

**PROJECT  
DRAWDOWN®**

# ACCELERATE

Annual Outcomes and Outlook Report

APRIL 2023

PRESENTED BY PROJECT  
DRAWDOWN—THE WORLD'S  
LEADING RESOURCE  
FOR CLIMATE SOLUTIONS



Since the publication of the New York Times bestseller *Drawdown*, we've been recognized as the world's leading resource for climate solutions. We were the first organization in the world to build a library of nearly 100 scientifically viable solutions to climate change that are ready to go today.

Now we're launching the Drawdown Roadmap to rapidly scale those solutions. Aimed at guiding policy and investments in climate solutions, the science-based Drawdown Roadmap points to which climate actions we should prioritize—across sectors, timescales, and geographies—to make the most of efforts to achieve drawdown as quickly, safely, and equitably as possible.

## ACCELERATING CLIMATE SOLUTIONS

These are exciting times for those of us working to put the brakes on climate change. We have been saying it for years—we can and must stem the flow of greenhouse gases into the atmosphere—and climate solutions are finally starting to get the attention they deserve.

Renewables are overtaking fossil fuels as the energy source of choice. Lawmakers are recognizing and responding to the urgent need to enact policies and apply resources to stabilizing our climate. Around the world, we're seeing an uptick in adoption of virtually every one of Project Drawdown's climate solutions.

But is this enough? With atmospheric carbon dioxide concentrations now over 420 parts per million, our window of opportunity is starting to close. To avoid climate catastrophe, we need to head in the right direction as quickly, efficiently, and equitably as we can. And that means being strategic about every bit of time, energy, and funding we put into adopting climate solutions.

Over the past year, we've intensified and laser-focused our efforts to stop climate change.

We launched the "Drawdown Roadmap," a science-based plan that points to which climate actions we should prioritize—across sectors, timescales, and geographies—to make the most of efforts to achieve drawdown.

We hired a world-class team of scientists to conduct the fundamental research needed to build and deploy effective climate strategies.

Our Drawdown Labs team brought corporate leadership to new heights—engaging employees in all functions and at all levels, harnessing business support for new policies, and shifting finance and investing to align with climate goals.

Our Drawdown Lift team completed a massive research effort delineating how climate action can alleviate poverty and enhance human well-being and equity worldwide.



Our communications and storytelling teams inspired and engaged audiences all over the world, most excitedly through the new Drawdown's Neighborhood program, which showcases climate heroes from underrepresented communities across the U.S.

Finally, and most critically, we launched a new strategic plan to accelerate action in three key areas: advancing the science we need to achieve drawdown; mobilizing the leaders who can make it happen; and shifting the conversation to engage and inspire diverse, global audiences to get involved.

We're proud of the contributions we've made over the past year to solving climate change by identifying what the world needs to do. And we're looking forward, over the coming months, to mapping how best to do it so humanity can achieve the change needed in the time allowed.

**DR. JONATHAN FOLEY**  
EXECUTIVE DIRECTOR  
PROJECT DRAWDOWN

“All of us at the Red Cross truly admire your leadership on climate change and the critical work you are doing to mobilize and empower employees to view every job as a sustainability job. Your message aligns perfectly with our engagement strategy to foster the energy and enthusiasm of our workforce to build a workplace culture of sustainability.”

— NOEL ANDERSON, CHIEF SUSTAINABILITY OFFICER FOR THE AMERICAN RED CROSS

# A PIVOTAL MOMENT FOR CLIMATE SOLUTIONS

■ From corporate action and COP27 to the White House and beyond, Project Drawdown is accelerating the adoption of climate solutions in partnership with corporate leaders, investors, philanthropists, policymakers, community change makers, and more.

