



IMPACT REPORT

2023

CHARLOTTESVILLE
TOMORROW

Since 2005, we've been building trust and redefining what local news can be.



FROM OUR CEO AND EDITOR-IN-CHIEF

We believe that our central Virginia communities build up their own local news.

In the last five years, Charlottesville Tomorrow has seen growth in revenue and reach, in community involvement and support. Today, we have a model for local news that is being shared as a success story. Local newsrooms around the country are shrinking, and in too many cases closing. But thanks to our supporters, readers and subscribers, Charlottesville Tomorrow had our most successful revenue year ever in 2023.

Which is an amazing thing as we head into our 20th year in 2025. We are energized to grow to meet the local news and information needs of the communities of central Virginia for the next 20 years.

Angilee Shah

OUR COMMUNITY IS BUILDING A DIFFERENT KIND OF LOCAL NEWS

At Charlottesville Tomorrow, we cover news in Charlottesville, Albemarle County and central Virginia about our democracy, education, housing, transit and land, centering those most impacted by these issues. We only cover local stories and we provide all of our content without paywalls, always free to access.

We build every story to help our readers do something positive for themselves and our communities. Our coverage is made to create new connections, understanding and awareness. As we grow to cover more topics — such as business, labor, arts and culture — our core remains service to diverse communities who can and should influence local decision-making.

LOCAL NEWS IN AND WITH OUR COMMUNITY

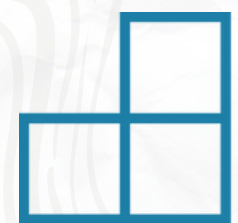
- In 2023, we had an average of 30,000 users visit our website each month.
- The Charlottesville metro area's population is about 200,000 adults.
- We're reaching 20% of the Charlottesville metro area market.
- We are led by a full-capacity board of 15 local members.



A LOCAL NEWS SUCCESS STORY FOR NEWSROOMS ACROSS THE NATION



Our staff spoke about our model at 4 national and 3 regional conferences in 2023, and served as advisors to our industry associations and colleagues. Since 2022, 5 leading national foundations have invested in our work, including as one of the first eight local news grantees in Press Forward, a national campaign to reimagine and rebuild local news.



