

PUBLIC INTEREST REGISTRY

# ANNUAL IMPACT REPORT

2024

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## OUR MISSION

PIR's mission is to be an exemplary domain name registry and industry thought leader providing a trusted digital identity and serving as a valued resource to those working to improve our world.

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# LETTERS FROM LEADERSHIP

## Jon Nevett, PIR President and CEO:

As I look back on this past year at Public Interest Registry, I'm proud to share that we have reached an important milestone: **more than 11 million .ORG domains are now under management**. This isn't just a marker of scale—it's a reflection of sustained, responsible growth and the strength of the mission-driven community we serve every day.

This progress is the result of our team, Board of Directors, and Advisory Council, as well as our strong partnerships and a commitment to staying true to our nonprofit mission. It's also a reflection of the trust placed in us by the millions of organizations and individuals around the world who choose .ORG to advance their purpose online.

We continue to maintain an 80%+ renewal rate across the .ORG domain space—a key indicator of stability and confidence in our stewardship. We've also achieved another year of financial strength, with net revenue of \$104.2M and a contribution of \$61M to the Internet Society to advance its mission of building an open, globally connected, secure, and trustworthy Internet for everyone.

This responsible growth has allowed us to deliver meaningful impact across three fundamental areas:

### Supporting the Internet Society

As the supporting organization of the Internet Society, we are proud to contribute 60% of proceeds from every .ORG registration to help fund global initiatives that strengthen Internet access, equity, and resilience.

### Advancing the Safety and Security of the DNS

Maintaining the trustworthiness of .ORG and our other mission focused TLDs is essential to the work and safety of our registrants. This year, we continued to invest in our anti-abuse programs and industry partnerships to improve the state of the domain name system to help keep it safe.

### Uplifting the Mission-Driven .ORG Community

At the heart of our work is the .ORG Community itself—millions of nonprofits, social enterprises, and individuals using the Internet to drive change. We remain deeply committed to supporting them through resources, recognition, and visibility.

This year's achievements are the result of shared commitment—from those who guide, support, and carry out the work every day. Most of all, they reflect the strength of the global .ORG Community: those devoted to service, spark change, and move the world forward.

Thank you for your continued trust and partnership. We are proud to serve this community, and we look forward to building an even stronger future together.

Sincerely,

**Jon Nevett**

PIR President and CEO

## Saerin Cho, PIR Board Chair:

At Public Interest Registry, we have the privilege of serving something greater than ourselves. We don't just manage a domain—we steward a global community of people and organizations who are using the Internet to make a difference.

This year, we celebrated a major milestone: more than 11 million .ORG domains under management. While the number itself is significant, what matters most is what it represents. Each domain stands for a **mission**, a **vision**, and a **commitment** to creating positive change in the world.

As Chair of the Board, I've witnessed firsthand the care, integrity, and accountability with which PIR approaches this work. Our nonprofit mission continues to guide us—ensuring that every decision we make serves the public interest, supports those doing good, and protects the future of the Internet itself.

Our impact is rooted in three equally important areas: supporting mission-driven organizations, safeguarding our namespaces through our commitment as a domain name registry through our anti-abuse efforts and strong partnerships within the Internet community, and contributing to the Internet Society's vital work advancing an open and trustworthy Internet for all. This balance—of service, safety, and stewardship—is what makes PIR's model so unique and so effective.

I'm proud of how far we've come, and deeply grateful to everyone who made this progress possible: our board, our staff, our partners, and of course, the millions of mission-driven organizations that inspire us every day. Thank you for your commitment to making the Internet a more meaningful and inclusive place.

Sincerely,  
**Saerin Cho**  
PIR Board Chair

# 2024 HIGHLIGHTS

**Together, We've Reached 11 Million—and the Work Has Never Mattered More.** In 2024, Public Interest Registry reached an extraordinary milestone: 11 million .ORG domains under management. But this moment isn't just about a number—it's also about the entire community surrounding us.

It's about the organizations using .ORG to serve their communities, advocate for justice, and bring vital resources to those who need them most. It's about our registrar partners and global collaborators who help make this work possible. It's about our board, advisory council, and the entire PIR team—people who care deeply about building a better Internet. And it's about every individual, nonprofit, and social enterprise using their corner of the web to make meaningful change.

