



2024 Annual Report

Dear Friends,

As I reflect on 2024, I'm incredibly proud of the progress One Earth has made in "seeding solutions" for both people and planet. This past year was pivotal in strengthening our scientific foundation and continuing to develop the innovative tools and frameworks that are now poised to help the climate movement drive greater collective impact.

Our commitment to making transformative change possible led to significant programmatic updates that we are pleased to share in this report. Highlights include an upgraded Global Safety Net (GSN) app with new ocean priority areas, updated high-priority land conservation areas based on the groundbreaking "Conservation Imperatives" paper, and enhanced interactivity, making it an even more powerful tool for spurring global conservation efforts. We also launched a deep collaboration with our friends at Vibrant Data Labs to develop the One Earth Solutions Finance Tracker (live in 2025), which will be the first AI-enhanced climate solutions gap analysis specifically tailored for the financial sector, designed to influence the flow of climate finance toward essential yet often overlooked climate solutions.

Through this work, we're providing the science-based strategy and practical instruments to unite diverse stakeholders around a common roadmap to solve the twin crises of climate change and biodiversity loss. All of our 2024 achievements were complemented by our expansive digital media program, which saw an unprecedented level of engagement this year. These efforts underpin our core belief

that by providing people with accessible, inspiring, and actionable opportunities to be part of the solution, we can empower a vast network of changemakers to work together in a radically collaborative way.

Looking forward, One Earth is shifting gears from building our foundational science and frameworks to actively deploying our tools and strategies across the movement. We've been engaging partners across the globe, building relationships, and fostering collaborations that will amplify the reach and effectiveness of the solutions that are so critical to our shared future. The enthusiasm and commitment we've encountered on this journey are truly inspiring, reinforcing our belief that a just and thriving future is still within reach.

With the help of our incredible network of partners and a deep belief in the power of our collective movement, we know that we have everything we need to drive widespread, transformative change. We're excited to share the stories of impact that will emerge from this vital phase of our work.

Thank you for being part of the solution.



Justin Winters

Co-Founder & Executive Director



Table of Contents

Mission & Vision 4

Our Approach 5

2024 Impact Numbers. 6

One Earth Solutions Framework 8

 Developing the One Earth Solutions Finance Tracker. 8

 Empowering Partners to Drive Real-World Change 9

Seeding Solutions10

One Earth’s Bioregions Framework 11

 Reconnecting People to Nature Through Bioregions 11

 Bringing the Map to Life 11

 Iconic Species. 12

One Earth’s Global Safety Net 13

 Conservation Imperatives 13

 Adding the Oceans Layer 14

Financial Overview. 15

Our Team 16

Contact17



Board of Directors

- Coretta Anderson**
Treasurer
- Jay Halfon**
Board Member
- Jena King**
Co-Founder & Secretary
- Brad Leibov**
Chair
- Rick Ridgeway**
Board Member
- Rachel Rivera**
Board Member
- Sarah Woodhead Bacon**
Board Member
- Tenzin Seldon**
Board Member
- Justin Winters**
President & Co-Founder

Staff

- Justin Winters**
Co-Founder & Executive Director
- Karl Burkart**
Co-Founder & Deputy Director
- Jesse Ladner, JD, SHRM-CP**
Director of Operations
- Edward Bell**
Digital Media Director
- Kate Thomas, MPA**
Director of Philanthropy & Partnerships
- Spencer Scott, PhD**
Science Program Manager
- Teresa Huang**
Senior Operations Manager
- Lindsey Jean Schueman**
Digital Media Manager
- Danniele Miller**
Philanthropy & Executive Operations Manager
- Monica Montes**
Program & Executive Operations Coordinator
- Oscar Alarcon**
Website & IT Advisor

Lead Advisors

- Geraldine Encina Patrick, PhD**
Indigenous Relations Advisor
- Nuna Teal, PhD**
Lead Advisor, Biodiversity & Regenerative Solutions

Welcoming New Members to Our Board of Directors



Tenzin Seldon is the Founder and Managing Partner at Pulse Fund, a venture capital fund investing in high-growth climate companies. With nearly two decades of experience, she is a recognized climate leader and venture capitalist. Previously, Tenzin worked at the United Nations Environment Programme in Thailand, overseeing disaster risk reduction policy. She serves on boards that include Marathon Digital Holdings and Stanford’s Human-Centered Artificial Intelligence initiative. Named one of Forbes’ “Most Likely to Impact the Next Century,” she is also a World Economic Forum Global Shaper, a U.S. Congress Harry S. Truman Scholar, and one of OZY’s “5 Civil Rights Leaders for a New Generation.” Tenzin graduated at the top of her class from Stanford and became the first Tibetan-American Rhodes Scholar at Oxford.



Sarah Woodhead Bacon is a trusted advisor to conservation organizations, co-founding the Leuser Ecosystem Action Fund (LEAF) to protect 2.4 million hectares of rainforest in Northern Sumatra. She has used her public relations expertise to raise awareness and over \$5 million in funding for conservation. Earlier in her career, Sarah managed large-scale events in film, fashion, lifestyle, and music, building a network of executives and philanthropists passionate about impactful causes. Sarah serves on the boards of the Bacon Foundation and Space for Giants, which protect natural resources and ecosystems. She is also an Ambassador for both Journeys with Purpose and Panamanian Wildlife Conservation.

Our Mission

One Earth's mission is to empower everyone, everywhere, with the knowledge, inspiration, and opportunity to heal the Earth and reclaim our future.

Our Vision

We envision a just and vibrant future where our climate and biodiversity are back in balance and all people and Nature thrive as one.

Our Approach

One Earth is a nonprofit organization dedicated to solving the interconnected crises of climate change and biodiversity loss through three pillars of collective action:



Energy Transition

Transition our energy systems away from fossil fuels to **100% clean, renewable energy** for all people to stay below 1.5°C and avoid the worst impacts of climate change.



