



ANNUAL REPORT

A year of growth, fueled by champions.

2024

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MISSION



Just Zero partners with communities, advocates, and policy makers across the country to **implement just and equitable solutions** to climate-damaging and toxic production, consumption, and waste disposal practices.

APPROACH

We prioritize a comprehensive, three-pronged approach to shut down dangerous waste facilities and advance the right policy solutions to reduce and divert waste.



Education

We use conversations, written and visual resources, and educational events to spread awareness about Zero Waste initiatives and to push back against dangerous false solutions to our waste crisis.



Policy

We draft legislation, review proposals, work with lawmakers and community leaders to support prominent Zero Waste initiatives, and advocate before regulatory agencies faced with important waste-related decisions.



Community Engagement

We work directly with community groups, grassroots organizations, and coalitions to give them the tools and resources to protect their environment and blaze their own Zero Waste trails.

2024 in Review

A year of growth, fueled by champions.

In 2024*, our supporters strengthened the foundation for community-centered Zero Waste systems nationwide. Together, we raised more than \$700k – fueling the publication of 20+ educational resources, as well as our support of Zero Waste campaigns in 10 states.

This year was all about building meaningful relationships with state and local groups, exposing the truth behind our waste crisis through engaging resources, and equipping partners with the necessary tools for their Zero Waste campaigns. We welcomed a new member to our Communications team, built up our digital footprint, and expanded our identity as a trusted partner and expert advisor on Zero Waste policy and advocacy.

But none of that would have been possible if it weren't for you, our donors – our champions. Every dollar we receive is an investment towards meaningful change: A world rooted in Zero Waste policies that benefit people and the planet.

Together, we are the catalyst for real change. Thank you for your generosity and thank you for championing solutions to our waste crisis.

*All mentions of 2024 within this report refer to our 2024 fiscal year (July 1, 2023 – June 30, 2024).

Photo: via Shutterstock



IMPACT

RELEASED FIRST-EVER ISSUE BRIEF

With more states around the country looking to reduce food waste, increase food donations, and bolster food waste recycling programs like composting, Just Zero saw a need to break down existing solutions.

That's why Just Zero published our first-ever issue brief. We combined historical knowledge with staff expertise to provide an overview of food waste policies in the U.S. And we highlighted best practices for those looking to tackle the waste crisis, climate crisis, and food insecurity.

SUPPORTED ZERO WASTE EFFORTS IN 10 STATES

We stood by our commitment to support Zero Waste campaigns around the country by providing policy and advocacy expertise when invited to join an effort.

In support of community groups, environmental orgs, and legislators, we helped draft Zero Waste legislation, testified on proposed bills, and met with key decision makers. We also developed and shared resources to equip lawmakers, community members, and advocates with the critical facts to advance strong Zero Waste policies.

PUBLISHED TOOLKIT ON STATE AND LOCAL WASTE PLANS

We need systemic solutions to reduce waste. And our state governments have the ability – through waste planning, legislation, and regulatory rule-making – to implement these solutions.

That's why we created an advocacy toolkit on local and state waste plans – to equip change makers with the knowledge and tools they need to pressure their state or local environmental agency to incorporate strong Zero Waste policies into waste plans.

HELPED PASS HISTORIC BILL BLOCKING “ADVANCED RECYCLING”

Alongside partners in Maine, Just Zero helped pass a first-of-its-kind law that blocks the development of any so-called “advanced recycling” facilities in the state.

The legislation was a response to the plastic industry's nationwide lobbying efforts to greenwash expensive and polluting processes that convert plastic into toxic fuel and chemicals. Virtually none of the plastic is used to manufacture new products. Maine's law clarifies that converting plastic into fuel and oil isn't considered recycling.

HOSTED VIRTUAL INTERVIEW SERIES

We strive to provide our supporters with opportunities to learn directly from leaders improving our country's outdated production, consumption, and disposal systems. And we did just that with our virtual interview series!