## PROJECT DRAWDOWN IS THE WORLD'S LEADING RESOURCE FOR SCIENCE-BASED CLIMATE SOLUTIONS.

- We were the first organization in the world to build a library of nearly 100 scientifically viable solutions to climate change.
- In 2022, Project Drawdown hired a team of world-class scientists who will bolster our position as the world's leading resource for climate solutions.
- Our Drawdown Roadmap provides powerful scientific guidance to policymakers and investors as to which climate actions we should prioritize—across sectors, timescales, and geographies—to stop climate change.
- From the White House and corporate boardrooms to the TED stage and pages of leading publications, our experts

“Businesses must take action to address the climate crisis by reorienting their operations toward sustainability and finally delivering on the promise of ‘corporate citizenship.’ I am very proud of the work that we are doing with Drawdown Labs to further meaningful business action on climate.”

— MARINA PSAROS, UNITY

have been called upon to accelerate corporate climate action, guide philanthropic investments, and advocate for equitable climate solutions around the world.

## PROJECT DRAWDOWN IS ELEVATING CORPORATE CLIMATE LEADERSHIP ACROSS THE U.S. AND BEYOND.

■ Through the work of Drawdown Labs, we're marshaling the power and vast influence of corporate America to push for aggressive climate legislation, including placing a full-page ad in *The New York Times* that reached over 5 million people and influenced eventual passage of the Inflation Reduction Act. Later in the year, Project Drawdown advised the White House on how to prioritize IRA projects.

**5,556**  
MENTIONS  
in mainstream media outlets—a 70% increase in 2022



BICYCLE LANES IN BERLIN, GERMANY.  
PHOTO BY IGPHTOGRAPHY, ISTOCKPHOTO

8M+

ONLINE VIEWS OF VIDEOS PRODUCED BY PROJECT DRAWDOWN



■ “Net zero” is not enough. In 2022 we continued to push companies to adopt the industry-leading Drawdown-Aligned Business Framework—accelerating corporate climate leadership. This past year we had a major focus on greening 401(k)s

and decarbonizing corporate cash, among other strategic initiatives.  
■ Jamie Beck Alexander, leader of Drawdown Labs at Project Drawdown, coined the phrase “every job is a climate job”—showing how

everyone has a role to play in addressing climate change. Large institutions, from Hewlett Packard Enterprise to the American Red Cross, are using this concept, and our corresponding job function action guides, as the centerpiece for engaging employees in climate action and climate action strategies—reaching tens of thousands of individuals in 2022 alone.

**PROJECT DRAWDOWN IS PIONEERING STRATEGIES TO ADDRESS CLIMATE CHANGE, ALLEVIATE POVERTY, AND IMPROVE HUMAN WELL-BEING.**

■ Drawdown Lift’s landmark *Climate–Poverty Connections* report—published in early 2022—is being used by major private and public funders to catalyze programmatic, strategic, and financial commitments for double-duty climate solutions in sub-Saharan Africa and South Asia.

■ Over the year, we shared our groundbreaking research showing how advancing key climate solutions can alleviate poverty and improve people’s



**5.5M**  
PEOPLE REACHED BY A FULL-PAGE AD IN THE NEW YORK TIMES CALLING FOR GREATER FEDERAL INVESTMENT IN CLIMATE SOLUTIONS

livelihoods, health, food security, and education, while advancing gender equality with diverse audiences, influencing policy and practice around the world.

■ Major climate funders from private firms like Stewart Investors to global philanthropic organizations like the Bohemian Foundation used Drawdown Lift’s research and analysis to guide millions of dollars of investments over the past year—with a focus on prioritizing climate solutions that address climate and poverty together.

■ In 2022, we expanded our role as a leading source of

knowledge and insights for influential government agencies, multilateral and bilateral institutions, and NGOs—including USAID, the Adaptation Fund, and Save the Children—working to fund and deploy climate solutions.

