

Candid.

Annual Report

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Update on Candid 2030: A 10-year vision

Data to drive change

When we published [Candid 2030: A 10-year vision](#) in 2020, we asked the sector to look forward and imagine the world we want to see. Our vision—a social sector capable of tackling the critical challenges and opportunities of our time—was both lofty and aspirational, with a conceptional roadmap to guide us. We could not have anticipated what was to come in the first half of the decade and how those major events would fundamentally change the world we live in.

Today we find ourselves grappling with the dizzying pace of change—politically, technologically, and socially. New advances in AI are coming fast and furious, which will inevitably transform the way nonprofits and foundations work. At the same time, the federal administration is scrutinizing the social sector and putting our very existence at risk by slashing federal funding, threatening 501(c)3 status of both nonprofits and foundations, and stoking social and legal backlash.

It can be tempting right now to defend the status quo, but the reality is we can't stop change, or even slow its pace. We can, however, reclaim our collective power and push for the change we want to see. Nonprofits have long worked within flawed systems, with an alarming scarcity of the data and resources to meet our needs. Amidst all this change, we have an opportunity to shed ourselves of the conditions that bog us down and hamper our work. Together, we can create a new environment where we're better positioned to succeed.



Mission

Candid gets you the information you need to do good.

Vision

We envision a social sector capable of tackling the critical challenges and opportunities of our time.



As we continue to support a sector in flux, Candid is taking the opportunity to reevaluate how we help the social sector not just survive, but thrive, long-term. Organizationally, we're evolving the five conceptual strategies we published in our original 2030 vision to a concrete plan to create the world we want to see, grounded in our mission and vision. Put simply, what unique assets can Candid deploy to ensure nonprofits have the resources they need to serve their communities?

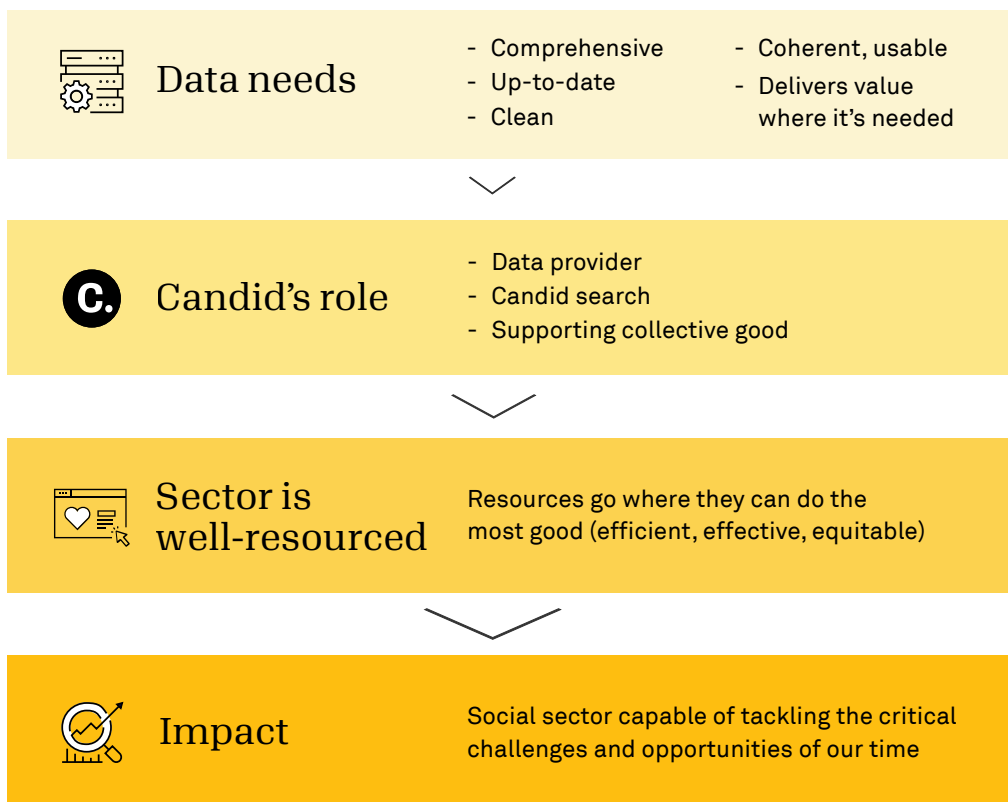
The problems will keep coming, and we need to come back stronger. Our guiding light at Candid centers on ensuring more resources go to the places that do the most good. Specifically, how can we help the sector be more effective, efficient, and equitable?

