



COLORADO SECRETARY OF STATE

2024

**ANNUAL REPORT
ON CHARITABLE
SOLICITATIONS**

INTRODUCTION



JENA GRISWOLD
Colorado Secretary
of State

Charities in Colorado are the backbone of our communities, providing essential services and support to those in need. They drive economic growth by creating jobs and fostering a culture of giving that strengthens our social fabric. By supporting education, healthcare, and environmental sustainability, Colorado's nonprofits ensure a brighter future for all residents.

The online registry and this annual report help potential donors decide which charitable organizations deserve their support and help charitable organizations make informed decisions when contracting with paid solicitors.

Over the past year, the charitable environment in Colorado has experienced significant changes. The total amount raised by charities increased/decreased by ___% compared to the previous year. This shift can be attributed to factors such as ___ and ____. Additionally, the number of newly registered charitable organizations grew 15%, creating a greater impact across Colorado.

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REGISTRY

SNAPSHOT



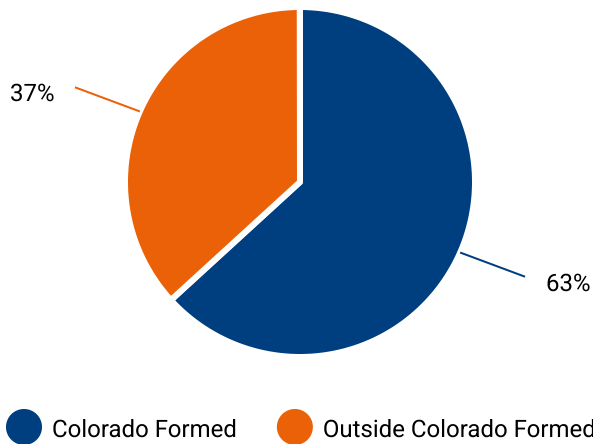
TOTAL CHARITY REGISTRATIONS



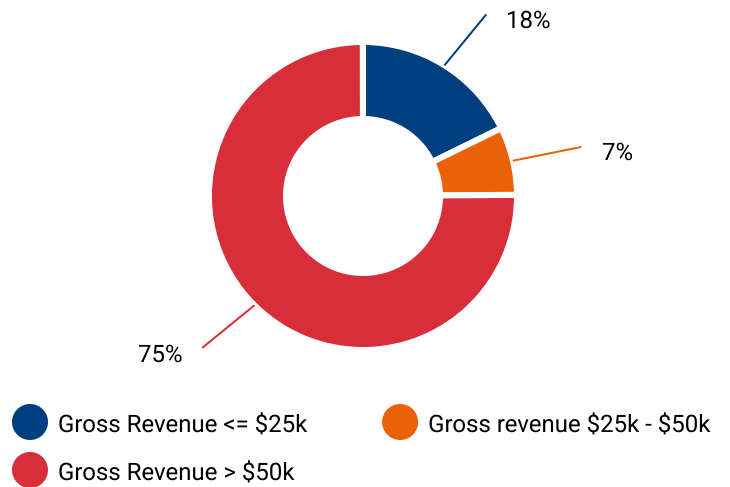
TOTAL INITIAL CHARITY REGISTRATIONS



REGISTERED CHARITIES BREAKDOWN



REVENUE OF CHARITIES IN COLORADO



CHARITIES FORMED IN COLORADO



REGISTRY

SNAPSHOT



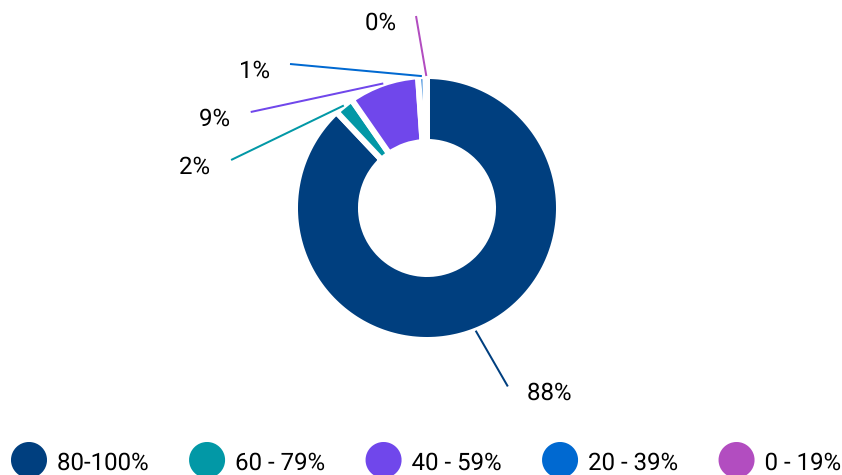
TOTAL PROFESSIONAL FUNDRAISING CONSULTANTS REGISTRATION



TOTAL PAID SOLICITOR REGISTRATION



PERCENTAGE OF DONATIONS TO CHARITIES FROM PAID SOLICITORS



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%

INDUSTRY INSIGHTS

AND TRENDS



The Colorado Charity registry system grew by 1% from 2023 - 2024. Initial Charity registrations increased this year by 15%. Integration of ADA compliance from HB24-1454 is planned to finish summer of 2025 and our charities website and documents are 85% towards completion of requirements.

