



SHAPING THE FUTURE OF JOURNALISM

2021 IMPACT REPORT



Institute for
Nonprofit News

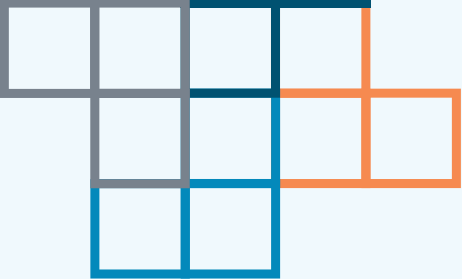
Photo by Lucy Garrett, MLK50

“

...one of the challenges we have, and part of the reason you've seen increased polarization, is all media has become nationalized, and hence more ideological. One encouraging trend has been a number of nonprofit newsrooms beginning to pop up in places like Baltimore, Houston and my hometown of Chicago, all aimed at providing essential coverage of what's happening locally and in state houses. That's an example of how new models of journalism are possible along with smart ways for communities to reinvigorate local news.”

President Barack Obama

*Challenges to Democracy in the Digital Information Realm,
keynote speech, Stanford University, April 21, 2022*



THE FUTURE OF JOURNALISM IS BEING CREATED RIGHT NOW.

After a generation of disruption that gutted newsrooms and left surviving newspapers seriously diminished, **we are experiencing a period of rebirth.** Startups are launching every month. New ideas are being demoed and debated. Everything — from business models to delivery platforms to journalistic ethics — is being reenvisioned and reinvented.

What's at stake is perfectly evident.

Trusted, reliable journalism is essential to the fabric of our societies. It holds the powerful to account. It inspires individuals to engage, volunteer, and vote. It protects our vulnerable democracy. What shape the future of journalism takes will largely determine whether we sink deeper into a cycle of misinformation and division or whether we can reclaim a civic space in which fact-based reporting offers common reference points that transcend ideological bubbles.

At INN, **our goal is to help create new models of journalism** adapted to our times. We believe the future of journalism is strongest when it reflects the qualities of nonprofit news — created **in the public interest, liberated from a profit obligation, committed to transparency and truth, and independent of any cause beyond informing the people it serves.** Grounded in these values, journalism can generate trusted reporting that is available to everyone. As a result, people are better informed about what's happening in their neighborhoods, their communities and in the broader world.

At INN, we work in partnership with our members and philanthropic supporters to shape the field. We have been on a **13-year trajectory of dramatic growth.** INN has matured into a sustainable national movement that is **supporting commercial news as well as nonprofit newsrooms.**

It can be difficult to identify a **tipping point** in the moment, but I'm convinced one happened in 2021. Last year, members of INN — the INN Network — grew to a scale that is now **allowing us to realize network effects like never before.** Reporting together, building revenue together, sharing business innovation, research and insights, INN members are accelerating their own growth and accelerating INN's evolution from hundreds of mission-aligned organizations into a mutually supporting media network. And this creates the systems to effectively fund local news at scale.

Our members don't stand alone; we stand together. We share values, knowledge, tools, and even reporting capacity. **We keep getting smarter, stronger, and more effective.** Complex, important stories are being told. They inspire people to see the world — or sometimes just their neighborhoods — more clearly and to take action.

Please join me in celebrating our shared accomplishments of 2021. Let's make 2022 another leap forward into the future of journalism.



SUE CROSS

Executive Director & CEO
Institute for Nonprofit News

FIVE FOUNDATIONS FOR THE FUTURE OF JOURNALISM

1

BOLSTERING TRUST

2

INVESTING IN TALENT & INCLUSION

3

IGNITING THE REPORTING POWER OF THE INN NETWORK

4

BUILDING A SUSTAINABLE FIELD

5

TRANSFORMING RESEARCH INTO ACTIONABLE INTELLIGENCE



FOUNDATION 1 BOLSTERING TRUST

Photo by Fernando Salazar, The Beacon

ACCORDING TO PEW RESEARCH, 60% OF AMERICANS HAVE NOT MUCH OR no confidence in journalists to act in the best interest of the public, a 16% drop since 2018. **Without trust, journalism is sapped of its power** to inform, protect, and empower our communities.

INN is a network of journalists committed to serving the public and earning its support through shared community standards: to **fact-based reporting, editorial independence, and financial transparency**. Working from these foundations, INN member newsrooms generate journalism deserving of public trust. With **no dark money. No hidden agendas**.

These standards also open opportunities. They are the common ground on which collaborative editorial projects stand. They underpin sponsorship and underwriting and provide the sense of confidence that brings new funders into news philanthropy. They increase the impact of every story by **encouraging thousands of commercial media and digital platforms to trust and publish the reporting of INN member newsrooms**. This shared reliance on strong nonprofit reporting is reshaping the whole news ecosystem. We are a growing network because we are grounded in common values and practices.