**Institute for
Nonprofit News**



**FORD
FOUNDATION**



**MacArthur
Foundation**

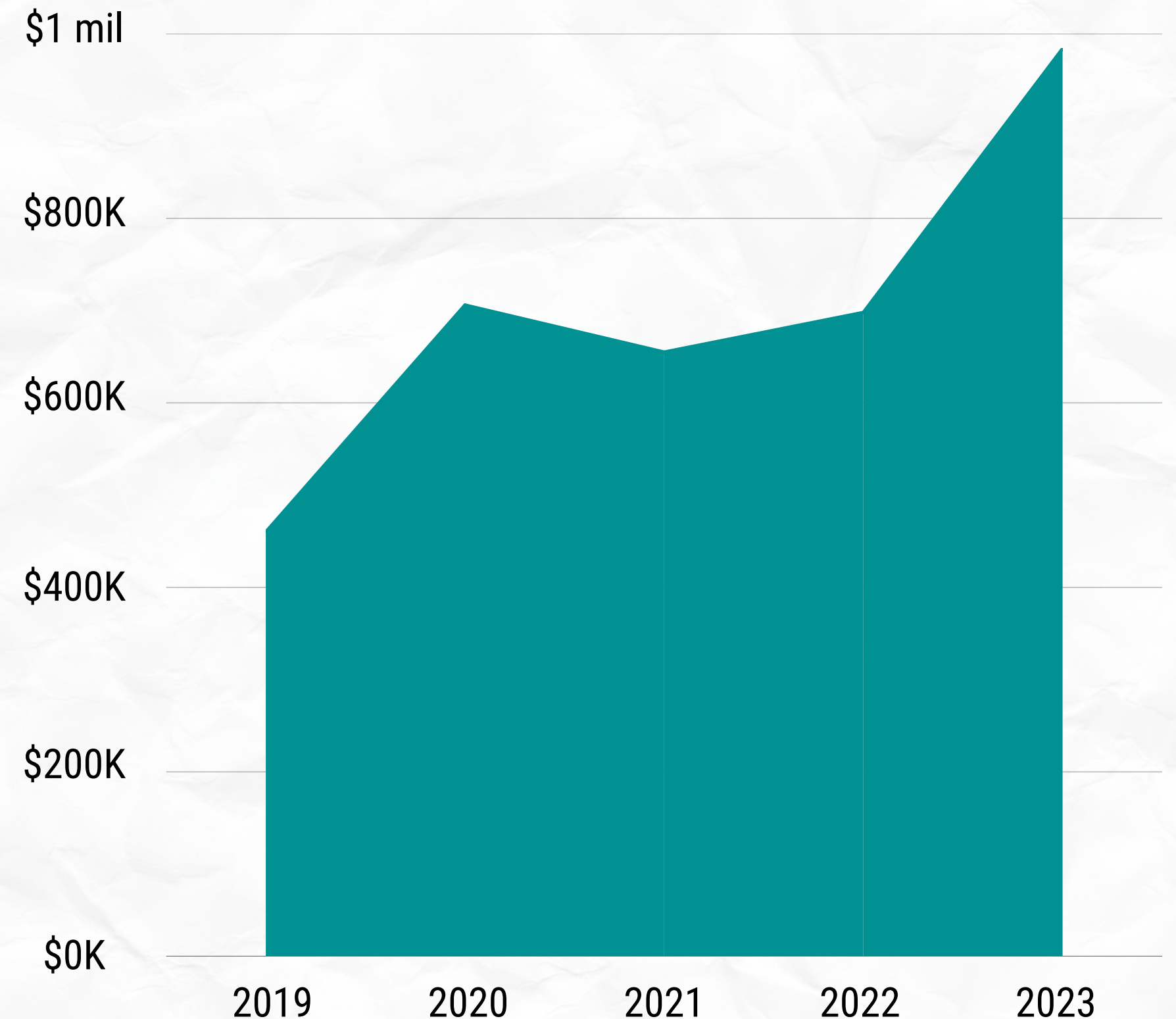
NewsMatch
Quality journalism matters.

2019-2023: 5 YEARS OF GROWTH

2023 HIGHLIGHTS

- **Almost 30% of our readers are also newsletter subscribers**
- **50% of our newsletter subscribers regularly click through to read our full stories**
- **Over 10% of our newsletter subscribers are active donors**

