The national NewsMatch campaign for nonprofit news has raised a record $7.6 million from individual donors and a coalition of major funders, including the Jonathan Logan Family Foundation (JLFF), to support 154 nonprofit news organizations in 2018.

JLFF President and CEO Jonathan Logan is a longtime supporter of investigative journalism that creates positive change. The Foundation joined NewsMatch for the first time in 2018, supporting both the core matching fund, and establishing a special “side fund” for investigative nonprofit news organizations in the U.S. South and post-Hurricane Maria Puerto Rico. Together, the 17 newsrooms in JLFF’s NewsMatch side fund raised more than $890,000 through NewsMatch 2018, and all 17 of them will receive JLFF matching funds above and beyond what they will receive from the core fund.

The impact of JLFF’s support, by the numbers, includes:

- More than 8,500 individual donors combined to give $1.5 million to newsrooms supported by JLFF through NewsMatch.
- That number includes more than 3,300 donors giving to one of these nonprofit news organization for the first time.
- Four newsrooms supported by JLFF leveraged NewsMatch as a platform for local philanthropy, securing $12,800 in additional matching dollars from local foundation funders or major donors.
- Newsrooms supported by the JLFF were among the most successful at earning additional bonuses, awarded for improving fundraising results over 2017.

“We knew that NewsMatch would be a perfect fit for our Foundation,” Logan said, because “we look for opportunities where our support will make a significant difference. We are also strong believers in the power of a match incentive, and are so proud of the 17 newsrooms in our side fund for rising to the challenge. We look forward to the great work they’ll produce in 2019 and beyond.”
About the Jonathan Logan Family Foundation:

Founded in 2016 and based in Berkeley, CA, the Jonathan Logan Family Foundation supports organizations that advance social justice by promoting world-changing work in investigative journalism, the arts, and documentary film.

Nonprofit news organizations in the South and Puerto Rico that do significant investigative reporting and are not currently supported by JLFF were eligible to participate in the Foundation’s side fund.

About NewsMatch:

NewsMatch is a national matching gifts campaign that doubles donations at the end of the year and provides expert training and individualized coaching to newsrooms to foster stronger, more sustainable local news and investigative journalism. Since NewsMatch was launched in 2016 with support from the John S. and James L. Knight Foundation, the campaign has helped participating newsrooms raise more than $14 million from communities and foundations.

In 2018, participating newsrooms represented 42 states, Washington, D.C., and Puerto Rico, with two-thirds focused on state or local journalism. Nearly one-third were participating in NewsMatch for the first time.

The campaign saw a 58 percent jump in total dollars raised from 2017 at the national level. This momentum was also seen in other areas:

- Nonprofit news organizations are getting more successful at year-end fundraising. The average NewsMatch newsroom raised 11 percent more during the campaign in 2018 vs 2017;
- Donors are embracing giving to nonprofit news. Individuals gave more than $116 million to nonprofit news from January to December last year, a 50 percent increase over 2017;
- Small and medium-sized newsrooms saw the biggest growth in year-end support, with 30-plus percent increases in individual donors, donations, and dollars raised during NewsMatch; and
- NewsMatch was a platform for local philanthropy. Participants secured more than $675,000 in additional matching commitments from major donors and foundations during the campaign.

NewsMatch provides a platform that combines small-dollar donations with foundation and corporate support and long-term capacity building for nonprofit news organizations. It is driven by the Institute for Nonprofit News (INN) and the News Revenue Hub, two organizations helping build more sustainable models for journalism in the U.S. These two partners provided hundreds of
hours of training and additional hands-on support to NewsMatch participants both before and during the campaign.

In addition to JLFF, the campaign is supported by foundations and corporations including Democracy Fund, the Ethics and Excellence in Journalism Foundation, the Facebook Journalism Project, the Colorado Media Project, the John S. and James L. Knight Foundation, the John D. and Catherine T. MacArthur Foundation, the Rita Allen Foundation, and the Wyncote Foundation. The Miami Foundation serves as fiscal sponsor for the fund.