



# Community Funds Impact Report 2025



# Letter from Reddit

In 2022, we announced the Community Funds program with a clear belief: when moderators have the resources to act on their passions and ideas, communities grow stronger, online and off. We committed \$1 million to help bring those ideas to life.

Four years later, we've surpassed that initial commitment – granting \$1,016,797 USD to 74 Reddit communities around the world. But the exciting piece of this milestone isn't the number, it's what mods built with it. You've hosted IRL meetups that brought people together at racetracks and river cruises. You've organized fundraisers in moments of crisis. You've sponsored sports teams, given away prizes, launched creative competitions, and created opportunities for community members to connect in ways that extend beyond posts and comments.

What we've seen over the past four years is thoughtful leadership. Mods have stepped up for their communities, turned ideas into action, and created moments that matter. Community Funds works because of the care you all bring to it, and we've been inspired and impressed every step of the way.

As we look ahead, we're focused on evolving the program in ways that reflect what we've learned. Funding will resume in July, with an expanded emphasis on supporting communities across the globe.

We're proud of what you accomplished in 2025 and cannot wait to see what you create next.

Laura Nestler  
Reddit's Executive Vice-President of Community



# Program impact by the numbers

In 2025, the Community Funds program continued to support ambitious, moderator-led projects across Reddit. Proposals were evaluated based on creativity, feasibility, and community impact.

**\$290,164**

Distributed to  
22 communities for  
22 projects in 2025



**8 fundraiser  
matching projects**

**6 community  
contests and  
giveaways**

**5 in-person  
meetups**

**3 sponsorships**



# Projects funded in 2025

The Community Funds program supported projects representing a range of communities and interests. These projects were selected based on their creativity, feasibility, and how they sought to include community members.

## Communities that received funding in 2025

- **r/LosAngeles** held a fundraiser for the Wildfire Relief Fund
- **r/phoenix** held a fundraiser for the Arizona Humane Society
- **r/TorontoRaptors** held a fundraiser for the MLSE Foundation
- **r/tobilou** celebrated their favorite artist with a monthly series of giveaways
- **r/vancouver** held a fundraiser for Kapwa Strong, to support those affected by the Lapu Lapu Day Festival tragedy
- **r/lemans** hosted a meetup at the 93rd 24 Hours of Le Mans, where they offered a free lunch to their community during the event
- **r/liverpool** hosted a series of local meetups, including a tour of the Royal Liver Building, and a punk rock river cruise
- **r/beekeeping** held monthly giveaways of InstantVap vaporizers and Beekeeping for Dummies books
- **r/football** went into year two of their three year sponsorship of Redditch United Football Club
- **r/UpliftingNews** organized surprise giveaways to reward members for their contributions
- **r/wellington** held a fundraiser for Kaibosh Food Rescue
- **r/Vintage** organized surprise giveaways for their community
- **r/superleague** gave away 100 tickets to the Super League Grand Final in Manchester, England

**r/bini\_ph** produced some some goodies for fans of the P-pop group BINI, including this cute tote to carry all their swag in



- **r/comics** gave comics to 100+ community members to celebrate 3 million subscribers
- **r/yogscast** gave away game collections to benefit multiple charities
- **r/CFB** sponsored the Gasparilla Bowl and brought along 50 members of their community to enjoy club level tickets, brought members out onto the field, and had comments and reactions from r/CFB on the video board
- **r/bini\_ph** drove 35 members of their community to a BINI concert in a shuttle bus themed after their subreddit
- **r/TooGoodToGoCanada** received funding to give away gift cards to members that are helping to reduce food waste
- **r/7vsWild** hosted a bushcraft course and dinner to celebrate the season five finale of 7 vs. Wild
- **r/UnitedKingdom** held a fundraiser to support Air Ambulances UK
- **r/Zelda** held a fundraiser for the Make-a-Wish Foundation, in collaboration with Zeldathon
- **r/TeatroPH** hosted a singalong showing of the Wicked movies for their community

“So many people would never take part in the [r/Liverpool meetups] organised with the help of these funds, but because there's a free invite, it has enabled people to feel like they can more easily attend. **In turn, this has created genuine friendships that continue into other events arranged throughout the year.** It's always nice to see familiar faces returning because they enjoyed their first time at one of our meetups - a meetup that was only possible with these funds.”

