

# NewsMatch

## 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.**



Photo by Ryan Denham / Courtesy of WCBU

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

Last year, 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.

### Current funders include:

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

NewsMatch 2021

NewsMatch is about **impact**.

Last year, the collective pool of philanthropic institutional funds was matched **9.6x** by individual donors and community funders around the country.

**\$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.



### Explore giving opportunities.

To learn how you can join this initiative, contact INN's Director of Institutional Giving, **Moumita Chakraborty** ([moumita@inn.org](mailto:moumita@inn.org))