**3.5M**  
PAGEVIEWS

of the Project Drawdown website in 2022



**The Drawdown Lift framework has guided our Foundation’s exploration on where we will focus additional investments in climate, and also reinforces the approach of members of our existing portfolio that are already working on these solutions.”**

— JACKIE KOZAK THIEL, BOHEMIAN FOUNDATION



PHOTO BY RAPHAEL POUGET / CLIMATE VISUALS COUNTDOWN



# 100,000+

LISTENS TO “THE GREENING OF PITTSBURGH”—A PODCAST COLLABORATION BETWEEN DRAWDOWN STORIES AND NATIONAL GEOGRAPHIC

### PROJECT DRAWDOWN IS REIMAGINING CLIMATE SOLUTIONS STORYTELLING BY “PASSING THE MIC” TO UNDERREPRESENTED CLIMATE HEROES.

■ Drawdown Stories centers the voices of everyday climate heroes who often go unheard—particularly BIPOC (Black, Indigenous, and People of Color) individuals, immigrants, blue-collar workers, and women. This past year, Drawdown Stories launched “Drawdown’s Neighborhood”—a groundbreaking collection of videos featuring leaders in underrep-

resented communities across America who are bringing climate solutions to life.

■ Over the past year, Drawdown Stories expanded its ability to connect with people across the U.S. through a diverse network of community partners and platforms, including Pinterest TV, the Weather Channel, and other leading media outlets.

■ In 2022, Project Drawdown became the first editorial collaborator of the award-winning podcast Overheard at National Geographic, connecting more than 27 million people with Drawdown’s Neighborhood stories.

■ In 2022, Drawdown Stories connected more than a million young people, students, educators, and community members with resources to discover climate solutions.

### PROJECT DRAWDOWN IS SHIFTING THE GLOBAL CLIMATE CONVERSATION FROM DOOM AND GLOOM TO HOPE AND POSSIBILITY.

■ In 2022, Project Drawdown served as a go-to source of climate solutions information for The New York Times, Washington Post, BBC, Al Jazeera, Africa Times, and other leading media outlets.

■ Our upbeat, science-based, solutions-focused communications reached tens of millions of people in nearly every country this past year.

