

A future founded
on facts

.....
You make it
possible

News
Literacy
Project

Annual Report

FY22 (July 1, 2021 to June 30, 2022)



“When you have so many people manipulating the truth, it becomes challenging to differentiate between what’s real and what’s not. Checkology® has changed the way I look at social media and news articles.”

— Alysa Baltimore, Station Camp High School student and NLP’s 2022 Gwen Ifill Student of the Year

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Dear Friends of NLP,

This past year, the world has contended with devastating crises that were exacerbated by the proliferation of mis- and disinformation — which further undermined democracy. Steadfast throughout these challenges were educators, journalists, students and young people — ordinary heroes who stood firm in upholding our shared democratic values, including the importance of a free press and fact-based public discourse. That’s why we are hopeful about a common future founded on facts. And you’ll see the rationale for that hope in these pages. Just consider what we’ve achieved together over the past year:

With your support, more than 16,000 educators (a 20% increase over the previous year) used any number of our free resources to serve an estimated 2.4 million students in all 50 states.

We created more content for our Checkology virtual classroom than ever before, including a three-part science component that explores how to get data-savvy, evaluate science-based claims and identify health misinformation.

We launched a lesson on editorial cartooning that features political cartoonists explaining the importance of this form of opinion journalism. Additionally, we are developing a lesson for release in early 2023 that explores the roots of distrust of the news media and “expertise.”

We dropped a new season of our podcast *Is that a fact?*, where we explored the origins of false narratives and the harm they cause. And our third annual National News Literacy Week, in partnership with The E.W. Scripps Company, reached over 48 million people across the nation, encouraging them to “stop the flood” of misinformation while underscoring the vital role of news literacy in a democracy.

We also successfully concluded our four-year strategic plan, a journey you took with us to help NLP reach national scale.

We hope in these pages you feel pride in the accomplishments we’ve made and take heart in the stories of our educators and students. Your interest in, partnership with, and championing of NLP have made our work possible. Now we set out to transform our mission into a national movement in the pursuit of a more civically engaged, information-savvy America. And we hope you will continue to stand with us as we harness your individual energy into a collective strength that ensures a more robust, equitable democracy for generations to come.

Sincerely yours,



Greg McCaffery
Board Chair



Chuck Salter
President and CEO

.....

What is News Literacy?

News literacy is a foundational approach to media literacy identified by:

- An instructional approach that seeks to teach people **HOW** to think about their news and information and not **WHAT** to think about a source.
- A dedication to the **First Amendment** and a **free press**.
- An emphasis on developing a **healthy skepticism** about news and information, without becoming cynical.
- A **nonpartisan** focus on specific, clear learning standards.

Our Mission

The News Literacy Project — a strictly nonpartisan organization — is building a national movement to advance the practice of news literacy throughout American society, creating better informed, more engaged and more empowered individuals — and ultimately a stronger democracy.

Our Vision

News literacy is an integral part of American life, and people of all ages and backgrounds know how to identify credible news and other information and understand the indispensable role a free press has in a democracy, empowering them to play a more equal and active role in the civic life of the country.



Values

What we believe

- News literacy is an essential life skill.
- Facts matter.
- A free press is a cornerstone of democracy.

Read more about our values [here](#).

How we achieve what we believe

- Innovation.
- Independence and nonpartisanship.
- Inclusion and diversity.
- Collaboration.

Mission Stories: News literacy’s impact at an Iowa high school

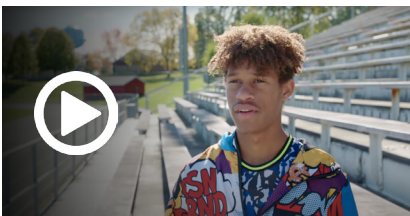
Brian Winkel, a teacher at Cedar Falls High School in Iowa, developed a course on media awareness called 21st Century Literacy, with the Checkology virtual classroom — NLP’s award-winning digital learning platform — as an essential component of the curriculum. Winkel shared why he believes news literacy remains so important to his students’ education and to their lives as they enter adulthood.



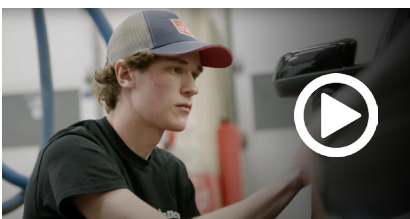
“They have a hard time sorting out the truth,” he said of students when they begin his 21st Century Literacy course. “I do see a change with kids after they come up through this class. I feel like not only am I teaching this class; I’m training kids to make this democracy work.”

