

Annual Report

20

24

 **open**
secrets

Following the
money in politics





The 2024 election nearly matched 2020 as the most expensive in history—and, due to widespread independent expenditures and dark money, one of the least transparent. A healthy democracy requires candidates and officials to be accountable to the public. That’s why OpenSecrets exists: to provide clear, trusted information on money’s role in politics, ensuring transparency and accountability.

As the only source for comprehensive federal and state data on campaign contributions, election spending, dark money, lobbying and more, OpenSecrets plays a critical role in holding government accountable and informing voters through no-cost access to our data.

As we move past the 2024 election cycle, our work does not end—or even take a pause. That’s because the money never stops flowing. Join us in celebrating our 2024 accomplishments and come along for the ride as we launch into a new era in 2025.

Support our work:
T-shirts, hoodies and caps on sale
through our website.

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GLANCE**

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Year at a Glance

The background of the slide is a blurred photograph. It shows a building with a prominent tower or spire on the right side, and a large, leafy tree in the foreground on the left. The colors are muted, with a mix of greens, browns, and blues, suggesting an outdoor setting during the day.

SENIOR STAFF

Hilary Braseth
Executive Director

Brendan Glavin
Director of Insights

Jacob Hileman
Information
Technology Director

David Meyers
Director of
Communications
and Marketing

Victoria Sorg
Director of
Development

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In the short story *A Scandal in Bohemia*, Sir Arthur Conan Doyle’s Sherlock Holmes advises Dr. Watson that “it is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.”

Holmes’ wisdom resonates through more than 130 years of technological change. Today, reliable data is the **essential condition** of the artificial intelligence era. And polling shows that, despite all the lines that divide us in contemporary society, Americans remain remarkably united in their concern about the role of money in elections and policymaking.

Together, these facts point straight to the ongoing vitality and indispensability of OpenSecrets and its mission to follow the money in American politics.

To pursue that mission in 2024, we welcomed a dynamic new leader in Hilary Braseth, who promptly demonstrated her capacity to lead through change. OpenSecrets adopted a new strategic plan, launched a new website and re-inforced its capacity to serve policymakers, storytellers and citizens to the tune of 11 million unique visitors to OpenSecrets.org and nearly 40,000 citations.

Nearly a decade into my own tenure with this organization, I still delight in reading the phrase, “according to data from OpenSecrets.” When I see that, I know I can trust whatever comes next. We owe a debt to the tireless staff who collect, maintain and explain the data that allows us to follow the money wherever it leads. And to those who help make it possible through their support and celebration of our work.

Whatever brings you to this annual report and however you support our work, you have my enduring admiration and gratitude.

Daniel Doktori
Board Chair



“The year 2024 was one for the history books.”

Dear Community,

On a national scale, it was a momentous election year full of twists, turns and challenges that felt almost designed to test our resolve. But here at OpenSecrets, navigating the noise is what we do best. Amidst the most expensive election cycle yet, we managed to keep you up to date and informed on where the money was coming from, and where it was going all along the way.

Having completed my first year as executive director of OpenSecrets, I can say that this was also a year of remarkable transformation for us. We kicked off the year with a new strategic planning process that not only codified our mission, but laid out the “how”—the blueprint for operationalizing our commitment to data, insights, engagement and sustainability. It’s been a year of change in every sense: We’ve reimagined our look, our processes and our path forward. It’s been exciting and, at times, exhausting—but we’ve emerged stronger for it. And through it all, our team has been nothing short of extraordinary, delivering the impossible once again.

I am incredibly proud of what we’ve accomplished together. We’ve served a community of more than 11 million unique visitors, and as a data resource for nearly 40,000 media reports that relied on us to make sense of the complex intersection of money and politics. But we’re not resting on our laurels. As we look ahead, the next era of OpenSecrets will feature new products, fresh tools and even deeper insights—all to help you stay informed and engaged.

So stay with us. The future is bright, and we’re headed to places you won’t want to miss.

Hilary Braseth
Executive Director



Key Metrics

Unique Visitors to Our Website

11M

Total Records

500M

Original Articles Published

98

Presentation Participants

2700

Data Citations

39K

Journalism Training Sessions

41

Journalists Trained

1414

Organizations Added to Our Database

9496

Core Initiatives

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Political Donations



Collecting, aggregating and standardizing state and federal campaign contributions into a searchable database.

Original Reporting



Exploring issues, from campaign contributions to lobbying, exposing intricate layers of money in politics and the price we all pay.

State & Federal Lobbying



Building the country's first multi-jurisdictional database of lobbyists; tracking the careers of government officials as they shuffle through jobs as lobbyists, consultants and strategists.

Foreign Lobbying



Offering a unique dataset on the Foreign Lobby Watch section of the OpenSecrets website, making this DOJ data more accessible and user-friendly.

Dark Money



Cataloging and exposing dark money sources at all levels of government and educating the public on how covert money is spent to influence outcomes.

Online Political Ad Spending



Digging into the landscape of online advertising spending by candidates and political groups across Google and Facebook.

Race & Gender Analyses



Examining gender, race and the intersection of money in politics; expanding the available data on the impact of these factors in elections.

Arms Industry Influence



Researching and analyzing the defense industry's influence as a driver of arms proliferation and escalating armed conflict globally.

2024 Financials



\$3.09M

● Foundations	\$1,848,437
● Individuals	\$616,024
● Earned & Miscellaneous	\$634,672

Annual income figures do not include grant monies allocated for use during the calendar year 2024 that were received in prior year.