Nature Conservation

Protect, restore, and connect **50% of our planet's lands and oceans** within a Global Safety Net to safeguard our biosphere and preserve life on Earth.



Regenerative Agriculture

Transform our **food and fiber systems** through regenerative agriculture to feed 10 billion people sustainably while restoring life back to the soil.

We turn knowledge into action by identifying and elevating the most effective climate and biodiversity solutions to shape policy, guide investments, support grassroots organizations, and galvanize a global movement dedicated to regenerating our one Earth.

2024 Impact Numbers

133 Million Google Search Impressions

The One Earth website is rapidly becoming a leading resource for climate and nature education. In October, we achieved 14 million Google Search impressions—a significant monthly increase. This surge reflects the growing demand for trusted, solutions-focused content, and One Earth is delivering. As more people turn to us for knowledge and inspiration, our platform is empowering action for a thriving future.

4.4 Million Video Views

On YouTube, our one-minute explainer video, “What is Regenerative Agriculture,” amassed an impressive 62 hours of total watch time and over 5,000 views. This video is part of our ongoing explainer series, which simplifies complex environmental topics into short, engaging, and accessible formats for a broad audience. As interest in sustainable food systems grows, more people are eager to understand how regenerative agriculture differs from conventional practices and why it has the potential to repair our soil, climate, and health.

67 Articles Published

In 2024, One Earth published 67 original articles spotlighting bold climate heroes, the world’s most endangered and iconic species, and the latest breakthroughs in climate science and conservation. Each story helped bring the One Earth Solutions Framework to life.

We examined the **Intersectional Themes** that make climate action truly inclusive, from women’s leadership and youth empowerment to protecting public health and securing sustainable livelihoods. Alongside these themes, we spotlighted key Levers of Change like community action, science and technology, governance, and legal empowerment, which are driving progress toward a more just, biodiverse, and climate-stable world.

2024 Impact Numbers

8 Groundbreaking Reports

We spearheaded or supported the publication of eight groundbreaking reports that advance climate and biodiversity knowledge.



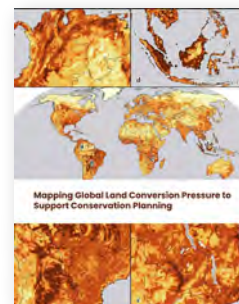
Conservation Imperatives: securing the last unprotected terrestrial sites harboring irreplaceable biodiversity

One Earth co-led this groundbreaking study that identifies the last unprotected habitats of rare and threatened species, covering just over 1 percent of Earth's land, and urges their protection as a top priority in achieving the "30 by 30" biodiversity target.



Mapping the planet's critical areas for biodiversity and nature's contributions to people

This study identified that conserving up to 49% of global land area could simultaneously protect almost 27,000 terrestrial vertebrate species and sustain 90% of nature's benefits to people, while highlighting key areas of potential conflict with development.



Mapping Global Land Conversion Pressure to Support Conservation Planning

A new global map reveals that 23% of Earth's land is under high pressure from future development, helping conservation planners target areas most at risk of habitat loss.



JGR Biogeosciences

This study introduces a new model showing that animals significantly influence carbon capture and storage in ecosystems, highlighting their vital role in enhancing nature-based climate solutions.



The Extinction Solutions Index: A framework to measure solution efficiency to address biodiversity loss

The Extinction Solutions Index (ESI) introduces a new framework to evaluate and rank the most effective solutions to biodiversity loss, helping decision-makers focus on high-impact, scalable actions that address the root causes of extinction.



Closing Window of Opportunity: Mapping Threats from Oil, Gas, and Mining to Important Areas for Conservation in the Pantropics

This report reveals widespread overlap between extractive industry concessions and key biodiversity areas, Indigenous territories, and high-integrity tropical forests across the Amazon, Congo Basin, and Southeast Asia, warning of irreversible ecological loss without urgent global action.



Bioregional Financing Facilities

This publication introduces Bioregional Financing Facilities as a new model for decentralizing financial governance and channeling capital toward system-level ecological regeneration, ensuring finance serves both people and planet at the bioregional scale.



Developing the Nature Tech Taxonomy Framework

This framework proposes a shared language for the rapidly growing nature tech sector, helping stakeholders navigate solutions that accelerate the shift to a nature-positive economy through better data, monitoring, and ecosystem management.

2024 Project Highlight

Developing the One Earth Solutions Finance Tracker

One Earth launched a groundbreaking collaboration with Vibrant Data Labs, a mission-aligned data science company. By integrating the **One Earth Solutions Framework** with Vibrant Data Labs' **Climate Finance Tracker**, a cutting-edge tool that uses data science to index billions in annual deal flows, we are jointly developing the first AI-enhanced climate solutions gap analysis for investors and philanthropists. This collaboration provides a remarkable opportunity to influence the flow of climate finance toward essential yet often overlooked climate solutions.