REVENUE GROWTH



2023 DONOR LOYALTY

900+

ACTIVE
LOCAL
DONORS

115

DONATE
EACH
MONTH

169

NEW
DONORS
IN 2023

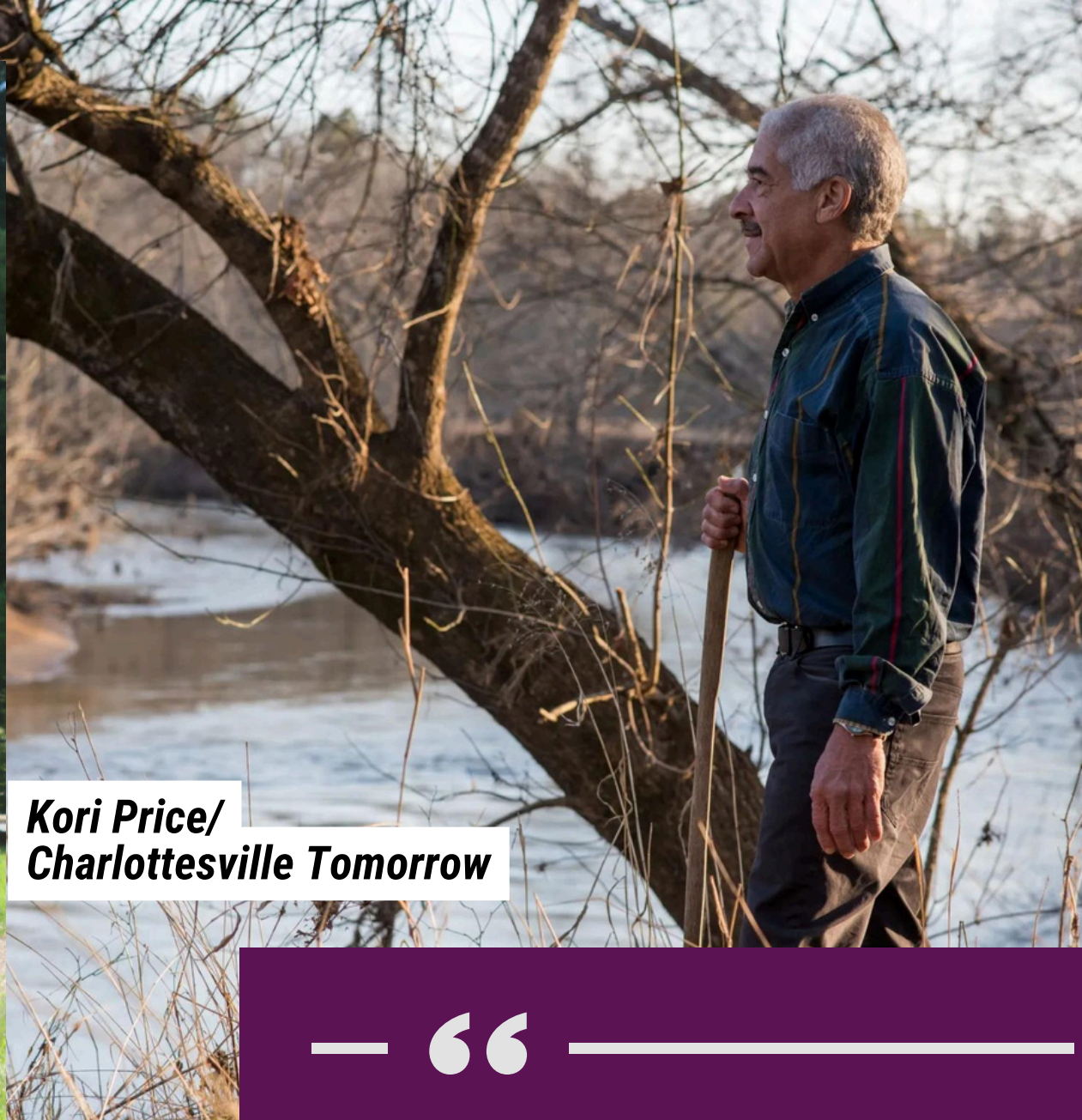
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LOCAL
FOUNDATIONS