Each conversation spotlighted Zero Waste experts or entrepreneurs. Co-founders of Revino joined us for a chat about reviving the reusable glass bottle ecosystem. Mei Li of Food Waste Feast shared tips for reducing food waste at home. And public health expert, Kyla Bennet, discussed protecting ourselves from toxic PFAS chemicals.

WEIGHED IN ON FEDERAL FOOD WASTE STRATEGY

We played a key role in shaping the National Strategy for Reducing Food Loss and Waste and Recycling Organics – convening and leading a coalition of nine organizations from across the U.S. to develop comprehensive comments on the draft strategy.

Our comments urged federal agencies to keep food waste out of landfills and incinerators, expand food donation, strengthen collection and composting, and oppose harmful practices. Several of these priorities were incorporated into the final strategy – marking a significant step forward.

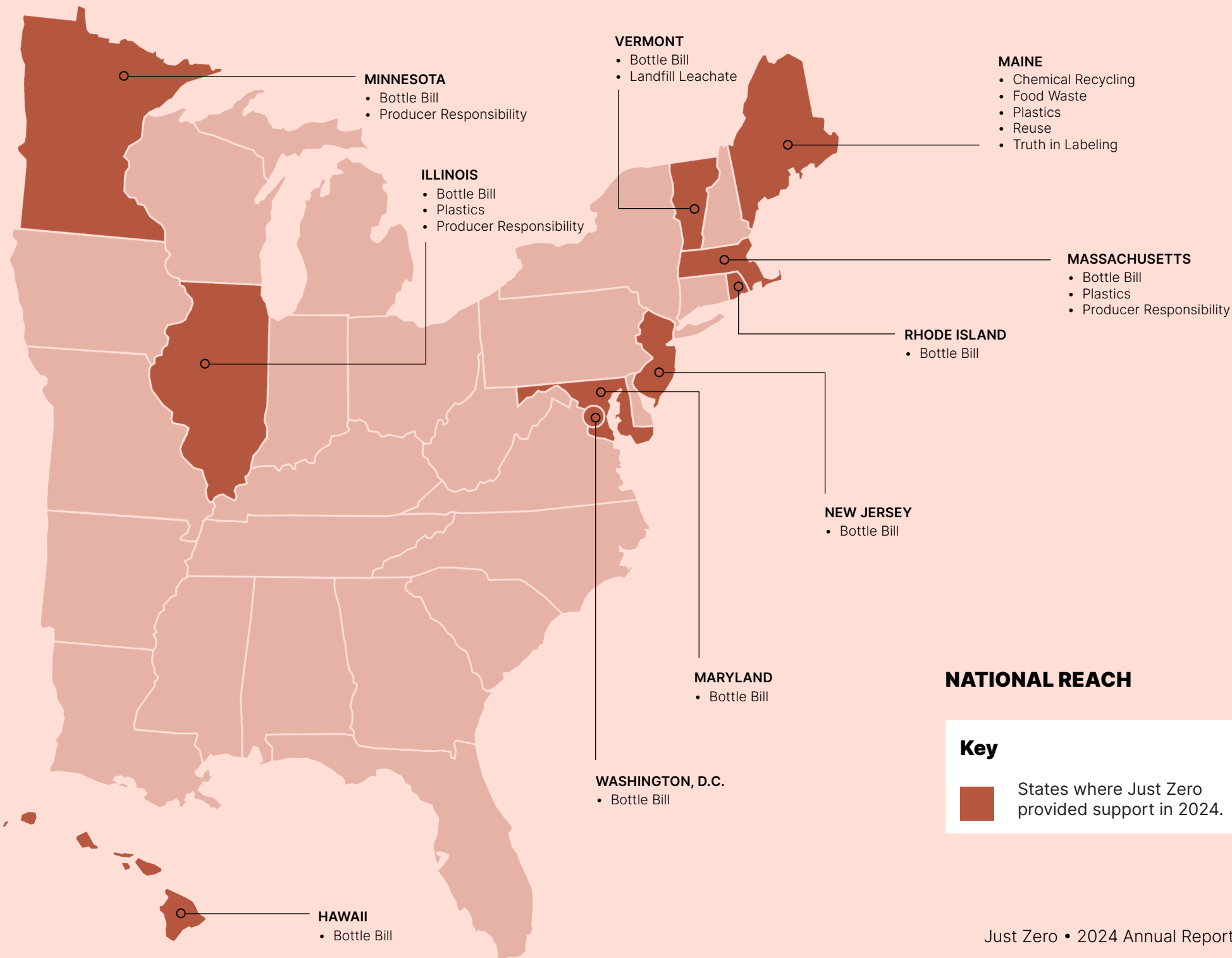
Photo: via Unsplash



National Reach

In 2024, Just Zero was invited to support Zero Waste campaigns in several states. Our level of support is tailored to fit our partner's needs.

When invited, we give presentations, attend community-group meetings, weigh in on campaigns, draft or review legislation, provide written or oral testimony, and contribute data-backed educational resources to strengthen local efforts.