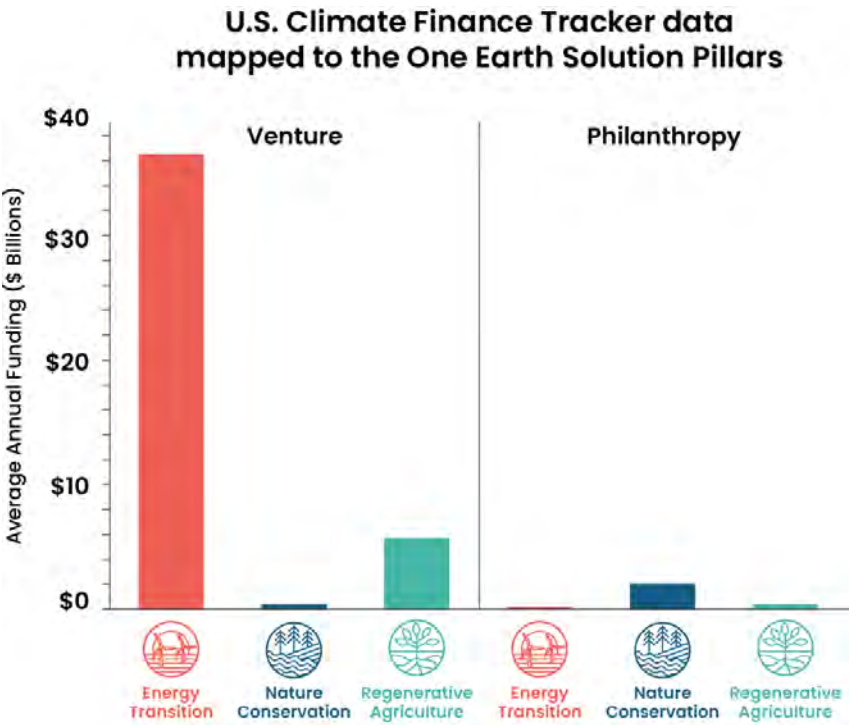
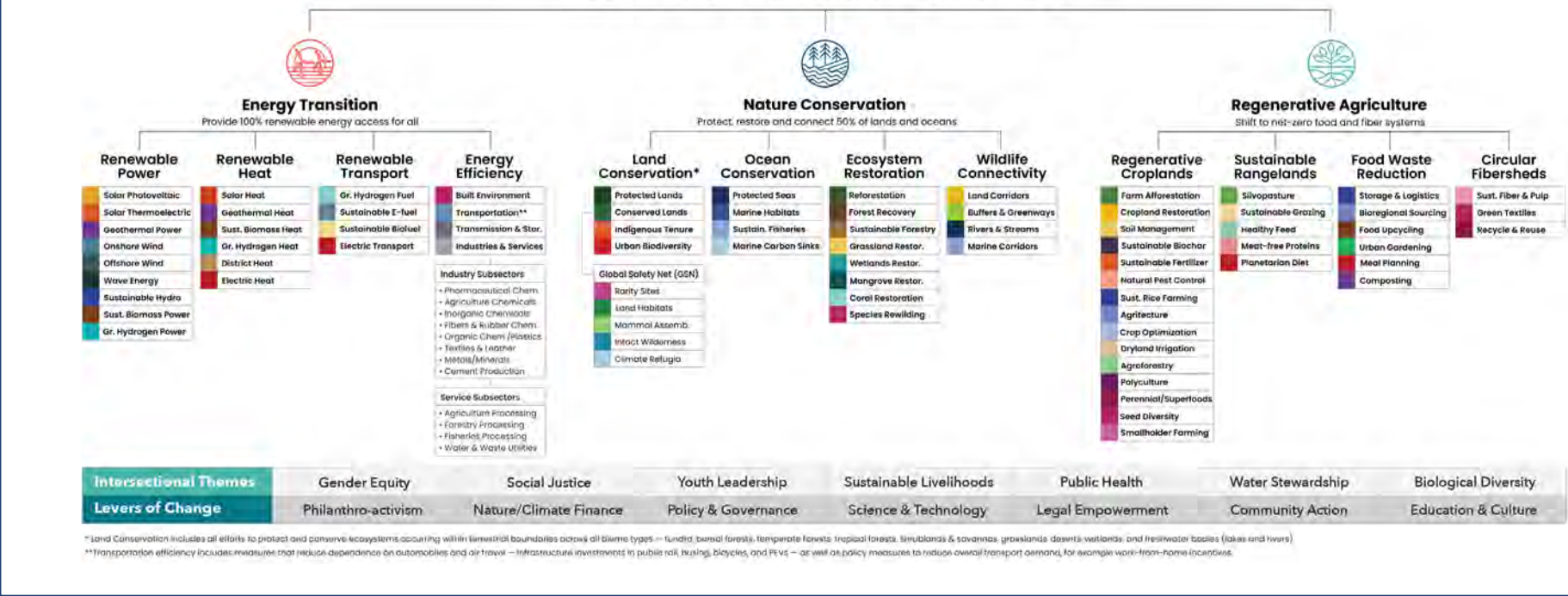
In the fall of 2024, we unveiled initial insights from our analysis, which maps \$350 billion across the 75+ solutions organized by the three main pillars in the One Earth Solutions Framework: Energy Transition, Nature Conservation, and Regenerative Agriculture.

The analysis offers unprecedented visibility into how climate funding is allocated, highlighting both progress and critical gaps. Significant investments have been made in the energy transition that's necessary, but preserving and restoring our natural carbon sinks—such as forests and grasslands, which account for more than half of the global carbon budget—receive disproportionately low funding. This imbalance underscores the urgent need for a more strategic and collective approach to deploying climate capital.

2025 will be pivotal as we prepare to make these insights accessible and actionable for investors and philanthropists through the full One Earth Solutions Finance Tracker tool, the inaugural Minding the Gap report, and a robust upgrade to the One Earth Solutions Hub on our website.



One Earth Solutions Framework



“These initial findings emphasize the importance of balancing investments across sectors to fully leverage climate solutions. By directing resources to underfunded areas like nature conservation and regenerative agriculture, we can better address the interconnected challenges of climate change and biodiversity loss.

Eric Berlow
Ecologist and Data Scientist,
CEO of Vibrant Data Labs

Empowering Partners to Drive Real-World Change

From philanthropic leaders and grassroots organizations to forward-thinking investors and corporate sustainability teams, diverse changemakers are using our Framework to guide investments, shape strategies, and support place-based solutions that tackle the climate and biodiversity crises at their roots. Our Solutions Framework helps partners navigate complex challenges, bridge sectors, and focus efforts where they are needed most.