At the center of it all are the mission-driven organizations and individuals that choose .ORG. They are the heartbeat of everything we do, and we're proud to support their journeys—from first steps online to global impact. Through the .ORG Impact Awards, our ORG in Action stories, and our Three Letters that Change the World campaign, we lift up their voices, share their work, and help expand their reach.

## Supporting the Future of the Internet

We also recognize that building a better Internet doesn't stop with domain stewardship or safety. It also means investing in its future. As the supporting organization of the Internet Society, we're proud that over 60% of proceeds from each domain registration are reinvested to help advance their mission: to promote the development of an open, globally connected, secure, and trustworthy Internet for everyone.

Thanks to the responsible growth of .ORG and steady financial footing, we're able to support this vital work—which includes expanding global access, advocating for sound Internet policy, and preserving the infrastructure that makes connection possible.

## More than a Milestone

Reaching 11 million domains under management is a moment to pause and reflect—but it's also a moment to recommit. Because behind each domain is a story, a mission, and a purpose. And behind each mission is a network of people who believe in a better way forward.

To everyone who's part of this journey—our .ORGs, our partners, our community, and our team—thank you. We're proud to stand with you, and to keep building a more open, safe, and mission-driven Internet for all.

## Building a Safer Internet, Together

As .ORG has grown, we've stayed rooted in the belief that trust and safety are essential for mission-driven work to thrive. That's why we continue to invest in efforts that help keep the Internet safe from online abuse.

PIR founded and continues to support the NetBeacon Institute, which provides free tools, infrastructure, and expert guidance to help registrars, registries, and abuse reporters respond to DNS Abuse.

In May 2024, we completed a major rebranding of the DNS Abuse Institute, relaunching it as the NetBeacon Institute. This update included new product names—NetBeacon Reporter and NetBeacon MAP—as well as a refreshed website at [netbeacon.org](https://netbeacon.org).

Through its free tools and services, the Institute empowers domain name registrars, registries, abuse reporters, and general Internet users to report, measure, and take action on technical abuses of the Domain Name System. In 2024 alone, the Institute routed nearly 50,000 reports of DNS Abuse, reinforcing our commitment to a safer and more trusted Internet.

In 2024, PIR launched a trailblazing partnership with the Internet Watch Foundation (IWF) to protect vulnerable users from online harm. Through this initiative, we began sponsoring free access to IWF's Domain Alerts and TLD Hopping List—two powerful tools that help registries detect and disrupt child sexual abuse material (CSAM). More than 40 million domain names across 50+ TLDs now receive these services.

This partnership is a cornerstone of our commitment to trust and safety across the domain name system. We continued that work through our Quality Performance Index (QPI), which promotes low-abuse registrations in .ORG, and through collaborations with partners like the Red Cross and U.S. Food and Drug Administration to respond quickly to abuse and fraud.

We also publish our own [anti-abuse metrics online](#)—one way we hold ourselves accountable and give stakeholders visibility into our efforts. Because a safer Internet benefits everyone—and it's part of what makes .ORG a trusted space for the work that matters most.



# CELEBRATING COMMUNITY

We believe in the power of the .ORG Community to drive meaningful change, and we are committed to providing the visibility, resources, and connections they need to thrive. In 2024, we deepened this commitment by launching the groundbreaking Three Letters .ORG campaign, celebrated changemakers through the .ORG Impact Awards, and amplified inspiring stories through ORG In Action. These initiatives not only elevated the voices of mission-driven organizations but also strengthened the broader .ORG Community, reinforcing PIR's role as a champion for those working to make a difference. [Explore our community impact.](#)

## Elevating .ORG

**A Brand Built on Community Impact.** This year, PIR launched a branding campaign, leveraging the global stage of the 2024 Summer Olympics to showcase .ORG as “[The Letters That Change the World.](#)” More than just a domain, these three letters are changing the world, empowering people to build homes, feed communities, heal the sick, provide a helping hand, and enable the next generation to build a brighter future.

This campaign was designed to raise awareness, but it did so much more. It celebrated the impact that .ORGs create every day. By securing high-profile Connected TV placements and leveraging digital platforms like YouTube, we introduced millions of people to the power of .ORG and the changemakers behind it. The campaign was also recognized by publications like USA Today and PRWeek for the campaign's unique, purely altruistic goal to recognize these great organizations.

At PIR, branding isn't just about recognition—it's about building trust, fostering connection, and reinforcing the essential role of the .ORG Community in driving social good. This campaign reinforced our unwavering support for the organizations that use .ORG to change the world.