2,900

DATABASES PUBLISHED OR MADE
PUBLICLY ACCESSIBLE BY INN MEMBERS

6,100

MEDIA OUTLETS REGULARLY PUBLISHING INN NETWORK
MEMBER COVERAGE, A 60% INCREASE OVER 2020

As the field grows, one of INN's most critical functions is to help news startups adopt these standards, and to vet and strengthen the trust of independent news organizations in an era when interest groups seek to blur lines between propaganda and the independent press. We are excited to share that in 2021, we helped **78 organizations meet the network's community standards and become INN members.**

Recognizing how fundamental this work is to the growth of the field, INN is working to expand our engagement team in 2022 so we can better support emerging nonprofit newsrooms in advancing these best practices.

INN membership standards are described at inn.org/membership-standards.

“While not all INN members are all specifically focused on investigative journalism, they share a public mission of serving as monitors of power. When a judicial district gets an INN member, prosecutions for public corruption improve, suggesting an important association between high-quality journalism and the ability of law enforcement to prosecute wrongdoers who are supposed to be serving the public.”

Nikki Usher

[*How Loud Does the Watchdog Bark?*](#)

A Reconsideration of Local Journalism, News Non-profits, and Political Corruption (April 28, 2022)



FOUNDATION 2

INVESTING IN TALENT & INCLUSION



Photo by Ryan Denham, WCBU

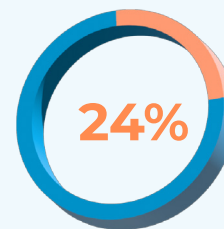
NONPROFIT NEWS IS A NEW FIELD, GROWING FAST AND REQUIRING NEW SKILLS. Few journalism schools teach nonprofit news management, and news is not a traditional area of study in nonprofit management courses. **The biggest accelerator for the field is human talent.**

INN makes leadership and business capacity-building top priorities with a focus on attracting, supporting, and retaining leaders of color.

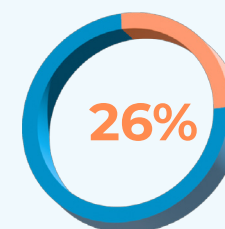
In 2021, this work took multiple forms:

- ▶ The **Emerging Leaders Council** provided 13 mid-career news executives and managers, of whom 70% identified as people of color, with customized coaching on leadership, audience engagement, and philanthropy. Of our 45 alumni, 80%+ have stayed in the nonprofit news field.
- ▶ Through partnerships with the Emma Bowen Foundation, CUNY/Newmark School of Journalism, the Columbia School of Journalism, and the Missouri School of Journalism, **INN placed more than 70 interns and fellows in 57 member newsrooms, with 60% identifying as BIPOC.**

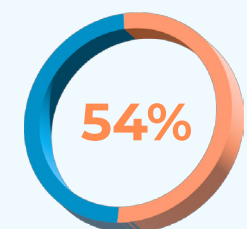
INN NETWORK MEMBERS AT A GLANCE:



Led by people who identify as BIPOC



Primarily serving communities of color



Led by people who identify as female

- ▶ INN created a unified library of diversity, equity and inclusion (DEI) **resources** to support member organizations, and provided a wide range of **online training** events, with over 350 registered for sessions on racial equity, news-room diversity, implicit bias and equitable collaborations.
- ▶ This year's **INN Days** — the field's signature conference of learning and peer exchange — was our largest ever, surpassing 1,100 participants.
- ▶ INN launched the **Nonprofit News Awards** ("The INNYS") which recognize excellence in deep explanatory coverage and investigative reporting; news-room collaboration and civic coverage; innovations in revenue generation and audience engagement; and community-building and the expansion of public engagement and trust. inn.org/nonprofit-news-awards

These commitments reflect **a more representative organization and field, although significant work remains ahead**. Today 55% of INN's board and 40% of our staff identify as BIPOC. Across the INN Network, organizations led by people of color have increased from 8% in 2016 to 24% in 2021, and 30% of the INN Network membership staff identify as BIPOC. For more information, see INN's most recent diversity report: inn.org/diversity-report



I've been in sales for a long time, but not fundraising, so I saw the Emerging Leaders Council as an opportunity to enhance these critical skills. I learned a great deal from that cohort and this work helped me create a fundraising plan that we use at every meeting. It's been immensely helpful."



Kimberly Griffin

*Publisher and Director of Revenue, Mississippi Free Press
Member of the 2021 Emerging Leader Council*

IGNITING THE REPORTING POWER OF THE INN NETWORK



Photo by Jennifer Bell, Citizen Potawatomi Nation

IN 2021, THE INN NETWORK GREW TO 360 ORGANIZATIONS WITH AN ESTIMATED 2,700 JOURNALISTS AND COLLECTIVE REVENUE OF \$500 MILLION.

By 2020, INN newsrooms had more journalists covering North America than NPR and its affiliates. In the past year we saw two distinct ways that network effects are generating systemic impact far greater than the sum of its parts.