- Brian Winkel, Cedar Falls High School teacher

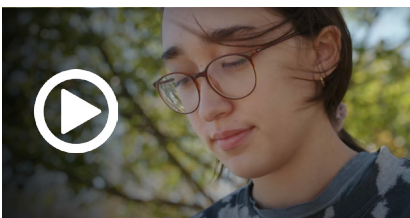
Students from Cedar Falls High School in Iowa share their perspectives on news literacy and its importance in their lives



Ande McMorris, captain of the football team, knows it’s important to accurately evaluate a situation and make good decisions for himself and others. He has discovered that it can be tougher to do that online than it is on the field. “When I’m on social media I see a lot of misinformation. Sometimes I think the misinformation is true. It really mixes up my train of thought.” He told us that learning news literacy skills helped him understand the harm misinformation can do and is now better able to recognize it when he sees it.



Colin Seeks, who loves working on cars and hopes to one day design them, said learning news literacy concepts has helped him better appreciate his First Amendment rights and the impact that his vote has in a democracy. Before becoming more news-literate, Colin said he “was not very skeptical of everything I saw on the internet.” NLP’s resources have helped change that. “Using Checkology has been great because it shows you, look at your sources, see what other people are saying about it. If nobody else is saying anything about it, it probably isn’t true. Kids need to know how to tell the difference between what’s real and what’s not.”

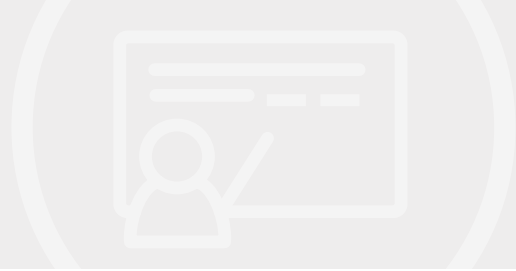


Klaertje Hesselink, who plays violin in the school orchestra and works to raise awareness about climate change, said that learning to be more news-literate helped her confidently navigate an onslaught of information and misinformation, whether it came from classmates or social media. “One thing that I really learned from this course was how emotion plays into news literacy,” she said. “I used to really enjoy those eye-catching headlines, but because I took this class, I started to see how they use these kinds of strong language to make you feel a certain way even if it wasn’t true.”





Overview of Programs: For Educators



checkology®

Our free **Checkology virtual classroom** empowers educators to teach middle and high school students how to identify credible information, seek out reliable sources, and know what to trust, what to dismiss and what to debunk.

Newsroom to Classroom



The **Newsroom to Classroom program** connects teachers with vetted journalist volunteers who visit classrooms either in person or virtually to share their news literacy knowledge and expertise. These sessions are designed to demystify the practice of quality journalism and develop an appreciation of the vital role a free press plays in a robust democracy.

NewsLitNATION®



NewsLitNation® is a national community of practice that engages educators committed to teaching news literacy. Members enjoy perks and incentives to support classroom instruction and network with colleagues in the field about best practices. Members also have access to exclusive events and to NLP's **educator resource library**, which includes free lesson plans, classroom activities, posters and infographics, quizzes, training materials and videos.

“ ”

“I want my students to be able to distinguish the types of information they see, read and scroll through every day.”

– **Jeff Rosen**, social studies teacher, the Joseph Sears School, Kenilworth, Illinois



NewsLitNation Insider, the network's monthly newsletter, keeps members connected and features exclusive news literacy education events, learning opportunities and classroom resources.



Educator Newsletter

The Sift®, our free newsletter for educators delivered weekly during the school year, explores timely examples of misinformation, addresses media and press freedom topics and discusses social media trends and issues. It includes discussion prompts and activities for the classroom.

NewsLitCamp®

NewsLitCamp is a daylong professional learning experience hosted in a local newsroom that brings educators and practicing journalists together to discuss news literacy and journalism.

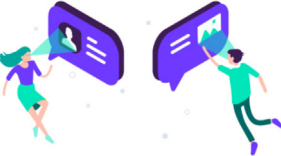


Professional Learning

NLP's educator engagement group provides customized **in-person and web-based professional learning, training and support** focusing on key news literacy topics.