## ORG In Action

Through ORG In Action, we highlighted extraordinary .ORG users, giving them a platform to share their stories and expand their reach. This initiative not only reinforced the impact of .ORG but also provided valuable exposure to organizations making a difference in their communities.

### Featured Organizations in 2024:

#### [NextStep Fitness](#)

NextStep Fitness has inspired millions of individuals with paralysis by making life-changing rehab and fitness accessible and affordable.

#### [Equal Justice Works](#)

EJW believes that a community of lawyers committed to public service can fulfill our nation's promise.

## .ORG Impact Awards

Our sixth annual .ORG Impact Awards (OIAs) were a testament to the incredible work being done by mission-driven organizations worldwide. We received over 1,700 applications from 87 countries, reflecting the truly global impact of the .ORG Community. These inspiring organizations are tackling some of the world's most pressing challenges, and through the OIAs, we had the opportunity to recognize, amplify, and connect them with new opportunities to grow their missions.

### Spotlight Organizations:

#### Fighting Hunger & Poverty

##### [Solidarités International](#)

Solidarités International provides emergency aid for food, water, and shelter, helping disaster and conflict-affected communities regain self-sufficiency and sustainable livelihoods.

#### Quality Education for All & .ORG of the Year

##### [Yellow Boat of Hope Foundation](#)

The Yellow Boat of Hope Foundation aids Filipino children in remote areas by providing boats, classrooms, dormitories, and other initiatives to improve their access to education and enhance their learning journey.

Beyond recognizing these inspiring organizations, the 2024 .ORG Impact Awards served as a powerful platform for connection, bringing together nonprofit leaders, partners, and changemakers to exchange ideas, build relationships, and create new opportunities for ongoing collaboration. [See all the finalists.](#)



## 2024 .ORG of the Year: Yellow Boat of Hope Foundation

# LEADERSHIP THROUGH INFLUENCE

In 2024, PIR continued its mission as a nonprofit registry operator of .ORG and associated top-level domains by promoting responsible policy, transparency, and Internet safety across the Domain Name System (DNS). Our work this year focused on areas like supporting privacy-first data practices, advancing critical reforms at ICANN, and building partnerships to fight online abuse. Through this work, we remained committed to operating in the public interest and creating a safer, more open Internet.

## Making Change Happen

This year, PIR expanded its commitment to protecting vulnerable users online by deepening our partnership with the Internet Watch Foundation (IWF). On February 7, 2024, we announced a new agreement that enables all domain name registries to access critical IWF services that disrupt sites used for the commercial distribution of child sexual abuse material (CSAM).

The partnership includes a trailblazing sponsorship program through which PIR now covers the cost for registries and registry service providers to access two of IWF's most important tools: Domain Alerts and the TLD Hopping List. These tools identify and disrupt criminal actors who exploit the DNS to circulate child sexual abuse imagery, often by rapidly switching domains to avoid detection.

By expanding access to these services, PIR is empowering registries of all sizes to take meaningful action against domain-hopping criminals and support a safer DNS. Today, over 40 million domain names across more than 50 TLDs are protected under the program, with additional registries expected to join in 2025.

Susie Hargreaves OBE, Former Chief Executive of the IWF, described the partnership as “an investment in the future safety of the [I]nternet,” one that allows smaller operators to access world-leading protection without cost barriers. Our CEO, Jon Nevett, reflected on the evolution of PIR's relationship with the IWF, sharing that over 5,700 instances of CSAM had been removed from PIR-managed TLDs since the partnership began in 2018. Extending these protections is a natural next step in advancing our nonprofit mission and safeguarding children across the wider DNS.

## Advocating for Transparency

PIR continued our longstanding support of transparency in ICANN's community processes. In 2024, ICANN adopted a long-overdue Participant Code of Conduct to strengthen disclosure requirements around Statements of Interest—an effort PIR strongly supported to enhance trust in the policy-making process.



## Responsible Data Stewardship

A major focus of the year was the implementation of ICANN's Registration Data Policy, under which PIR is transitioning to a "minimum data set" model that limits unnecessary data collection for a domain name registry. This approach, aligned with global privacy norms and regulatory requirements, affirms our commitment to responsible data stewardship, and aligns with our evidence-based approach to DNS Abuse, which does not rely on personally identifiable information in registration data to combat abuse.