The INN Network shares. The work of 360 INN member organizations was **regularly republished and redistributed by some 6,100 media outlets**. This vastly expands the reach of nonprofits and improves the depth and quality of reporting made available by thousands of other newsrooms. **Virtually all Americans now receive news reported by INN Network newsrooms.**

The INN Network collaborates. Over the last year, more than 28 member organizations joined forces in editorial collaborations organized and funded by INN: on water quality in the West, criminal justice issues in Chicago, community colleges in Midwest cities, life after Covid, and how rural schools have adapted to the pandemic. **Their work reached millions, captured global attention, unlocked millions of dollars in federal funding for their communities and led to new legislation.**

INN MEMBER ORGANIZATIONS: **360**

A 28% INCREASE OVER 2020

2,700

INN NETWORK JOURNALISTS



FOUNDATION 3: IGNITING THE REPORTING POWER OF THE INN NETWORK

ORIGINAL STORIES PRODUCED BY INN MEMBERS IN A YEAR:

400,000+

INN builds **additive rather than extractive collaborations** — we generate net new funding and help with project management, editing, distribution and impact measurement so participating newsrooms can report with knowledge on the places where they often are the only journalists.

Informed by these successes, **INN launched the Rural News Network, a consortium of more than 60 nonprofit, nonpartisan news organizations across 20 states** offering a more nuanced picture of life in rural America beyond the stereotypes we often see play out in national media. Together with INN, they're changing the narrative around rural life.

INN and its members are expanding these collaborations to realize the extraordinary power of this network to restore local reporting and elevate it into a national narrative that can connect people in divided times and focus attention on overlooked issues and people.

“INN is all about community. Our members help and inspire each other, collaborate and share what we are learning and doing, and celebrate the extraordinary colleagues who are serving their communities. I'm grateful every day for our INN community and staff.”



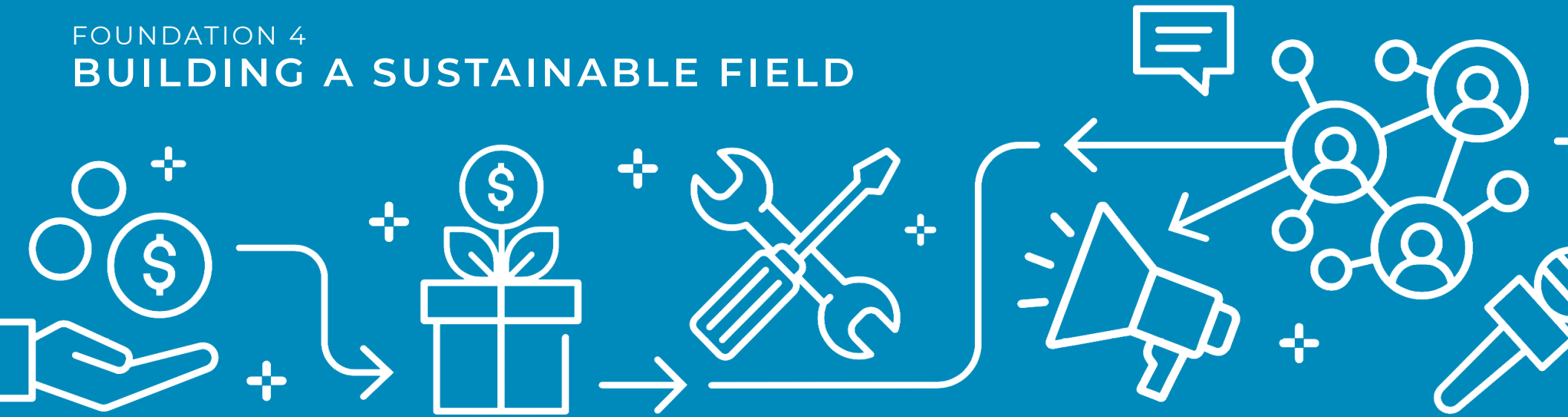
Marcia Parker

Publisher Cal Matters, Chair, INN Board of Directors



**FREEDOM OF INFORMATION
ACT REQUESTS FILED BY
INN MEMBERS: 27,000**

FOUNDATION 4 BUILDING A SUSTAINABLE FIELD



FOR NONPROFIT NEWS TO SUPPORT INFORMED COMMUNITIES, WE MUST CREATE A NEW PHILANTHROPIC BASE FOR JOURNALISM, while continuing to maximize earned revenue. At the core of this work is NewsMatch, a collaborative fundraising initiative in partnership with The Miami Foundation and News Revenue Hub. **Since 2016, NewsMatch has raised more than \$223 million for our field — a historic, transformative investment in the reinvention of news.**

During the last NewsMatch cycle, the INN Network and our philanthropic partners leveraged \$4.8 million in matching funds to raise **an additional \$46 million from individual and local funders**, which was distributed across 275 member organizations. This means each match dollar inspired more than \$9.60 from individuals to support these newsrooms.