- **u/anagoge**, moderator of **r/Liverpool**



# Project spotlights

Many great ideas were shared with us throughout the year. Our goal was to support projects that helped communities on Reddit celebrate what makes them unique, and now we'd like to highlight some of the projects that stood out to us.

## r/CFB: From subreddit to stadium

“I think we built successfully on what had been built last year, and I think the fact that Reddit directly had buy-in was great. I think the community saw that, and they appreciated that. It's like we started something, and now we're growing it.” -u/bakonydraco, moderator of r/CFB

The team at r/CFB sponsored the Fan Invasion at the Union Home Mortgage Gasparilla Bowl, bringing their community into the spotlight as the “Official Fan Voice of the Game.” The project brought members into the stadium and onto the field. They gave out club-level tickets, had red-zone branding with their subreddit design, and put community members' comments up on the videoboard. Alongside the sponsorship, they also ran a fundraising drive and presented a donation check during the game's halftime.

While r/CFB had hosted events at the Gasparilla Bowl before, the mod team was delighted to have Community Funds elevate the experience.



## r/lemans: Building belonging at the racetrack

At last year's 24 Hours of Le Mans race in France, [r/lemans](#) hosted their annual community meetup, where attendees enjoyed lunch among fellow fans.



“The most amazing thing about this growing community, of which Community Funds has been so helpful, is that **it’s helped people meet and get the most out of Le Mans.** . . The best part is difficult to quantify: the snatches of conversation about how people were worried to be there on their own; comments on how it’s made them have someone to share it with; or **seeing two prior strangers appear together on the Friday having met on the Wednesday.**” -u/JT\_3K, moderator of [r/lemans](#)



## r/Liverpool: From poutine to punk rock cruises

r/Liverpool used Community Funds to organize [their annual meetup](#), which included plenty of poutine, plus a tour of the Royal Liver Building and a punk rock ferry cruise. While the community has been known to meet up outside of Community Funds projects (this was their 30th gathering!), the funding helped create barrier-free entry for members who otherwise would not be able to participate.

**The Royal Liver Building in Liverpool, United Kingdom**



## r/tobilou: Connecting music fans across the world

“Before I joined the sub, there was not much going on but with my dedication and consistency for tobi lou Tuesdays, it has encouraged other people to post and engage with other members.”

-u/**Artistic\_Emotion2539**, moderator of **r/tobilou**

r/tobilou’s project involved monthly giveaways for various vinyls, hoodies, stickers, and art prints, as well as tickets to tobi lou concerts. Since launching their project in mid-2025, community participation has increased and members have formed real-world connections.

In the future, they want to hold even more in-person meet ups, like a skate party.



## r/Vancouver: Collective healing in action

In the wake of a significant tragedy in Vancouver, r/Vancouver banded together to fundraise for the Kapwa Strong Fund. The goal was to help community members get involved in the healing process and provide support to the victims and their families.

With over 180 donations and a match from Community Funds, the r/Vancouver community was able to raise over CAD\$40,000 for the victims of the Lapu Lapu Day tragedy. Raised funds went to immediate relief, basic necessities, mental health care, and community building.

“...the Community Funds program and team helped our subreddit community come together to care for our broader community and in the process brought both communities closer together.”

-u/**stevegap**, moderator of **r/Vancouver**

## r/VintageDigitalCameras: Giving old gear a second life

One of two winners from the final r/VintageDigitalCameras photo contest.  
Photo credit: [u/seecmb](#)



For an entire year, [r/VintageDigitalCameras](#) led a series of monthly themed photography contests that encouraged members to rediscover and reuse vintage digital cameras. There was also a positive environmental impact “Instead of them being forgotten or thrown away, I was able to acquire dozens of [these cameras] and gave them as prizes to the contest winners. Community members were also encouraged to dust them off and use them anew.” -[u/thevmcampos](#), moderator of [r/VintageDigitalCameras](#)

This series wrapped up in December of 2025, but the community continues themed prompts to keep the creativity flowing .

## r/Yogscast: Bringing communities together for good

Partnering with Jingle Jam’s annual fundraiser/video game key giveaway, r/Yogscast spread the love all over Reddit. Each of Jingle Jam’s 8 charity recipients partnered with a Reddit community to host an event alongside their community's giveaway of 125 game collections.

Through this event the team brought voice actors, game developers, comedians, podcasters, researchers, and more to connect with redditors and celebrate the charities involved.