Overview of Programs: For Everyone



Tips, Tools & Quizzes

People of all ages can test and sharpen their news literacy skills with short activities, engaging quizzes, downloadable graphics and interactive infographics.



Community Learning

Led by NLP subject matter experts, our free webinars and presentations provide the public with news literacy skills to **recognize misinformation around current events, local and national elections and other timely topics.**

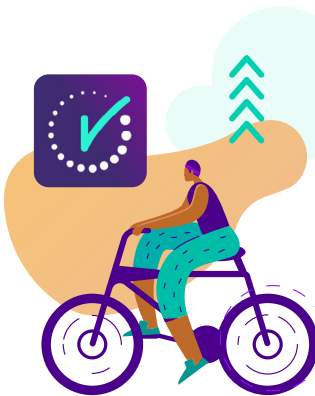
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“The skills I'm learning here are essential for every citizen in this world. Our democracy depends upon these skills and upon future generations being informed and alert.”

– **Kathy Blevins**, attendee of AARP/OATS webinar series for the public, fall 2021

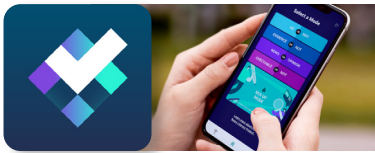


Our podcast **Is that a fact?** builds and improves listeners' news literacy skills through informative conversations with experts working to combat misinformation.



Checkology®

A customized version of **Checkology** includes lessons of greatest value to the public, highlighting foundational news literacy concepts as well as an enhanced understanding of the importance of a free press in a democracy.



Informable®

Informable, our free mobile app, helps people of all ages practice four distinct news literacy skills using real-world examples in a game-like format.



Get Smart About News

Get Smart About News, NLP's free weekly newsletter designed for the public, is modeled on The Sift newsletter for educators and features examples of misinformation from current events with practical news literacy takeaways.

Impact of Programs



Checkology usage during another enormously difficult school year was a huge achievement for the platform, for NLP and for the work of creating a news-literate future generation.

100,398 students on the platform

Engaged more educators nationwide in NLP programming than ever before.

16,000 educators nationwide reached an estimated **2.4 million students**



Broadened audiences for NLP’s free weekly e-publications:

The Sift, for educators, provides a roadmap to the most recent teachable moments in news literacy and includes lesson plans, discussion prompts and student activities.

17,573 subscribers

Get Smart About News, for the public, explores timely examples of misinformation, such as viral rumors, hoaxes and conspiracy theories.

21,302 subscribers

Supported and engaged educators with high-quality **professional learning experiences**, classroom resources and real-time support services.

44 professional learning events for **2,280 educators**

Expanded the **news literacy ambassador program** to 13 educators in 10 hub cities across the country.

26 events for **3,828 educators**

Produced the second season of our podcast, ***Is that a fact?***, which explores the origins of false narratives and the harm they cause.

4,468 downloads on average per episode

Produced the third annual **National News Literacy Week**, NLP’s most successful public awareness campaign to date.

Achieved over **100 million combined impressions** from our PSA, earned media and social media



Checkology’s Impact

After completing Checkology lessons during the 2021-22 school year:

3 out of 4 (75%)

students could correctly identify the five freedoms protected by the First Amendment.

38-point improvement compared with 37% prior to using Checkology

More than 2x

(55%) the number of students could demonstrate an understanding of the watchdog role of the press.

34-point improvement compared with 21% prior to using Checkology

7 in 10 (72%)

students recognized when a social media post does not provide credible evidence.

15-point improvement compared with 57% prior to using Checkology

Over two-thirds (68%)

of students expressed a sense of personal responsibility about the importance of checking whether information shared on social media is true.

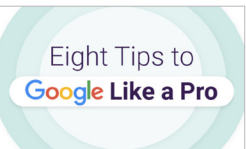
14-point improvement compared with 54% prior to using Checkology

New This Year!

During the **2021-22 school year**, NLP developed more news literacy education content than at any time since the launch of Checkology in 2016, including four new lessons for the virtual classroom.

Five Infographics

1. [Eight Tips to Google Like a Pro](#)



2. [In Brief: Misinformation](#)



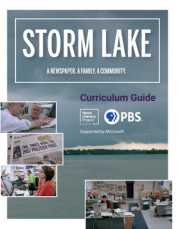
3. [In Brief: Confirmation bias and motivated reasoning](#)



4. [Is it legit? Five steps for vetting a news source](#)



5. [How to teach news literacy in polarizing times](#)



[Storm Lake discussion guide](#) on the importance of local journalism, developed to accompany the award-winning documentary [Storm Lake](#).