- **Effective:** The sector needs better data and to use it to drive decision making.
- **Efficient:** Transaction costs are too high on nonprofits, creating a huge burden to provide data repeatedly in different formats. The social sector needs to adopt data standards and encourage reuse.
- **Equitable:** Our resources aren't fairly distributed. We need to level the playing field so all nonprofits can thrive.

The path forward: theory of change and 2030 strategy

Today, the vast majority of Candid's investment, revenue, and staff go into serving our flagship and industry-leading SaaS (software as a service) product, Candid search. But, with rapid advances in AI and increasing competition, it will be hard to support the sector with interactive web applications alone, making the underlying data that powers all our products more vital than ever. The good news is that we have a strong position in our data—which is more robust, comprehensive, and current than anywhere else. And, in the age of AI, data is the fuel that powers everything.

At the core of our theory of change is a bet on data, Candid's key differentiator. It's time to double down on our competitive advantage. Our ability to offer the best solutions and keep up with today's technological pace is how we earn trust and remain competitive. Good data will become an ever more valuable commodity. By integrating Candid's data where funding decisions are made, we help nonprofits and funders connect to do good, together.



Data foundation

The linchpin of our strategy is establishing a foundation of the most robust, comprehensive, and recent data. To date, Candid has prioritized investment in our SaaS products, the most recent of which is Candid search. Given the importance of data, particularly in the age of AI, we believe data now needs to take top priority.

Our data platform is the foundation of everything we do. As such, our strategy is to invest in it by enriching what we have and adding the information we lack. By bringing it all together with modern technology, we will enable data quality improvements, services, and research, all while ensuring we are responsibly making our data AI-ready to power products.

With that foundation firmly in place, we will offer our data in three key ways to make the sector more effective, efficient, and equitable:

Product suite

Built on our data foundation, we will continue to drive innovation in our product suite to support funders, fundraisers, philanthropy serving organizations, and researchers who use it as part of their workflow. We have built easy-to-use tools to help individuals at nonprofits, foundations, and corporations access our data so they can research,

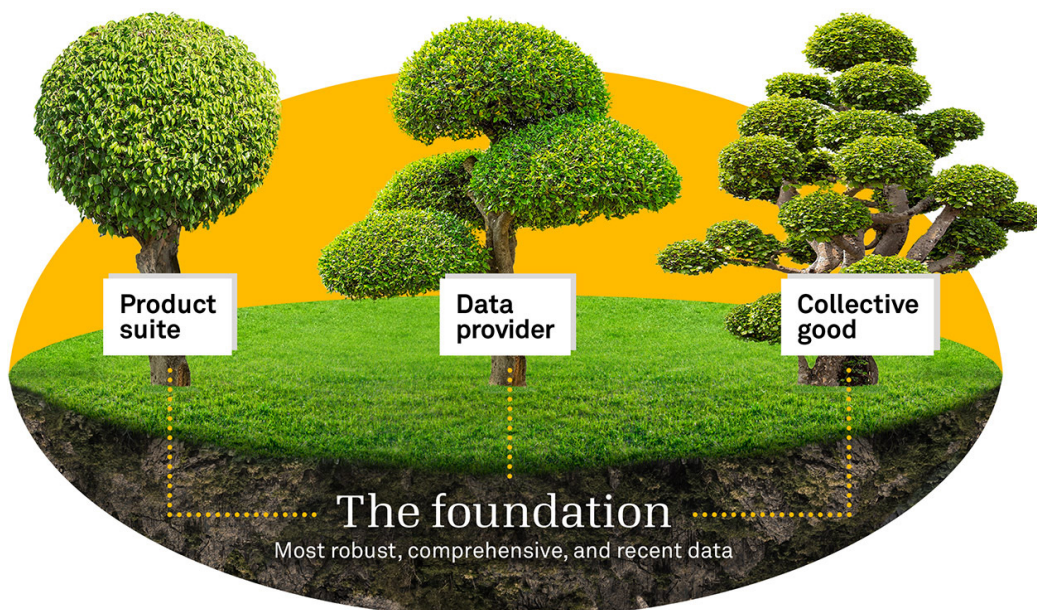
vet, connect, and transact. Offering more ways to use our data in our products—including exploring possibilities to harness rapid developments in AI—will save organizations time, freeing up capacity to more fully focus on what matters: their missions.