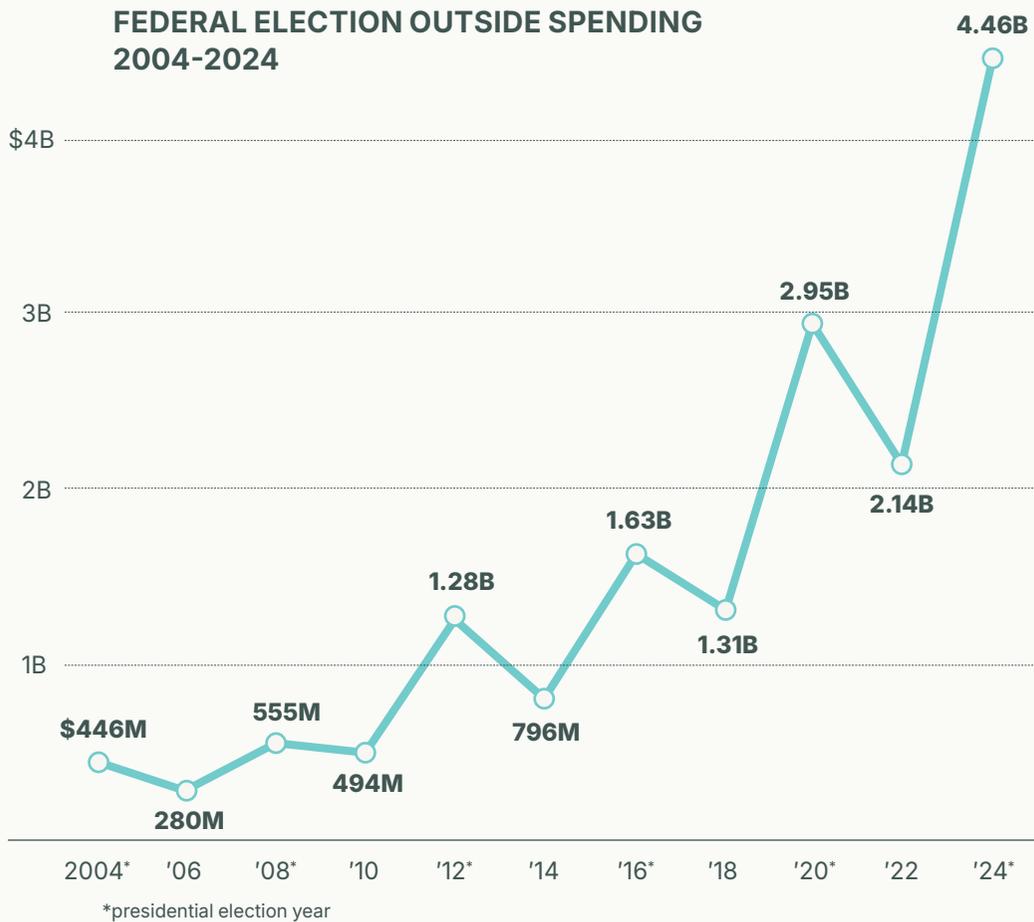
\$4.47M

● IT	\$1,331,922
● Research	\$1,569,149
● Communications	\$491,300
● Admin	\$1,082,103

2024 Data Highlights

19 Outside Spending: 2024 shatters records, fueled by billion-dollar 'dark money' infusion

**FEDERAL ELECTION OUTSIDE SPENDING
2004-2024**



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Outside spending on 2024 federal elections hit a record \$4.46 billion, with more than two-thirds of that spending coming from groups that do not fully disclose the source of their funding.

Independent political committees like super PACs, which can raise and spend unlimited sums but must disclose their donors to the Federal Election Commission, have reported receiving over \$1.3 billion from shell companies and "dark money" groups like nonprofits that do not—and are not required to—disclose their donors.

During the 2022 midterm cycle, OpenSecrets documented \$617 million in contributions from groups with anonymous donors while the last presidential cycle attracted \$653 million. That represents a substantial jump from the 2016 election when shell companies and dark money groups contributed less than \$71.7 million to federal political committees.

Outside spending on the 2024 presidential race soared to a historic high of nearly \$2.1 billion—making it one of the most expensive elections in history, even when adjusted for inflation. Prior to this year, the most expensive election in U.S. history was the 2020 presidential race when about \$1.14 billion was spent by outside groups.

The record-breaking spending was driven by super PACs allied with both major party candidates—and fueled by dark money from anonymous sources.

[See the full report →](#)



There was a 51% increase in outside spending from 2020 to 2024.

Democrats

DEMOCRATIC HYBRID PAC

Future Forward USA

The 2024 cycle's top spender was Future Forward USA PAC, a hybrid PAC supporting Kamala Harris that reported spending about \$509.5 million on the presidential race, with hundreds of millions of that spent attacking Donald Trump in the final weeks of the election cycle.

Future Forward is required to disclose donors to the FEC but its top donor is a closely tied dark money group, Future Forward USA Action, leaving the ultimate source of nearly \$230.8 million of its funds unknown.

As a 501(c)(4) nonprofit organization, Future Forward USA Action is not legally required to disclose its donors and does not voluntarily do so. But investigations have revealed some of the dark money group's funding sources.



\$69M

Mike Bloomberg
Billionaire Media Mogul

Reportedly gave \$50 million to Future Forward's nonprofit arm, according to reporting by The New York Times, along with another \$19 million to the hybrid PAC this cycle.



© Christie Hemmick/The Forbes Collection

\$50M

Dustin Moskovitz
Billionaire Cofounder of Facebook and Asana

Between Aug. 28 and Oct. 22, 2024, Moskovitz contributed eight times to Future Forward USA in amounts ranging from \$2 million to \$10 million for a total of \$50 million.

Republicans

TRUMP'S MAIN SUPER PAC

MAGA Inc.

While Democrats have one dominant hybrid PAC outspending all other political groups boosting Harris in the presidential race, Trump has several major spenders boosting his run. Trump's main super PAC, Make America Great Again Inc., spent \$393 million supporting his presidential campaign.

ELON MUSK'S SUPER PAC

America PAC

America PAC, a pro-Trump super PAC created and largely funded by billionaire Elon Musk, spent \$259 million on the 2024 election, with more than 90% of that total going toward the presidential race.



AP Photo / Timothy Mellon in 1991

\$150M

Timothy Mellon
Reclusive Billionaire Heir to Gilded Age Industrialist Andrew Mellon

Top donor to MAGA Inc, who gave \$150 million to the pro-Trump super PAC, according to OpenSecrets' analysis.



\$250M

© Cary Zavala for The New York Times

Elon Musk
Billionaire Tech Entrepreneur

Musk personally poured about \$249.8 million into the group, with \$118.6 million of that in October alone.

23 Online Ad Spending: 2024 election totaled at least \$1.9 billion

This report was prepared by the Brennan Center for Justice in collaboration with OpenSecrets and the Wesleyan Media Project.