“

The One Earth team provided exceptional resources and strategic support that elevated our programs tremendously. The thoroughness and integrity of their Solutions Framework offered a remarkable new aspect of field visibility that informed the selection of our fellows and the cohort design. Partnering with One Earth added a layer of credibility to our work that can only be achieved when working hand in hand with folks who have been doing deep research and sense-making in the climate field for decades. Perhaps the most amazing benefit of working with One Earth is the degree to which this team lives its values—their generosity of spirit, collaborative approach, and commitment to nature-based solutions are present in every step.

Shira Abramowitz



The stories that follow highlight just a few of the many ways our partners are utilizing the One Earth Solutions Framework—proof that when we share a roadmap of solutions that center nature and equity, we can build a vibrant future, together.

“

The One Earth Solutions Framework has become an indispensable resource in guiding One Small Planet’s capital deployment priorities. One Earth’s latest collaboration with Vibrant Data Labs to map out where private capital is going across the universe of these critical solutions has bolstered our philanthropic commitment to Indigenous-led nature conservation efforts, which has been identified as one of the most critically underfunded solution pathways. These new insights allow us to be strategic in guiding our investments in ways that align with our mission to harmonize the wealth of people and planet.

Bradley Smith
Chief Operating Officer



“

The Cisco Foundation mission is to collaborate with organizations to create and scale innovative digital solutions that promote a healthy planet and advance the well-being and self-reliance of underserved communities globally. In 2021, the Cisco Foundation committed \$100M over 10 years to invest in early-stage, innovative climate solutions. Our approach to climate action funding integrates systems thinking, climate science perspective, and blended finance approaches, with the One Earth Solutions Framework serving as our organizing principle.

Alex Wilkins
Climate Impact & Regeneration Grant Manager



Seeding Solutions

Solving the climate crisis requires more than bold ideas—it demands real action on the ground. Yet, the frontline organizations doing the most impactful work are often the most underfunded. At One Earth, we're committed to changing that by channeling vital philanthropic support to community-led solutions around the world.

Thanks to our generous community and philanthropic partners, here are three standout projects we proudly supported in 2024, each representing one of our three pillars of collective action.

These three projects—spanning solar energy in the Philippines, cultural fire practices in California, and native plant regeneration in Niger—demonstrate the power of tangible, place-based climate and nature solutions. Each one is rooted in local knowledge, driven by frontline leadership, and aligned with the One Earth Solutions Framework. These are not abstract theories; they are real-world solutions in action that are transforming communities and ecosystems right now.

Grantee
SOLAR Hope



Project
Bringing Light to Off-Grid Schools and Indigenous Communities in the Philippines

Access to clean, reliable energy can transform lives, especially in remote communities. Under our Energy Transition pillar, One Earth supported SOLAR Hope to install off-grid solar systems in underserved schools in Tanay, Rizal, Philippines. These installations now power classrooms and digital learning centers at three schools, breaking down barriers caused by isolation and lack of electricity. Beyond lighting classrooms, this project connects students to digital tools, supports teachers, and strengthens community resilience. It's a shining example of how clean, decentralized energy can power brighter futures—and a global energy transition.



Grantee
Tribal EcoRestoration Alliance (TERA)



Project
Restoring California Ecosystems with Indigenous 'Good Fire' Practices

Nature knows how to heal—especially when guided by those who've stewarded it for generations. Under our Nature Conservation pillar, One Earth supported TERA in bringing back the Indigenous practice of cultural burning to restore California's fire-adapted landscapes. Led by an all-Native crew in Lake County, TERA uses Traditional Ecological Knowledge to reduce wildfire risk, restore soil and biodiversity, and strengthen ecosystems. This powerful blend of ancient wisdom and modern collaboration shows that Indigenous leadership isn't just relevant to climate solutions—it's essential.



Grantee
Sahara Sahel Foods (SSF)



Project
Regreening the Sahel and Empowering Communities through Native Plants

In the drylands of Niger, a quiet revolution is taking root. Under our Regenerative Agriculture pillar, we supported Sahara Sahel Foods (SSF), a social enterprise working with local communities—especially women—to revive and cultivate native drought-resistant trees and shrubs. These plants aren't just ecologically vital; they're also a source of food, income, and resilience. By restoring forgotten species to the landscape and food systems, SSF is improving nutrition, preventing erosion, and contributing to Africa's Great Green Wall. It's a regenerative model that nourishes both people and planet.

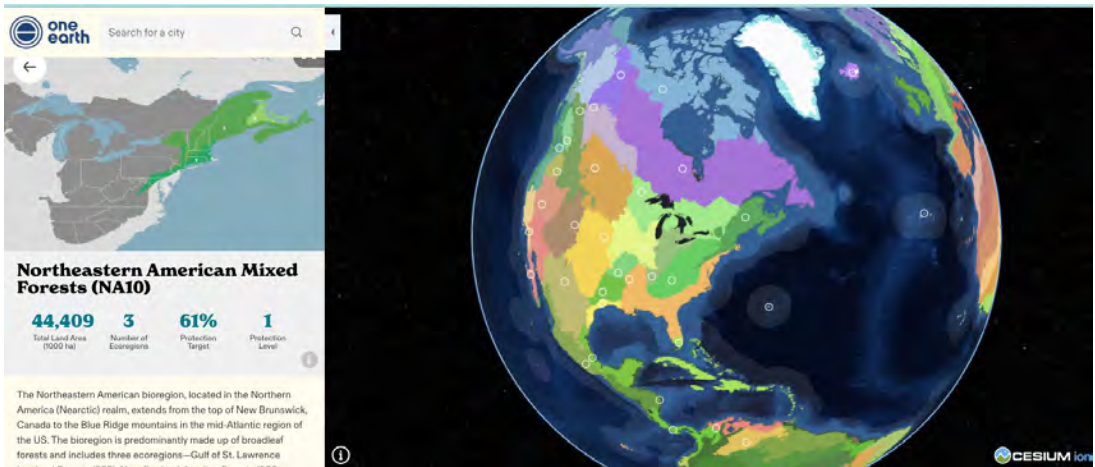


2024 Project Highlight

Reconnecting People to Nature Through Bioregions

The One Earth Bioregions Framework reimagines how we view the planet—not through political borders, but through the lens of nature itself.