Data provider

Another cornerstone of our strategy is our critical role as a data provider, ensuring the best data gets to users wherever they are. Candid currently works with over 200 platforms and partners, including tech companies, competitors, and researchers. Our goal is to dramatically expand that by broadening our offerings so that we become the preferred provider for anyone seeking data about the sector—whether free or paid. This not only means users will have better data for decision making, regardless of which platform they use, but it will also reduce an incredible amount of duplicative efforts processing and gathering similar data across the sector.

Collective good

The third element of our strategy centers on collective good: the norms, practices, and knowledge of the entire social sector. Candid steadfastly defends the sector’s right to exist, partnering with advocacy organizations to provide data and offering our resources to nonprofits and funders as they navigate uncertainty. We also see great opportunity for Candid to help improve how data is used more broadly across the sector, including moving toward streamlined grant applications and reporting processes; sharing our unique insights to inform decisions; and ensuring the sector is well equipped to access and use data while encouraging responsible use of AI for decision making.





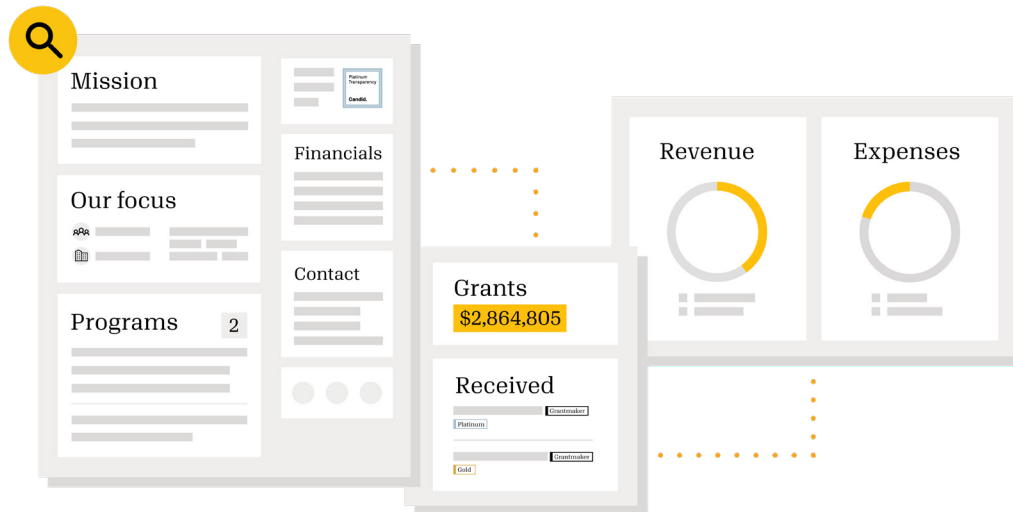
The path ahead

Our 2030 vision sets a bold direction for Candid—and we’re fully committed to making it real. Over the next five years, we’ll chart the path forward through our annual planning process, translating big aspirations into concrete action. We’ll approach this work with flexibility and openness, ensuring we can adapt as the world changes. Visit [**Candid insights**](#) for regular updates, and follow us on [**LinkedIn**](#) for the latest on how we’re advancing toward Candid’s 2030 vision.

With this vision as our north star, our focus now turns to how we are putting it into practice. That means strengthening the data, insights, and tools that help the sector understand what’s happening in real time; expanding access to information that is easier to use, share, and apply; and showing up directly for nonprofits as they navigate new challenges.

