Fuel the nonprofit news movement:
Contribute to the pooled fund that stimulates hundreds of thousands of donations.

People need relevant, trustworthy, independent information to stay safe and healthy, to engage in community – and to take action on issues they care about. Nothing satisfies these needs like high-quality, local journalism.

Research shows when journalism falters, voting rates decline, fewer people run for office, corruption increases and serious issues escape public and policymaker attention.

For donors, foundations and corporations concerned about ensuring we have informed and engaged communities, NewsMatch is one of the most powerful tools to help high quality nonprofit newsrooms thrive.

NewsMatch 2021

$4.8M raised in pooled matching funds by national funders

$46M in individual donations and local matches were made to 275 newsrooms across the U.S.

231k unique individuals made donations with nearly 53,000 making a gift for the first time

Advantages for Funders

- Strengthen the fundraising capabilities in nonprofit newsrooms by investing in training and resources to expand skills in this emerging field.
- All NewsMatch participants are carefully vetted by the Institute for Nonprofit News to meet high standards in ethics, transparency and journalistic integrity.
- The Miami Foundation manages the grant-making and evaluation process, making it easy to make a first-time investment in nonprofit journalism.
- There are flexible options to align with your existing strategy and priorities.

In 2021, more than 17 national and 900 local funders around the country joined this movement by matching donations made by individuals to nonprofit newsrooms around the country.

Join the coalition of funders who have invested in nonprofit newsrooms through NewsMatch.

Current funders include:

- Democracy Fund
- Knight Foundation
- Google News Initiative
- Jonathan Logan Family Foundation
- Solidarity Giving

NewsMatch is about impact.
In 2021, the collective pool of philanthropic institutional funds was matched 9.6x by individual donors and community funders around the country.

Explore giving opportunities.

To learn how you can join this initiative, contact INN’s Director of Institutional Giving, Moumita Chakraborty (moumita@inn.org)