Political advertisers spent \$1.9 billion on online ads for the 2024 election on the four largest digital platforms (Meta, Google, Snap and X) that publish analyzable spending data. Although this is the most complete accounting of online spending to influence the 2024 elections to date, it is an underestimate since no law requires platforms to publish information about political spending. Some platforms publish no data on this, and the voluntary disclosures of others are unstandardized and likely incomplete.

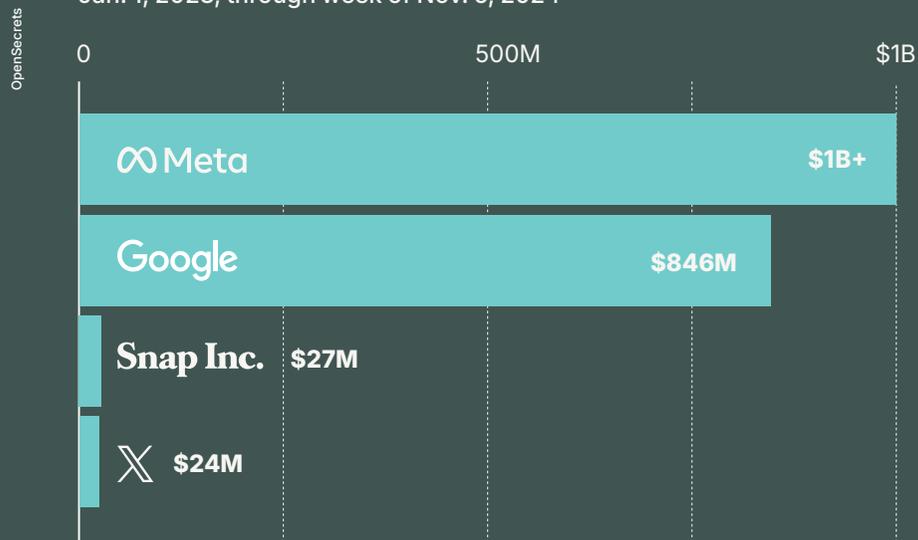
Parties and outside groups were much more likely than candidates to use negative ads, and their ads focused largely on persuading voters. Candidates' advertising goals, by contrast, tended to be evenly split between persuading voters and fundraising.

There were partisan differences, too: While both sides of the aisle spent on efforts to persuade voters, spending in favor of Democrats was more likely to have fundraising as a goal, and spending in favor of Republicans was more likely to include get-out-the-vote efforts. Additionally, pro-Democratic spenders put a somewhat greater portion of ad money toward contrasting their party's candidates with their opponents compared with pro-Republican spenders, who spent more on simply promoting their own candidates. Understanding political advertising online is difficult due to weak disclosure rules. This analysis necessarily relies on voluntary disclosures by tech companies, which are not

standardized and may be significantly incomplete. With political activity continuing to shift online and dark money surging to record highs, the need for greater transparency and stronger regulation is clear.

SPENDING BY PLATFORM

Jan. 1, 2023, through week of Nov. 5, 2024



A NOTE ON DATA SOURCES

It is highly unlikely that these reported totals represent the full universe of online political ad spending. The quality of the data that platforms voluntarily publish varies greatly. For instance, media investigations have found political ads that platforms failed to include in their ad libraries; one 2023 report led X to release data showing its revenue from political ads to be 50 times higher than it had previously reported. And some online political ads are placed through independent brokers, which means they may not show up at all in a platform's database. Analyzing multiple platforms together is especially difficult because companies' definitions of what counts as political spending vary, and they do not share any common method of identifying ad buyers. Other platforms do not release any information about political spending.

Other platforms do not release any information about political spending. Reddit, for instance, only provides ad spending estimates that are in a format that is not searchable or downloadable, preventing analysis. Another platform that does not make any information public is Truth Social, which is partly owned by President Trump — although its overall ad revenue is still too low to make a noticeable difference in this analysis.

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Content of Ads

Our first-of-its-kind analysis of 2024 political advertising content on Meta that targeted federal races in the weeks leading to the election (from Labor Day through Election Day) found significant differences in how candidates use online ads compared to other spending entities, as well as partisan differences.

Online spending from candidates differed from other entities in several notable ways. In terms of tone, candidates spent the majority (57%) of their online ad dollars promoting themselves rather than attacking their opponents. Other entities, by contrast, spent most of their money on ads with negative elements, either attacking or contrasting themselves with their opponents. Ads with negative facets accounted for nearly two-thirds of outside groups' spending (65%) and the majority of spending from national parties (59%) and state and local parties (56%).

Candidates also tended to pursue different goals than other spenders, focusing much more heavily on fundraising appeals. While candidates spent nearly equal amounts trying to raise money (42%) and persuade their audience to vote for them (43%), three-quarters of party spending and almost all spending (90%) from outside groups went toward persuasion. Get-out-the-vote efforts were a small but significant focus for candidates (14%) and state and local party committees (14%), but less so for national parties (7%) and outside groups (4%).

We also found significant differences between the strategies of spenders that we were able to identify as favoring either Democrats or Republicans. Republicans and their allies tended to devote a greater portion of their spending to promoting their candidate (63%) than Democratic spenders (53%), and Republicans devoted nearly three times as

much of their total spending on get-out-the-vote efforts (23% vs. 9%). Meanwhile, the percentage of spending among Democrats on fundraising appeals was more than twice the Republican percentage (38% vs. 15%).

Partisan differences also carried over to the tone of ads, with Republicans spending proportionately more to promote their candidates and Democrats spending proportionately more to contrast themselves with their opponents. Nearly two-thirds of Republican spending went to positive, promotional ads compared to just under half of Democratic spending. Meanwhile, Democrats spent 37% on contrast ads, while Republicans devoted just 22%. Both sides spent roughly the same (relatively small) proportion on attack ads: just 15% for Democrats and 14% for Republicans.

A NOTE ON DATA SOURCES



Due to issues with the acquisition and availability of content data from other platforms, our content analysis is limited to ads on Meta. Moreover, the comparisons we draw between Republican- and Democratic-aligned groups comes with the caveat that their spending was lopsided and driven by the strategic decisions of the presidential campaigns.

As with [our prior findings](#), the spending in our content analysis pool shows that Democrats and their allies outspent their Republican counterparts nearly three-to-one, with most of the money coming from groups affiliated with the Harris and Trump campaigns. Still, our findings provide a window to assess how different groups used online advertising in 2024, which may offer valuable insights for future analyses and policies.