## Fighting DNS Abuse

PIR continued to invest significantly in DNS Abuse prevention and response in 2024. This work is led through the NetBeacon Institute, a PIR initiative that is a core part of our mission and an essential public interest program that simplifies reporting, tracks abuse trends, and promotes actionable data sharing across the ecosystem. To learn more about the NetBeacon Institute, please visit [netbeacon.org](https://netbeacon.org).

# CULTURE OF EXCELLENCE

## Our Values

At PIR, excellence is how we show up every day—with purpose, integrity, and care. **When our people thrive, our mission comes to life.**

Our values shape everything we do—from internal collaboration to how we serve the public interest. In 2024, we deepened our culture by fostering learning, prioritizing transparency, and supporting every voice.

At Public Interest Registry, we believe that true impact comes from embracing the full diversity of people and perspectives across our global community—including within our own organization. We are committed to fostering **diversity, equity, and inclusion** (DEI) in every aspect of our work in order to build a more inclusive society.



**Bold  
Stewardship**



**Unwavering  
Integrity**



**Relentless  
Commitment**



**Honoring  
People**

## A Community that Grows Together

Through intentional Diversity, Equity, and Inclusion (DEI) efforts, we foster collaboration, understanding, and a sense of belonging that's grounded in fairness and accountability. **DEI is a shared strength.** When we build a culture of equity and inclusion, everyone benefits.

## Investing in Our People

Professional development isn't just a benefit—it's core to who we are.

**Learning-Centered Environment.** Encouraging growth through flexible, virtual training on communication, productivity, and strategy.

**Career Development Programs.** Personalized coaching and mentorship pathways to unlock leadership and advancement.

**Workplace Inclusion.** New opportunities for individuals with disabilities and ongoing DEI conversations that support identity, heritage, and belonging.

## Personalized Growth in Action

**Coaching & Leadership.** One-on-one support to explore career paths and strengthen leadership.

**Peer Learning & Mentorship.** A culture of connection where colleagues support and inspire one another.

**Workshops that Build Us Up.** Live, interactive sessions focusing on feedback, clarity, and empathy.

# OUR ESG COMMITMENT

In 2024, PIR embarked on a thoughtful and strategic journey to deepen its commitment to Environmental, Social, and Governance (ESG) principles. As a mission-driven nonprofit, PIR strives to operate responsibly and ethically as a domain name registry, aligning its actions with its values and contributing positively to the communities it serves.

Recognizing the growing importance of sustainability, social values, and ethical governance, PIR partnered with an independent third party organization to conduct a comprehensive assessment of its ESG practices. This effort aimed to evaluate current practices, identify meaningful opportunities for growth, and benchmark against industry best practices. Through a detailed review of existing programs, a gap analysis against recognized sustainability standards, and a materiality assessment, PIR identified its most significant environmental, social, and governance impacts. These insights paved the way for an extensive ESG Roadmap that will guide PIR's strategic direction in the years ahead.

The assessment revealed that while PIR has a strong foundation of responsible practices—some integrated in this annual report—we know there is always room for growth.

## Our ESG Strategic Pillars Moving Forward

PIR's ongoing ESG strategy will continue around the three core pillars, each reflecting a critical aspect of how the organization operates and the impact it seeks to make:

### Environmental

Strengthen PIR's work in the Environment area, building on current progress.

#### Efforts to Date Include:

.ORG Impact Awards | Green Team (Planting, Lake Cleanup, Community Farm, Earth Overshoot) | Green Office Initiative (Power, Materials, Decrease Plastic Usage, Composting) | Reduced Emissions via Hybrid Work Model

### Social

Foster a positive organizational culture, including promoting diversity, equity, and inclusion (DEI) through continued efforts.

#### Efforts to Date Include:

.ORG Impact Awards | ORG In Action | Great Places to Work Award | Employee Benefits | DEI Committee and Learning Group | Pathways Program | Mentorship Program | Internship Program | Charitable Giving | Employee Volunteer Program | The Fun Committee | Safety Training | Career Development | PIR's Core Values

### Governance

Maintain strong governance practices by aligning with best practices and industry standards.