Three-part science curriculum FOR CHECKOLOGY

Exploring how to become data-savvy, evaluate science-based claims and identify health misinformation.



Editorial Cartooning FOR CHECKOLOGY

Featuring political cartoonists explaining what characterizes this unique form of opinion journalism.



Viral Rumor Rundown

Viral Rumor Rundown blog – a collection of timely examples of mis- and disinformation with news literacy lessons and insights.

News Goggles



News Goggles – a video feature that engages journalists in conversation to explore how they see and cover the news.



Hometown Headlines contest winner covers pandemic from student perspective

Willa Earnest-Blum

Girls Academic Leadership Academy student and NLP's first Hometown Headlines contest winner



For Los Angeles middle school student Willa Earnest-Blum, the jarring re-entry into the social landscape of in-person classes after pandemic restrictions ended inspired an idea that led to a news story.

A student at Girls Academic Leadership Academy in Los Angeles, Willa pitched her story idea about the difficult adjustment to the News Literacy Project's first Hometown Headlines contest. To enter, students submitted a news story idea to NLP staff, who chose the best pitch to develop into an article.

Willa's journalism teacher Jessica Valera encouraged her to enter the contest after she finished her Checkology virtual classroom lessons ahead of schedule.

Her experiences gave her the idea for the story, as she and her classmates were finding ordinary in-person interactions awkward. Willa, 12, interviewed her teacher, a classmate and the school counselor. "I felt like it was important to cover all the bases of different perspectives. It taught me a lot talking to my counselor and my teacher and my classmate because I got to see their perspectives, which were sometimes different from mine."

She wrote:

Teachers and students started questioning how a return to normal, in-person classroom settings – where one is seen constantly – has impacted those who for so long adapted to logging onto class from the comfort of home.

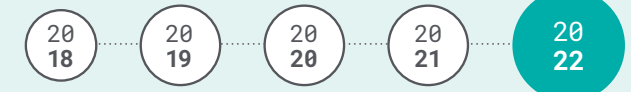
Students were once behind a screen, free of other people's eyes. Now every little mistake was amplified by being front and center.

Brandon Pho, a journalist at [Voice of OC](#) in California and a Report for America fellow, helped Willa develop the story during a series of virtual meetings.

Her thoroughness impressed Pho. "She organized her reporting better than I organize my notes out in the field," Pho said.

The Voice of OC wrote about Pho's role and [published Willa's piece](#).

Four-Year Growth



From 2018 to 2022, NLP sought to grow its educational programming to national scale and to launch new programs designed to be used by people of all ages outside the

classroom setting. From this foundation, we will build a national movement that advances news literacy throughout the country.



Budget

\$3M – \$5.7M

2018

2022



Staff

10 – 31

2018

2022



Students on Checkology

106,527 – 371,769

2018

2022



Total Educators Engaged

22,000 – 55,050

2018

2022



NewsLitNation® Members

0 – 1,831

2021

2022

"I really wish more schools would provide these programs. I can talk until I'm blue in the face about it, but when the librarian, the social studies teacher and the language arts teacher say you need to check your sources and verify information, it gets the kids' attention."

“ ”

– Charlotte Krugh, parent and NLP supporter, Fore River Foundation, Jackson, Wyoming



Informable Downloads

0 – 41,950

2018

2022



NewsLit.org Website Visitors (annual)

129,328 – 1,644,162

2018

2022



Is that a Fact? Podcast Downloads

0 – 40,902

2019

2022


2022

Change-Maker Awards and Founder Message



GWEN IFILL
STUDENT OF THE YEAR
Alysa Baltimore

Alysa Baltimore, a junior at Station Camp High School in Gallatin, Tennessee, is a serious and thoughtful student who is deeply concerned about issues of equality and racial justice, said her AP English teacher Stephanie Jones, who nominated her for the award. “I feel like this [winning the award] has helped me grow, and it has solidified my idea for what I want to be in the future,” Baltimore said.

