



COLORADO SECRETARY OF STATE

2024

**ANNUAL REPORT
ON CHARITABLE
SOLICITATIONS**

LETTER FROM THE SECRETARY



JENA GRISWOLD
Colorado Secretary
of State

Dear Coloradans,

Charities provide essential services and support, and are part of the fabric of our communities. Charitable organizations can be involved in everything from education to health care and conservation, allowing residents to support our neighbors and state in any way they choose. We've seen charities grow and change, driving economic growth and fostering a culture of giving that makes our state stronger. This year, the number of newly registered charitable organizations grew 15%.

Along with this report, the Department's online charities registry is a valuable resource for Coloradans.

I am proud to oversee charity and solicitor registrations as Secretary of State, and to make charities filing easy so that they can ensure a bright future for all Coloradans. I appreciate all of the organizations doing this work and look forward to what the next year will bring for charitable giving in Colorado.

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REGISTRY SNAPSHOT



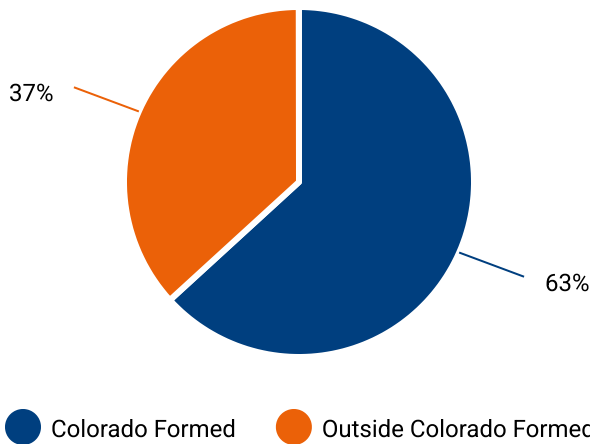
TOTAL CHARITY REGISTRATIONS



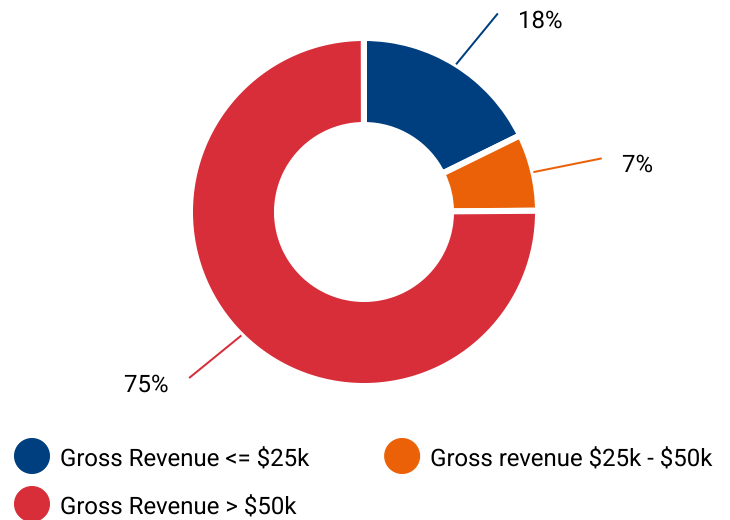
TOTAL INITIAL CHARITY REGISTRATIONS



REGISTERED CHARITIES BREAKDOWN



REVENUE OF CHARITIES IN COLORADO



CHARITIES FORMED IN COLORADO



Of the total 14,747 charities registered in Colorado, 9,419 were formed in Colorado.