NewsMatch is not just focused on dollars raised (although they matter tremendously), but also on expanding nonprofit news' national base of philanthropic support. **In 2021, 231,672 individual donors participated — including more than 50,000 first-time donors — along with 929 institutional funders at the local and community levels.**

\$500,000,000

COLLECTIVE INN NETWORK MEMBER REVENUE (EST)

\$50,233,113

REVENUE GENERATED BY NEWSMATCH IN 2021

231,672

TOTAL NEWSMATCH CONTRIBUTORS

INN TRAINING AND COACHING PROGRAM PARTICIPANTS IN 2021:

2,000+

These supporters — if they stick with us as ongoing contributors — represent a critical funding base for our future. To help members fully realize the opportunities created through NewsMatch, **INN developed and offers the Network Philanthropy Center**, which provides hands-on assistance, coaching, peer groups, tools and technology for INN members. Last year, people from INN member organizations turned to the Network Philanthropy Center over a thousand times.

While philanthropy is an essential plank of the nonprofit news model, it is complemented by earned revenue. Through programs like the **Google News Initiative-INN Sponsorship Lab**, we help members design and implement new sponsorship strategies, often with transformative effect. In 2021, one Lab participant, *Sahan Journal*, saw a 565% increase in newsletter revenue over the prior year.

In the years ahead, INN will continue to test, model, and build our collective capacity to generate revenue for the field through philanthropy, sponsorship, audience building and other strategies. We are grateful in this work to have the partnership of innovators like Microsoft, SmartNews, and Google.

“NewsMatch represents a huge vote of confidence in small, independent media operations. It’s usually very hard to raise significant, unrestricted funds, especially for those of us still learning the ropes of fundraising. Additionally, the level of hands-on support the NewsMatch team provides is simply invaluable for extra-small publications who don’t have the resources for a full development staff.”



Scott Gordon

Editor/Publisher, Tone Madison

RESILIENCE

90%+ OF INN MEMBER NEWS ORGANIZATIONS
SURVIVE THEIR STARTUP STAGE

FOUNDATION 5 TRANSFORMING RESEARCH INTO ACTIONABLE INTELLIGENCE

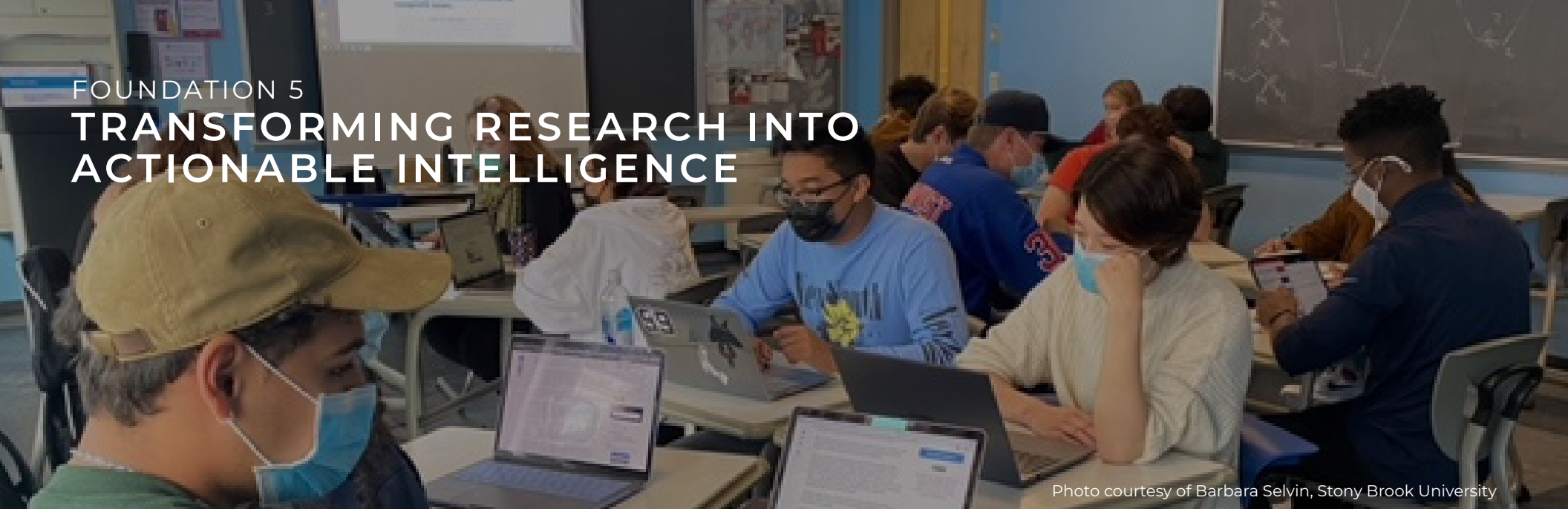


Photo courtesy of Barbara Selvin, Stony Brook University

IN A PERIOD OF RAPID, SYSTEMIC TRANSFORMATION, NOTHING IS MORE VALUABLE THAN RELIABLE INTELLIGENCE.