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

Americans 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, which is 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 Colorado Nonprofit Association website detailed below.

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. Charity Watch 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 current, check our partnership website with the Colorado Attorney General and Colorado Nonprofit Association. www.checkthecharity.com

Resources:

www.checkthecharity.com

2024 Economic Impact Report. Colorado; Colorado Non Profit Association.

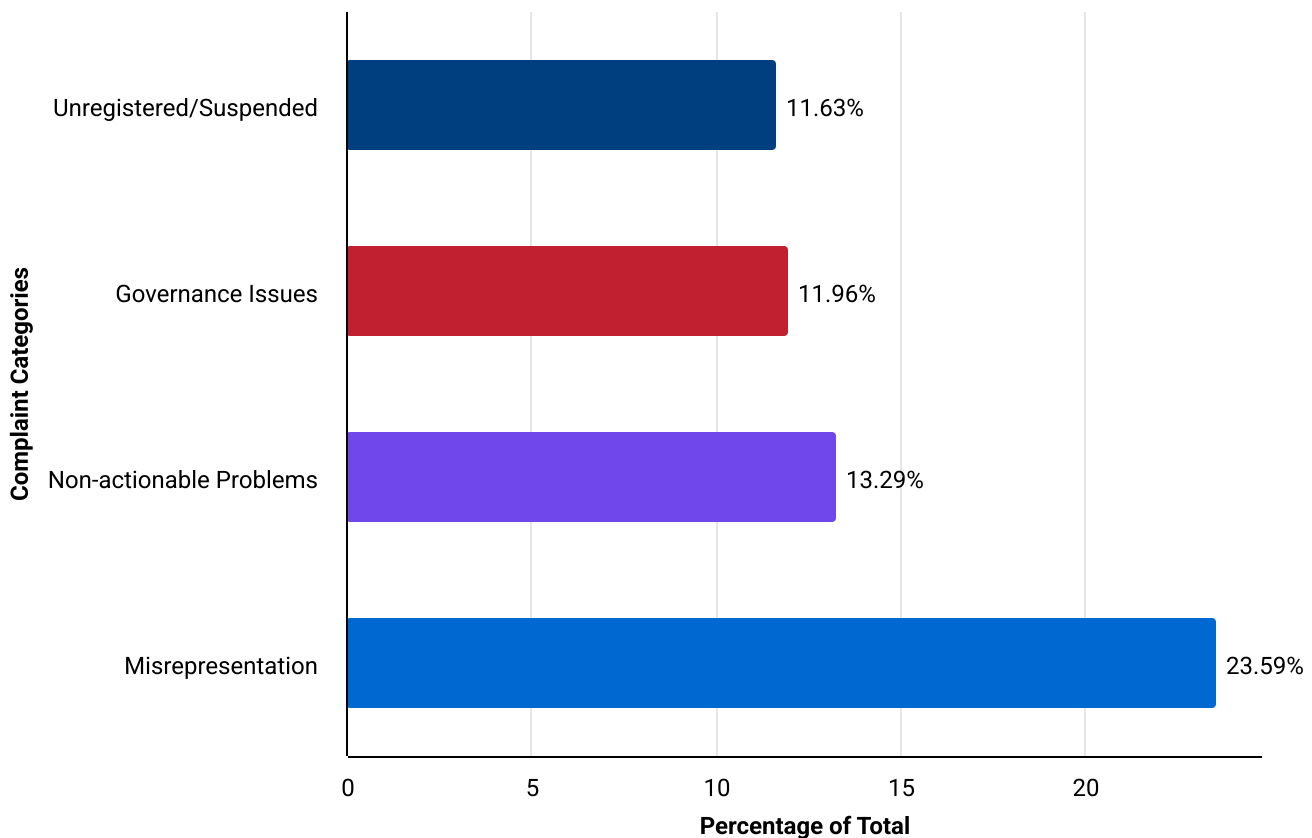
Giving USA: The Annual Report on Philanthropy for the Year 2023 (2024). Chicago: Giving USA Foundation.

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 over the past five years. Bear in mind that the Attorney General's office also receives citizen complaints, as well as referrals from this office when allegations 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, 303-894-2200, option 2, or the Attorney General, 1-800-222-4444.