REGISTRY

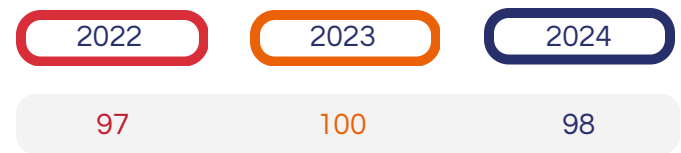
SNAPSHOT



TOTAL PROFESSIONAL FUNDRAISING CONSULTANTS REGISTRATION



TOTAL PAID SOLICITOR REGISTRATION

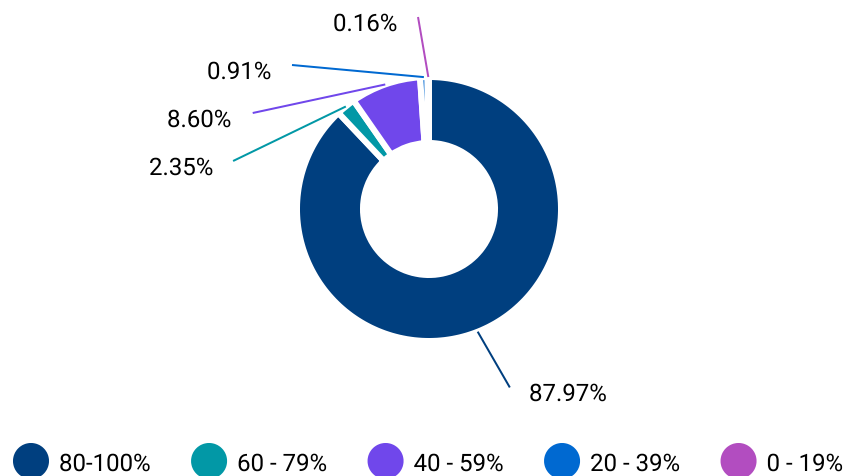


Not all charities use paid solicitors; relatively few do at 1.4%. The overall percentage to charity of raised funds is 84%. This includes 68 campaigns out of a total of 267 that were returned revenue of less than 9% to the charity or negative net amounts where the charity owed the paid solicitor funds.

Solicitation campaigns in perspective;

- Number of registered charities (November 30, 2024): 14,747
- Number of charities using paid solicitors in 2024: 208
- Number of campaigns that resulted in 0-9% or less of revenue to charities: 68
- Percentage of all registered charities using paid solicitors in 2024: 1.4%

PERCENTAGE OF DONATIONS TO CHARITIES FROM PAID SOLICITORS



INDUSTRY INSIGHTS AND TRENDS



The total number of charities registered increased by 1% from 2023 - 2024. Initial charity registrations increased this year by 15%. The integration of ADA compliance, as required by state law, is expected to be completed in the summer of 2025. The Department's charities program is 85% completed with these updates.

No rule changes occurred in 2024 but hearings have moved to be held at the Secretary of States offices downtown. While periodic report fees increased to \$25 for business, charities registration remained at \$10.

Giving USA Annual Report

American's giving rate grew by 1.9% in 2023, with giving by individuals increasing by 1.6%. Below are the totals from the three previous years.

2021	2022	2023
\$484.85 B	\$499.33 B	\$557.16 B

Colorado Nonprofit Impact Report

The Colorado nonprofit sector employs 182,000 people, or approximately 10% of all jobs across Colorado. The report also detailed that \$36 billion in direct spending and \$9 billion in volunteerism created an overall growth impact across the state.

While careers in nonprofit work lag behind job growth across all industries in Colorado, the percent of growth has doubled since 2022. This report can be accessed at the Colorado Nonprofit Association website.

Resources for 501c3 Accountability

BBB Wise Giving Alliance has established a set of 20 non-binding "Standards of Charitable Accountability" to help donors make sound giving decisions and increase public trust in charities.

Charity Navigator creates a platform to make impactful giving easier for all by providing free access to data, tools, and resources to guide philanthropic decision-making.

Charity Watch (formerly known as the American Institute of Philanthropy) is another well-known charity watchdog group dedicated to helping donors give thoughtfully.