Virtually every nonprofit news organization is asking some version of these questions: “What should my revenue mix look like based on my outlet’s age, audiences served or geographic scope? How do I balance different donor and earned revenue programs? Where and how can I grow direct audiences?” And that is just the tip of the iceberg.

From our unique vantage at the center of the field, INN and its members have committed to assembling the most comprehensive and trustworthy data possible about the nonprofit news sector and using this data to identify key drivers of success.

Since 2017, INN members have taken part in an extraordinary research consortium, providing their data to help better understand this emerging media sector as it develops. On an annual basis, this learning is published as **the INN Index**. In 2021, 95% of member organizations participated, a remarkable level of engagement that provides the most comprehensive data available about the state of nonprofit news.

~13,000

DATA POINTS COLLECTED IN THE 2021 INDEX REPORT

FOUNDATION 5: TRANSFORMING RESEARCH INTO ACTIONABLE INTELLIGENCE

What we learn doesn't sit on a shelf or behind a paywall. **Our knowledge informs action.** INN members use it to benchmark their own results and gains and innovations against peers, and inform their own strategic planning. INN uses data to continually refine member-supporting programs. Trends from that data inspired the 10 new peer communities we launched this year, such as Dos Mundos, a community for more than 60 INN member newsrooms that produce content in more than one language, and a News Fundraisers group with more than 400 members. We launched new programs to help organizations **measure and improve their equity practices.**

INN also widely shares what we have learned with other network-serving nonprofits, academic partners, foundations and global media development experts so that the entire nonprofit news ecosystem operates with the greatest intelligence possible.

For more information, please explore the **INN Index** at inn.org/inn-index (new release scheduled for June 2022).



ORGANIZATIONS THAT MADE USE OF 2021 INDEX DATA AND INSIGHTS INCLUDE:

American Journalism Project
Arizona State University
Arnold Ventures
Democracy Fund
Dow Jones News Fund
E Pluribus Unum
Google News Initiative
Impact Architects
Inasmuch Foundation
The John S. and James L. Knight

Foundation
The John D. and Catherine T. MacArthur Foundation
The Miami Foundation
The Medill Local News Initiative at Northwestern University
News Revenue Hub
Report for America
Silicon Valley Community Foundation



We are trying to rebuild America's access to the local news and information that communities and our democracy rely on, and the INN Index is a vital tool to understand this emerging sector. The Index helps us listen to the nonprofit news field and ensure our strategies and grantmaking are making a positive impact."

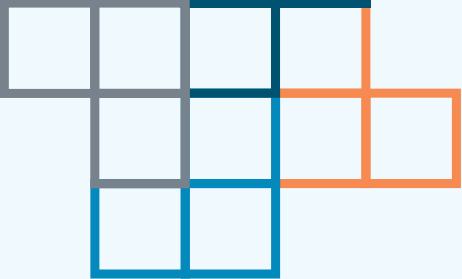


Joshua Stearns

Program Director, Democracy Fund

A woman with dark hair tied back, wearing a black t-shirt and jeans, is holding a Canon DSLR camera with a large lens up to her eye, taking a photo. She is wearing a black face mask. She has another camera with a large lens hanging from her waist. She is standing in a crowd of people on a city street. Other people in the crowd are also wearing face masks. In the background, there is a building with large windows and a sign that says "GILBERT CO.". The text "LOOKING FORWARD" is overlaid in white capital letters on a dark blue horizontal band across the middle of the image.

LOOKING FORWARD



WE'RE FREQUENTLY ASKED: "IS NONPROFIT NEWS REPLACING WHAT HAS BEEN LOST OR CREATING SOMETHING NEW?"

WHILE THERE IS NO DOUBT THAT NONPROFIT NEWS HAS FILLED GAPS LEFT by layoffs and closures in traditional media, INN's primary focus — our true value — is in propelling new models and practices of journalism better suited to the needs of our time.

In closing, we highlight **five** ways nonprofit news is helping to shape the future of all journalism.

1. **VALUES.** Nonprofit news is created in the public interest, liberated from a profit obligation, committed to transparency and truth, and independent of any cause beyond the diverse communities it serves.
2. **REPRESENTATION.** Nonprofit news prioritizes reporting from within communities rather than from a remote point of view. To do this well, nonprofit newsrooms must be grounded in and represent the communities they cover, and that is increasingly the norm.
3. **FOCUS.** In-depth, original reporting is time-expensive. Philanthropy, more than commercial business models, enables nonprofit newsrooms to prioritize investigative and deep explanatory reporting. This is reporting that goes beyond opinion or assumed beliefs, the deeper journalism that expands awareness and understanding of critical issues.
4. **COLLABORATION.** With missions of public service, nonprofit newsrooms view all of their peers — in both nonprofit and commercial journalism — as potential partners in reporting and reaching audiences. While some individual nonprofit newsrooms may seem small, collectively they are a force to be reckoned with — and we are just beginning to realize their full power.
5. **RESILIENCY.** Over and over again, individual newsrooms and the field as a whole demonstrate their staying power. The data is clear: nonprofit news is not fragile. We are strong and getting stronger.



