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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002 to 2006</td>
<td>13</td>
</tr>
<tr>
<td>2007 to 2011</td>
<td>70</td>
</tr>
<tr>
<td>2012 to 2016</td>
<td>69</td>
</tr>
<tr>
<td>2017 to 2021</td>
<td>135</td>
</tr>
</tbody>
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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

newsmatch.org
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

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**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

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**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 to learn more about this opportunity.