You can find our full methodology explainer the end of our online report for more information on the data and how it was processed.

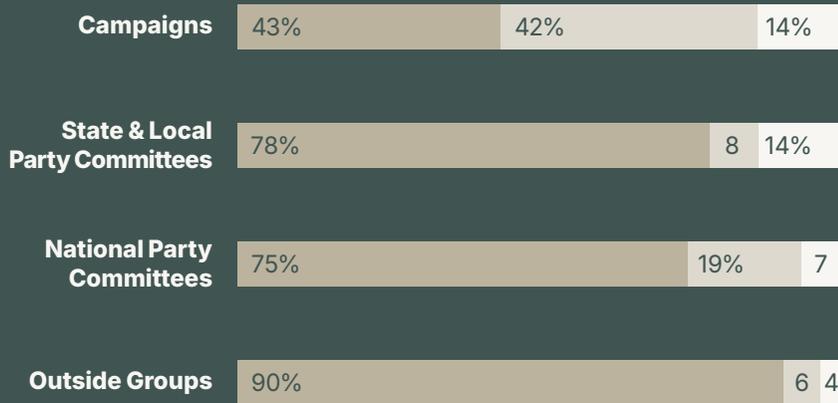
[See the full report →](#)

Ad Spending Breakdown

BY SPONSOR TYPE

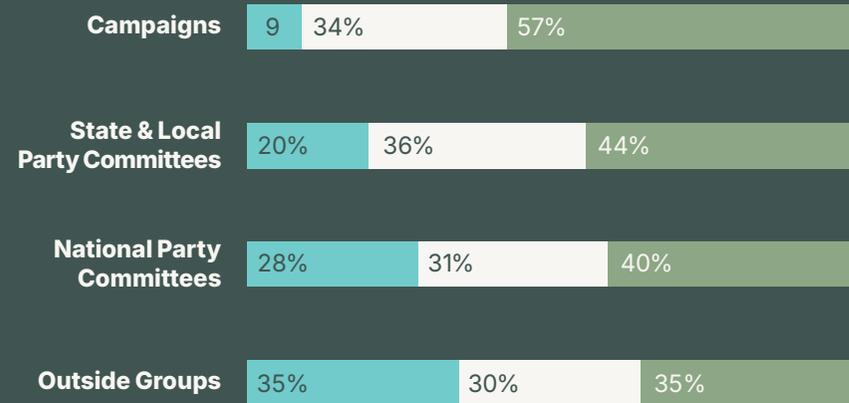
GOAL OF AD

● Persuasion ● Fundraising ● Get Out the Vote

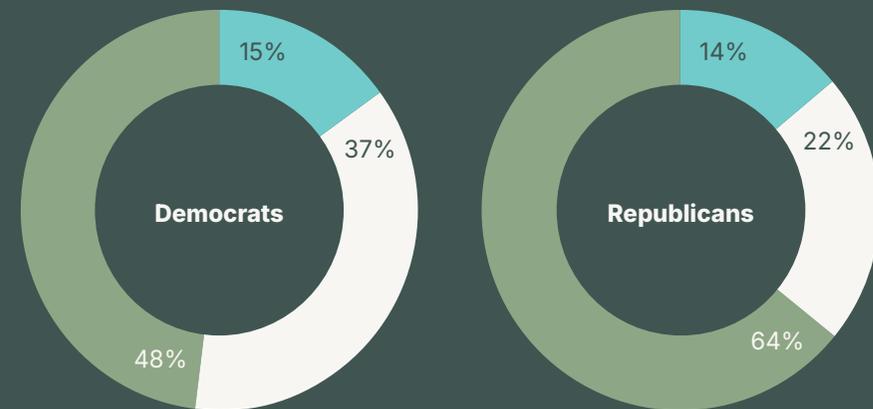
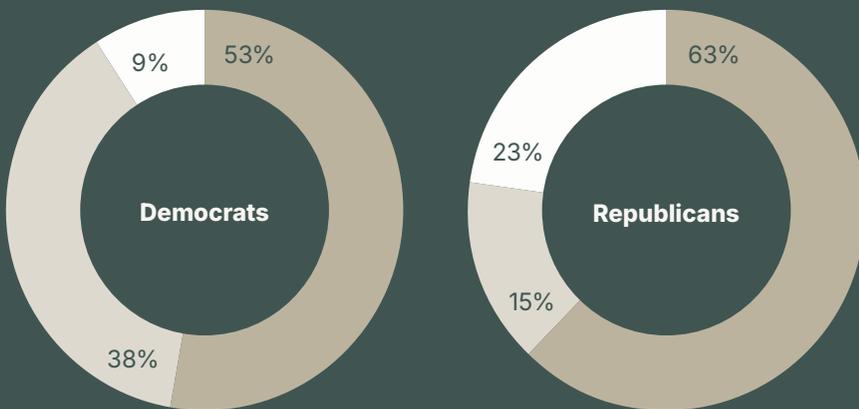


TONE OF AD

● Attack ● Contrast ● Promote



BY PARTY AFFILIATION



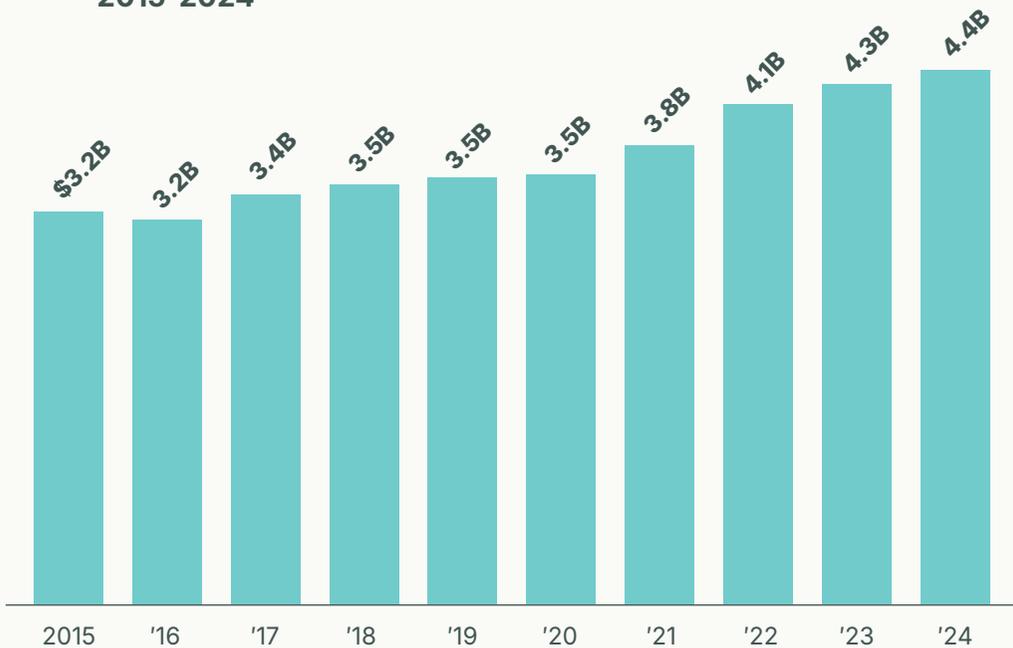
Source: Analysis by the Brennan Center, OpenSecrets and Wesleyan Media Project of data from Meta Ad Library Reports, FEC, OpenSecrets and Wesleyan Media Project.

