NewsMatch Key Impact Metrics

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.

Five-Year Impact (2017 to 2022)

- Generated over $271 million to support nonprofit news organizations.
- $246 million has been raised by the newsrooms themselves from individuals and additional local matches from community foundations, local businesses, major donors and more.
- National funding partners have awarded more than $25 million in unrestricted grant dollars to support nonprofit news through matching funds and goal-based bonuses.
- Over 350,000 individuals have donated to support a newsroom for the first time during NewsMatch, expanding the pipeline of nonprofit news donors.
- The number of participating newsrooms has grown by 1.8x since 2017, signaling the growth of the nonprofit news field.

Campaign Impact (2022)

- 303 newsrooms participated in NewsMatch in 2022, an increase of 10% compared to 2021.
- Participating newsrooms brought in over $38 million in individual donations from more than 231,000 unique donors.
- 18 national funding partners awarded $4.6 million in matching funds and an additional $748,000 in goal-based bonuses.
- Newsrooms secured an additional $5.5 million in matching funds from nearly 800 major donors, local foundations, and small businesses, surpassing the total amount of matching grants from national partners for the first time in the program’s history.

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