



Community Funds Impact Report 2024



Letter from Reddit

From the earliest days of Reddit's Community Funds program, we've been amazed by the creativity, fun, and altruism behind every proposal mods have submitted. Our \$1 million commitment has given communities the ability to create some truly one-of-a-kind moments and experiences. They've created zines, organized art exhibitions, hosted go-cart and coffee shop meetups, supported causes they care about, and so much more.

In past years, we've showcased the communities that have received funding through an annual post published in r/reddit. This impact report aims to dive deeper, sharing more details behind the moderators and communities that make these projects happen. Each and every Community Funds project is a testament to the power of community and the magic that happens when people come together on Reddit and IRL.

These communities and their stories have inspired us to continue growing the Community Funds program and to continue fostering a Reddit that makes it easier and more fun for communities to connect over what brings them together. In 2025, we're focused on making the program available to more redditors and communities around the world. You can follow along as these projects come to life by joining r/CommunityFunds. And if you're a redditor whose imagination is piqued after reading this report, we hope to hear from you and your community soon!

Laura Nestler

Reddit's Vice-President of Community



Program impact by the numbers

After a successful pilot, the Community Funds program formally launched in April 2022, committing \$1 million in funding toward projects that spark collaboration within and across communities. Proposals are evaluated based on creativity, feasibility, and community impact. Here's a look at how Community Funds were distributed in 2024.

2024 by the numbers

- **\$418,280** distributed to 37 communities for 38 projects
- Median funding amount: \$4,596
- Types of projects that received funding:
 - **19 IRL meetups**
 - **9 fundraiser matching projects**
 - **6 community contests and giveaways**
 - **3 projects to create content like podcasts**
 - **1 sponsorship of a football club**



\$418,280

DISTRIBUTED TO
37 COMMUNITIES FOR
38 PROJECTS IN 2024

Since the program formally launched in 2022, it has:

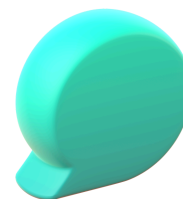
- Granted **\$710,392** in funding
- Supported 62 projects across 58 communities
- Supported projects and communities in countries worldwide, including the United States, the United Kingdom, Brazil, France, Australia, Canada, and Germany.
- Types of projects that received funding:
 - **22 IRL meetups**
 - **13 fundraiser matching projects**
 - **20 community contests and giveaways**
 - **5 projects to create community focused content like podcasts or unique AMAs**
 - **2 sponsorships, including a racecar and a football club**

\$710,392

GRANTED TO
58 COMMUNITIES FOR
62 PROJECTS SINCE 2022

22

IRL MEETUPS
RECEIVED
FUNDING





Projects funded in 2024

In 2024, 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 2024

- **r/AustralianSpiders** showcased their community member's artistic skills through a contest to spotlight some very photogenic arachnids
- **r/nfl** went to the sidelines for the 2024 Pro Bowl to create a one-of-a-kind Ask Me Anything (AMA) experience with football stars Quinnen Williams representing the AFC and Dexter Lawrence representing the NFC
- **r/FreeGameFindings** rewarded the creativity and eye for design of community members with a gift pack of games
- **r/501st** is hosting a Star Wars Battle Pod for their community
- **r/eurovision** produced interviews with contestants from the renowned singing competition, including questions and comments from their community members
- **r/pickleball** rented pickleball courts so their community members could enjoy a day of play
- **r/glendale** hosted a meetup at a local coffee shop
- **r/CompetitiveEDH**, a community dedicated to Magic: The Gathering, hosted an online tournament
- **r/lemans** used Funds to host their annual trackside meetup that coincided with the Le Mans 24-Hour race
- **r/football** sponsored Redditch United Football Club and has given away jerseys and invited their community members to matches
- **r/burbank** went for a spin at their local go-cart racetrack
- **r/bangtan** surprised their community with 124 gifts to people that participated in their 7 Days of Jin

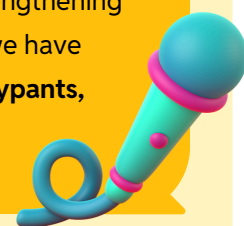
The **r/football** community is an official sponsor of Redditch United Football Club.



- **r/equestrian** received funding to work on a project featuring a series of subreddit discussions on combatting bullying and sexual exploitation in equestrian sports
- **r/nintendoswitch** hosted an in-person meetup and video game tournament
- **r/coventry** took 75 of their community members abseiling down a local cathedral and, in the process, raised over 60,000 pounds for Myton Hospices
- **r/NYCMovies** hosted a film screening and trivia night
- **r/austin** hosted an adventurous day of cycling, swimming, and food
- **r/neworleans** hosted a meetup with food and tunes
- **r/editors** hosted a meetup in NYC for video editing professionals and enthusiasts
- **r/hermeticism** hosted an in-person gathering at the Toledo Museum of Art with several speakers on hermeticism
- **r/automobil** met up at the Nürburgring in Germany for some quick laps around the track
- **r/xbox** hosted a controller design contest and then gave 40 of those controllers away to their community
- **u/varsil** worked with r/Ask_Lawyers and r/runkleofthebailey to host an ExtraLife livestream in support of the Stollery Children's Hospital Foundation
- **r/VintageDigitalCameras** is running a series of contests celebrating their growing community and their creativity
- **r/chicagofood** is organizing a month of restaurant buy-outs for their community of diners
- **r/weihnachten** celebrated 12 days of Christmas with 12 different giveaways
- And **r/entrepreneur** received funding for a soon-to-be-announced project