#### Efforts to Date Include:

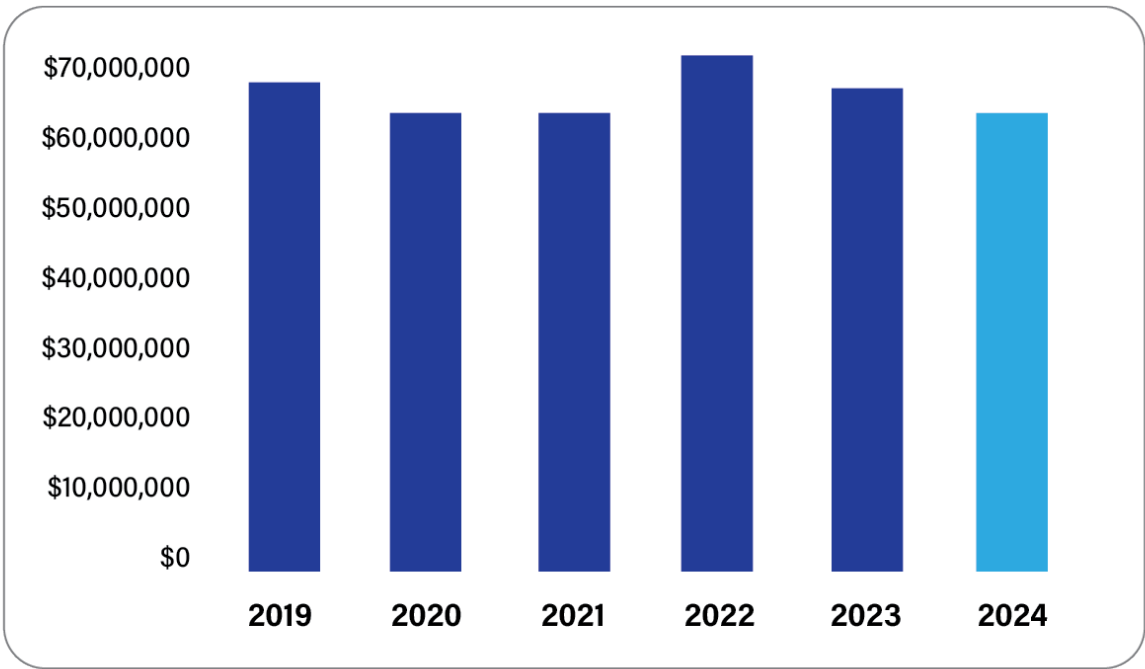
Policies Available and Transparent | Anti-Abuse Institute Programs | IWF Partnership | Anti-Bribery, Corruption, and Privacy Training | ESG Investing | 990 Publication | Security Training

# FINANCIAL REPORT

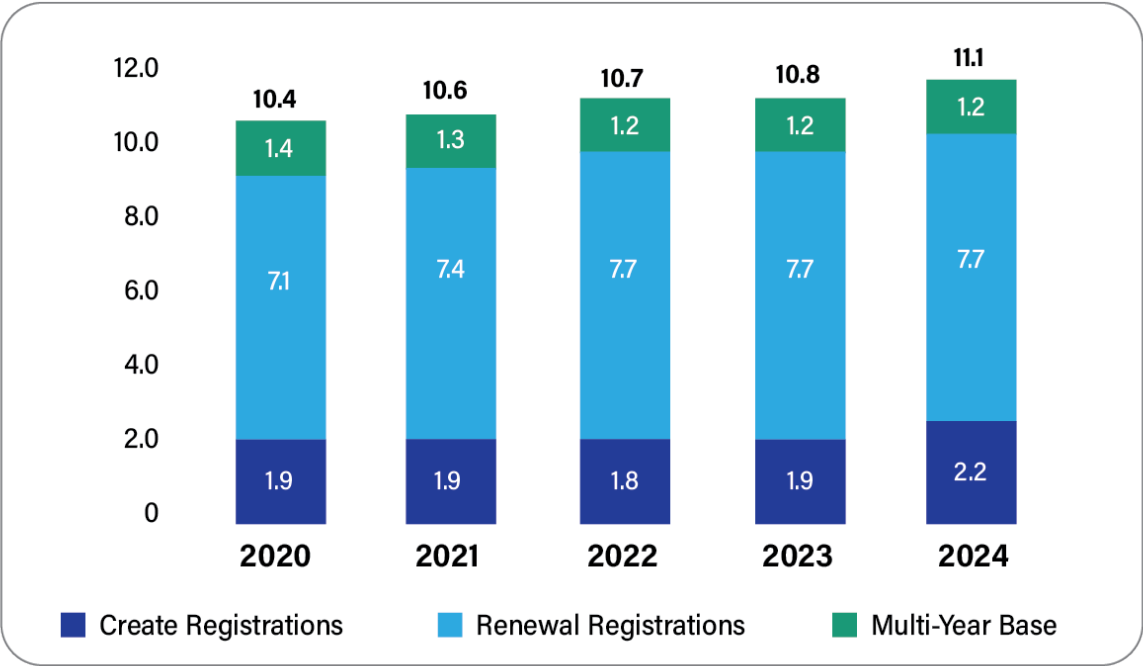
One of the key ways PIR measures success is by meeting our financial goals, which enables us to fully support the vital missions of the Internet Society and the Internet Society Foundation. Financial success also ensures that we have the resources to engage the .ORG Community in alignment with our mission through initiatives such as the .ORG Impact Awards and various education and outreach programs. We’re proud to report that in 2024, we once again achieved our goals and fulfilled our commitments.