“It was a really interesting and fun experience. The participation from the other subreddits and helpful tips from the Community Funds team definitely helped guide things in a good direction. [...] It was very well received by our community, as well.” -[u/Fonjask](#), moderator of [r/Yogscast](#)

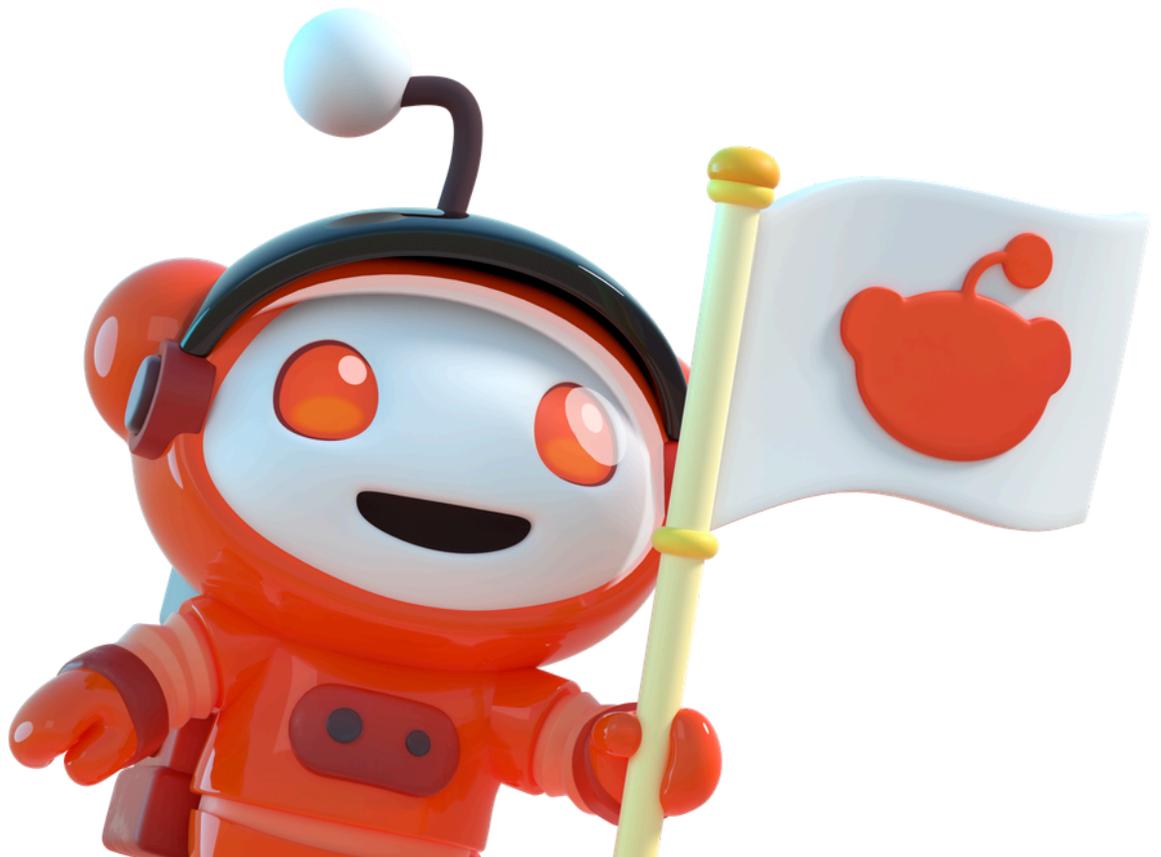


# What's ahead

The creative ideas that communities brought to life through this program will forever inspire community leaders on Reddit. We'll be taking all of the feedback from the past four years of this program to inform how we continue to support communities moving forward. The program application remains open, and funding will resume later this year.

In the meantime, if you have ideas, want to learn from past participants, or if you'd like to keep up with what's going on with the program, please visit [r/CommunityFunds](https://www.reddit.com/r/CommunityFunds). Our team is always there to answer questions, and we look forward to learning more about your community's ideas!

Thank you again to every community that made magic happen with Community Funds. Every proposal, event, fundraiser, contest, giveaway, and conversation helped bring communities closer together. We're excited to see what the future holds and what ideas you propose next.



## Contact information:

Have a question or want to learn more about Community Funds?  
Send a mod mail to [r/CommunityFunds](https://www.reddit.com/r/CommunityFunds) to connect with our team.  
Visit our [help center](#) for more information.



**Thank you!**