



A YEAR

OF GROWTH

Our 2024 Impact Report



Hindu American Foundation
hinduamerican.org

Two words that summarize 2024 for HAF:

EXPLOSIVE GROWTH

From our staff to programs to fundraising, we grew in unexpected ways.

We capped out 2024 with 24 full time staff! We brought on EIGHT new staff members to further our education and advocacy efforts, philanthropic outreach, and internal operations.

What this means for YOU in 2025 is **MORE of everything!** More resources on Hindu Dharmas, from animated videos to podcasts to informative (and amusing) series like *What's in a Word?* More community programming such as Dharma Ambassadors and unique galas like *Hindu WhoDunnit*. It also means a NEW Legal Justice Center to help when **you need to advocate for your children's rights** at school or your own in the workplace.

What this meant for us in 2024 was a lot of interviewing to find the right fits! One thing that many interviewees expressed was **an admiration for the longevity of our staff**. Our longest serving staff member - no, it's not me - has been with HAF for 17 years! And many are reaching 3, 5, and 10 year anniversaries.

Why do I mention this? Because it's demonstrative of the organization we are - one that cares about our team's wellbeing, holds true to our **Dharmic Guiding Principles**, and does good. Our staff includes Hindus and non-Hindus, and we are connected by **utsāh**, or passion for HAF's mission.

This **utsāh** comes through in all of our work. You can feel it at our galas and webinars. I've been told by long time supporters that one reason they keep giving to HAF is not only because of our good work, but because they genuinely LIKE us as people!

In an increasingly polarized world, where facts are often irrelevant and nuance is lost or seen as weakness, we remain steadfast in our commitment to dharma. What we say or do is rooted in **satya**, or truth. It is **thoughtful, composed, and professional**. We don't always have the flashiest headlines (much to the chagrin of our marketing team) nor do we share all the work we do behind the scenes (quiet diplomacy is often the most effective). It is **viveka**, or discernment, that helps us determine what we will or will not say or do.

Finally, I'd like to thank all of you who contributed in 2024, allowing our revenue to keep pace with our growth. We had **a record year of support**, positioning us well to become a \$5 million organization in the next two to three years.



A handwritten signature in black ink that reads "Suhag Shukla".

Suhag Shukla
Executive Director

P.S. Curious what we're prioritizing in 2025? Visit hinduamerican.org/our-priorities.

EDUCATION

THE BEDROCK OF OUR WORK

540,000 students

540,000 students better understand Hinduism thanks to our trainings for K-12 teachers

25% of CA school districts

We've engaged with 25% of California school districts which have adopted liberated ethnic studies, and we've worked with a coalition of organizations to raise concerns and provide alternative curriculum

State and national social studies councils

Our team has exhibited our work at 1 national and 5 state social studies councils

ADVOCACY

THE POWER OF COMMUNITY

39,268 supporters

39,268 supporters took action on HAF advocacy campaigns, including 4,424 new first-time HAF advocates

11,134 advocacy messages

11,134 advocacy messages have been sent to legislators from HAF advocates

Trained 110+ law enforcement personnel

Trained 110+ police command staff, district attorneys, and federal law enforcement personnel on Hindu Dharmas, Hindu American issues, and parallels between Hinduphobia and anti-Semitism

SOCIAL MEDIA

Instagram

+74.48% (17,419 followers)

X

+6.47% (84,300 followers)

LinkedIn

+39.68% (8,556 followers)

COMMUNITY EMPOWERMENT

17 community trainings

Hosted 17 community empowerment trainings and webinars

10 rallies and events

Participated in 10 rallies and events against terrorism, anti-semitism, and extremism

PODCAST

250,000 people

Reached over 250,000 people in more than 50 countries

2024 Award of Excellence

All About Hinduism won 2024 Award of Excellence from Religion Communicators Council

WEBSITE

1.7 million views

1.7 million page views with 1.2 million users

90,000 sessions

Our Hindu Holiday Guide garnered almost 90,000 sessions

OUR MISSION

HAF advances the understanding of the Hindu Dharma traditions to secure the rights and dignity of Hindu Americans now and for generations to come. We do this by providing:

- accurate and engaging educational resources about Hindu Dharmas and Hindu Americans
- impactful trainings, advocacy and services that protect and promote religious liberty, free expression, equality and justice
- critical and creative programs empowering Hindu Americans to sustain their culture and identity

HAF is not affiliated with any religious or political organizations or entities. HAF seeks to serve Hindu Americans across all sampradaya. Our positions will always be based on our guiding principles and we will always work in a manner that is rooted in Hindu values.

HAF is a non-partisan, non-profit tax-exempt public charity pursuant to Internal Revenue Code Section 501(c)3.



Hindu American Foundation

hinduamerican.org

social media: @hinduamerican

DHARMIC GUIDING PRINCIPLES

Satya

Be truthful. We pride ourselves in offering programming and information with accuracy and integrity.

Ahimsā

Be kind. We aspire to work and communicate fairly, constructively and respectfully.

Viveka

Be wise. We approach our work with intelligence, discernment and reflection.

Srijantā

Be innovative. We aspire to keep our work and approach creative, innovative and agile.

Sahakāritva

Be collaborative. We seek out partnerships with individuals and individuals on a foundation of mutual respect to forward our shared values and goals.

Nirmamatva

Be selfless. We value and respect each other and keep our focus on serving a greater good.

Utsāh

Be passionate. We are passionate about Hindu Dharma and our work.