BAMA  **WORKS**
DAVE MATTHEWS BAND GIVES BACK



Anne & Gene
Worrell
Foundation



**Kori Price/
Charlottesville Tomorrow**

WHAT OUR READERS SAY

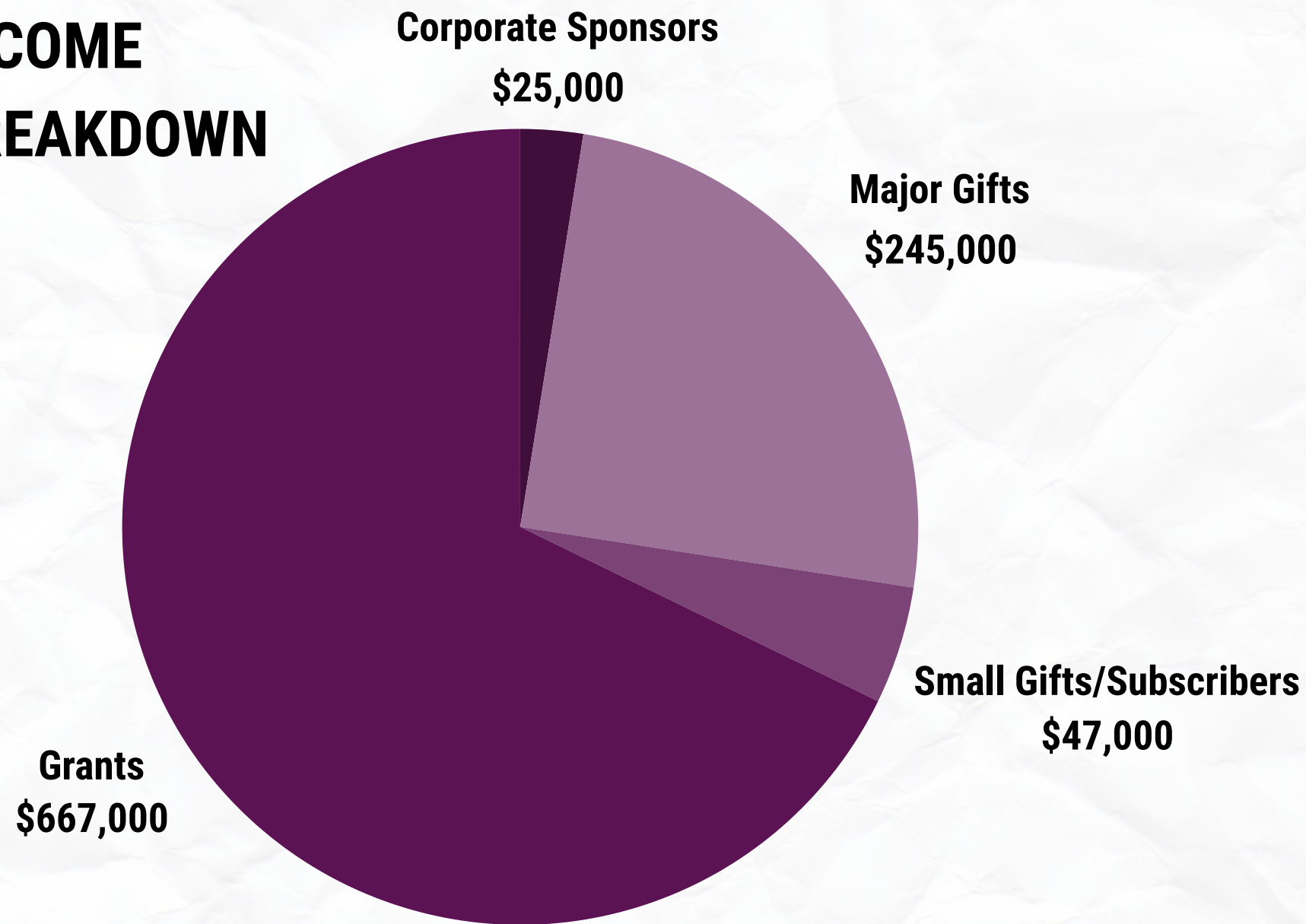
— “ —
Most in-depth, serious local news source. Love the voter guides and the reporting about topics in front of council.
— ” —

