

## An **impact-focused solution** to funding public service journalism

### A new kind of news network is emerging

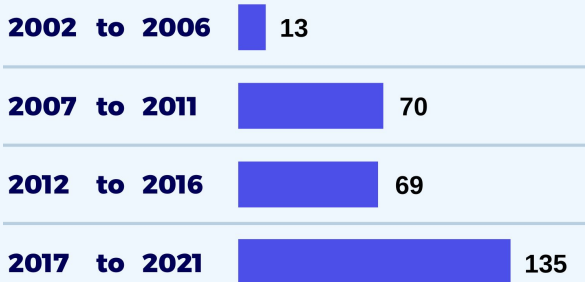
Trusted, accessible, and locally-relevant journalism is essential to our social fabric. It holds the powerful to account. It inspires people to engage and speak up in civic spaces. It protects our vulnerable democracy.

In a world of partisan echo chambers, the **Institute for Nonprofit News (INN) Network's** 400+ member newsrooms are essential sources for fact-based, credible reporting for millions nationwide.

### Nonprofit news is surging

New outlets are rapidly emerging in response to community needs, particularly at the local level.

Number of INN member outlets launched by year:



Courtesy of Wisconsin Watch

## The Nonprofit News Difference

- Creating new, innovative models to share vital information
- Producing community-centered stories that otherwise go untold
- Represented by more than 70 organizations serving communities of color
- Broadening reach and support for news by distributing stories across 7,000 outlets
- High standards for editorial independence and financial transparency

## NewsMatch

A proven tool to *equitably scale* your investment in journalism with real, local impact



## How and why this collaborative model works

- **Joint fundraising campaign** that helps hundreds of newsrooms amplify their impact and engage more than 350,000 new donors to INN newsrooms since its inception
- **Matching gifts** are leveraged as seed funding to spark 11x the amount in local giving
- **Unrestricted revenue** gives newsrooms the power to invest in what they need the most to have the greatest impact
- **Year-round training resources** increase newsrooms' capacity, particularly for startups, to fully leverage the program
- **Newsroom vetting** by the Institute for Nonprofit News ensures funding is directed to high-quality, independent journalism
- **Flexible options** provide funders with ways to invest broadly or with a focus on an issue or community

### NEWSMATCH IMPACT

# \$271 million

in unrestricted revenue invested in  
**390** nonprofit newsrooms since 2017

**\$25**  
million

**Pooled matching funds** and  
bonuses leveraged to spark local  
giving



**\$246**  
million

**Local contributions**  
raised directly by newsrooms

### *Join our learning community of NewsMatch funders*

Democracy Fund  
Heising-Simons Foundation  
Inasmuch Foundation  
Independence Public Media Foundation  
John S. and James L. Knight Foundation  
Jonathan Logan Family Foundation  
Joyce Foundation  
Kaphan Foundation  
Loud Hound  
Maida Lynn  
Natasha and Dirk Ziff  
The New York Times  
The Schwab Charitable Fund, *made possible by the generosity of the Present Progressive Fund*  
Solidarity Giving  
Walton Family Foundation  
William and Flora Hewlett Foundation  
Wyncote Foundation

This is a collaborative fund held at **The Miami Foundation**.

**Connect with us.** Please contact  
Lisa Gardner-Springer at [lisa@inn.org](mailto:lisa@inn.org) to  
learn more about this opportunity.