

NewsMatch

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NewsMatch Key Impact Metrics

NewsMatch has raised millions of dollars annually to support nonprofit journalism. The goal of this catalytic program — a unique collaboration between newsrooms, funders, and industry experts — is to strengthen the fundraising capabilities of nonprofit newsrooms, amplify the impact of their work, and promote giving to journalism in the U.S.

Key impact metrics

- ▶ Since the program's inception, **NewsMatch has generated over \$223 million to support nonprofit news organizations.**
- ▶ Over **300,000 individuals donated to support a newsroom for the first time** during NewsMatch since 2017, expanding the pipeline of nonprofit news donors.
- ▶ Newsrooms with operative expenses under \$1 million, which made up 76% of NewsMatch participants in 2021, **saw a 27% increase in individual giving and an 84% increase in local matches in 2021.**
- ▶ The number of **national NewsMatch funding partners has grown from 1 to 18.** Since 2016, national funders have awarded more than \$20.1 million in unrestricted grant dollars to support nonprofit news.
- ▶ Major donors, local foundations, and small businesses have contributed an additional \$6 million in local match funds over the past four years. **In 2021, the number of local match funders increased by nearly 150%,** significantly diversifying the funding sources for newsrooms.
- ▶ In the past five years, newsrooms have leveraged a combined total of \$27.7 million in national and local match funds to **generate more than \$192 million in year-end contributions from individuals** — more than 7x the amount.
- ▶ NewsMatch has seen a **153% increase in participating organizations** since 2017, which signals growth in the field and indicates that newsrooms continue to see individual giving as a valuable source of revenue.
- ▶ In 2021, NewsMatch helped generate more than **\$24 million in individual donations to local newsrooms, \$9.1 million to startups, and \$9.8 million to newsrooms with a primary mission to serve communities of color.**