Across all corners of our country, nonprofit news organizations are doing something extraordinary: Rebuilding local news and restoring a foundation of our democracy. INN provides the knowledge, resources and support for this important work. We're not just building back what was lost — we're building information ecosystems that are more equitable and more sustainable. It's exciting to be a part of this movement.



Kelsey Ryan

Publisher, The Beacon

Elected member representative, INN Board of Directors

A map of the United States with numerous blue circles of varying sizes scattered across its territory. The circles represent the locations and relative numbers of members. The word "MEMBERS" is centered in white capital letters.

MEMBERS

ACTIVE INN MEMBER ORGANIZATIONS

Since our founding in 2009, INN has grown to 360 member organizations. Following is our list of our active members and the “class” when they joined INN.*

2009

Alicia Patterson Foundation†
Center for Investigative Reporting / Reveal
Center for Public Integrity
inewssource
InvestigateWest
Investigative Reporters and Editors†
Investigative Reporting Workshop
MinnPost
Pulitzer Center on Crisis Reporting
Rocky Mountain Public Media
Voice of San Diego
Wisconsin Center for Investigative Journalism

2010

G.W. Williams Center for Independent Journalism†
The Austin Bulldog

2011

100Reporters
Aspen Journalism
Center for Sustainable Journalism
Centro de Periodismo Investigativo
Chalkbeat
City Limits
Connecticut Health Investigative Team
The Crime Report
Florida Bulldog
The Iowa Center for Public Affairs Journalism
The Lens
The Maine Monitor
Midwest Center for Investigative Reporting
New Haven Independent
Oklahoma Watch
OpenSecrets
ProPublica
PublicSource
San Francisco Public Press

St. Louis Public Radio
Tucson Sentinel
VTDigger
WyoFile

2012

Arizona Center for Investigative Reporting
Food and Environment Reporting Network
Foundation for Financial Journalism
Georgia News Lab
Global Investigative Journalism Network†
Investigative Post
New Mexico In-Depth
NJ Spotlight
Type Investigations
Voice of Orange County

2013

Better Government Association
Hidden City Philadelphia
Kentucky Center for Investigative Reporting
MarylandReporter.com Inc.
Mongabay
Mother Jones
Ohio Center for Journalism
Texas Tribune
The Reporters Inc.

2014

Carolina Public Press
Charlottesville Tomorrow
Connecticut Mirror
Current
Energy News Network
Georgia Health News
In These Times
North Carolina Health News
Solutions Journalism Network†

2015

Alabama Initiative for Independent Journalism
Anthropocene Magazine
Baltimore Brew
Bridge Magazine
City Bureau
Highlands Current
Injustice Watch
NH Center for Public Interest Journalism
Northern Kentucky Tribune
San Antonio Report
The War Horse News

2016

California Health Report
CalMatters
CivicStory
Honolulu Civil Beat
The International Consortium of Investigative Journalists
The Marshall Project
Maryland Matters
Mississippi News and Information Corp.
Montana Free Press
PassBlue
Shelterforce
Solitary Watch

2017

Austin Monitor
BenitoLink
Civil Eats
The Counter
Coda Story
Economic Hardship Reporting Project
ecoRI News
EdSource
Ensia
First Look Institute
Grist
The Hechinger Report
The Hummel Report
The Imprint

* Regular members are news outlets.

† Affiliate members are not primarily publishers, but are mission-aligned journalism support organizations and educational institutions.

Indigenous Media Freedom Alliance
 Inside Climate News
 LkldNow
 Madison365
 Milwaukee Neighborhood News Service
 News Revenue Hub†
 Next City
 NOWCastSA
 PolitiFact
 Religion News Service
 Retro Report
 Scalawag
 Searchlight New Mexico
 South Dakota News Watch
 The Trace
 Voices of Monterey Bay
 Washington Monthly
 Wausau Pilot and Review
 WFYI Public Media
 WHYY, Inc.
 YR Media

2018

Adirondack Explorer
 Arkansas Nonprofit News Network
 The Badger Project
 Bay Nature Institute
 Belt Magazine
 Block Club Chicago
 Borderzine
 Breckenridge Texan
 The Conversation U.S.
 Crosscut
 Daily Yonder
 Delaware Currents
 Documented
 East Lansing Info
 Flint Beat
 The Frontier
 Futuro Media
 Grey Matter Media
 The Groundtruth Project
 High Country News
 KCUR