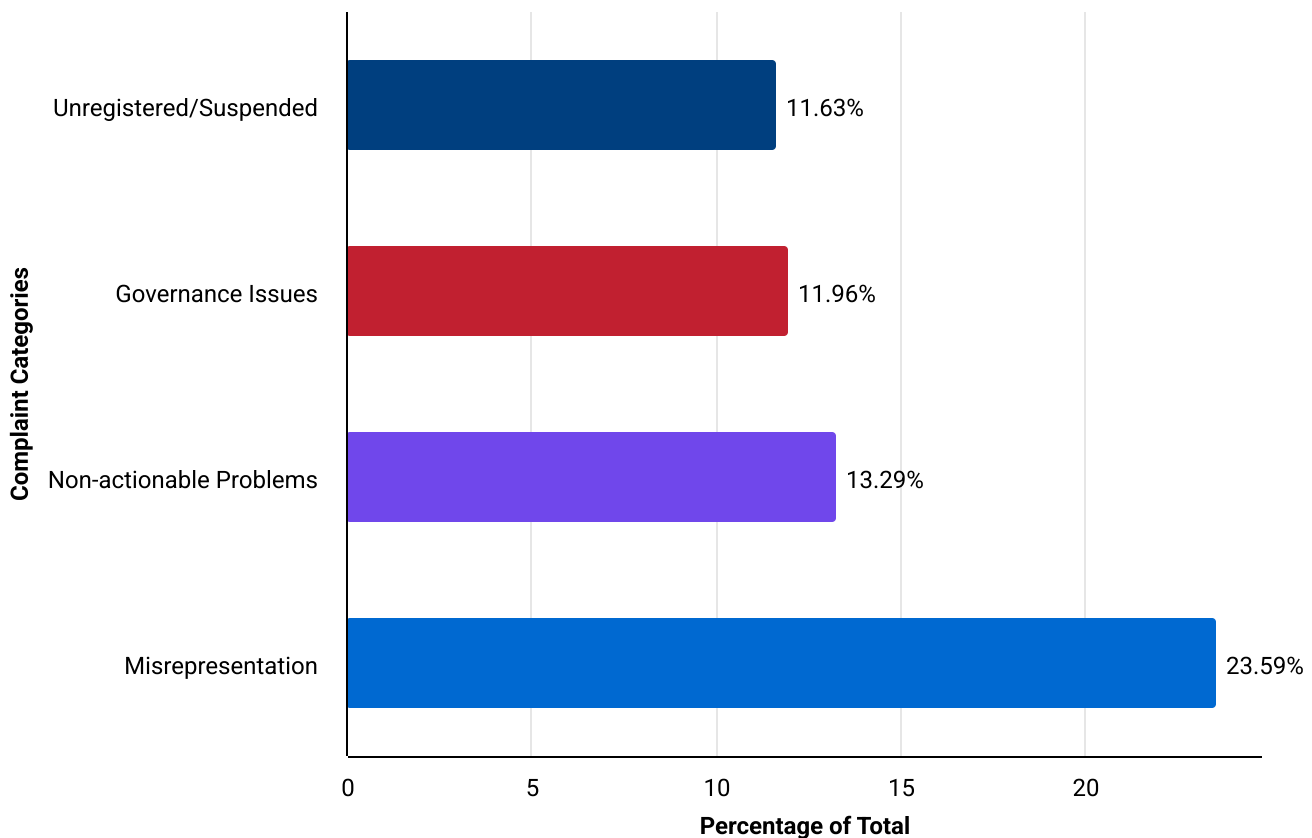
When giving to a charity, it's important to confirm the organization is registered and that their registration is up-to-date. Coloradans can use our partnership website with the Colorado Attorney General's office and the Colorado Nonprofit Association: www.checkthecharity.com

COMPLAINTS FILED



The Secretary of State's office typically receives 20-30 actionable complaints about charities per year, mostly from concerned citizens. In 2024, there were 42 actionable complaints and a total of 74 complaints registered with the office.

The chart below summarizes complaints about charities received by the Secretary of State's office over the past five years. The Attorney General's office also receives citizen complaints, as well as referrals from this office when complaints fall within the Attorney General's jurisdiction.



If you believe that you have been solicited by a fraudulent charity, please file a complaint with the Secretary of State's office by calling, 303-894-2200, option 2; or the Attorney General's office by calling, 1-800-222-4444.