By dividing Earth into 185 bioregions based on ecological and geographical features, the framework offers a science-based, place-specific approach to conservation and sustainable development.



Used by Scientists, Trusted by Organizations

Researchers, planners, and conservationists around the world are using the One Earth Bioregions Framework to support climate modeling, biodiversity mapping, land-use planning, and environmental policy development.

For example, The Biomimicry Institute's team of scientists and researchers uses the One Earth Bioregions Framework to root their design work in the ecological context of each region. By aligning their "Innovation Challenges" with specific bioregions, they promote solutions that are not only inspired by nature but also tailored to the unique environmental context of place.

As adoption continues to grow, the One Earth Bioregions Framework is proving to be more than a map—it's a powerful tool for helping people, working across many sectors, recenter nature in their efforts to design a future where humanity and nature can thrive together.

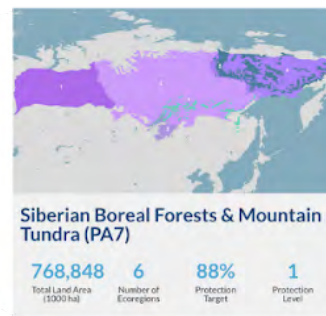
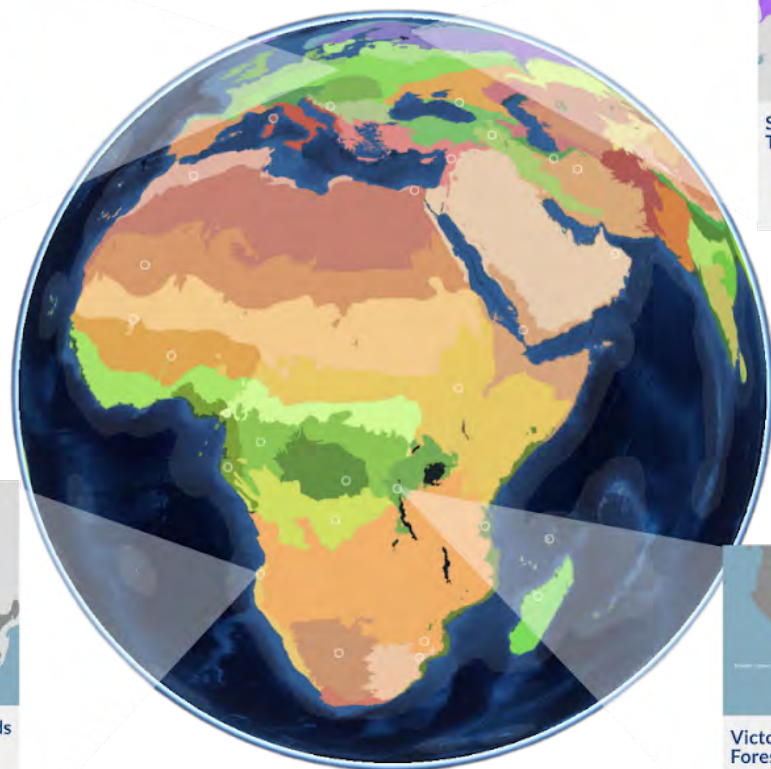
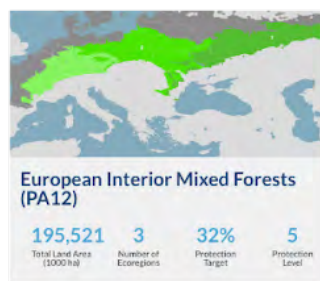
Bringing the Map to Life

Through One Earth's Global Navigator, users can interactively explore the bioregions to learn about iconic species, community-led solutions, and regional climate strategies across the planet. Whether through renewable energy, conservation, or regenerative agriculture, the Navigator demonstrates how local action can drive global impact. It invites everyone to reconnect with nature and see their home and community within a larger ecological story.

“The One Earth bioregions framework has been an invaluable tool as we seek to uncover the models from nature that show us how humanity can better fit into the natural systems in each unique area of our wildly diverse planet.”

Andrew Howley
Chief Editor, Biomimicry Institute





Iconic Species

Symbols of Place and Purpose

Each of the 185 bioregions in the One Earth Framework is represented by an iconic species—a wild animal that embodies the ecological character and conservation needs of its region. These species are more than just representatives of biodiversity; they are storytellers that draw attention to the unique habitats, cultural ties, and environmental challenges within each bioregion.