 [Read more about Alysa and watch her story here.](#)

About the award

Gwen Ifill was a trailblazing journalist — and longtime NLP supporter and board member — who died in 2016. The award in her honor is presented to female students of color who represent the values she brought to journalism. Ifill was the first Black woman to host a national political talk show on television as moderator of *Washington Week* and was a member (with Judy Woodruff) of the first female co-anchor team of a network news broadcast on *PBS NewsHour*.



JOHN S. CARROLL
JOURNALIST OF THE YEAR
Pierre Thomas

Pierre Thomas, senior justice correspondent for ABC News, has covered some of the biggest stories of our time and has been an active participant in NLP’s work from its founding. He was one of NLP’s first volunteer journalism fellows and participated in the in-person classroom program. He also has been featured at various NLP events and serves as a charter member of NLP’s National Leadership Council. “To be named the News Literacy Project’s John S. Carroll Journalist of the Year means the world to me. I’m humbled by it. The organization, I believe, is helping to make journalism and our democracy healthier.”

 [Read more about Pierre and watch his story here.](#)

About the award

Named for one of the most revered newspaper editors of his generation, the John S. Carroll Journalist of the Year Award is given annually to journalists who have contributed significantly to NLP and its mission. During an acclaimed journalism career, Carroll was the editor of the Lexington (Kentucky) Herald-Leader, The Baltimore Sun and the Los Angeles Times. He was a founding member of NLP’s board and served as its chair for four years until shortly before his death in 2015.



ALAN C. MILLER
EDUCATOR OF THE YEAR
Jamie Gregory

Jamie Gregory, a librarian, journalism teacher and the news literacy subject matter expert at Christ Church Episcopal School in Greenville, South Carolina, is the first recipient of the educator of year award since it was named in honor of NLP founder and former CEO Alan C. Miller. While news literacy lessons are essential to her journalism classes, Gregory also works with colleagues from all disciplines to help them integrate the subject into their lessons in relevant and meaningful ways. “Being named the educator of the year was a big surprise. I see myself as a regular teacher who is just trying to meet the needs of her students. I’m so humbled and grateful for the honor.”

 [Read more about Jamie and watch her story here.](#)

[Watch the award presentation and honoree stories here.](#)



About the award

A pioneer in the field of news literacy education, Alan founded NLP in 2008 to give educators the tools to teach young people how to separate fact from fiction in the digital age. During his more than 14 years as CEO of the organization, NLP grew to become the country’s leading provider of news literacy programs and services for students and the public. In 2022, as Alan prepared to step down as CEO, NLP’s board of directors chose to recognize his unmatched contributions to the field by designating the Educator of the Year Award in his name.



STATEMENT FROM NLP FOUNDER

Alan C. Miller

I am greatly honored that NLP decided to name the educator of the year award after me. I have gained tremendous respect for the many talented and devoted teachers and librarians with whom we work and have heartfelt gratitude for their partnership in teaching news literacy. They are truly on the front lines of democracy. It is also deeply meaningful to have my name associated with John Carroll and Gwen Ifill, for whom I had enormous respect and affection as extraordinary friends and colleagues.

Public Awareness Campaigns

THE THIRD ANNUAL National News Literacy Week (NNLW)


National News Literacy Week is an annual week-long campaign that underscores the vital role of news literacy in a democracy and provides free resources to help people of all ages and backgrounds become savvier consumers of news and other information.

Presented by NLP in partnership with The E.W. Scripps Company, this year's theme was "Stop the flood of misinformation... care before you share" and was supported by a [video PSA campaign](#), virtual events and social media engagement.

- NLP's most successful public awareness campaign to date, **achieving over 100 million combined impressions from our PSA, earned media and social media.**
- Thirty-two news organizations** signed a letter of support, and many provided free advertising space to promote news literacy, valued at nearly \$400,000.
- More than **100 news articles** told stories of the impact of news literacy on young people or helped educate the public about the misinformation crisis.
- More than **2,600 educators** registered for virtual professional learning events and a Twitter chat held that week.



SAVE THE DATE
NATIONAL NEWS LITERACY WEEK 2023, JAN. 23–27







Combating COVID-19 misinformation


As part of an ongoing, comprehensive effort to **combat misinformation about COVID-19** and the vaccines that are being released to fight it, NLP created a [webpage](#) that is updated periodically. It includes free resources such as tips, tools and quizzes to help build long-lasting news literacy skills along with links to authoritative sources of health information.






Combating misinformation nationwide


From July 2021-June 2022, NLP ran two different **public service announcements** in English and Spanish across the country.