KPBS
 Lower Cape Community Access Television
 Mission Local
 Muckrock
 NancyOnNorwalk
 National Parks Traveler
 The Nevada Independent
 Nonprofit Quarterly
 PBS NewsHour
 PRX
 The Rochester Beacon
 San José Spotlight
 Science News
 Southerly
 SpotlightDC
 The Texas Observer
 Threshold Podcast
 The Tyler Loop
 Underscore News
 WDET
 WitnessLA
 Yale Environment 360

2019

Bay City News Foundation
 The Beacon
 The Bedford Citizen
 Borderless
 Boyle Heights Beat
 Capitol News Illinois
 Caribbean Investigative Journalism Network
 Chesapeake Bay Journal
 Cicero Independiente
 The City
 Cityside
 CivicLex
 Columbia Insight
 The Current Media
 The DC Line
 DCist
 Detroit Public Television
 El Paso Matters
 Enlace Latino NC
 Food Bank News

Foothills Forum
 The Fuller Project for International Reporting
 Global Reporting Centre
 H2O Radio
 Hoptown Chronicle
 Idaho Education News
 The Ithaca Voice
 Key Peninsula News
 KOSU
 KPCW
 Mississippi Center for Investigative Reporting
 MLK50: Justice Through Journalism
 Montclair Local
 Mountain Journal
 The Narwhal
 Nevada Public Radio
 Open Campus
 Outlier Media
 Patagonia Regional Times News
 PBS39
 Sahan Journal
 The Salt Lake Tribune
 Science Friday
 SJVWater
 South Side Weekly
 Spotlight PA
 Stateline
 The Utah Investigative Journalism Project
 Virginia Center for Investigative Journalism
 The Water Desk
 WJCT

2020

The 19th*
 The 74
 100 Days in Appalachia
 Advocate Media
 American Journalism Project
 Amjambo Africa
 Applegate Valley Community Newspaper
 Asheville Watchdog
 Bloomfield Information Project
 Canopy Atlanta
 Capitol Beat

Catchlight
 Center for Collaborative Investigative Journalism
 Center For Collaborative Journalism
 Center for Health Journalism
 The Charlotte News
 Chicago Reader
 Circle of Blue
 CoastAlaska
 Colorado News Collaborative (COLab)
 The Current Georgia
 D.C. Witness
 Dallas Free Press
 Deep Indigo Collective
 Delaware Public Media
 Detour Detroit
 East Greenwich News
 El Tímpano
 Evanston RoundTable
 Forward
 The Frisc
 Growing Community Media
 India Currents Foundation
 Indian Country Today
 Investigative Editing Corps
 Ipswich Local News
 KPCC
 The Land
 The Marjorie
 The Markup
 Mississippi Free Press
 Mountain State Spotlight
 New York Focus
 NOISE
 The Objective
 Open Vallejo
 Planet Detroit News
 Prism
 Prison Journalism Project
 Public Broadcasting Atlanta (WABE 90.1 and PBA ATL)
 Public Road Productions
 Radio Ambulante
 The Record North Shore
 Resolve Philly
 Salish Current

San Antonio Heron
 The Sierra Nevada Ally
 Sludge | Participatory Politics Foundation
 Sonoma County Local News Initiative
 Street Sense Media
 Tradeoffs
 The UpTake
 West View Media
 WFAE
 WITF
 WNIN
 YES! Media

2021

The Appeal Media
 Atlanta Civic Circle
 The Atlanta Voice
 Boston Institute for Nonprofit Journalism
 Boulder Reporting Lab
 Bucks County Herald Foundation
 Capital B News
 Cardinal News
 Cecil Public Media
 The Charlotte Bridge
 Chemical City Paper
 The Clayton Crescent
 The Climate
 Colorado Public Radio
 Columbia University Graduate School of Journalism[†]
 The Contributor
 Corner Post
 Eden Prairie Local News
 El Tecolote
 Feet in 2 Worlds
 Flatwater Free Press
 Floodlight
 Fort Worth Report
 Fresnoland
 Friends Of San Quentin News
 Gig Harbor Now
 Global Press Journal
 Harpswell Anchor
 Highway 58 Herald
 Hola Carolina

