

NewsMatch

Powered by  INN

History of NewsMatch

NewsMatch is a collaborative fundraising movement designed to transform how communities support the journalism that serves them. The program centers on a fundraising model that leverages the power of matching gifts to inspire donations to nonprofit newsrooms from local community members and funders around the country.

The program was initiated by the John S. and James L. Knight Foundation in collaboration with the [Institute for Nonprofit News \(INN\)](#) and [News Revenue Hub](#) in response to the [growing number of donations](#) nonprofit newsrooms began to receive after the 2016 election. The idea was to build a groundswell of support for independent media outlets amid concerns about fake news, unreliable sources of information, and the role of accountability reporting. In 2016, [Knight created a fund of \\$1.5 million](#) to issue up to \$25,000 in matching funds to 57 nonprofit newsrooms around the country. Since then, the program has expanded to include a coalition of more than 18 national funders and now more than 300 nonprofit newsrooms.

Over the last six years, NewsMatch has helped raise over \$200 million in community support for members of INN — a network of independent news organizations that are nonprofit, nonpartisan, and dedicated to public service. In 2021, \$4.7 million in national NewsMatch funds helped unlock an additional \$4 million in local funder matches and \$42 million in individual donations. Every dollar into the NewsMatch seed fund results in 9x additional support through individual donors, institutional gifts, and local matches to participating newsrooms.

How NewsMatch Works

- ▶ Participating newsrooms receive training and resources from INN and News Revenue Hub to strengthen their fundraising capabilities and grow community support.
- ▶ Small-dollar donations made by individuals between November 1 and December 31 to newsrooms with operating expenses under \$1 million are matched by a coalition of national funders.
- ▶ National funders contribute to a pooled matching fund for nonprofit news managed and administered by The Miami Foundation to power the program. They also support a number of regional or coverage-specific partner funds.
- ▶ Newsrooms leverage the support of national funders to also inspire local businesses, foundations, and philanthropists to contribute additional matching funds.
- ▶ Participating newsrooms must be compliant members of INN and meet set standards for editorial independence, financial transparency, and original reporting.