“Our project with Community Funds had an overall positive impact on our users and community. They all participated just for [their] love of BTS, of Jin, and our community, and I think winning a prize was just a bonus. **We saw an increase in participation and engagement afterwards,** not just because of the prizes, but because users felt welcomed and appreciated and cared for by our mod team. The Community Funds project helped to achieve that and aided in strengthening our community and the ties we have with each other.” - **u/lisafancypants**, moderator of **r/bangtan**

“[Through r/freegamefindings’ Community Funds event], I was able to share some of my favourite games with the community I so love in a fun and engaging way. Our Reddit Community Funds event ended up being an art contest, which was a bunch of fun! Getting to see the creative side of [the community] was super cool.” - **u/StOoPiD_U** of **r/freegamefindings**



Prompts

In 2024, we launched three Community Funds prompts that inspired connection, collaboration, and making a difference in the world. The response to these prompts led to a breadth of projects ranging from fun opportunities to meet-up with community members in-person and opportunities to support causes and interests that bring communities together.

Prompt One: Environmental impact

At the end of 2023, we issued an open call for environmentally focused projects. We encouraged communities to submit projects aligned with their environmental awareness and preservation interests. Since then, we've received several applications that aligned with these themes and have funded the following two initiatives:

- **r/AustralianSpiders** hosted a photography contest for creative captures of arachnids. Visit the subreddit to see the stunning submissions and the community dialogue surrounding them.
- **r/missouri** raised \$18,253 for Missouri River Relief (including \$9,114 matching from the Community Funds program). The subreddit also hosted an AMA with the Communications Director of Missouri River Relief, Steve Schnarr, who answered questions about how to responsibly enjoy and aid in protecting the Missouri River.

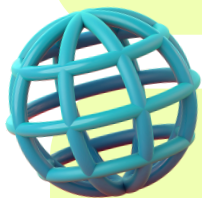


Contest prizes for the **r/AustralianSpiders** photo contest. Photo taken by contest winner: u/Happy_Clem



Prompt Two: Meetups and Global Reddit Meetup Week!

In April, Reddit announced that Global Reddit Meetup Day was back, but better! This community-led movement to bring redditors together IRL relaunched, now as Global Reddit Meetup Week. Redditors and communities were encouraged to host in-person gatherings between June 8th-15th.



r/automobil Community Funds meetup



And with Community Funds in the mix, communities could also apply for funding to support these events. Here's how it went:

- **Six meetups were funded** and hosted during Reddit Meetup Week. These were hosted by r/austin, r/liverpool, r/glendale, r/lemans, r/burbank, and r/bangtan (online).
- **Seven additional meetups were funded** and hosted after Reddit Meetup Week. These were hosted by r/competitiveedh, r/nintendoswitch, r/nycmovies, r/pickleball, r/neworleans, r/editors, and r/hermeticism.

Prompt Three: Community Funds Giving

Over the initial two years of Community Funds, we received **20 proposals** to support community-led fundraising initiatives – from fighting food insecurity to preserving the Earth's natural resources. With that in mind, we launched the Community Funds Giving Prompt in October 2024, encouraging communities to apply for fundraiser matching. Community Funds matches up to \$20,000 USD for these initiatives and we evaluate these applications and the benefitting organizations based on several factors, including best practices, financials, and benefitting causes. Here's how it went:

- **9 fundraisers** were approved for Community Funds matching through this initiative
- These communities and the organizations they raised funds for include:
 - r/hamilton benefitting the Hamilton Food Share
 - r/nintendoswitch and r/ask_lawyers benefitting Children's Miracle Network Hospitals
 - r/vancouver benefitting the Greater Vancouver Food Bank
 - r/unitedkingdom benefitting Shelter
 - r/lgbt benefitting The Trevor Project
 - r/unexpected benefitting Living Options Devon
 - r/missouri benefitting Missouri River Relief
 - r/mauerstrassenwetten benefitting Stiftung Deutsche Depressionshilfe



"The encouragement to involve more of the mod team in the [Community Funds] event was a welcome change. It was neat deciding on the voting structure for our art contest and seeing what some other mods thought about the works we had submitted."

u/StOoPiD_U of r/freegamefindings

- As of **January 17th, 2025**, we've issued **\$84,613** in matching donations towards these 9 fundraisers

What's ahead

In 2024, we made the Community Funds program available in more countries and to more redditors around the world, we made the application process easier, and we issued prompts to inspire more Funds proposals from moderators and their communities.

In 2025, we're doubling down. The program will expand to more countries, empowering more redditors and communities across the globe (and with an application and support in more languages)! We also aim to expand the types of projects we fund, supporting projects that help communities on Reddit have fun and celebrate what makes them unique.

We're excited and honored for the unique and creative proposals that come ahead. Thank you to the moderators, redditors, and communities on Reddit who all make this program and its portfolio of projects a success.

Contact information:

Have a question or want to learn more about Community Funds?

Send a modmail to [r/CommunityFunds](https://www.reddit.com/r/CommunityFunds) to connect with our team.

Visit our help center for more information, including the [program application](#).

Thank you!