

## Year Over Year Results

Newsroom Returns	2016	2017	2018	2019	2020	2021	2022	
Number of newsrooms	57	109	154	195	260	275	303	▲ 10.2%
Total dollars raised from individuals	No Data (1)	\$26,495,266	\$33,000,000	\$43,547,980	\$47,214,436	\$42,046,001	\$38,177,410	▼ -9.2%

Philanthropic Investment	2016	2017	2018	2019	2020	2021	2022	
Matching Grants (2)	\$1,238,708	\$2,365,021	\$3,161,809	\$3,373,948	\$3,110,334	\$2,559,322	\$2,892,397	▲ 13.0%
Partner Match Funds (3)	N/A (4)	\$158,000	\$209,209	\$560,000	\$537,475	\$1,626,888	\$1,776,895	▲ 9.2%
Goal-Based Bonuses (5)	N/A	N/A	\$404,013	\$205,000	\$825,000	\$612,000	\$748,000	▲ 22.2%
Local Matches (6) <small>Secured independently by newsrooms</small>	No Data	\$886,352	\$676,814	\$1,429,757	\$3,096,176	\$4,000,902	\$5,519,169	▲ 37.9%
<b>Total Match Funds</b>	<b>\$1,238,708</b>	<b>\$3,409,373</b>	<b>\$4,047,832</b>	<b>\$5,363,705</b>	<b>\$6,743,985</b>	<b>\$8,187,112</b>	<b>\$10,936,461</b>	<b>▲ 33.6%</b>

Other (Nov. 1 to Dec. 31)	2016	2017	2018	2019	2020	2021	2022	
Number of donations	No Data	350,000	358,751	548,306	1,075,645	486,598	344,419	▼ -29.2%
Number of unique donors	No Data	181,191	214,587	263,219	433,922	231,672	231,240	▼ -0.2%
Number of new donors	No Data	43,014	52,159	58,180	96,493	52,786	47,825	▼ -9.4%
Number of local match funders	No Data	17	257	235	372	929	795	▼ -14.4%
Number of core funders	1	4	7	8	12	13	13	0.0%
Number of partner funders	N/A	4	5	7	7	9	10	▲ 11.1%

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

(2) Matching Grants of up to \$15,000 for participating newsrooms come from the "Main NewsMatch Fund," which in 2022 was supported by Democracy Fund, Dirk and Natasha Ziff, Inasmuch Foundation, Maida Lynn, Present Progressive Fund at Schwab Charitable, Solidarity Giving, John S. and James L. Knight Foundation, Jonathan Logan Family Foundation, Kaphan Foundation, Loud Hound, and Walton Family Foundation.

(3) Partner Funds provide additional matching grants for newsrooms working in specific geographic regions or issue areas. In 2022, partner funds were supported by Heising-Simons Foundation, John S. and James L. Knight Foundation, and Walton Family Foundation (Diversity, Equity & Inclusion), Independence Public Media Foundation (Eastern Pennsylvania, New Jersey & Delaware), Jonathan Logan Family Foundation (The American South & Puerto Rico), Joyce Foundation (Great Lakes), Kaphan Foundation (Democracy), Loud Hound Foundation (Arizona, Georgia, Nevada, Pennsylvania and Wisconsin), William and Flora Hewlett Foundation (Local News & Education), and Wyncote Foundation (Philadelphia & New Jersey).

(4) N/A indicates this program feature was not yet created.

(5) Goal-Based Bonus grants are issued to newsrooms for hitting specific performance targets. In 2022, 154 newsrooms received between \$500,000 for securing community matches of \$1,000 or more. 124 newsrooms received \$248,000 for securing 100 or more new donors.

(6) Local matching grants newsrooms secure from other foundations, major donors, or businesses.

(7) The yearly total investment in nonprofit newsrooms includes matching grants, partner funds, local matches, goal-based bonuses, and individual donations that have been matched by NewsMatch.