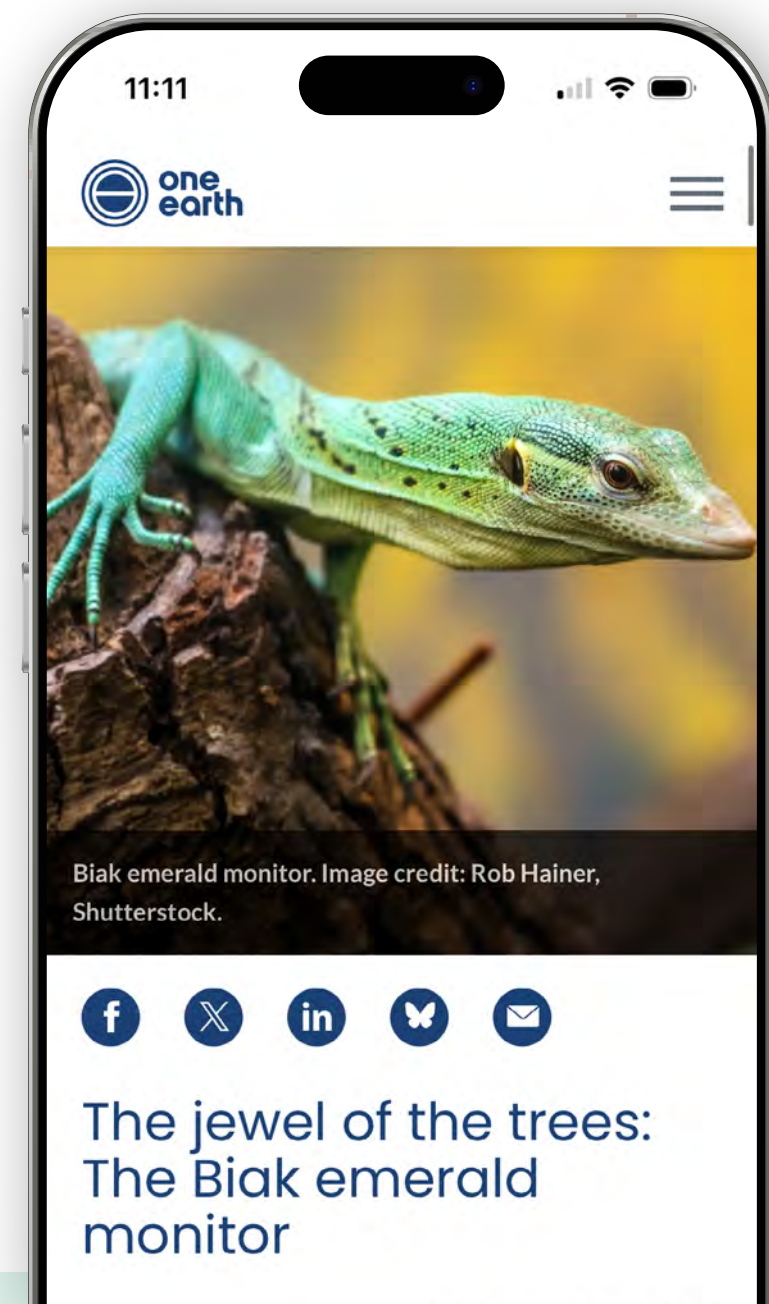


Icons of Local Conservation

By spotlighting these animals—from the snow leopard of the Himalayan-Pamir Alpine Shrub & Meadows (PA4I) bioregion to the Amazon river dolphin of the Western Amazonian Forests & Plains (NT18) bioregion—we inspire action to protect the places they call home. These species serve as a powerful gateway for local engagement, education, and science-based conservation strategies.

Profiles That Bridge Science and Story

In 2024, One Earth added 36 new Iconic Species profiles in continuing to build a global archive of animals uniquely tied to place. Each profile connects the dots between wildlife, ecosystems, and community-driven solutions, reinforcing the importance of protecting nature at the bioregional scale.



2024 Project Highlight

Conservation Imperatives

A groundbreaking study co-authored by One Earth was published in the prestigious journal *Frontiers in Science*. The study identified over 16,000 Conservation Imperative sites crucial for preventing further species extinctions, preserving rare biodiversity, and saving critical carbon stores. These sites cover just over 1% of Earth's terrestrial surface but are home to over 4,700 threatened plant and animal species. The study emphasizes the urgent need to protect these areas as a top priority in line with the global “30 by 30” biodiversity target—a critical milestone towards achieving the goal of protecting, connecting, and restoring 50% of Earth's lands and oceans.

The study garnered widespread media attention, including write-ups in *The Guardian*, *Newsweek*, and *Mongabay*, and now has more downloads than 98% of all *Frontiers* articles. In conjunction with the paper's release, One Earth launched the upgraded GSN website and our brand-new map viewer with enhanced resolution, improving functionality and making the data easier to access and download.