## PIR Financial Support to ISOC & Foundation

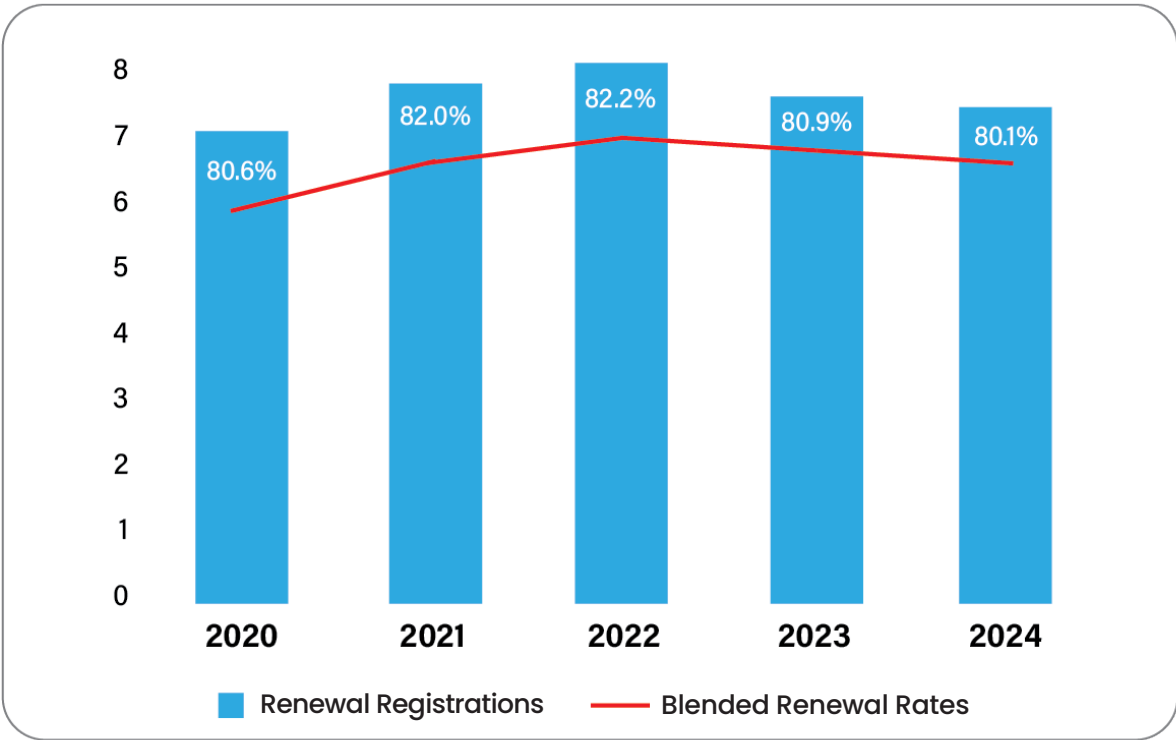
PIR Financial Support to Internet Society & Internet Society Foundation totaled \$61,000,000 in 2024.