Federal Lobbying: Sets new record of \$4.4B in 2024

Lobbying spending by business associations, corporations, labor unions and other organizations reached a record-breaking \$4.4 billion in 2024, according to an analysis by OpenSecrets. The \$150 million increase in lobbying continues an upward trend that began in 2016.

Lobbying spending has increased by more than \$1 billion over the past decade, totaling almost \$37 billion since 2015. In each quarter of both 2023 and 2024, federal lobbying spending surpassed \$1 billion.

**FEDERAL LOBBYING SPENDING
2015-2024**



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BIGGEST SPENDERS



The National Association of Realtors spent more on lobbying in 2024 than any other organization, with over \$86.3 million on lobbying expenditures—an increase of almost \$35 million.



U.S. Chamber of Commerce

The second largest spender of 2024 was the U.S. Chamber of Commerce, the largest business advocacy association in the United States. Representing a large coalition of businesses, the Chamber of Commerce has been the top spender since 2015 with over \$746 million in total spending.

BIGGEST LEGISLATION



The massive Defense Department authorization bill, which authorized programs for the State Department, the Department of Homeland Security, the intelligence community and parts of the Energy Department, was the most heavily lobbied legislation. General Dynamics, RTX Corp, Lockheed Martin and Amazon were the top lobbyists on that bill, which was signed into law on Dec. 23, 2024.

BIGGEST CHANGE



Nippon Steel, a Japanese steel-maker, increased its spending from \$30,000 in 2023 to \$4.3 million in 2024. The company announced in December 2023 that it planned to buy U.S. Steel for \$14.9 billion—an acquisition that was blocked by President Joe Biden in January, just before he left office. President Trump initially vowed to block the deal but has since approved the acquisition.

BIGGEST ISSUE

Federal Spending

The most common issue addressed by lobbyists was federal spending, with lobbying pushing for increased appropriations, following a recent trend. Spending by the federal government attracted 4,787 clients in 2024, with the majority—3,797 clients—signing on during the last quarter, to advocate for their stakeholders as a government shutdown loomed in December.

[See the full report →](#)