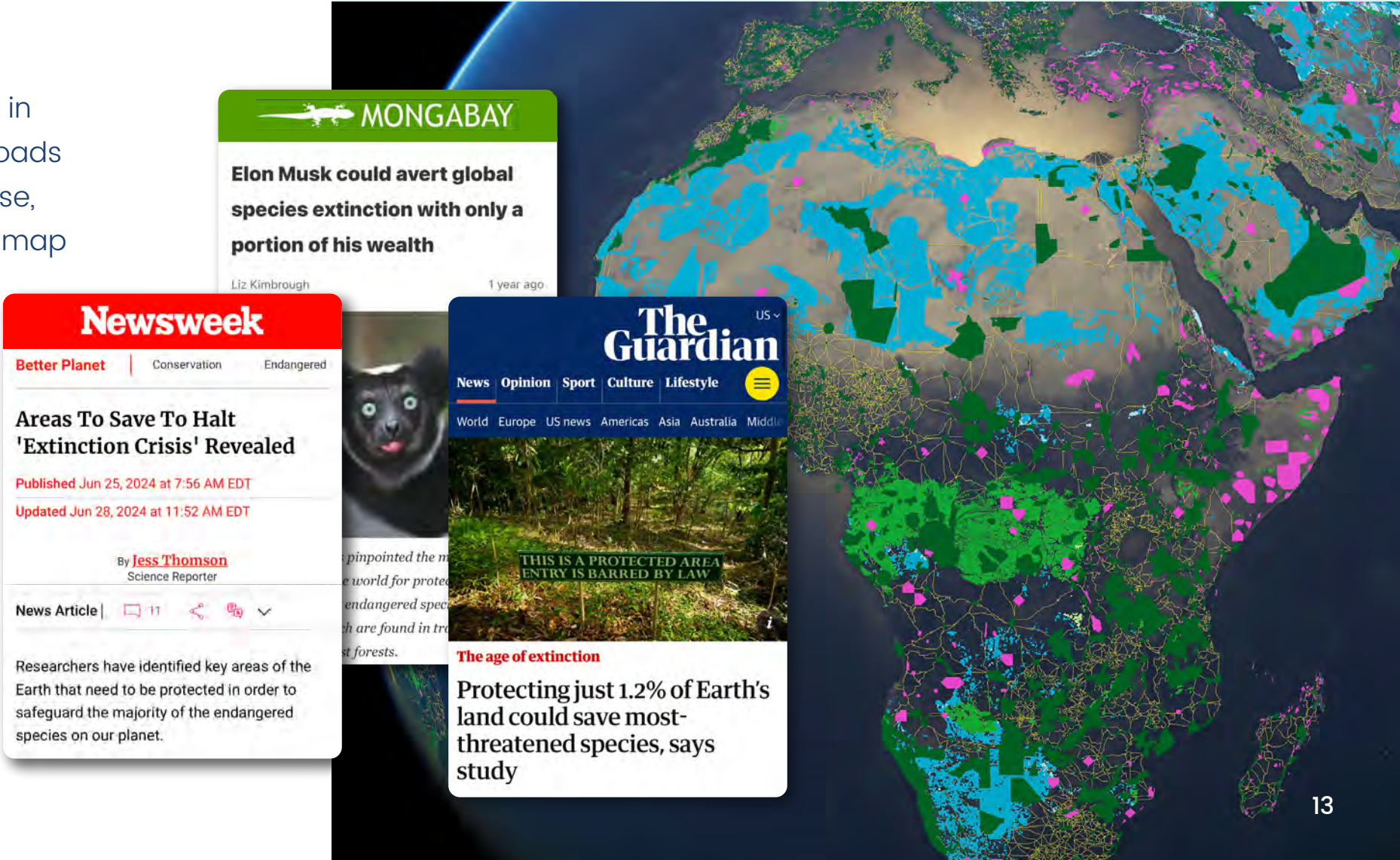
See the Video:
Conservation Imperatives:
Protecting the world's remaining
rare and threatened species



“

The [Conservation Imperatives study] really highlights how important but also straightforward reservation of the most crucial areas for conservation could be in terms of financial costs—a tiny fraction of the money wasted on armaments every year—but there also could be huge employment and economic benefits of strengthening conservation efforts that better support local communities.

David Lindenmayer
Australian National University



2024 Project Highlight

Adding the Oceans Layer

We recently partnered with Dr. Enric Sala, a leading marine ecologist at the National Geographic Society, to add the much-anticipated Marine Layer to the Global Safety Net application. The layers are now live on the app, making the GSN the first-ever comprehensive map that weaves together priority conservation areas for both land and oceans.



Marine Protected Areas

The first marine layer represents areas of the ocean that are currently protected or recognized by governments, with limits placed on human activity in an effort to conserve marine biodiversity and habitats.

Marine Biodiversity Areas

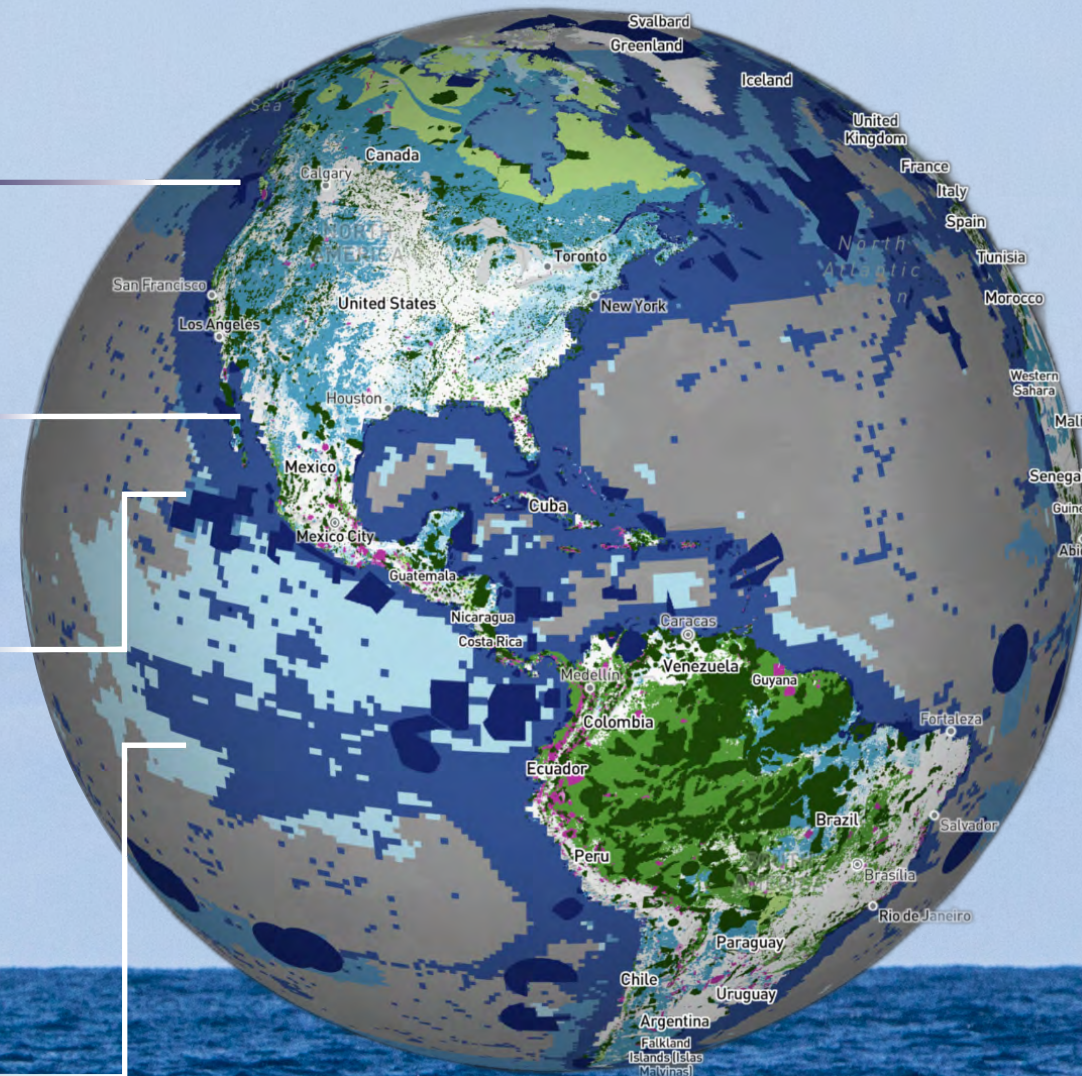
The second layer represents the top 30% of unprotected global marine areas with groupings of plants and animals that are vital to maintaining healthy ocean ecosystems.

