

Year Over Year Results

Newsroom Returns	2016	2017	2018	2019	2020	2021	
Number of newsrooms	57	109	154	195	260	275	▲ 5.8%
Total dollars raised from individuals	No Data (1)	\$26,495,266	\$33,000,000	\$43,547,980	\$47,214,436	\$42,046,001	▼ -10.9%
Philanthropic Investment	2016	2017	2018	2019	2020	2021	
Matching Grants (2)	\$1,238,708	\$2,365,021	\$3,161,809	\$3,373,948	\$3,110,334	\$2,559,322	▼ -17.7%
Partner Match Funds (3)	N/A (4)	\$158,000	\$209,209	\$560,000	\$537,475	\$1,626,888	▲ 202.7%
Goal-Based Bonuses (5)	N/A	N/A	\$404,013	\$205,000	\$825,000	\$612,000	▼ -25.8%
Local Matches (6) <small>Secured independently by newsrooms</small>	No Data	\$886,352	\$676,814	\$1,429,757	\$3,096,176	\$4,000,902	▲ 29.2%
Total Match Funds	\$1,238,708	\$3,409,373	\$4,047,832	\$5,363,705	\$6,743,985	\$8,187,112	▲ 21.4%
Total NewsMatch Investment (7) <small>Includes individual donations matched by NewsMatch</small>	N/A	\$8,297,415	\$11,388,685	\$13,081,601	\$15,152,127	\$16,156,645	

Other (Nov. 1 to Dec. 31)	2016	2017	2018	2019	2020	2021	
Number of donations	No Data	350,000	358,751	548,306	1,075,645	486,598	▼ -54.8%
Number of unique donors	No Data	181,191	214,587	263,219	433,922	231,672	▼ -46.6%
Number of new donors	No Data	43,014	52,159	58,180	96,493	52,786	▼ -45.3%
Number of local match funders	No Data	17	257	235	372	929	▲ 149.7%
Number of core funders	1	4	7	8	12	13	▲ 8.3%
Number of partner funders	N/A	4	5	7	7	9	▲ 28.6%

(1) Robust data collection on giving to newsrooms did not begin until 2017.

(2) Matching Grants of up to \$14,000 for participating newsrooms come from the "Main NewsMatch Fund," which in 2021 was supported by the John S. and James L. Knight Foundation, Democracy Fund, Meta Journalism Project, Google News Initiative, Inasmuch Foundation, Jonathan Logan Family Foundation, Present Progressive Fund at Schwab Charitable, Natasha and Dirk Ziff, Snider Foundation, Walton Family Foundation, Loud Hound Foundation, Kaphan Foundation and Bernard and Anne Spitzer Charitable Trust.

(3) Partner Funds provide additional matching grants for newsrooms working in specific geographic regions or issue areas. In 2021, partner funds were supported by John S. and James L. Knight Foundation, Democracy Fund, Meta, and Walton Family Foundation (Diversity, Equity & Inclusion), Jonathan Logan Family Foundation (The American South & Puerto Rico), Wyncote Foundation (Philadelphia & New Jersey), Hewlett Foundation (Local News & Education), Loud Hound Foundation (Arizona, Georgia, Nevada, Pennsylvania and Wisconsin), and Independence Public Media Foundation (Eastern Pennsylvania, New Jersey & Delaware).

(4) N/A indicates this program feature was not yet created.

(5) Goal-Based Bonus grants are issued to newsrooms for hitting specific performance targets. In 2020, the Google News Initiative awarded \$750,000 in bonuses to organizations that reached the original match cap and an additional bonus to startups that also secured at least 100 new donors. The remaining dollars from the Main Fund were redistributed as a New Member Bonus and to startup newsrooms that secured at least 100 new donors. The number of startup newsrooms is pending final verification and bonuses are subject to change.

(6) Local matching grants newsrooms secure from other foundations, major donors, or businesses.

(7) The yearly total investment in nonprofit newsrooms includes matching grants, partner funds, local matches, goal-based bonuses, and the individual donations that have been matched by NewsMatch.

Year Over Year Results – Newsroom < \$1 Mil

Newsroom Returns	2020	2021	Total Change	2020 Average	2021 Average	Average Change
Number of newsrooms	176	207	▲ 17.6%	-	-	-
Total dollars raised from individuals	\$6,548,139	\$8,691,396	▲ 32.7%	\$37,205	\$41,987	▲ 12.9%
Philanthropic Investment						
Philanthropic Investment	2020	2021	Total Change	2020 Average	2021 Average	Average Change
Matching Grants	\$2,064,356	\$2,545,322	▲ 23.3%	\$11,729	\$12,296	▲ 4.8%
Partner Match Funds (3)	\$420,375	\$1,049,038	▲ 149.5%	\$2,388	\$5,068	▲ 112.2%
Goal-Based Bonuses (6)	\$575,068	\$378,641	▼ -34.2%	\$3,267	\$1,829	▼ -44.0%
Local Matches (5) <small>Secured independently by newsrooms</small>	\$935,475	\$1,865,144	▲ 99.4%	\$5,315	\$9,010	▲ 69.5%
Total Match Funds	\$3,420,205	\$5,459,504	▲ 59.6%	\$19,433	\$26,374	▲ 35.7%
Total NewsMatch Investment (7) <small>Includes individual donations matched by NewsMatch</small>	\$6,059,629	\$8,383,467	▲ 38.3%	\$51,815	\$59,693	▲ 15.2%

Other (Nov. 1 to Dec. 31)	2020	2021	Total Change	2020 Average	2021 Average	Average Change
Number of donations	108,045	91,674	▼ -15.2%	614	443	▼ -27.9%
Number of unique donors	48,313	58,465	▲ 21.0%	275	282	▲ 2.9%
Number of new donors	20,576	20,274	▼ -1.5%	117	98	▼ -16.2%
Number of local match funders	248	604	▲ 143.5%	1.41	3	▲ 107.1%