TOP SPENDER

● Pharmaceuticals/
Health Products

\$384.5M

● Electronics
Mfg & Equip

\$250.6M

● Insurance

\$154.7M

● Securities &
Investment

\$151.7M

BIGGEST INCREASE

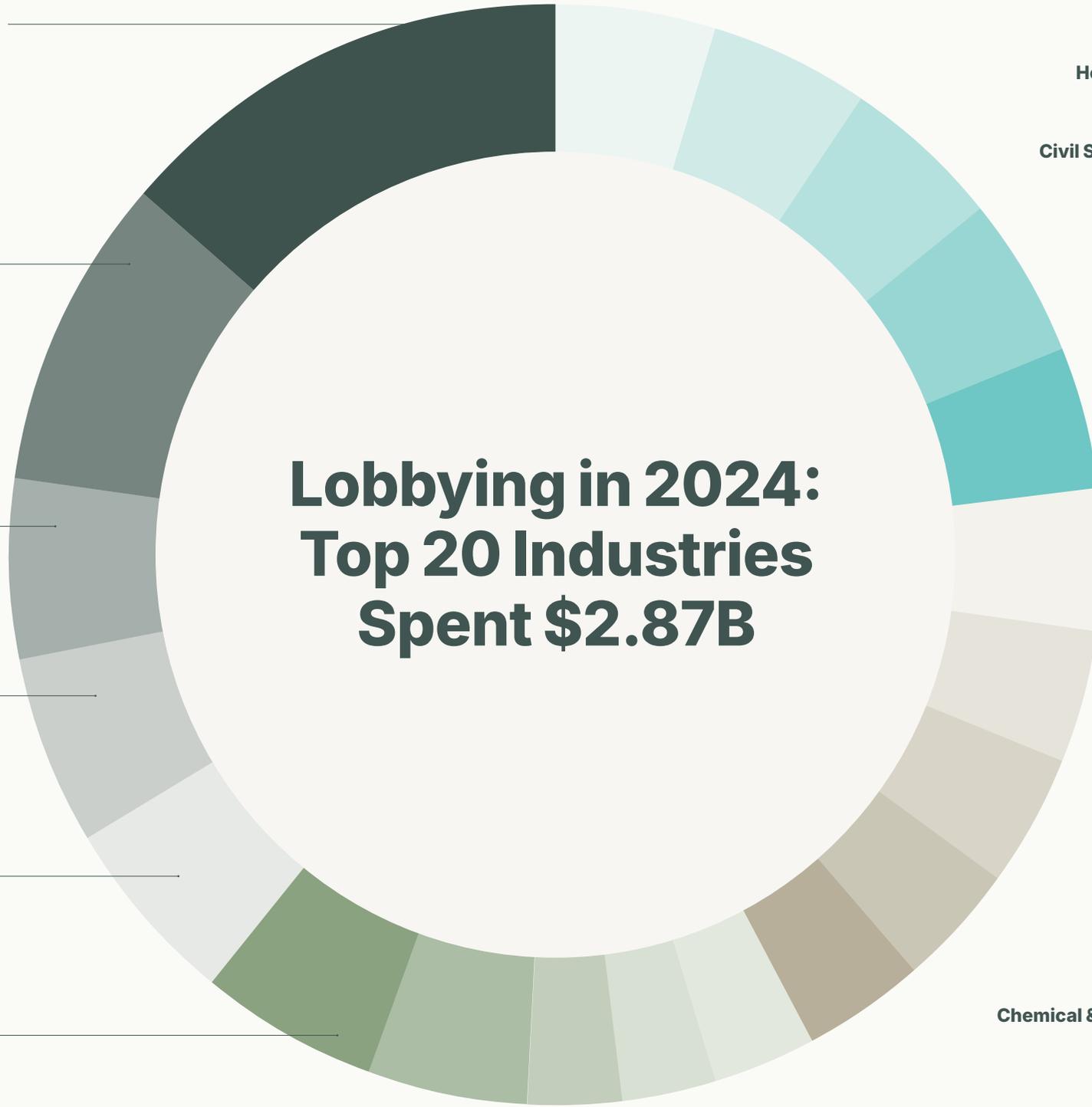
● Oil & Gas

\$151.1M

BIGGEST INCREASE

● Real Estate

\$151.1M



Air Transport
\$134.3M

Hospitals/Nursing Homes
\$131.6M

Civil Servants/Public Officials
\$130.9M

Electric Utilities
\$130.4M

Business Associations
\$129.8M

Health Services/
HMOs
\$117.1M

Misc
Manufacturing
& Distributing
\$116.6M

Internet
\$109.6M

Telecom Services
\$107.9M

Education
\$102.4M

Health Professionals
\$98.8M

Automotive
\$84.7M

Chemical & Related Manufacturing
\$76.6M

TV/Movies/Music
\$74.4M

33 Climate Change: A deeper dive on energy, fossil fuels and environmental issues

Nearly everyone from the late Pope Francis to House Republicans agrees: Climate change caused by human activity is an empirical reality, one that already poses risks to nearly the entire global population.

The future of the climate depends largely on the trajectory of the oil and gas industry, a major source of political spending and government influence. The oil and gas industry spent around \$2.8 billion on federal lobbying from 1998 to 2023, OpenSecrets' analysis found. Since the early years of Exxon's campaign to diminish concerns about the use of oil and gas, the fossil fuel lobby has expanded its influence to create obstructions to emissions-reducing measures at every step of the policymaking process.

At recent U.N. COP28 climate negotiations hosted by the United Arab Emirates, one of the world's largest oil producers, fossil fuel lobbyists outnumbered the delegates in attendance. Such conflicts of interest are emblematic of the ways that oil and gas producers insert themselves into negotiations over climate solutions.

Fossil fuel lobbying is often performed by in-house teams as opposed to outside firms, and many lobbyists are revolving door hires who formerly held jobs in government. Lobbying spending fell slightly during the Covid-19 pandemic, but has seen a resurgence in recent years as the Biden administration ramps up its efforts to lower emissions and reverse Trump-era climate rollbacks.

Trade associations like the American Fuel and Petrochemical Manufacturers and the American Petroleum Institute receive millions from oil and gas firms and play a major role in lobbying against climate action on behalf of their members. API is unique in its mission to represent all aspects of the petroleum industry, and it counts among its members all of the major oil and natural gas producers in the U.S.

The U.S. Chamber of Commerce, another powerful business association that outspent all other lobbying groups in 2023, has been connected to groups that promoted misinformation and aided in blocking climate action on behalf of fossil fuel companies.

Environmental groups' lobbying spending is routinely dwarfed by the oil and gas industry, though environmental groups generally spend more on campaign activity than lobbying. The \$2.8 billion in federal lobbying spending by the oil and gas industry from 1998 to 2023 far overshadows the roughly \$430 million spent by environmental groups over the same period.

Several climate advocacy groups have taken on a prominent role in federal politics, notably the Environmental Defense Fund, the League of Conservation Voters and the Sierra Club. ClearPath Foundation, a conservative group that advocates for reducing emissions, has also climbed the ranks of top environmental spenders in recent years, ranking fourth in federal lobbying spending for the 2022 election cycle.



The oil & gas industry spent 6.5x more on federal lobbying than environmental groups in the last 25 years.

Contributions from environmental groups peaked during the 2016 election cycle, topping out at over \$118 million. While the bulk of that total was outside spending, individual contributions by people affiliated with environmental groups also more than doubled between the 2014 and 2016 cycles, up from \$5.3 million to \$11.8 million. Environmental interest groups also edged out contributions from the oil and gas industry, which totaled \$106 million for the 2016 cycle. Between the 2014 and 2018 cycles, billionaire climate investor and eventual presidential contender Tom Steyer was a major source of spending in the environmental sector. Steyer, who made his billions as a hedge fund manager, founded NextGen Climate Action, a 501(c)(4) organization where he served as president from 2013 until stepping down in 2019. OpenSecrets' analysis found that Steyer gave over \$263 million to NextGen's associated super PAC between 2014 and 2020. NextGen spent more than \$10 million supporting Joe Biden's presidential bid in 2020, along with a combined \$7 million supporting Hillary Clinton and opposing Donald Trump during the 2016 election cycle.

By 2020, federal political contributions from oil and gas industry interests reached \$144.1 million, while spending from environmental groups stagnated at \$57.9 million. In the years since, political contributions from the oil and gas industry have continued to outpace those from environmental groups.

Policy priorities vary between environmental groups, although they overwhelmingly favor Democrats. In 2023, four powerful climate advocacy groups issued a joint endorsement of Biden's reelection campaign, publicly aligning themselves with the emissions-reducing policies in the Inflation Reduction Act of 2022.

[See the full report →](#)

However, some of the same groups have criticized the Biden administration's approval of the Willow project, Conoco Phillips' drilling project on federal land in Alaska, and other oil and gas leases. The Natural Resources Defense Council, which ranked third in contributions and eighth in lobbying spending among environmental groups for the 2022 cycle, was party to a lawsuit challenging the decision.

