



2025 ANNUAL REPORT

Our country faced a coordinated assault on democratic norms in 2025: one that used culture, identity, and media to shape worldviews, undermine trust in democratic institutions, and erode civic participation. **“Always on” programming** was needed to counter the fear and division with **hope and unity**. Galvanize USA answered that call.

MEETING OUR AUDIENCE WHERE THEY SCROLL

We reached our 2025 goal of welcoming over one million all-time subscribers to our digital community. This was a key milestone on our journey to becoming a **cultural force** in the lives of 24 million ideologically-moderate women over the next five years. We also successfully **expanded how we are delivering our compelling content** to ensure we meet our audience where they regularly spend their time online—growing our reach on YouTube, Instagram, Facebook, and TikTok—setting us up for **exponential growth** in the years to come.

**1 MILLION
ALL-TIME
SUBSCRIBERS**

BUILDING SOCIAL COHESION

In a year of increased levels of toxic polarization and escalating violence, Galvanize USA countered the “us vs. them” narratives dominating our national dialogue with research-backed content designed to **reduce animosity toward “the other.”** We showcased real women connecting across differences and engaging in **civil, constructive discourse**. This social cohesion in action is exactly what our audience needs to play a role in **standing up for democracy and each other**.



**5 MILLION
VIEWS ON TIKTOK**



As one viewer articulated, “This was absolutely beautiful to witness! ❤️... it didn’t matter the age, the background, or the differences. Just pure connection, kindness, and joy. A reminder that when we choose love over judgment, unity over division, powerful things happen.”

DELIVERING POPULAR AND PERSUASIVE CONTENT

Building on **eight years of insight** into what our audience values and what holds them back from acting in line with those values, we delivered a suite of content that balanced “sugar” with “substance” to earn a **lasting spot** in their media diets.

Our audience loves video content, so we delivered!

8.2 MILLION

views on our YouTube content alone, with over 175 videos across platforms they frequent.

584,000 +

views on questions answered in our Dear Grace® advice column, tackling everything from making ends meet to talking about immigration and family separation.

Now syndicated, Grace is reaching new audiences on new platforms!

dear
Grace

Increased engagement and connection with user-generated content.

295,000

views on our Ask the Readers series and responses to Hot Topic quizzes—designed to shape perspectives on the issues that matter most.

We closed 2025 ready to rapidly scale our programming to **increase civic participation**, **combat divisive disinformation**, and **foster social cohesion** to support millions of women to become a powerful force in their communities and our country.

FINANCIALS

REVENUE

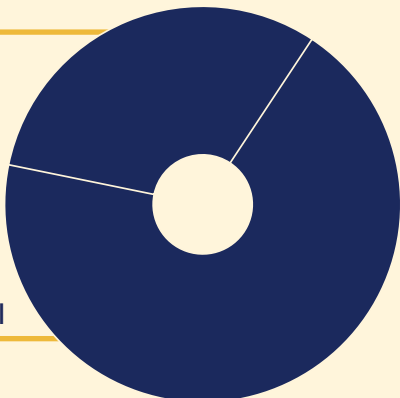
Total: \$6.57M

Individual

31.1%

Institutional

68.9%



EXPENDITURES

Technology

1.7%

Overhead

7.3%

Personnel

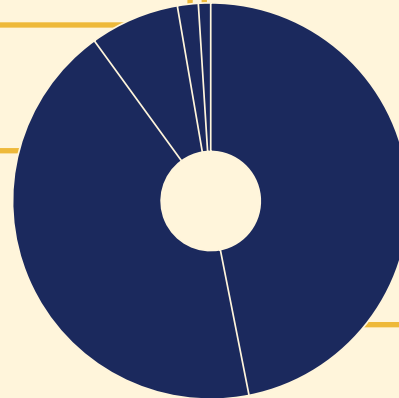
43.1%

Audience Research

1.0%

Program Dissemination

46.9%



Galvanize
USA