— “ —
You all are the only ones covering the stories I care about.
— ” —

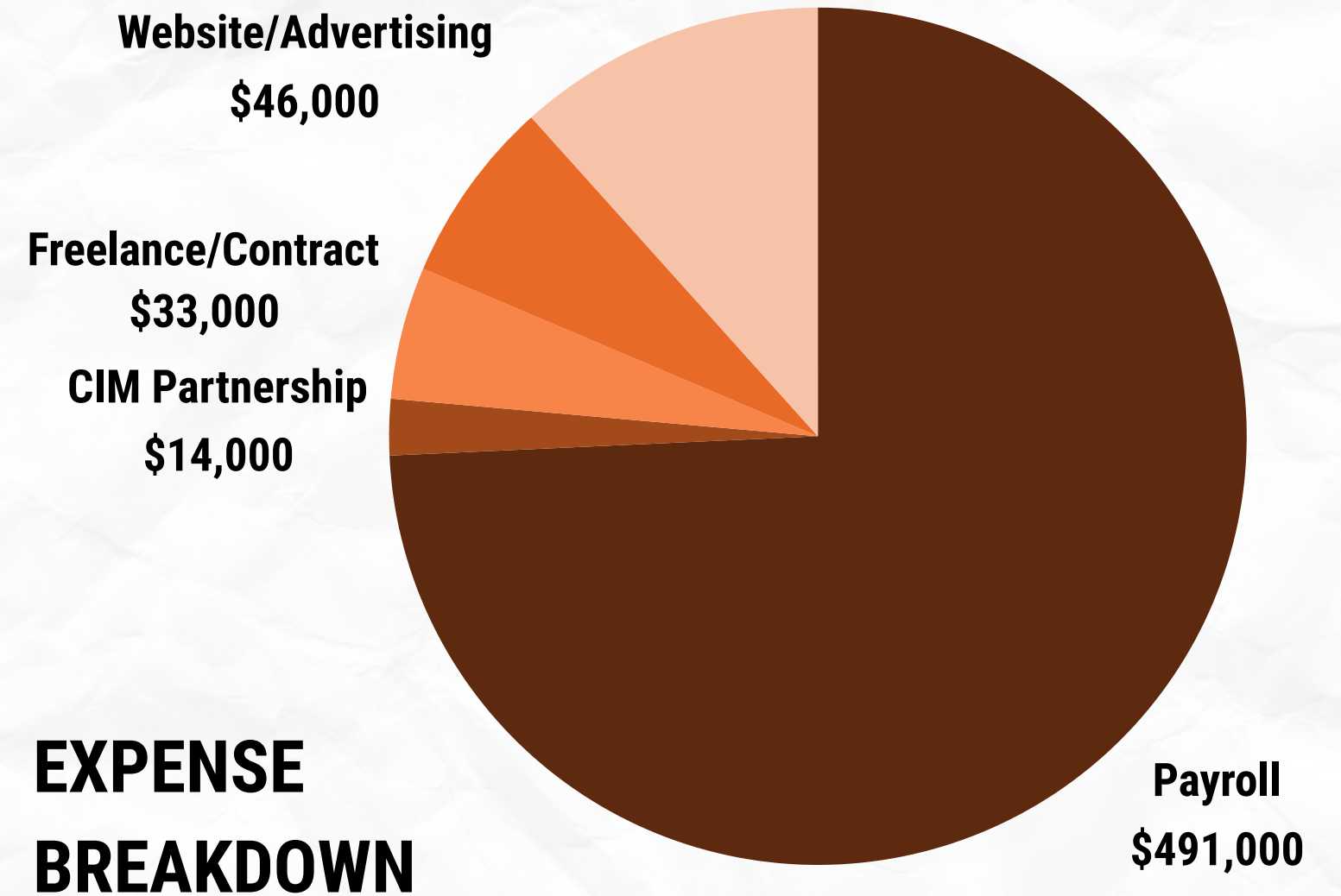
— “ —
Interesting content that utilizes diversity, equity, and inclusion in its approach to community news coverage.
— ” —

IN 2023, WE EXCEEDED OUR FUNDRAISING GOALS, ALLOWING OUR BOARD AND TEAM TO DREAM AND PLAN BIGGER.

