

REVENUE GREW 3.4% FOR TOP 30 U.S. PEER-TO-PEER FUNDRAISING PROGRAMS IN 2025

Collective revenue hit \$1.17 billion

BALTIMORE, MD, UNITED STATES, February 24, 2026 /EINPresswire.com/ -- America's top 30 peer-to-peer fundraising programs grew by 3.4% in 2025, raising a total of \$1.17 billion for charities, according to a study released today by the Peer-to-Peer Professional Forum at its annual conference. Participation across the largest peer-to-peer fundraising programs also increased, climbing 3.6% to 2.63 million individuals.

America's largest peer-to-peer fundraising program remained the Heart Walk, which raised \$121 million for the American Heart Association. The Heart Walk also recorded the largest year-over-year dollar increase with an \$11 million gain.

"In 2025, peer-to-peer fundraising in the U.S. continued to grow at a steady and more sustainable pace," said Marcie Maxwell, CEO of the Peer-to-Peer Professional Forum. "While the era of dramatic spikes seems to be behind us, leading programs are showing real strength by adapting with intention. The organizations seeing the most success are leaning into community and connection while evolving their strategies to meet donors where they are."

Key findings of interest to industry leaders include:

- 23 of the top 30 programs reported positive revenue growth in 2025.
- The Cleveland Clinic's VeloSano, ranked 30th, raised \$14,504,865, representing a \$504,865 increase over the amount required to make the Top 30 in 2024.
- ALSAC/St. Jude Children's Research Hospital's PLAY LIVE returned to the Top 30 for the first time since 2021, ranking 22nd.
- The American Cancer Society's Making Strides Against Breast Cancer, ranked 8th by revenue, saw the largest increase in participation, adding 68,823 walkers in 2025 for a total of 931,383 supporters.
- Memorial Sloan Kettering Cancer Center's Cycle for Survival achieved the highest percentage growth in participation, increasing 13% to reach 26,000 participants.

- With three programs each on the list, ALSAC/St. Jude Children's Research Hospital and Blood Cancer United top U.S. nonprofits in the number of industry-leading peer-to-peer fundraising initiatives they operate.

Peer-to-peer fundraising involves nonprofit organizations engaging their supporters in activities such as charity walks, bike rides, DIY campaigns, livestreams, endurance events, and other in-person and virtual challenges. Participants then rally their networks of friends, family, neighbors, and colleagues to solicit donations for the cause.

The 20th annual edition of the Peer-to-Peer Fundraising Top 30 Survey is sponsored by Streetlight Digital, a fundraising and digital marketing agency serving the nonprofit sector.

"Streetlight Digital is deeply invested in the P2P Fundraising Top 30 [Data Set](#) because data is the foundation of every P2P success story," shares Natalie Stamer, Co-Owner and Managing Partner of Streetlight Digital. "Strong programs rely on insights at every level that inform strategy and guide decisions. But it's not just the numbers that matter; it's the analysis behind them and the ability to translate trends and success stories from these top 30 organizations into achievable goals for your own P2P program and its unique benchmarks. Let the data define your direction, and start exploring with this P2P Data Set."

A [free summary](#) of the Top 30 programs, along with the complete data set submitted by 109 U.S. programs for this research, is available for download. Data is also available for the [Canadian Top 30 programs](#).

ABOUT THE PEER-TO-PEER PROFESSIONAL FORUM: The Peer-to-Peer Professional Forum is North America's leading resource for nonprofit professionals who power participant-driven fundraising programs. Founded in 2007, the Forum supports its community through a robust mix of connection and learning, including its annual conference, industry recognition like the P2P U.S. and Canadian Top 30 Reports and the P2P Impact Awards, and year-round resources such as webinars, a podcast, monthly newsletters, guides, a job board, and a vibrant member community. To learn more, visit www.peertopeerforum.com.

ABOUT STREETLIGHT DIGITAL: Streetlight Digital is a full-service fundraising and digital marketing agency helping nonprofits grow impact and revenue. Streetlight specializes in peer-to-peer and direct response fundraising and provides technical support, integrations, and web development to ensure digital programs run seamlessly from strategy to execution. With decades of combined nonprofit and digital experience, Streetlight Digital connects marketing and fundraising to deliver tailored, results-driven solutions. These solutions empower nonprofits to engage donors and participants to advance their missions. www.streetlightdigital.com

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