The Indiana Citizen
 Institute for Public Service Reporting
 Investigative Journalism Bureau
 Isthmus
 Jewish Currents
 Jewish Telegraphic Agency
 The JOLT News Organization
 KERA
 Key Biscayne Independent
 KGOU Radio
 Knock Publishing Company
 KVPR
 Lexington Observer
 Limestone Post
 Making Contact
 Mendocino Voice
 The Michael I. Arnolt Center for Investigative Journalism
 Military Veterans in Journalism, Inc.[†]
 MindSite News
 Mineral Wells Area News
 MIWISCONSIN MEDIA
 Nashville Banner
 The Neal Peirce Foundation[†]
 New Bedford Light, Inc.
 North Carolina Press Foundation[†]
 Oviedo Community News
 Peekskill Herald
 Piedmont Journalism Foundation
 Public Health Watch
 Public Square Amplified
 The Red & Black Publishing Company
 Shasta Scout
 Sopris Sun
 Streetcar Suburbs Publishing
 Tone Madison
 Tostada Magazine
 Tri-Cities Dispatch
 The Tributary
 University of Arkansas School of Journalism and Strategic Media[†]
 VoxPopuli
 WCBU
 WGLT
 Wisconsin Newspaper Association



ABOUT INN

Classroom Reading Group

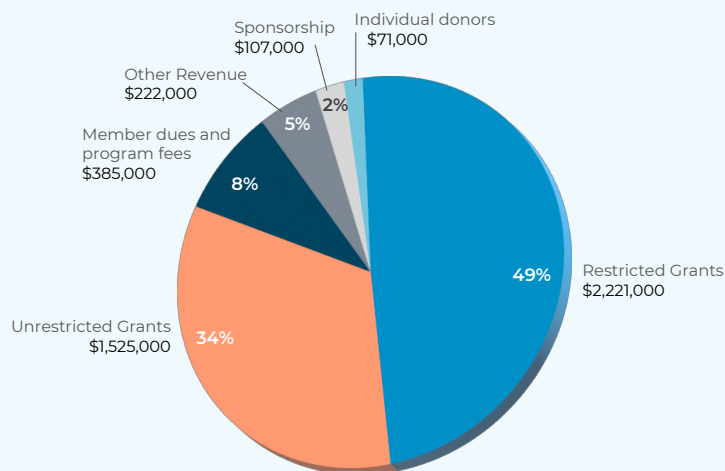
Kaiden	Brooklyn	5
Velumina	Mahilah	
Isaiah		

FINANCIAL SUMMARY

Operating Revenue

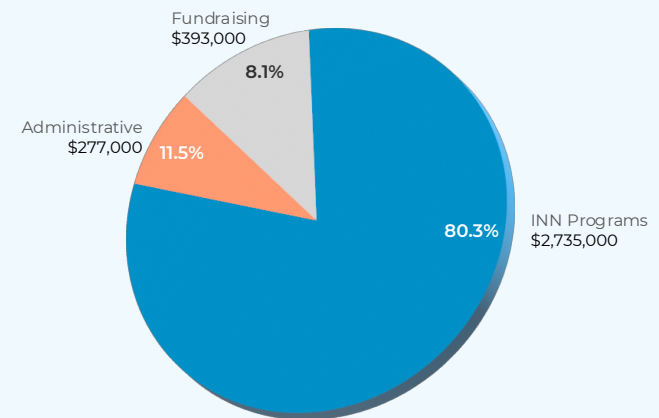
Revenue for 2021 came in at approximately \$4.5 million, and our cumulative reserve was \$1.9 million, which is within best practice guidelines and ensures continuation of member services in case of revenue volatility. Cumulative reserves are calculated as total cash and investments valued at year end, less amounts needed for immediate short-term operations. Totals exclude fiscally sponsored projects, which are broken out separately below.

All figures are preliminary and unaudited, rounded to nearest \$1000.



Operating Expenses

About 80% of INN's 2021 expenses were directed to programming, of which 23% comprised direct support to member organizations or services fees paid on their behalf.



Fiscal Sponsorship Programs

INN helps launch and support news organizations by providing fiscal sponsorship, a program under which INN serves as their 501(c)(3) umbrella organization, ensuring charitable compliance.

Sponsored Project Revenue	\$2,461,000
Sponsored Project Expenses	\$2,402,000
Net all Fiscally Sponsored Projects	\$59,000
Funds Released to Separated FS Organizations	\$141,000

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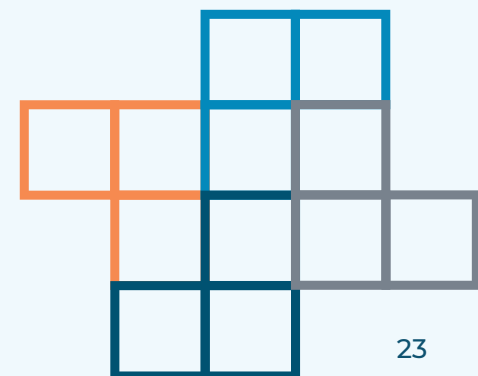
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Learn more at: inn.org

“

INN is building the future of journalism with its support for entrepreneurs across the country. We need to counter the spread of misinformation and disinformation with trusted, reliable journalism, and news and information. And that's what INN Network newsroom leaders produce. They have shared values, a shared commitment to independent journalism in the public interest, and in serving their communities.”

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Shorenstein Center Fellow and former VP of the Knight Foundation Journalism program.



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