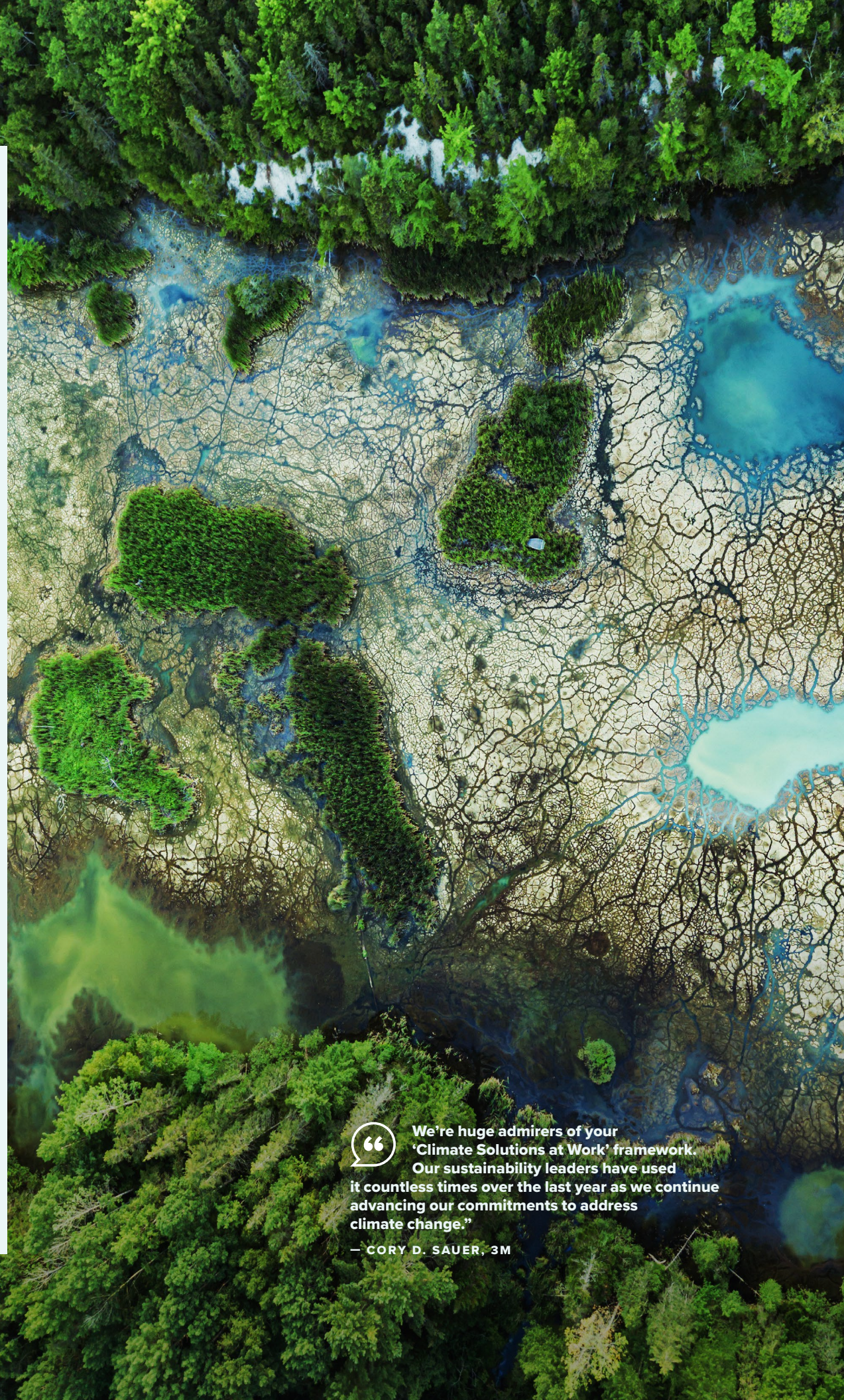
■ In 2022, our resources reached 15,000+ journalists around the world through the international journalism organization Earth Journalism Network.

■ Positive, solutions-focused videos and multimedia campaigns Project Drawdown produced were viewed millions of times by a global audience in 2022.



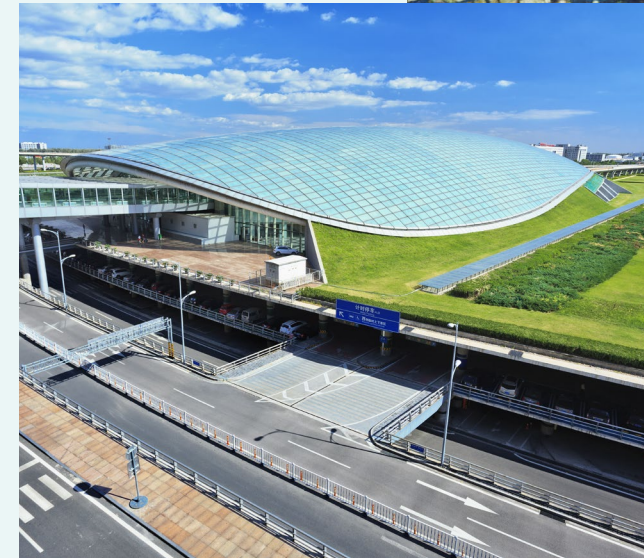
PHOTO BY DREW ARRIETA, PROJECT DRAWDOWN

PHOTO OF PITTSBURGH BY YUHAN DU, UNSPLASH



“We’re huge admirers of your ‘Climate Solutions at Work’ framework. Our sustainability leaders have used it countless times over the last year as we continue advancing our commitments to address climate change.”

— CORY D. SAUER, 3M



■ From Climate Week NYC to COP27, Project Drawdown contributed to international gatherings advancing solutions to the climate crisis. Our leaders delivered keynote presentations, hosted panel discussions, and engaged directly with high-level, influential change makers.

