE DRAWDOWN ROADMAP VIDEO SERIES

LOOKING BACK

PHOTO CREDIT: NAZAR_AB / ISTOCK
We are incredibly proud to be supporting this first-of-its-kind programme aiming to bridge the current disconnect between what the science tells us, and where climate investments are going.”

—CHRISTOPH HOHMANN, GLOBAL HEAD OF BRAND COMMUNICATIONS AND RESPONSIBLE FOR THE BENTLEY ENVIRONMENTAL FOUNDATION
Fostering Bold Climate Leadership

We inspired and empowered business leaders to take bold positions and strategically embed climate solutions throughout their operations.

- Job Function Action Guides for product managers, product designers, and engineers brought the total number of job functions covered to 10 with more than 100,000 downloads. The guides were embedded into LinkedIn’s new Sustainability Resource Hub, putting them at the fingertips of 900 million LinkedIn users, and have been adopted by employees at Golden State Warriors and Google.
- We educated hundreds of MBA students on climate issues through the virtual ClimateCAP MBA Academy.
- Drawdown Labs inspired development of Google’s Sustainability Marketing Playbook.
- Project Drawdown’s Capital Coalition, launched in late 2023, is helping guide what will ultimately be billions of dollars of private capital toward the most effective climate solutions.
- Saving (for) the Planet, published in December, offered insights on how individuals can leverage the power of personal banking to advance climate solutions and was featured in articles in dozens of media outlets, including Fast Company and WIRED.
- We collaborated with the Bohemian Foundation and the African Climate Foundation to host a roundtable discussion that brought together donors from over a dozen funding organizations to discuss funding at the intersection of climate change and poverty alleviation.

Looking Back

33,000+
Views of Saving for the Planet in the First Month of Publication
WE SHIFTED THE CONVERSATION FROM DOOM AND DESPAIR TO HOPE AND POSSIBILITY.

- Our Drawdown Ignite webinar series has been viewed more than 10,000 times live and via YouTube since it premiered in May.
- We collaborated with Ecochallenge.org to guide more than 3,500 participants from 63 countries to complete nearly 65,000 climate solutions actions. Three webinars we hosted as part of the initiative educated more than 1,000 attendees at the intersection of climate solutions and communities, business, and academia.
- We encouraged and empowered hundreds of members of journalist organizations around the world to include a focus on climate solutions in their reporting.

WE “PASSED THE MIC” TO UNDERREPRESENTED CLIMATE HEROES.

- Drawdown Stories connected with thousands, including through engagements with the Climate Museum, Ecochallenge.org, FEMA, the Great Northern Festival, the National Environmental Justice Conference, Pinterest, Planet Forward, the Society of Environmental Journalists, and more.
- Drawdown’s Neighborhood showcased dozens of climate solutions heroes from Black and Brown communities in Minneapolis, St. Paul, New Orleans, Newark, New Haven, and the Bronx.
- The Weather Channel’s streaming channel Pattrn signed a distribution deal to feature Drawdown’s Neighborhood episodes with people across the U.S. Other outlets, including Newsweek, also featured Drawdown’s Neighborhood climate heroes.

I donate to a number of wildlife organizations to help and preserve animals and native wildlife, and I realized that without organizations like Project Drawdown helping to preserve and repair our environment, the efforts to help wildlife in the long run is useless.”

—ANONYMOUS DONOR
Our focus in 2023 was on defining and refining a comprehensive strategy for solving climate change. With a time-tested reputation, engaged partners, growing momentum, and renewed resolve, 2024 promises to be our most impactful year yet. We invite you to follow us for updates on ongoing and emerging initiatives, including:

**A new initiative** focused on high-impact opportunities to reduce planet-heating **pollution in the food, agriculture, and land use sector.**

**A comprehensive effort** aimed at advancing solutions that address climate change and **protect nature** at the same time.

**Drawdown Capital Coalition**, a program to bring scientific expertise to funders, including impact investors and philanthropists, to better inform funding decisions for maximum impact.

**Global Solutions Diary**, a user-generated video series that will provide climate champions around the world with the opportunity to share their stories and inspire others to act.

**A major international advertising campaign** aimed at elevating hope and inspiring climate action across countries, communities, and cultures.
FINANCIAL OVERVIEW

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<tr>
<th>Sources of Revenue</th>
<th>2022</th>
<th>2023</th>
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<tbody>
<tr>
<td>Foundation</td>
<td>$1,857,128</td>
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<td>Individual</td>
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<td>Corporate</td>
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<td>Program Fees</td>
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<td>Royalties</td>
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<td>In-Kind</td>
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<td>Other</td>
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<td><strong>Total Revenue</strong></td>
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<th>Allocation of Expenses</th>
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<td>Program</td>
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<td>Administrative &amp; General</td>
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<td>Fundraising</td>
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*Includes multi-year pledges

We are grateful for the generosity of our donors. Please visit drawdown.org/donate and scroll down the page for a list of our 2023 donors.

Please note: Our work is independent and donors have no role in our research, writing, or opinions. We do not endorse or promote specific climate solutions based on financial partnerships.
“WE HAVE AN INCREDIBLE OPPORTUNITY TO BUILD A BETTER FUTURE THAT NOT ONLY ADDRESSES CLIMATE CHANGE, BUT ALSO MAKES THE WORLD HEALTHIER, MORE PROSPEROUS, MORE EQUITABLE, AND MORE SECURE. THAT’S A FUTURE WORTH WORKING FOR.”

— JONATHAN FOLEY, PH.D.
EXECUTIVE DIRECTOR, PROJECT DRAWDOWN