**.ORG Registrations and Domains Under Management**



**.ORG Renewal Registrations and Blended Renewal Rate**





## .ORG Unit Volumes and Renewal Rates

.ORG UNIT VOLUMES	2018	2019	2020	2021	2022	2023	2024
New Creates	1,940,168	1,713,206	1,898,989	1,868,455	1,825,421	1,899,381	2,197,235
Renewals	6,793,094	6,899,872	7,052,293	7,399,996	7,726,866	7,736,302	7,729,182
Multi-Year Base	1,589,219	1,513,860	1,406,121	1,329,460	1,186,133	1,208,284	1,223,347
DUM	10,322,481	10,126,938	10,357,403	10,597,911	10,738,420	10,843,967	11,149,764

.ORG RENEWAL RATES	2018	2019	2020	2021	2022	2023	2024
1 YEAR	53.3%	55.1%	58.8%	60.5%	59.1%	54.6%	52.4%
2 YEARS	71.4%	74.2%	75.9%	78.7%	76.7%	74.8%	74.2%
3+ YEARS	86.7%	87.2%	88.2%	89.5%	90.2%	89.2%	89.0%
<b>BLENDED</b>	76.7%	78.2%	80.6%	82.0%	82.2%	80.9%	80.1%

## Summary of Financials

	2023	2024
Net Revenue	103,667,000	104,214,000
Cost of Revenue	14,949,000	19,976,000
<b>GROSS PROFIT</b>	<b>88,718,000</b>	<b>84,238,000</b>
Total Functional Expenses	22,062,000	24,974,000
Depreciation / Amortization	582,000	508,000
<b>TOTAL EXPENSES</b>	<b>22,644,000</b>	<b>25,482,000</b>
<b>OPERATION INCOME / (LOSS)</b>	<b>66,074,000</b>	<b>58,756,000</b>
ISOC Contribution	64,790,000	61,000,000
Other Income / (Exp)	3,592,000	3,501,000
<b>NET INCOME / (LOSS)</b>	<b>4,876,000</b>	<b>1,257,000</b>
<b>NORMALIZED NET INCOME / (LOSS)</b>	<b>11,665,000</b>	<b>6,545,000</b>

Net income normalized to exclude additional contributions to the Internet Society Foundation of \$6.8M in 2023 and a one-time write-off of \$5.3M in 2024.

# 2025 AND BEYOND

As we look to the future, we will remain dedicated to our mission, our core values, a long-term commitment to the stewardship of the .ORG Family of Domains, and a holistic approach to impact.

Central to this is nurturing an organizational culture rooted in connection, inclusion, and belonging. We are committed to investing in leadership and employee development, reinforcing our sense of community, and upholding our values through strong corporate citizenship. Our ESG strategic plan is focused on turning strategy into action. From reducing carbon emissions and enhancing procurement practices to increasing transparency and, critically, fostering a culture that reflects our values at every level, our holistic approach ensures that ESG principles are not just met but embedded in the fabric of how we operate.

We continue to invest in the growth and visibility of the .ORG Community through targeted strategic support, marketing efforts, and community engagement. Our goal is to ensure mission-driven organizations have the tools, credibility, and resources they need to thrive. In parallel, PIR will advance efforts to strengthen the DNS ecosystem—advocating for transparency, expanding DNS Abuse reporting via the NetBeacon Institute, and building global partnerships to enhance online safety.

Grounded in our nonprofit mission, we remain steadfast in putting people before profits, strengthening trust in the Internet, and ensuring .ORG remains a safe, secure, and stable digital home for communities worldwide.



# ACKNOWLEDGMENTS

## PIR BOARD OF DIRECTORS

The PIR Board of Directors is an accomplished group of leaders from across the .ORG Community. With deep experience in areas such as technology, operations, finance, policy, law, and nonprofit management, they bring diverse viewpoints and global insights to guide PIR's long-term vision. Drawing from both nonprofit and corporate sectors, our Directors support PIR with sound governance, strategic planning, and oversight. They also help ensure our work reflects our Core Values and commitment to the public interest. You can learn more about each Director by visiting our [website](#).

### **PIR BOARD:**

Saerin Cho | Keith Davidson | Eric Burger | Kathryn Kleiman | George Sadowsky | Lena Beck Rørvig | Michael Silber | Jonathon Nevett (non-voting) | Sally Wentworth (ISOC Liaison)

## PIR ADVISORY COUNCIL

The PIR Advisory Council is made up of passionate leaders and advocates from across the .ORG Community. Representing a broad spectrum of mission-driven and non-commercial organizations around the world, Council members help connect PIR with the voices and needs of the community we serve. Their input helps shape PIR's community engagement and educational programs to better support the global .ORG Community. Biographies of all Council members are available on our [website](#).

### **2024 PIR ADVISORY COUNCIL:**

Andrea Abramowitz | Pamela Ateka | Babatunde Bale | Tijani Ben Jemaa | Beth Bourgeois | Lianna Galstyan | Diane Lebson | Prudence Malinki

