



Necessary Behavior

2023 Impact Report

Introduction to Necessary Behavior

Launched in 2018, Necessary Behavior began as any good organization does – with an idea. As founder and CEO, Zoe Waters dreamt up an organization dedicated to social justice, sharing educational resources, and creating a safer future for everyone. Yet there was one problem: what would it be named? After months of pondering, one day, while Zoe sat in a lecture hall, a professor proposed the iconic name we have today – Necessary Behavior.

Now, with a name, nothing was stopping this idea from becoming reality. Immediately, the brand name was used to create social media, business documents were filed, a website was created and Necessary Behavior was launched. The first social posts were shared and articles began to be uploaded to the website. We began designing and selling merch. Necessary Behavior was officially born.

In 2019, as the brand began to expand, it underwent some changes. More captivating images were posted to garner more public attention and we were finally able to hire our first interns. The team expanded and new ideas were implemented to grow the brand and its outreach. A new website was created and the future was brighter than ever!

2020 started with a bang as the first episode of our podcast launched. Things took a turn with COVID-19, but as everything shut down Necessary Behavior only continued to grow. After receiving over 300 applicants for internships, Necessary Behavior developed a larger team dedicated to engaging in critical social matters. 2020 ignited public interest in social justice and the brand continued to grow!

At the beginning of 2021, our podcast Lemon-Aid relaunched with segments committed to sexual education – Squirt – and reducing the stigma surrounding cannabis – Lemon OG. In May, we launched our first campaign committed to encouraging as many people as possible to get vaccinated against COVID-19. Additionally, our shop expanded to Facebook and Instagram and our products were more accessible than ever!

In 2022, the work continued with a second season of our podcast, more merch drops, and our website redesign. We enhanced our team structure. We moved into a four-day work week and started integrating more collaboration across departments.

As we move forward into 2024 and beyond, Necessary Behavior seeks to continue to promote education and awareness by speaking out against unhealthy social norms. We plan to discuss more critical topics in real time and expand our job training and career development opportunities, while strengthening our financial support for social causes.



Our Impact

Necessary Behavior, through our social media, podcast, and website, **provides individuals looking to create social change with the resources and information necessary to challenge current social norms and take action against harmful behaviors.** Throughout our multiple platforms, we have reached hundreds of thousands of people, and that number is only increasing. **More people than ever are engaging with our content and receiving educational resources.**

Necessary Behavior is not afraid to put our money where our mouth is! **All merch and other profits made are either recycled back into the company or donated to organizations we support that aid marginalized individuals.** 50% of all profits are donated to BLM organizations and previously, the Navajo Nation COVID-19 relief fund.

Our organization fosters job training for people with **an alternative work environment that revolutionizes the way workspaces operate.** With a non-hierarchical structure and four day work week, **Necessary Behavior is dedicated to employing and training entry-level career professionals by providing the tools and resources needed to both students and non-students who seek experience.** During our operation, we have employed and trained hundreds of diverse individuals aiding them in their transition to their future careers!



Our Values

Consent is required in all spaces

Consent is an important part of any relationship, whether it's between two people or between an organization and its supporters. Consent is required in all spaces to establish trust and respect between people and to ensure that everyone is comfortable and safe. Without consent, people can be taken advantage of or put in an uncomfortable situation. Consent also allows us to have honest and open conversations about boundaries and expectations. It's important to remember that consent is always required, no matter the context or situation.

Community and solidarity are a priority.

Community and solidarity are essential for creating a strong foundation for society. They create a sense of belonging and support for individuals, which helps to reduce feelings of social isolation, promotes emotional resilience, and builds trust between people. Additionally, communal support networks encourage civic engagement, foster meaningful connections, and create an environment of cooperation and collaboration. Without a sense of community and solidarity, our society would be more divided and less likely to work together to solve pressing issues.

There is no place for discrimination and oppression in any community or system.

Discrimination and oppression are unacceptable practices that go against the basic principles of justice and equality. No community or system should condone any form of discrimination or oppression since it denies people the right to be respected and to pursue their basic human rights. To ensure that these principles are upheld, it is important for communities and systems to have clear rules and regulations in place to prevent any unlawful discrimination or oppressive behavior. Furthermore, it is essential that people are educated on these issues and understand the importance of creating a safe and inclusive environment for everyone.