We’re sharing some of our 2025 highlights and how our work across data, research, and direct nonprofit support is helping translate our long-term vision into tangible progress for the sector today.

Introducing Candid search: leveraging data to empower the social sector



In late 2025, Candid launched a new search that brings together comprehensive, reliable information about the social sector in one place. As nonprofits and funders navigate an increasingly complex and resource-constrained environment, this flagship product gives funders the context they need to make better-informed decisions that enable nonprofits to do their work. Marking the culmination of the 2019 merger that created Candid, this new product seamlessly integrates data from GuideStar and Foundation Directory. With a single login and vastly improved user experience, Candid search makes it easier for funders to research nonprofits to support and faster for fundraisers to find grants.

By consolidating Candid's data on 1.9 million organizations, 3 million annual grant transactions, and \$180 billion in annual grant dollars on one platform, the new Candid search removes the burden of switching between multiple sites for information on nonprofits, funders, and grants. It combines high-quality data, streamlines workflows, and offers AI-enabled tools to support the day-to-day work of the sector.

More than 90% of Candid's nonprofit users are small to midsize organizations, often with limited resources and capacity. Free for anyone who registers at candid.org, Candid search prioritizes efficiency so that users can reduce repetitive tasks and focus their efforts where they're most likely to succeed. To help nonprofits tell a compelling story of their work and impact, we made it quicker and easier to update Candid profiles and earn Seals of Transparency.

The new experience also offers personalized dashboards, illuminating local and national peers and tracking favorited organizations.

Finally, a new feature called Projects helps fundraisers organize their funding needs, build prospect lists, and track progress.

For our paid subscribers, Candid search includes expanded features and resources, including:

- Financial, program, impact, and demographic data
- Up-to-date federal and state nonprofit compliance data
- Comprehensive grants data
- AI tools providing funder recommendations, smart search results, and automated letter of inquiry generation

In the coming months, Candid will introduce a new data visualization feature for subscribers that highlights funding patterns across geography, issue area, and more. Paid subscriptions offer deeper access to comprehensive nonprofit, foundation, and grants data, with pricing designed so that nonprofits and others with limited budgets pay lower rates, made possible by higher pricing for corporate clients and foundations. Additionally, small nonprofits with under \$1 million in revenue or operating expenses will get access to Candid Premium when they earn a Gold Seal of Transparency. This structure helps expand access to Candid's data at this critical time.

To make information on nonprofits and foundations even more broadly accessible, we partnered with AI leader Anthropic in late 2025 to provide our robust data on Claude for Nonprofits.

Our goal is to meet users where they are, providing the most useful data to boost efficiency for nonprofits and funders, saving them time so they can focus more on their mission-critical work. To make information on nonprofits and foundations even more broadly accessible, we partnered with AI leader Anthropic in late 2025 to provide our robust data on Claude for Nonprofits. Users get direct access to Candid's trustworthy nonprofit data, funder information, and sector knowledge—directly on Claude. We will continue to explore partnerships and collaborations to expand Candid's data reach and potential for use.

Expanding the data ecosystem

While we acknowledge that IRS-provided data is crucial to our sector, we also know that there is room to improve the data we offer in terms of recency and detail. That's why Candid partners with peer organizations to collect the most recent, robust data that is not available elsewhere, making it easier to get an up-to-date snapshot of philanthropy across the country.

Grants reporting: A substantial amount of our grants data comes directly from funders reporting their most recent grantmaking to us—information that isn't yet available through public IRS forms. This direct reporting ensures our users have access to the most current and accurate funding data available.

Demographics via Candid (DvC): Through DvC, we empower nonprofits to share demographic information one time on their Candid profile for access by funders, researchers, and other stakeholders across the field. As of December 2025, 201 philanthropic organizations joined as DvC partners and 86,000+ nonprofits have contributed their demographics via Candid.

Fiscally Sponsored Projects (FSPs): In partnership with Social Impact Commons and other partners, we're working to make data on FSPs visible in our products. FSPs whose sponsors partner with us can now claim and maintain Candid profiles, addressing inequitable access to resources and legitimacy concerns.

