

## NewsMatch Key Impact Metrics

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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)<sup>1</sup>

- ▶ 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.

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<sup>1</sup> Robust data collection on giving to newsrooms did not begin until 2017.