Diversity is essential. Everyone should have a voice.

Diversity is essential because it creates an environment where everyone feels included, respected, and heard. When everyone has a voice, it allows for more perspectives and ideas to come together. People from different backgrounds and experiences bring new insights and solutions to complex problems, leading to innovation and progress. Furthermore, having a diverse population and recognizing the value of everyone's contributions fosters a stronger sense of community, understanding, and respect. Having a voice and being respected helps people feel valued and connected to their peers, which creates a more positive and productive environment.

Our Values

No one is free until we are all free.

This is a powerful statement coined by the [Combahee River Collective](#) that reminds us that we must work together to bring about true freedom for everyone. It means that we must stand in solidarity with one another, no matter our race, gender, ethnicity, or any other differences we may have. We must recognize the injustices experienced by others and take action to create a more equitable society. By standing together and advocating for fairness and justice, we can ensure that no one is left behind.



Pride '23 Collection



Decolonize the Holidays
Collection

apology without
ACTION
does not bring
redemption

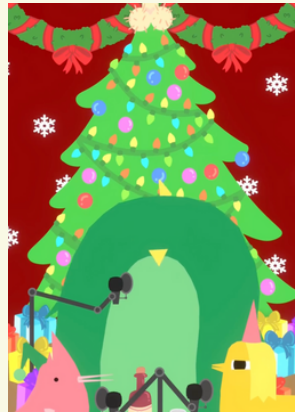
Our Impact on Social Media

26.2k +
reach on Instagram

36.2k +
views on TikTok

165 +
mission-aligned posts

115.2k +
impressions on Pinterest



Topics Explored on Social Media

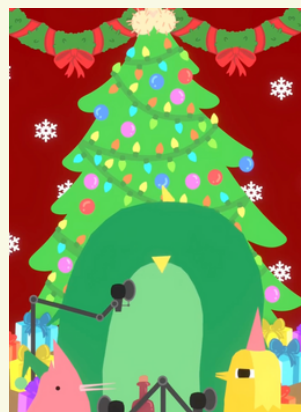
Current political happenings

Clips from our podcast

Wellness tips

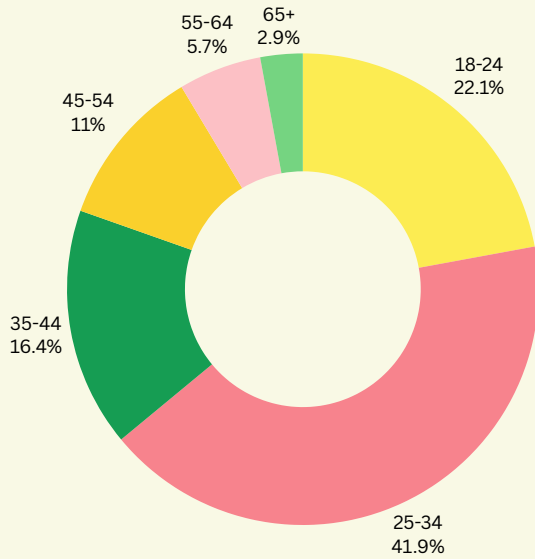
Education on history, race and the environment