**TOP OIL & GAS LOBBYING CLIENTS
1998-2023**

	\$305M
	\$208M
	\$183M
	\$180M
	\$145M
	\$140M
	\$139M
	\$138M

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Fundraising for 2024 Cycle

BY CANDIDATES

Federal

\$5.49B

State

\$2.53B

Total

\$8.02B



Party split of 2024 fundraising: \$6.4 billion for Democrats, \$5.9 billion for Republicans

BY PARTIES

Federal

\$3.47B

State

\$1.06B

Total

\$4.53B

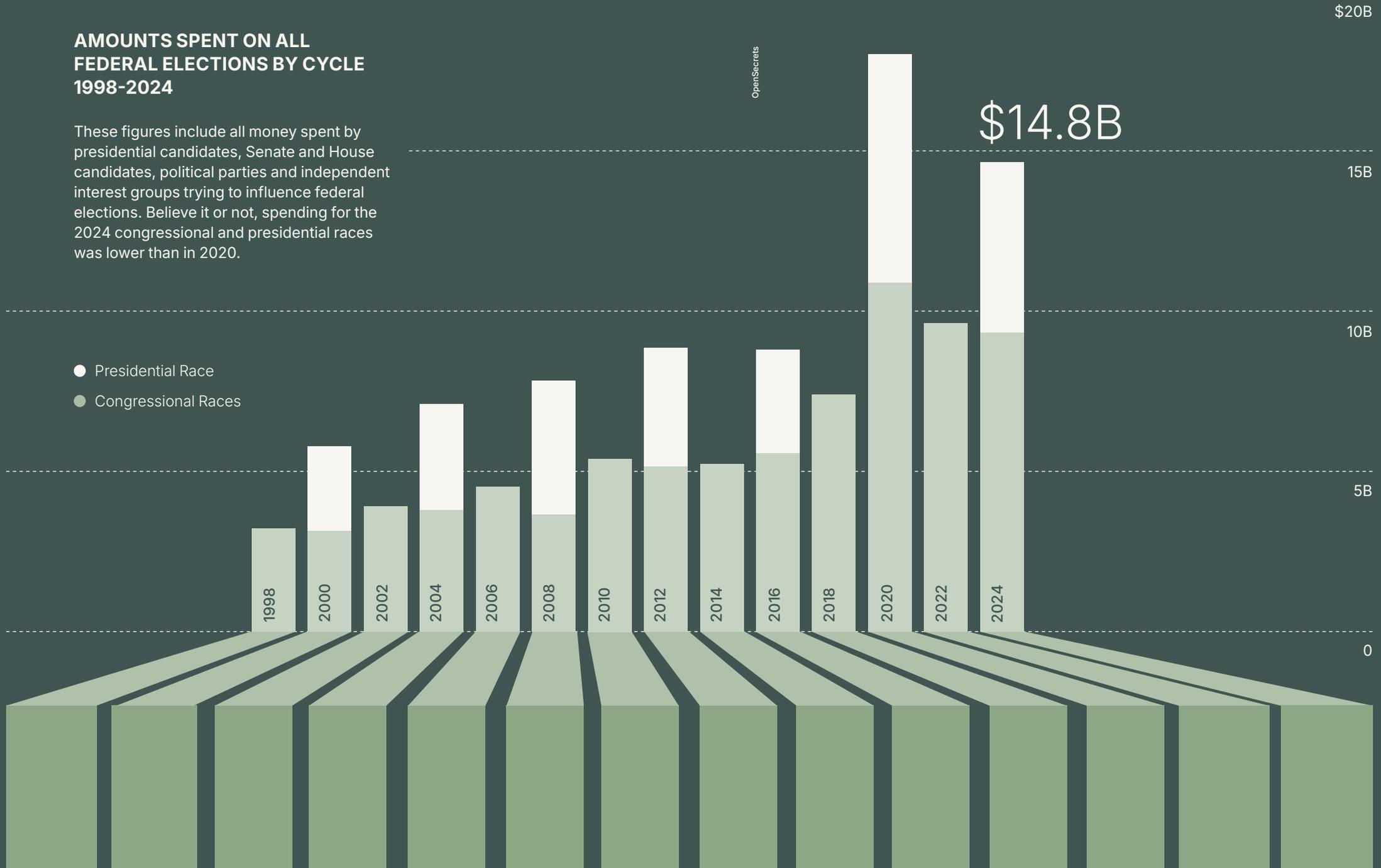
Election Spending

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AMOUNTS SPENT ON ALL FEDERAL ELECTIONS BY CYCLE 1998-2024

These figures include all money spent by presidential candidates, Senate and House candidates, political parties and independent interest groups trying to influence federal elections. Believe it or not, spending for the 2024 congressional and presidential races was lower than in 2020.

- Presidential Race
- Congressional Races



\$20B

15B

10B

5B

0

\$14.8B

OpenSecrets

Looking Ahead

The background of the image is a blurred photograph. It shows a large, light-colored building with a prominent dome or cupola on the right side. In the foreground, there are dark green trees and bushes, which are also out of focus. The overall lighting is bright, suggesting a clear day.

Strategic Plan

Our strategic planning process in 2024 was highly collaborative, drawing on the collective wisdom within our organization. We made sure every voice was heard — whether from data experts, research colleagues, longtime board members or those engaging directly with our community. Through brainstorming sessions and team discussions, we crafted a shared vision and road map that reflects both our collective insight and our path forward as an organization.

The outcome was a better way to operationalize our mission through four key areas: data, insights, engagement and sustainability. These pillars ensure we continue providing valuable, forward-thinking information while staying true to our core values.