This is just a snapshot of the work we’re doing and the impact we’re having. The urgency of the climate crisis demands we do even more.

Thank you to our generous donors for making this work possible!

107,000  
SUBSCRIBERS

to newsletters—a  
31% increase  
over 2021

WETLAND PHOTO BY SHAUNL, ISTOCKPHOTO.COM  
GREEN ROOF PHOTO BY TONYV3112, SHUTTERSTOCK

# ACCELERATING THE WORLD TOWARD CLIMATE SOLUTIONS IN 2023 AND BEYOND

Humanity is in a race between accelerating impacts of climate change and accelerating efforts to stop climate change in its tracks. We intend to win that race.

## The year ahead marks a pivotal moment in the journey to a better future.

We must act with extreme urgency but also laser-focused accuracy. We cannot waste one moment, or one dollar, in the quest to stop climate change and build a more verdant, equitable, and sustainable world.

And that's where Project Drawdown is uniquely equipped to make a difference.

This year we'll unveil additional elements of the Drawdown Roadmap, launching a climate investor and philanthropy network to help guide more funds into climate solutions; engage directly

with high-level domestic and international policymakers to guide strategic support for increased climate financing; expand our storytelling work to shine a light on underrepresented climate heroes across the U.S.; and much more!

## Stay tuned for updates on emerging initiatives, including:

- launch of the Drawdown Labs Capital Accelerator, a resource for investors and philanthropists seeking to accelerate smarter investments in climate solutions
- launch of Drawdown's Neighborhood in New Orleans, New York, and other locations
- expansion of the Drawdown Labs Business Coalition to include new top-tier corporations

- release of new insights on sector-specific mitigation opportunities
- expanded analysis of the co-benefits of climate solutions for biodiversity, human well-being, and more.

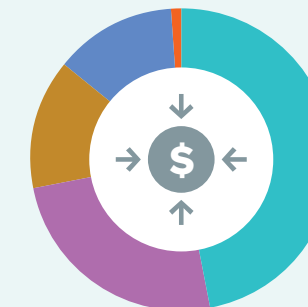
We look forward to sharing updates with you throughout the year.

## FINANCIAL OVERVIEW

	2021 (UNAUDITED)	2022 (UNAUDITED)
<b>Revenue &amp; Support</b>		
Foundation	\$2,581,151	\$1,607,128
Individual	\$1,094,521	\$840,038
Corporate	\$244,260	\$458,843
Program Fees	\$320,000	\$450,000
Royalties	\$38,769	\$45,894
In-Kind	\$0	\$0
<b>Total Revenue*</b>	<b>\$4,278,702</b>	<b>\$3,401,903</b>
<b>Expenses</b>		
Program	\$3,174,830	\$3,021,897
Administrative & General	\$593,808	\$759,728
Fundraising	\$142,212	\$428,245
<b>Total Expenses</b>	<b>\$3,910,850</b>	<b>\$4,209,869</b>
<b>Cash on Hand</b> (as of December 31)	<b>\$3,891,932</b>	<b>\$3,236,014</b>

\*INCLUDES MULTI-YEAR PLEDGES

### SOURCES OF REVENUE BY %



### ALLOCATION OF EXPENSES BY %



We are grateful for the generosity of our donors. Please visit [drawdown.org/donate](https://drawdown.org/donate) and scroll down the page for a list of our 2022 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.

# PROJECT DRAWDOWN®

**“WE ARE LIVING IN AN  
EXTRAORDINARY MOMENT  
IN TIME. AND WE HAVE  
AN INCREDIBLE OPPORTUNITY  
TO ACCELERATE CLIMATE SOLUTIONS  
STARTING TODAY.”**

— DR. JONATHAN FOLEY, EXECUTIVE DIRECTOR, PROJECT DRAWDOWN

Project Drawdown  
[Drawdown.org](https://drawdown.org)



@ProjectDrawdown