Pop culture

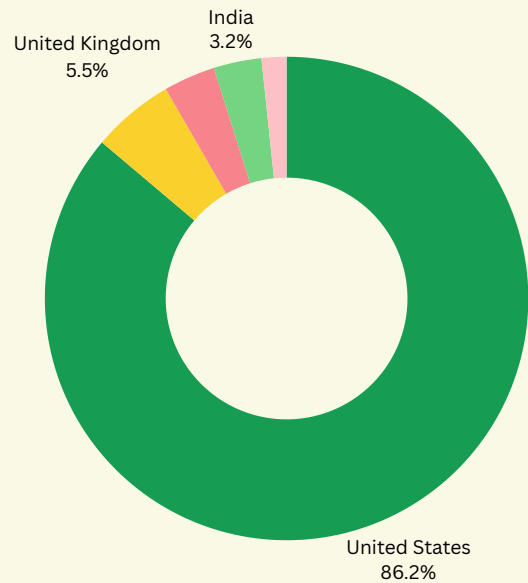


Our Impact on Social Media

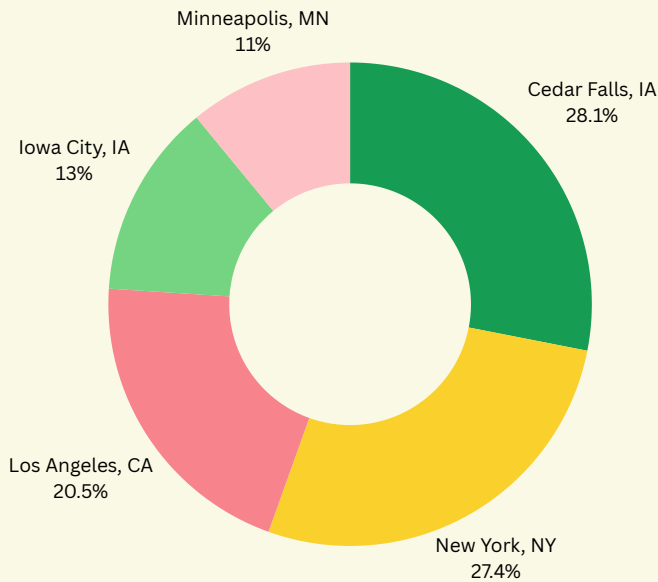
Age



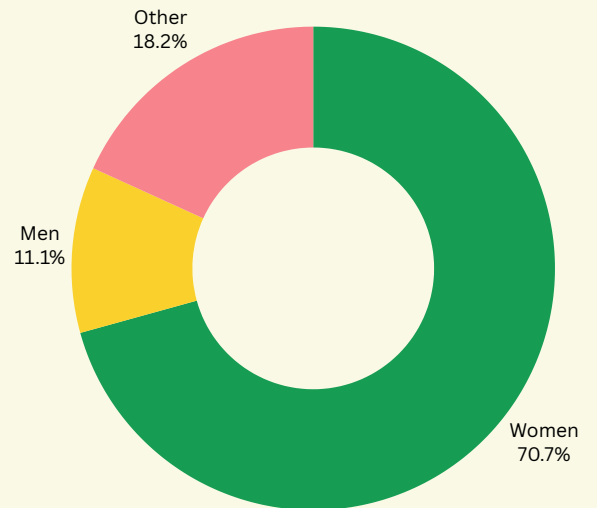
Location



Top Cities



Gender



Valentine's Collection 2023



Lemon-Aid, the Podcast

1,050 +
total plays

9 +
audience members

33 +
total followers

31 +
published episodes

Sit down with some refreshing Lemon-Aid where Zoe Waters and Necessary Behavior talk about everything from sex to climate change. Nothing gets watered down. Nothing is too sour.

Featured Collaborations



Not Your Mother's Mother's Day Special with Brandy Waters



Too High to Title Episode with Emma Schlichting



Halloween Special with Gemma Siegler



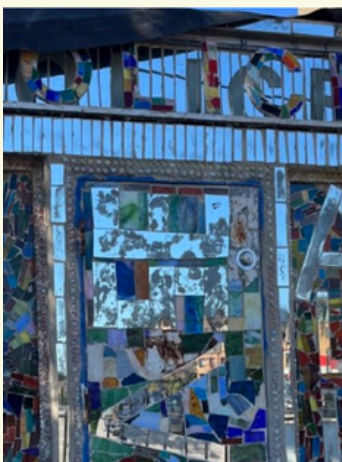
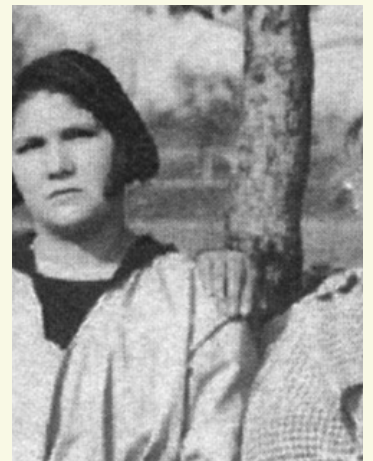
Our Editorial Impact

12k +
unique reads

367 +
published articles

61 +
published writers

6.9k +
shared articles



Our Editorial Impact

Having an editorial section on the Necessary Behavior website is crucial for fostering a deeper connection with the audience and fulfilling our commitment to promoting education and awareness. The Editorial section serves as a dynamic platform where the brand can delve into comprehensive discussions about social justice issues, share insightful analyses, and provide a space for diverse voices and perspectives. This section allows Necessary Behavior to go beyond mere promotion of its products and campaigns, offering in-depth content that engages and informs visitors. By featuring thought-provoking articles, opinion pieces, and interviews, the editorial section becomes a valuable resource for those seeking to learn more about social justice. It reinforces our dedication to challenging unhealthy social norms and empowers individuals by connecting them to the broader societal dialogue.