English PSA



PSA en español



35,956 AIRINGS WORTH \$5.2 MILLION.

TOTAL IMPRESSIONS (REACH): APPROXIMATELY **92 MILLION.**

Board of Directors and National Leadership Council

NLP is grateful for the support and guidance of our Board of Directors and our National Leadership Council. We appreciate their partnership. Without their dedication to news literacy, our work would not be possible.

Lists reflect members who served for any period during July 1, 2021 – June 30, 2022.

Board of Directors

Enrique Acevedo	Whit Ayres	Geraldine Baum (secretary)
Tucker Eskew	Eva Haller	Molly Hill Patten
Peter Kadzik (treasurer)	Melanie Lundquist	Greg McCaffery (chair)
Alan C. Miller	Walt Mossberg	Abby Phillip
Bridgett Price	Liz Ramos	Juliet Stipeche
Christina Van Tassell	Karen Wickre (vice chair)	

National Leadership Council

Kim Brizzolara	Alisyn Camerota	Betty Cohen
Edward Cohen	Nelson Cunningham	Charles W. Dent
James Ferrari	Matea Gold	Leslie Hill
David Hiller	Bill Keller	Tracie Potts
Linda Rothenberg Stein	Peter Sagal	Tanya Brara Shah
D. Archibald Smart	Sheila Solomon	Pierre Thomas
Jim VandeHei	Amy Weisenbach	Catherine Woodard

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“The News Literacy Project’s work is focused like a laser on empowering citizens with the tools they need to sort out truth from falsehoods in a world of swirling misinformation. Never has this work been more important to our nation and the world.”

— **Abby Phillip**, NLP Board Member and CNN Senior Political Correspondent



Supporters

The following individuals and organizations supported NLP’s mission and work, from July 1, 2021 to June 30, 2022.

* denotes multi-year contributions recognized at the level of the total amount.

† indicates a donor is deceased.

Leadership Giving Society

Leadership gifts are integral to NLP’s mission and provide the foundational support to make this work possible.

Pulitzers (\$1M+)	Investors (\$250,000-\$499,999)	Principals (\$100,000-\$249,999)	Publishers (\$50,000-\$99,999)
Apple, Inc.*	Glaser Progress Foundation	Argosy Foundation	AARP
John S. and James L. Knight Foundation*	Henry L. Hillman Foundation*	Dow Jones Foundation	Ray and Dagmar Dolby Fund
Champions (\$500,000-\$999,999)	The Klarman Family Foundation*	FThree Foundation*	SmartNews, Inc.
The David and Katherine Moore Family Foundation		Fore River Foundation	SN Charitable Foundation
		Google News Initiative	The E.W. Scripps Company
			The Lancon-Davis Family*
			The Merrill Family Foundation

Visionary Circle Members

An engaged group of philanthropic leaders who support NLP’s mission and enjoy exclusive benefits and access to NLP programs and leaders. [Learn more here.](#)

Editors (\$25,000-\$49,999)	Producers (\$10,000-\$24,999)	Hutton Family Foundation	Christina Van Tassell	Frieda C. Fox Family Foundation and Alan Fox	The Bailey, Huntington, and Madison Brown Charitable Fund
Eva and Yoel Haller	Ann B. and Thomas L. Friedman Family Foundation	Jim and Sharen Branscome Fund	Jim VandeHei	Gridiron Club and Foundation	The Bennett Family Foundation
Jeffrey and Louise Schrank Family Foundation	Axios Media, Inc.	John Sperling Foundation	Amy Weisenbach	Lenzner Family Foundation and Matea Gold	
Mansueto Foundation	Marty Baron	Kadzik/Weiss Family Fund	Catherine Woodard and Nelson Blitz, Jr.	Lewis-Camerota Family Foundation	Patrons (\$2,500-\$4,999)
Walt and Edie Mossberg	Melinda Brown	MRB Foundation, Inc.		Gregory McCaffery	Bloomberg L.P.
Noble and Lorraine Hancock Family Fund	Jonathan Castrodale	New York Keller Family Fund	Bernstein Family Foundation	Alan Miller and Katherine Newell Smith	Davia L. Loren Charitable Fund
Science Literacy Foundation	Cunningham Family Foundation	The Gelfond Family Foundation	Kim Brizzolara	Abby Phillip	Enrique Acevedo
The Max and Victoria Dreyfus Foundation, Inc.	David Hiller Charitable Fund	The New York Times	Charlene Barshefsky and Ed Cohen	Politics and Prose	Geraldine Baum
The Smart Family Fund	Michael and Laurel D’Antoni	The Whit and Angela Ayres Charitable Fund	Betty S. Cohen	Bob Rosenstock	Joseph Cascio
	Jessica Stedman Guff	Ellen P. Tykeson and Ken Hiday	Nelson Cunningham	TEGNA Foundation	Catherine and Alan Harper Charitable Fund
	Leslie Hill		Carrie Denman	Orange County Community Foundation	Chase Family Philanthropic Fund
			James B. Ferrari		Mary Headley

