

48in48

FREE PROFESSIONAL WEBSITES FOR NONPROFITS

2025

Annual Report

A year of discipline, impact, and building what lasts.

A 501(c)(3) nonprofit · Serving nonprofits since 2015 · Tax ID #47-4617193

48in48.org

A Letter from Our Leadership

To our volunteers, nonprofit partners, sponsors, and friends,

When we founded 48in48 in 2015, we set out to prove a simple idea: that a weekend of generous, skilled volunteers could change the trajectory of a nonprofit. A decade later, that idea has grown into a movement. To date, our community has built free, professional websites for more than 1,300 nonprofits, delivering over \$33 million in value at no cost to the organizations we serve.

2025 was a year of intentional transformation. After several years of rapid growth, we made a deliberate choice to strengthen the foundation beneath our mission. We rebuilt our financial systems, brought clarity and discipline to every dollar, and reduced our operating expenses by 30 percent, all while maintaining the quality and energy our events are known for. Across three events, 325 volunteers came together to build 137 nonprofit websites, with many returning again and again because they believe in what we do.

We also began building for the future. This year we laid the groundwork for goodhost, a nonprofit-focused hosting and support platform designed to keep the websites we build alive and thriving long after the weekend ends. goodhost represents the next chapter of our model: turning one weekend of impact into a lasting relationship, and turning our mission into something sustainable for the long run.

None of this happens without you. Our volunteers give their weekends and their craft. Our sponsors and donors give the resources that make every event possible. Our nonprofit partners trust us with their stories and their missions. We are deeply grateful for all of it.

Thank you for believing that technology, in the right hands, can be a force for good. Here is to everything we will build together in 2026.

With gratitude,

Jeff Hilimire

Co-Founder & Board Chair

Adam Walker

Co-Founder & Executive Director

Who We Are

48in48 mobilizes marketing and technology professionals to build free, professional websites for nonprofits, 48 sites in 48 hours. Nonprofits bring their mission. Our volunteers bring the website.

Every build follows the same simple rhythm: nonprofits apply through a short form and complete prep coursework on content and branding, a team of skilled volunteers builds the site over a single 48-hour weekend, and the finished site launches the following week with training and ongoing support. The result is a website a nonprofit can be proud of, built by people who do this for a living, at no cost.

Our Reach Since 2015

1,300+

Nonprofits served

\$33M+

Value delivered

2015

The year it started

100s

Volunteers per event

2025 By the Numbers

Our 2025 events proved, once again, that the model works. We mobilized hundreds of dedicated volunteers, developers, designers, content strategists, and project managers, who came together to create real, lasting impact for nonprofits in need.

3

Events executed

325

Volunteers mobilized

137

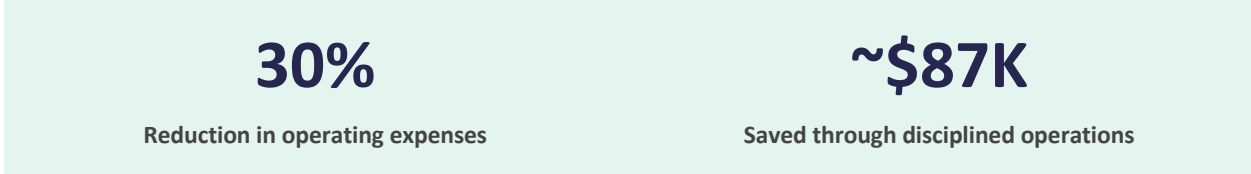
Websites built & launched

What Those Numbers Mean

- **Three successful events.** Delivered across multiple cities, each bringing the community together for a 48-hour build weekend.
- **325 volunteers, many returning.** A high rate of repeat participation showed the strength of our community and the pull of our mission.
- **137 nonprofit websites.** Each one a digital home that helps an organization tell its story, raise funds, and serve more people.