Fishery Abundance Areas

The third layer represents the top 30% of unprotected global marine areas of particular importance for enhancing seafood provisioning.

Marine Carbon Sinks

The fourth layer represents the top 30% of natural reservoirs in the ocean that absorb and store carbon dioxide from the atmosphere through various physical and biological processes.



2024 Audited Financials

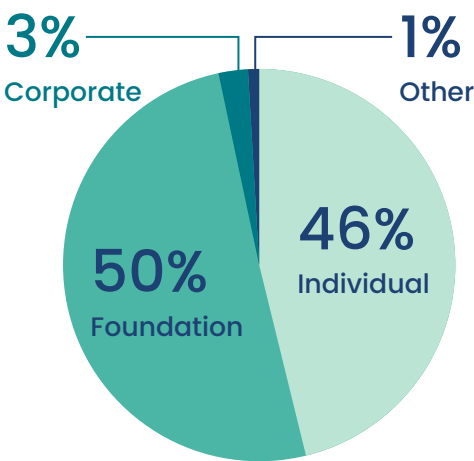
Statement of Financial Position Year ending 12/31/2024

Assets	
Current Assets	
Cash & Cash Equivalents	\$1,599,199
Grants & Contributions Receivable	\$ 1,102,320
Prepaid Expenses	\$15,165
Total Current Assets	\$2,716,684
Intangible Assets, net	\$50,979
Total Assets	\$2,767,663
Liabilities & Net Assets	
Current Liabilities	
Accounts Payable & Accrued Expenses	\$20,906
Accrued PTO payable	\$81,690
Accrued Payroll Taxes & Other Payroll Expenses	\$11,043
Total Current Liabilities	\$113,639
Liabilities & Net Assets	
Without Donor Restrictions	\$300,101
With Donor Restrictions	\$2,353,923
Total Net Assets	\$ 2,654,024
Total Liabilities & Net Assets	\$2,767,663

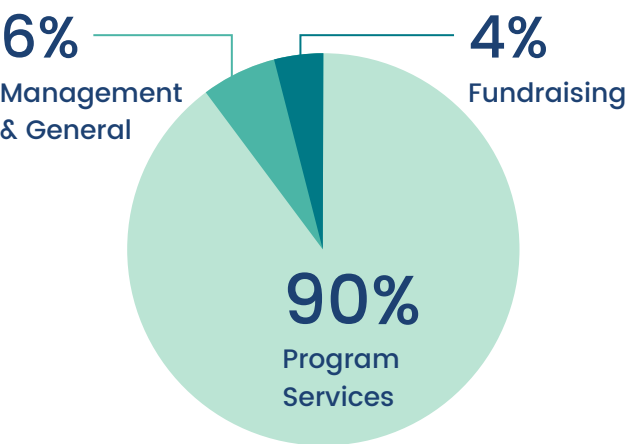
Statement of Activities Year ending 12/31/2024

Revenue & Support	
Individual Contributions	\$2,297,980
Foundation Contributions	\$2,502,892
Corporate Contributions	\$125,330
Other Income	\$67,575
Total Revenues	\$4,993,777
Expenses	
Program Services	\$ 4,055,283
General & Administrative	\$ 280,145
Fundraising	\$ 181,056
Total Expenses	\$ 4,516,484
Change in Net Assets	\$ 477,293
Net Assets, Beginning of Year	\$2,176,731
Net Assets, End of Year	\$2,654,024

2024 Revenues



2024 Expenses





To our community of partners, donors, supporters, and allies:

Every milestone we reached in 2024 was made possible because of you. Your generosity, collaboration, and belief in bold, science-based solutions are the seeds from which real change grows.

This year, we witnessed the power of radical collaboration in action. From local communities restoring native ecosystems, to global partners applying our frameworks to protect vital lands and oceans, to a network of thousands engaging with our stories and tools to drive lasting impact, each of you is a vital thread in this living tapestry of hope and action.

Regenerating our planet is the challenge of our time, and together, we're proving it's possible. Thank you for standing with us and with one another as we continue to find solutions, amplify voices, and protect the living systems that sustain us all.

From all of us at One Earth—with gratitude and renewed resolve—thank you for being part of the solution.





One Earth Philanthropy
8611 Washington Blvd, Culver City, CA 90232

EIN: 85-2588841

Office: 805-409-7233
info@oneearth.org
oneearth.org

Find Us Here:



Support Our Work:



Scan with your phone
or visit
oneearth.org/join