Visionary Circle Members, continued

Lesley Kao	Tina Vandersteel and Matthew Cressotti	Linda and Kenneth Button	Ken and Erica Gregory Charitable Fund	Tracie Potts	The Rosenfeld Rumford Steckler Family Foundation
Molly Hill Patten	Dahvi Wilson and Tom Marshall	Stephanie Chaplin	Edmund LeRoy Keeley†	Satyashree Srikanth and Aparajit Raghavan	Pierre Thomas and Alyson Westbrooks Thomas
Polis-Schutz Family Fund		Leonard and Janice Downie	Allison and David Kreps	Liz Ramos	
Bridgett Price	Friends (\$1,000-\$2,499)	Funnelbox	Leibert-Karson Charitable Fund	Martin Rivers	Michael Torres
Courtney Rozen	Alex G. Campbell Foundation	Brett Gerson	Laurence Leive	Starshine Roshell	Sharing Forward Fund
Peter Sagal	George Anders	Martin Gore	Bill and Diane Marimow	Charles Salter	Ted Towle
Tanya and Romit Shah	Norman Asher	Roy Harris	Myrna Miller	Marie Sbrocca	Tina Vandersteel and Matthew Cressotti
Marilyn and Saul Spilke	Kimberly L. Berryman	Diane Hunter	Allison Morrow	Ben Sidhom	Maura Vanderzon
Sherri and Adam Symson	Debbie and Michael Bocian	iQuest Charitable Foundation	Sandra Nelson	Sidney and Florence Banwart Family Charitable Fund	Stan Watt
The Herb Block Foundation	Howard Shapiro and Shirley Brandman	Sharon Itaya	Edwin G. Oswald	Juliet Stipeche	Craig Woods
The Hyman Levine Family Foundation: L’Dor V’Dor	Jay and Geeta Brara	J. Thomas and Janet Rajala Nelson Fund	P2 Foundation	The Michael Schilmoeller and Katie Larsell Charitable Fund	
The Zisman Family Foundation Inc.	Brauchli-Farley Family Fund	Linda Johnson	Terry Peterson		
		Karen and Rick Wolfen Charitable Trust	Capie Polk and Jess Baily		



Legacy Society Members

Members ensure a future founded on facts for generations to come. [Learn more here.](#)

Byron and Kathryn Calame	Alan Miller and Katherine Newell Smith	Charles Salter
Christy Gavitt	Sandra Nelson	The David and Katherine Moore Endowment
Edmund LeRoy Keeley†		

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YOUR LEGACY MATTERS

“In NLP, David saw a chance to make a difference by building an appreciation for journalism and by educating the next generation, particularly in New York’s underserved communities.”

[Read more](#) about David and Katherine Moore’s legacy.

In-Kind Giving

Bangor Daily News	Nasdaq, Inc.	The Atlantic	The Valley Breeze
Bloomberg	ProPublica	The Day Publishing Company	The Washington Post
Comcast	Saatchi and Saatchi	The E.W. Scripps Company	The Washington Times
Fast Company	The 19th News	The New Yorker	Vox Media
Los Angeles Times	The Associated Press	The New York Times	