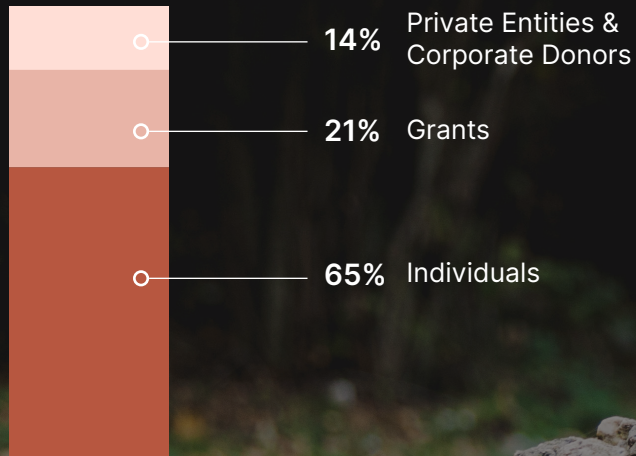


Financials

2024 REVENUE

\$713,347

BY SOURCE



NET ASSETS

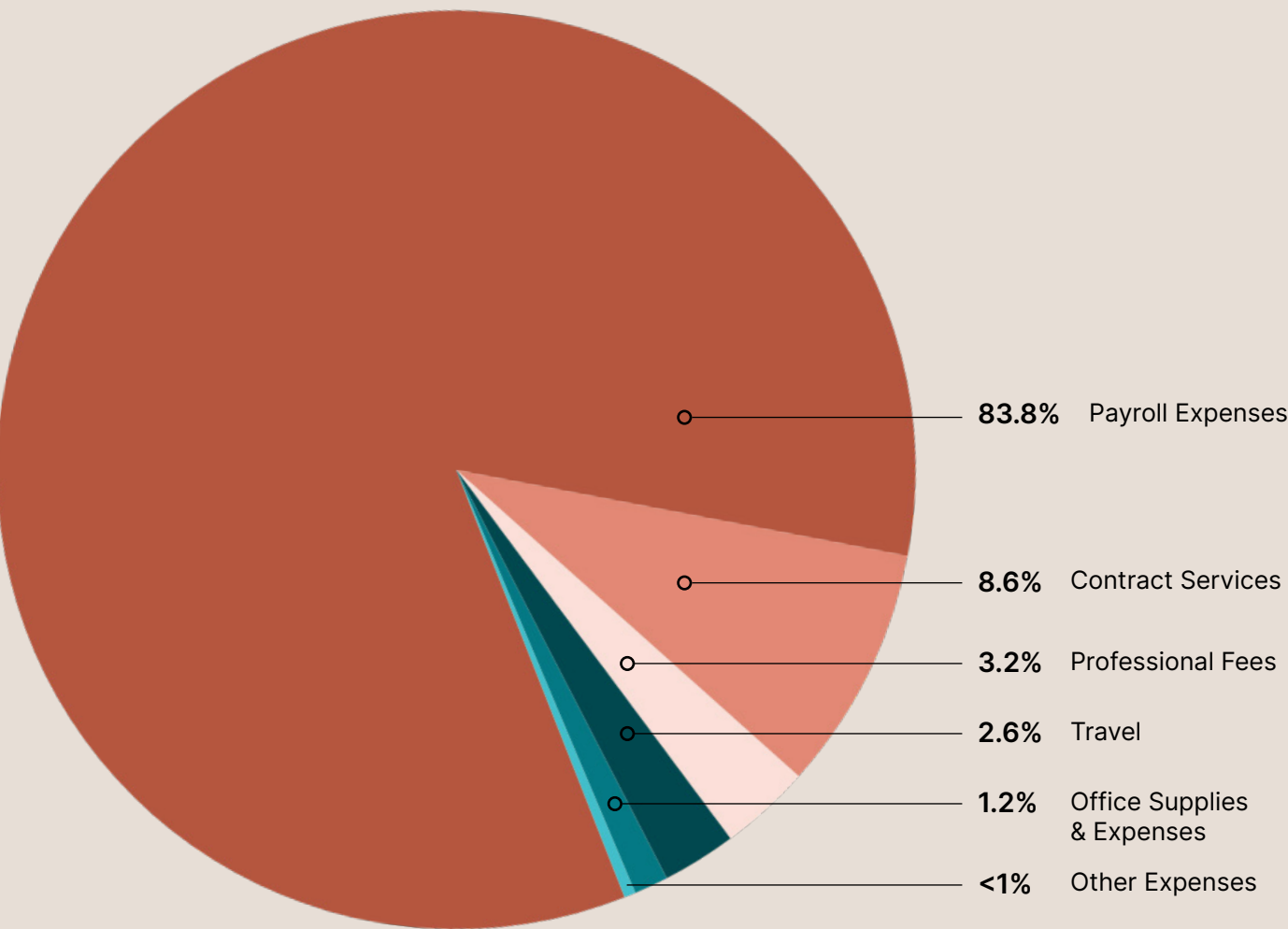
2024: \$185,819

2023: \$240,254

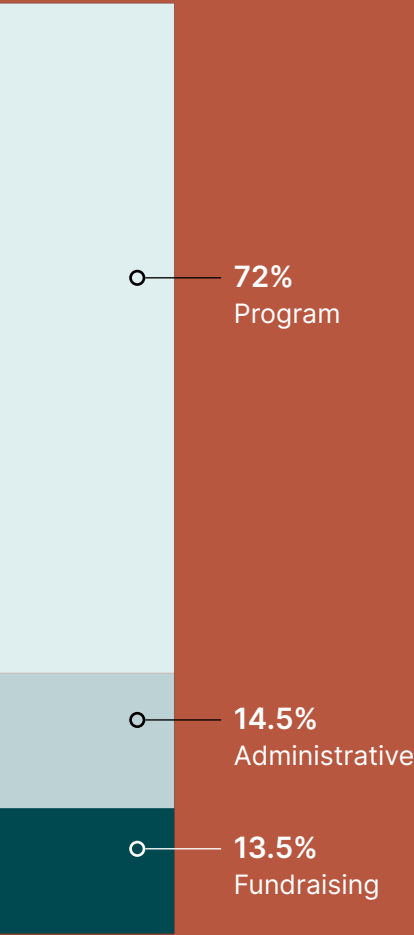
2024 EXPENSES*

\$767,782

Categorical Breakdown



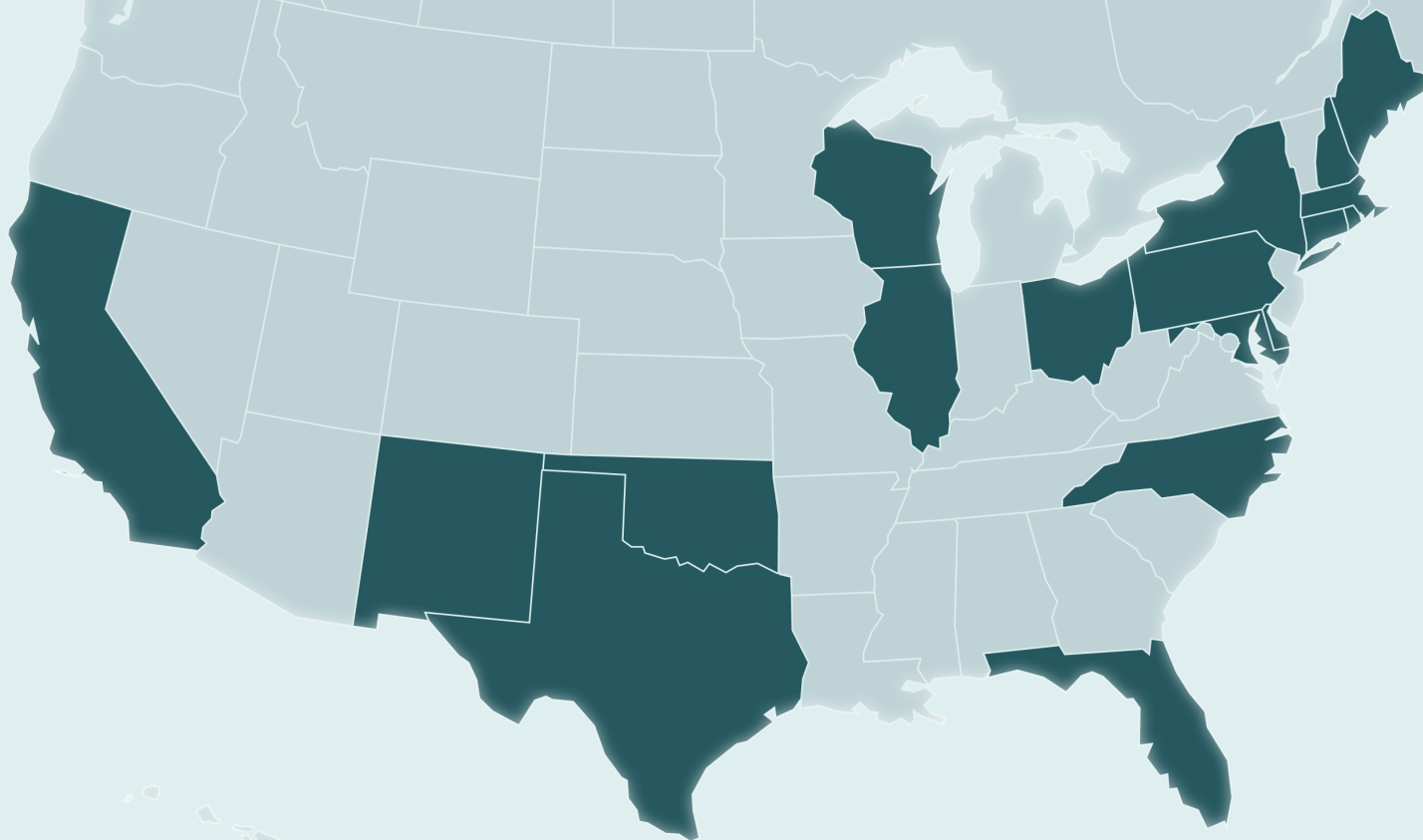
Functional Breakdown



**Less than 0.5% of our total expenses were lobbying related.*

Our Champions

Our supporters are our champions. Your commitment and enthusiasm for our mission have fueled Just Zero's growth across the country and the globe. We are on a journey to build the Zero Waste future we all deserve. And you're helping us to that – dollar by dollar.



Key



Donation sources
by location in 2024.

Planning Ahead

If 2024 showed us anything, it's that people care about solving our waste crisis. Across the country and around the world, the movement to dismantle toxic and climate-damaging production, consumption, and waste disposal practices is on the rise. People want to replace outdated systems with Zero Waste solutions that benefit both people and the planet. That drive – your drive – fuels everything we do.

In the year ahead, Just Zero will create more resources to empower communities to build policies that work for them. We will engage with and support more groups across the country as they navigate their Zero Waste campaigns. And we will continue to be the leading voice on Zero Waste policy and advocacy.

We are committed to building the Zero Waste future we all deserve. But we need our champions in our corner. Join us, side-by-side, as we turn visionary concepts into results.