Defending the sector with research, data, and insights



Data alone is not enough to support our work on critical social challenges. That's why our team of researchers decodes Candid's data—adding context and analysis to reveal patterns and trends. Here's how we've gone beyond the numbers to explain why the data matters.

Data-driven insights

In response to executive orders, memos, and increasing disinformation about the sector over the past year, we've published Candid insights articles to shed light on the nonprofits currently relying on federal funding, the vital role they play within communities, and who they serve. Our most popular topics include how reliant nonprofits are on government grants, why the social sector is vital to thriving communities, how to seek foundation grants in a time of crisis **and more.**

In addition to these, we've created **public Tableau dashboards** for users to explore a holistic landscape of the sector and dive deeper into information tailored to their specific needs. These data visualizations identify patterns and provide practical insights on the following topics: foundation funding by state, funding patterns by subject area, nonprofit stats by congressional district, and nonprofit cash runway—the number of months a nonprofit could continue operating if government grants stopped, but expenses and revenue remained the same.

Supporting nonprofits facing uncertainty

Every day, nonprofits are facing increasing scrutiny and uncertainty as the U.S. government cuts longstanding programs and grant funding. Our data reveals that at least 30% of U.S. nonprofits receive government grants, and for more than 35,000 of them, those grants make up over half of their total revenue.

At Candid, we understand what is at stake—that's why we are delivering targeted, timely solutions to help nonprofits with limited resources continue serving the critical needs in their communities.



Research reports and fact sheets

Do Nonprofits With a Candid Seal of Transparency Raise More Funds?

We examine the relationship between transparency and donor giving, confirming that nonprofits with a Seal of Transparency see an increase in contributions—62% more on average than organizations without a Seal.

Holding the Line: Black-Led Nonprofits and Race-Explicit Work Amid Backlash

In collaboration with ABFE, this report explores how nonprofits, especially Black-led nonprofits, navigate conversations about race with funders and partners.

Key Facts About Very Small U.S. Nonprofits

We shed light on very small nonprofits with budgets below \$50,000 that make up 60% of all U.S. nonprofits, including data-driven insights on their leadership, issue areas, grant funding, organizational age, and more.

Free fundraising tools

Our **Go for Gold initiative** allows nonprofits with budgets of less than \$1 million to claim a free year of access to Candid Premium when they earn a Gold Seal of Transparency. In 2025, 3,618 Go for Gold subscriptions were activated—a 90% increase over 2024. We also provided free access to Candid Premium to organizations with under \$10 million in annual revenue that lost federal funding. Candid’s tools are also accessible at no cost at 2,000+ partner locations (18% increase from 2024) across the country.

Nonprofit trainings

Candid Learning is now revamped to help nonprofits get the tools they need to boost their fundraising efforts in uncertain times, with a more dynamic learning management system and personalized educational experience.

In 2025, we offered 244 virtual and in-person trainings with over 65,000 registrants. Candid’s team of experts have developed a **new intensive training** for participants to learn concrete strategies to diversify revenue, assess risk, build donor relationships, and craft compelling cases for support tailored to new audiences.

Data protection

Candid is steadfast to its founding principle of transparency. We are committed to ensuring that public data on the nonprofit sector continues to be available, but we also recognize that data can be used to do harm. We have worked quickly over the past year to give nonprofits the option to suppress contributed data that might pose risks to their organizations or individual staff.



Thank you

We want to express our gratitude to Candid's donors, partners, and supporters. Your generosity enables us to provide free, accessible resources that help nonprofits and grantmakers work more effectively to create lasting impact in local communities. The initiatives highlighted throughout this report—from our data-driven insights to increased data access for nonprofits—are made possible because of your belief in our mission and shared commitment to transparency.

Your support extends beyond financial contributions. Candid's work depends on the contributed data that so many of you share—helping us create the most detailed view of the sector available. This collaborative approach to data as a public good ensures that when organizations turn to Candid for insights, they're accessing information that is both comprehensive and current.

As we look ahead, we remain committed to evolving our resources to meet the sector's changing needs. Your continued partnership is essential as we expand our reach and develop new tools that meet increasingly diverse needs. Thank you for helping us build a more effective, efficient, and equitable social sector together.