

## History of NewsMatch

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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 community members and funders.

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 individual donations](#) to nonprofit newsrooms 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](#) in matching funds to 57 nonprofit newsrooms around the country. Today, the program includes a coalition of 18 national funders and supports more than 300 nonprofit newsrooms.

Since 2017, national funders have contributed more than \$25 million in unrestricted grant dollars to support nonprofit news, which has been leveraged by newsrooms to raise \$246 million in community support. In addition to a surge of individual giving, hundreds of community and family foundations, major donors, and small businesses have contributed additional matching dollars to newsrooms directly. In 2022, the amount of matching funds contributed by local funders exceeded national funders for the first time. When combined, **dollars invested in newsrooms during the 2017 to 2022 NewsMatch campaign periods total \$271 million.**

### How NewsMatch Works:

- ▶ Participating newsrooms receive training and resources from INN and News Revenue Hub to strengthen their fundraising capabilities and grow community support.
- ▶ National funders contribute to a pooled matching fund for nonprofit news managed and administered by The Miami Foundation. They also support a number of regional or coverage-specific partner funds.
- ▶ Newsrooms leverage the support of national funders to inspire local businesses, foundations, and philanthropists to contribute additional matching funds (“local matches”).
- ▶ Participating newsrooms must be compliant members of INN and meet set standards for editorial independence, financial transparency, and original reporting.

### Generating Funds Through Five Key Methods:

- ▶ National matching funds awarded to organizations with annual operating budgets below \$1 million.
- ▶ Partner matching funds targeted towards newsrooms covering specific topics or communities.
- ▶ Local matches secured independently by newsrooms to increase their campaign match goal.
- ▶ Bonuses awarded to newsrooms that hit certain target performance metrics.
- ▶ Individual donations contributed by audience members.