Our Impact through Merchandise

3

total collections

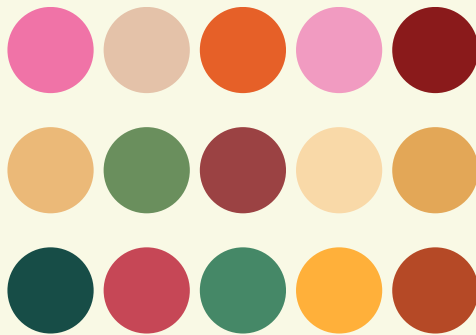
7

designers

3

sales

Featured Colors

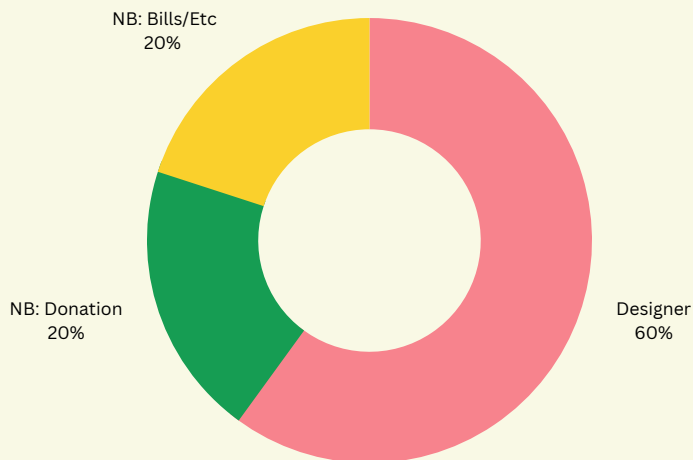


Valentine's Day Collection

Don't Forget to Grow

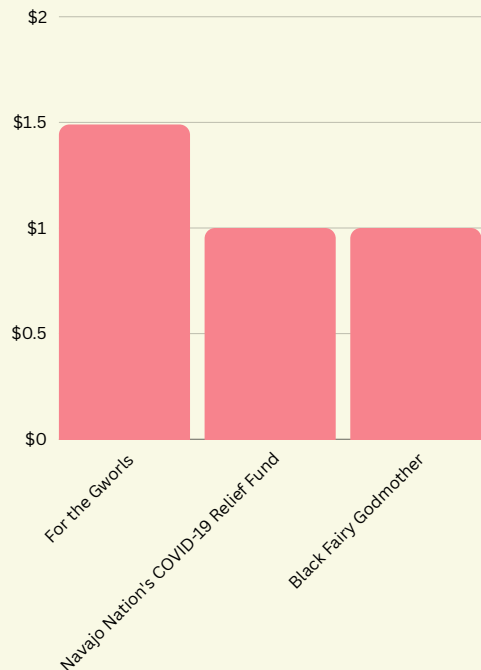
Fuck the Political System

Cost Breakdown



Our profits are broken into a 60/40 split between designer and NB

We donate 50% of our profits to organizations directly benefiting those who need it



Don't Forget to Grow
Collection



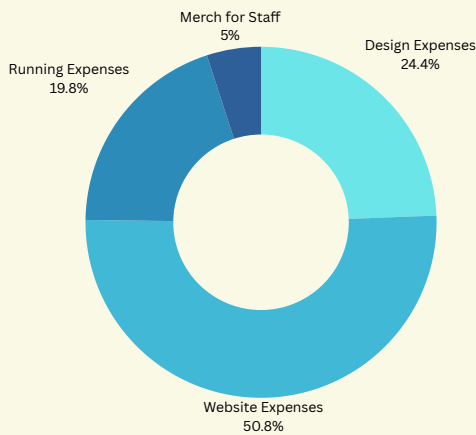
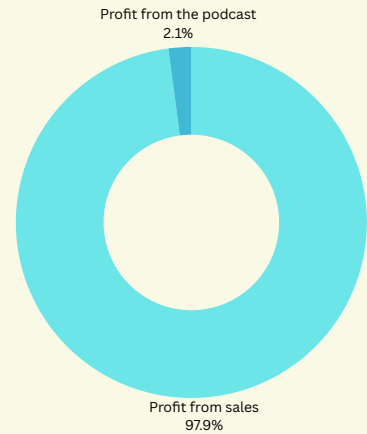
Our Finances