The Year of Discipline

Behind the events, 2025 was defined by a quieter but equally important achievement: a financial transformation. After several years of rapid, and at times unsustainable, growth, we implemented rigorous financial systems, eliminated waste, and brought clarity to every dollar spent.



This was not simply cost-cutting. It was strategic realignment. We maintained the quality and impact of our events while spending significantly less, proving that 48in48 can operate efficiently at scale. The discipline we built in 2025 is the foundation for the sustainable growth we are pursuing in 2026 and beyond.

2025 Financial Summary

Revenue

Website Hosting & Support	\$115,873
Corporate & Event Sponsorships	\$55,000
Donations	\$4,169
Total Revenue	\$175,042

Expenses

Personnel (Payroll & Contractors)	\$164,377
Hosting & Technology	\$21,016
Event Costs	\$17,821
Operations & Administration	\$20,186
Total Expenses	\$223,400

In 2025, 48in48 operated at a planned deficit of \$48,358 as we invested in the people, technology, and platform that will carry the organization toward long-term financial sustainability. We entered 2026 with a healthy cash reserve and a clear plan to grow earned, recurring revenue.

Introducing goodhost

Our most important investment in 2025 was building toward the future of our model, and that future is goodhost.

What is goodhost?

goodhost is a premium, nonprofit-focused web hosting and support platform that solves one of our biggest challenges: keeping websites alive after they launch. When we build a site at a 48in48 event, nonprofits often struggle to maintain it. They face technical issues, security concerns, and rarely have the in-house expertise to keep a site running smoothly.

goodhost provides ongoing hosting, security, backups, updates, and expert support, ensuring the websites we build continue delivering value for years, not months.

Why It Matters

- **Lasting impact.** Every website we build can become a lasting relationship instead of a one-time project.
- **Sustainable revenue.** Recurring support revenue replaces unpredictable, one-time event fees, strengthening the organization.
- **A virtuous cycle.** As we host and support more nonprofits, our impact and our sustainability grow together.

[Learn more at goodhost.us](https://goodhost.us)

Looking Ahead to 2026

With a disciplined foundation in place and goodhost launching, 2026 is about growth. We are focused on three priorities that will strengthen our mission and our sustainability.

1. Deepen volunteer engagement

Our volunteers are the heart of 48in48. In 2026 we will streamline onboarding, create faster paths to community and connection, and invest in keeping experienced volunteers coming back event after event.

2. Build sustainable revenue

Through the launch of goodhost and a growing slate of corporate build events, including a confirmed partnership event with Kyndryl, we will grow predictable, recurring revenue that funds the mission for the long term.

3. Grow the nonprofit pipeline

We will rebuild and deepen our nonprofit network partnerships, empower past nonprofit partners as advocates, and streamline how organizations apply and prepare, so every event serves more nonprofits, more effectively.

Key Milestones

- **Early 2026:** goodhost launches, onboarding its first nonprofit customers.
- **Q2 2026:** Kyndryl corporate build event and mid-year progress review.
- **48in48 Global:** Our flagship hybrid build weekend, October 24 to 26, 2026, in-person in Atlanta and virtual everywhere else.

How You Can Help

48in48 runs on the generosity of people who believe technology can be a force for good. Here are three ways to be part of what comes next.

Volunteer

Spend a weekend and ship something that lasts. Use your design, build, content, or project management skills to do real good, and meet hundreds of like-minded people along the way.

48in48.org/events

Refer or apply as a nonprofit

Know a nonprofit that needs a professional website? Encourage them to apply. We accept around 48 organizations per event.

48in48.org/nonprofits/apply

Sponsor or donate

Your support funds the events, the platform, and the people who make free websites possible. Sponsor an event, host a corporate build day, or make a gift.

48in48.org/support-us

Thank you for your partnership, your generosity, and your belief in our mission.

Together, we are not just building websites. We are building a sustainable model for nonprofit digital transformation.