

Campaign 2022

The Impact Journalism Fund

Expanding to Serve the Public with Trustworthy Information

The need for high-quality, fact-based journalism in Oregon and the surrounding region has never been greater. To better serve our communities, we need to take another critical step forward.

“Supporting further nonprofit journalism is one of the best ways that we can invest collectively to ensure that we have a robust free press that serves us as a democracy.”

Max Williams –
President and CEO, The Oregon
Community Foundation

The Opportunity

OPB is seeking to raise a total of \$3 million for our Impact Journalism Fund. The Fund will support the three-year start-up costs for key new positions and help to grow our in-depth, regionally focused journalism.

With over \$1 million in matching gift commitments secured, your contribution to the Impact Journalism Fund will be matched dollar for dollar.



The Impact We Seek

Your support for The Impact Journalism Fund will help OPB produce more insightful programming, breaking news and in-depth stories. This includes:

- More original stories on opb.org, OPB’ apps, and shared with other news organizations, which connects our stories with a wider, more diverse range of news consumers.
- Brand new programs and offerings, such as new podcasts.
- More frequent broadcast events focusing on the Northwest’s most fascinating people and pressing issues.
- More investigative journalism with significant public impact.

**For the people,
For the region,
For the future.**



Campaign 2022: Connected, Empowered Communities

The Impact Journalism Fund will help OPB complete Campaign 2022, a once-in-a-generation effort to expand our services to meet the information needs of people across our region.

When OPB celebrates its centennial in 2022, we plan to be ready for our next 100 years of service. We're transforming our facilities and systems to enable this major expansion of original stories.

We'll multiply the output of original reporting by many times, empowering people with the trustworthy news and information they need to thrive.

Campaign 2022 has already provided startup funding for new reporting covering equity, race and identity; science and discovery; rural communities; business and entrepreneurship; state and regional government, politics, and policy.

Here are examples of deep reporting by OPB that the Impact Journalism Fund will help us do more of:

Booked and Buried

This reporting series, looked deep into the crisis of rising death rates in overburdened Northwest jails. For the series, OPB journalists worked overtime to “hand build” a dataset of deaths in jails, which didn't exist anywhere else. This required dozens of requests from county jails and extensive additional research.

Out of Sight, Out of Mind

Politics and government reporter Lauren Dake examined how Oregon's foster care system has grown increasingly reliant on a private, for-profit company to house the state's most vulnerable children in out-of-state facilities.

Help Us Support an Informed Public

Please contact us to learn how you can support this effort—and keep the region better.

Cheryl Ikemiya

Vice President &
Chief Development Officer
cikemiya@opb.org
503.293.4162

Jordan Anderson

Director, Grants and
Strategic Initiatives
janderson@opb.org
503.445.1858