STRATEGIC FRAMEWORK

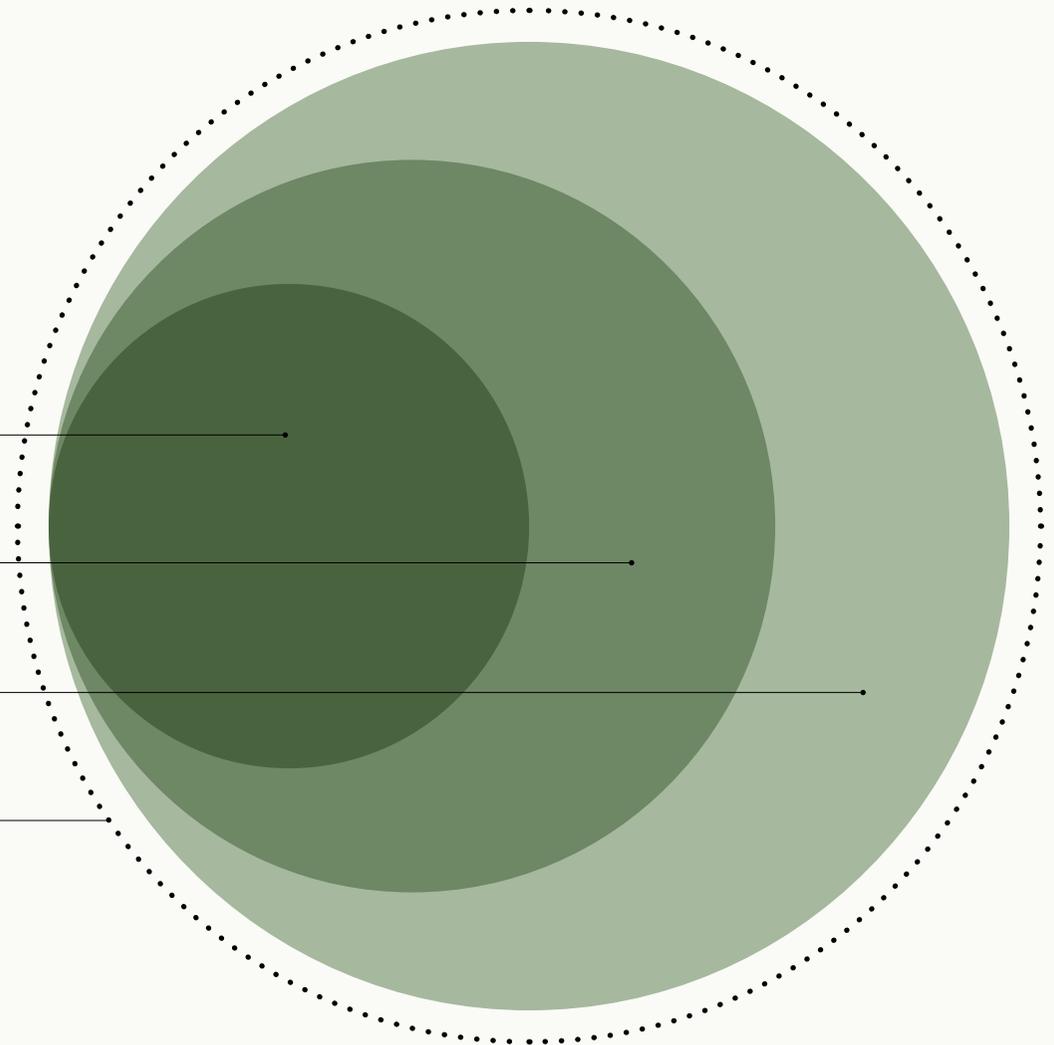
- **Data** —————
Collect, clean and create access to quality and timely data on money in politics for an informed public
- **Insights** —————
Generate and publish regular insights, analysis and user-friendly tools for people to interpret our data
- **Engagement** —————
Fuel a growing community of policymakers, storytellers and citizens who follow the money in American politics
- ⦿ **Sustainability*** —————
Nurture the structures, processes, team and resources that enable the organization to achieve its mission

*internally facing

This plan will move us closer to achieving our vision, in which Americans use data on money in politics to create a more vibrant, representative and responsive democracy.

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45 Our Rebrand: Fresh look, improved OpenSecrets

In 2024, we also embarked on a rebranding journey, including a complete website redesign, to make it easier than ever for users to dive into our data. The new design isn't just a fresh coat of paint—it's a more intuitive, user-friendly experience that puts the most critical information at your fingertips. We streamlined navigation, revamped our visuals and focused on accessibility, all with the goal of helping users quickly find and engage with the data that matters most. The redesign reflects our commitment to not only staying ahead of the curve, but also to ensuring that you can access our insights seamlessly and effortlessly.

Our new homepage makes it easier than ever to access our data.

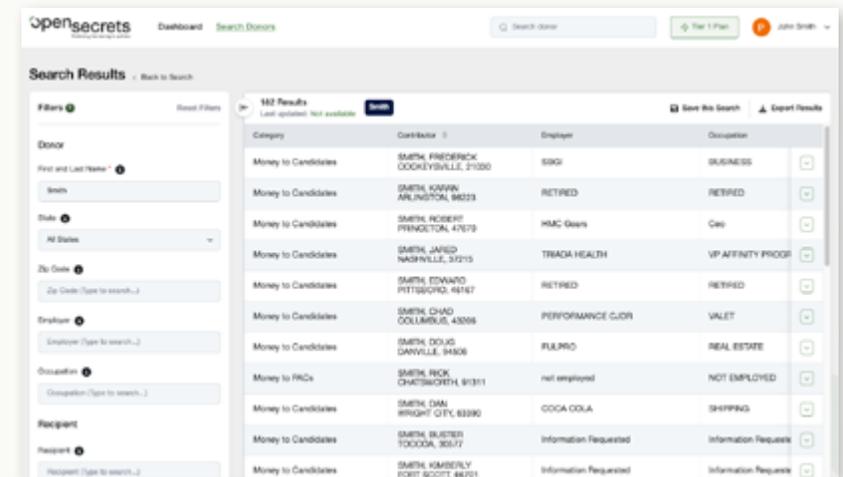


INTRODUCING OPENSECRETS PRO

Amidst a changing philanthropic landscape, OpenSecrets must continue to diversify its revenue streams to ensure our long-term financial sustainability. In recent years, we improved our data sales solution, leading to more income from organizations that require custom data reports. While we anticipate data sales growing further in 2025, we will continue to innovate.

This year we are launching OpenSecrets Pro, a self-service membership program that provides users new tools to improve their access to our data. OS Pro will debut with an enhanced donor lookup interface that allows advanced, filtered searches to help users drill down into the data they need. And with tools like saved searches and alerts, professionals will keep coming back to make sure they have the latest data they need to do their jobs. OS Pro will be the go-to source for anyone who needs professional-grade compliance and money-in-politics research tools.

The new OpenSecrets Pro includes an enhanced donor search tool.



The logo for OpenSecrets features the word "open" in a lowercase, sans-serif font. The letter "o" is stylized as a white circle with a small green arc at the top left. The word "secrets" is in a similar lowercase, sans-serif font, positioned to the right of "open".

open secrets

Following the money in politics