While Necessary Behavior has made significant strides in promoting social justice and education, it is essential to acknowledge the financial challenges the organization faces. Despite the founder's investment of \$1,162.60 this year, sustaining and expanding such a mission-driven initiative requires ongoing financial support. The struggles with finances may stem from various factors such as operational costs, marketing expenses, and the need for consistent content creation. As the organization moves forward into 2024 and beyond, addressing these financial challenges becomes paramount to ensure the longevity and effectiveness of Necessary Behavior's mission. By transparently communicating these challenges with the audience, supporters, and potential investors, Necessary Behavior can rally a collective effort to secure the financial stability needed to continue its impactful work in promoting education and awareness surrounding social justice issues.

As we embark on the journey into 2024, Necessary Behavior recognizes the imperative need to secure sustainable financial support for the organization's continued growth and impact. One strategic avenue we are actively pursuing is the acquisition of grants. By actively seeking out grants, we aim to diversify our funding sources and strengthen our financial foundation. These grants will not only provide the necessary resources to cover operational costs, content creation, and outreach efforts but also enable us to explore new initiatives and expand our reach in advocating for social justice and education. Through this approach, we aspire to forge meaningful partnerships with philanthropic organizations aligned with our mission, fostering a collaborative effort to address societal challenges and promote positive change. By leveraging grant opportunities, Necessary Behavior aims to ensure the longevity and resilience of our endeavors in the pursuit of a more equitable and informed future.

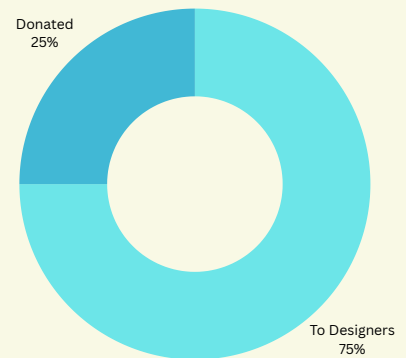
Our Finances

**Total Revenue In:
\$17.67**



**Total Annual Expenses:
\$1,180.27**

**Directed back into
the community: \$13.84**



Our Team

Zoe Waters
*CEO and
Founder*

London Allen
*COO and
Editorial Head*

Teonn Potts Jr
Finance Head

Isabelle Ribeiro
*Business Dev
Head*

And Our

14 Staff Members

26 HANAC Program Participants

33 Interns

A Letter From the CEO

As we step into the promising horizon of 2024, I want to take a moment to reflect on our incredible journey thus far and share some important developments that shape our path moving forward.

From the humble beginnings of Necessary Behavior in 2018, our commitment to social justice, education, and creating a safer future for all has been unwavering. We've grown from an idea sparked in a lecture hall to a dynamic force for positive change, thanks to your support, engagement, and dedication to our shared values.

However, as with any ambitious endeavor, we face financial challenges that demand our attention. To address this, I'm excited to announce that we are actively seeking out grants to secure the necessary resources for our continued growth and impact. Grants present a strategic opportunity for us to diversify our funding streams, ensuring the stability and sustainability of Necessary Behavior.

Your steadfast support has brought us to where we are today, and we are immensely grateful for the trust you've placed in us. As we embark on this journey into grant-seeking, we invite you to be a part of our story in a new and meaningful way. Your involvement and advocacy are crucial as we explore opportunities to collaborate with philanthropic organizations that share our vision for a more just and informed society.

Our commitment to promoting education and awareness, challenging unhealthy social norms, and engaging in critical social matters remains unwavering. Together, we can overcome the financial challenges that lie ahead and continue making a positive impact on the world.

Thank you for being an integral part of the Necessary Behavior community. We look forward to the possibilities that 2024 holds and to achieving new heights together. 🍊

Xo
Zoe Waters



Thank you



**Necessary
Behavior**