Financials

FY22 Expenses and Revenue

FY22 audit performed by GRF CPAs & Advisors

As of June 30, 2022

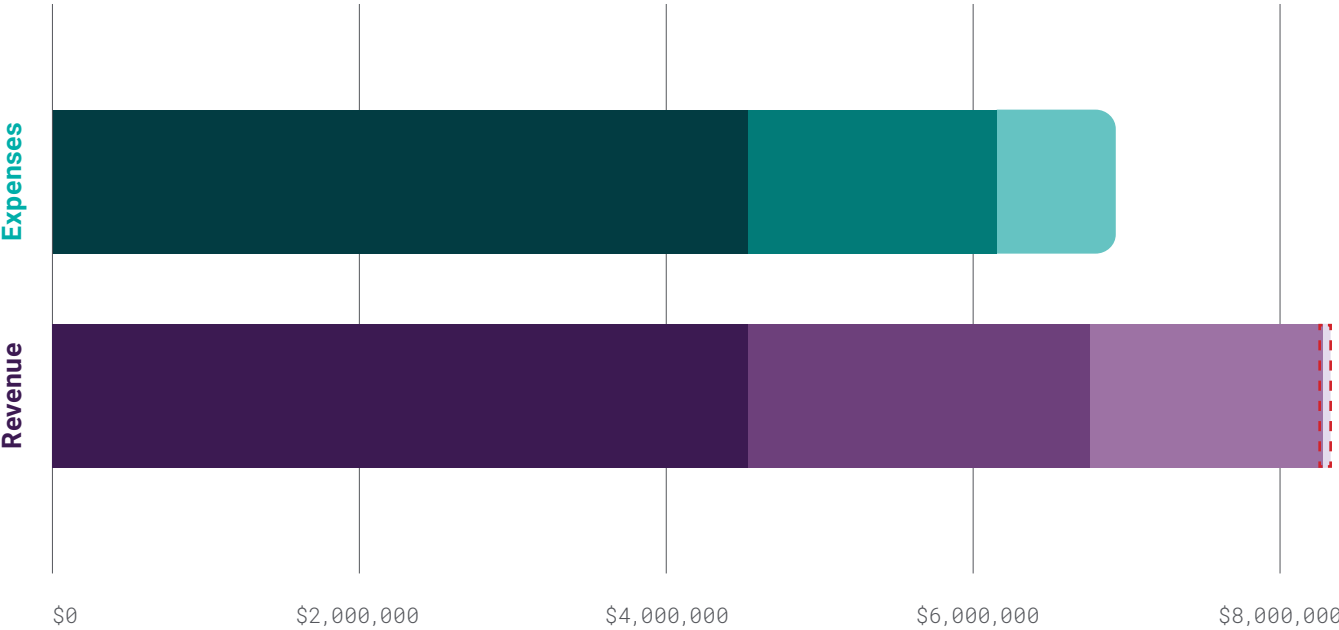
Reserve
\$3M BY 2026

\$2,429,043

Endowment
known value*
\$2.5M BY 2026

\$464,725

*Received or known committed gifts



Expenses

Total program services	\$	4,533,684
Supporting services		
– Management/general	\$	1,618,923
– Fundraising	\$	776,081

TOTAL EXPENSES: \$ 6,928,688

Revenue

Net assets released from donor restrictions	\$	4,537,572
Grants and contributions	\$	2,222,666
In-kind contributions	\$	1,516,277
Program income	\$	52,460
Interest and investment income	\$	(65,314)

TOTAL REVENUE: \$ 8,263,661

Statement of Activities and Change in Net Assets

	Without donor restrictions	With donor restrictions	TOTAL
Support and Revenue			
Grants and contributions	\$ 2,222,666	\$ 2,743,831	\$ 4,966,497
Program income	\$ 52,460	–	\$ 52,460
In-kind contributions	\$ 1,516,277	–	\$ 1,516,277
Interest and investment income	\$ (65,314)	–	\$ (65,314)
Net assets released from donor restrictions	\$ 4,537,572	\$ (4,537,572)	–
TOTAL SUPPORT AND REVENUE	\$ 8,263,661	\$ (1,793,741)	\$ 6,469,920

Expenses

Total program services	\$ 4,533,684	–	\$ 4,533,684
Total supporting services	\$ 2,395,004	–	\$ 2,395,004
– Management/general	\$ 1,618,923	–	\$ 1,618,923
– Fundraising	\$ 776,081	–	\$ 776,081
TOTAL EXPENSES	\$ 6,928,688	–	\$ 6,928,688

Net Assets

Change in net assets	\$ 1,334,973	\$ (1,793,741)	\$ (458,768)
Net assets at beginning of period	\$ 3,393,093	\$ 3,700,419	\$ 7,093,512
NET ASSETS AT END OF PERIOD	\$ 4,728,066	\$ 1,906,678	\$ 6,634,744



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