**INCOME
BREAKDOWN**



**Operating/Office Expenses
\$77,000**



**EXPENSE
BREAKDOWN**

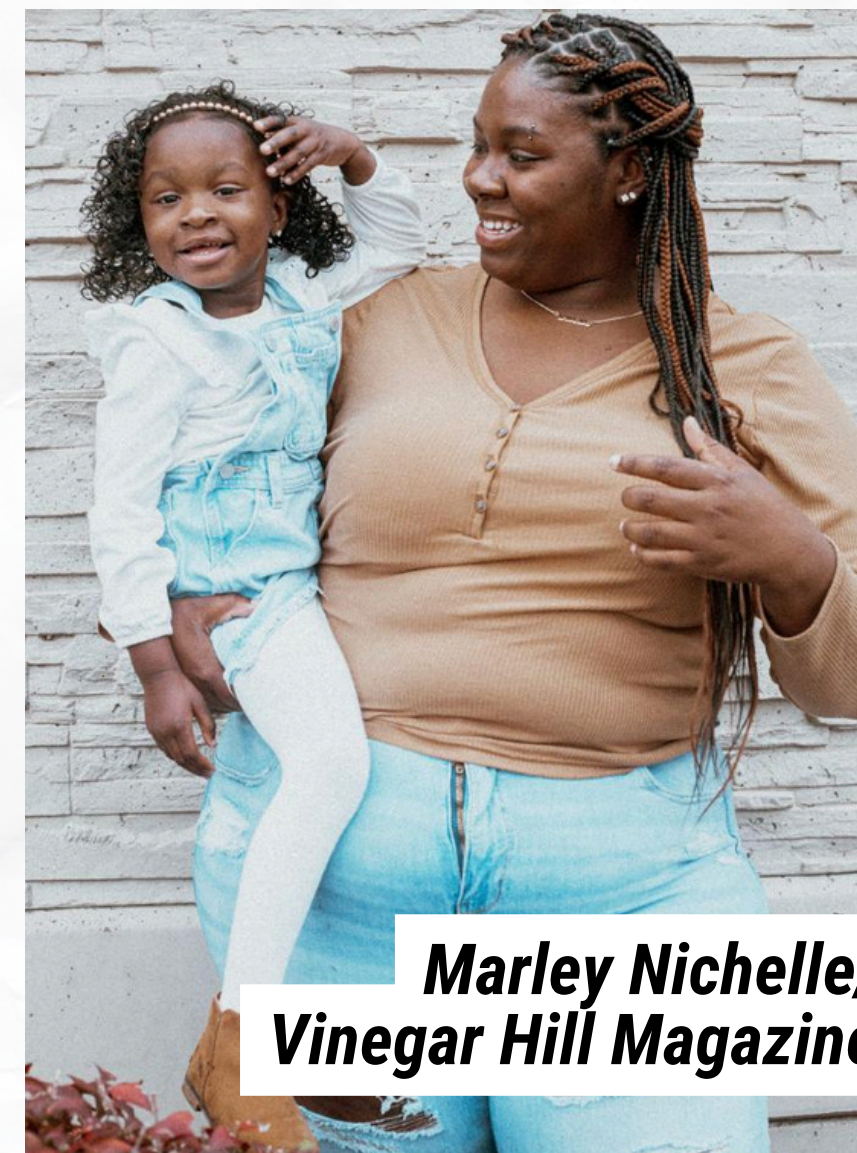
**Calculations are rounded to the nearest \$1000*

BUILDING OUR ECOSYSTEM

- We are a founding partner in
- Charlottesville Inclusive Media



Charlottesville Inclusive Media engages and grows our local media ecosystem by informing and empowering diverse communities in Charlottesville and central Virginia. Ongoing initiatives include our "First Person" series, where communities can tell their own stories, the Informing Communities Roundtable, which brings community leaders together to help build a diverse and equitable media ecosystem, and the meetup group JOC #cville, to help build up the pipeline of journalists of color in central Virginia.



**Marley Nichelle/
Vinegar Hill Magazine**

CIM Partners



Vinegar Hill
MAGAZINE

CHARLOTTESVILLE
TOMORROW

OUR IMPACT

● Informing neighborhood decision-making

Charlottesville is more than what you find on real estate websites.

Our ongoing series, Changing Charlottesville gives new and longtime residents a better understanding of the 19 neighborhoods that make up the city, moving the histories and demographic changes to the front of conversations about development. Officials and community members have cited the data in their work on a new zoning ordinance; groups like the Jefferson Area Board for Aging say their communities' experiences are finally being seen; and teachers, professors and students are incorporating the data into their understanding of Charlottesville. The series was featured as a model for other newsrooms by the Institute for Nonprofit News' newsletter, and was called a "master-class in data journalism" in the Virginia Press Association's annual awards.



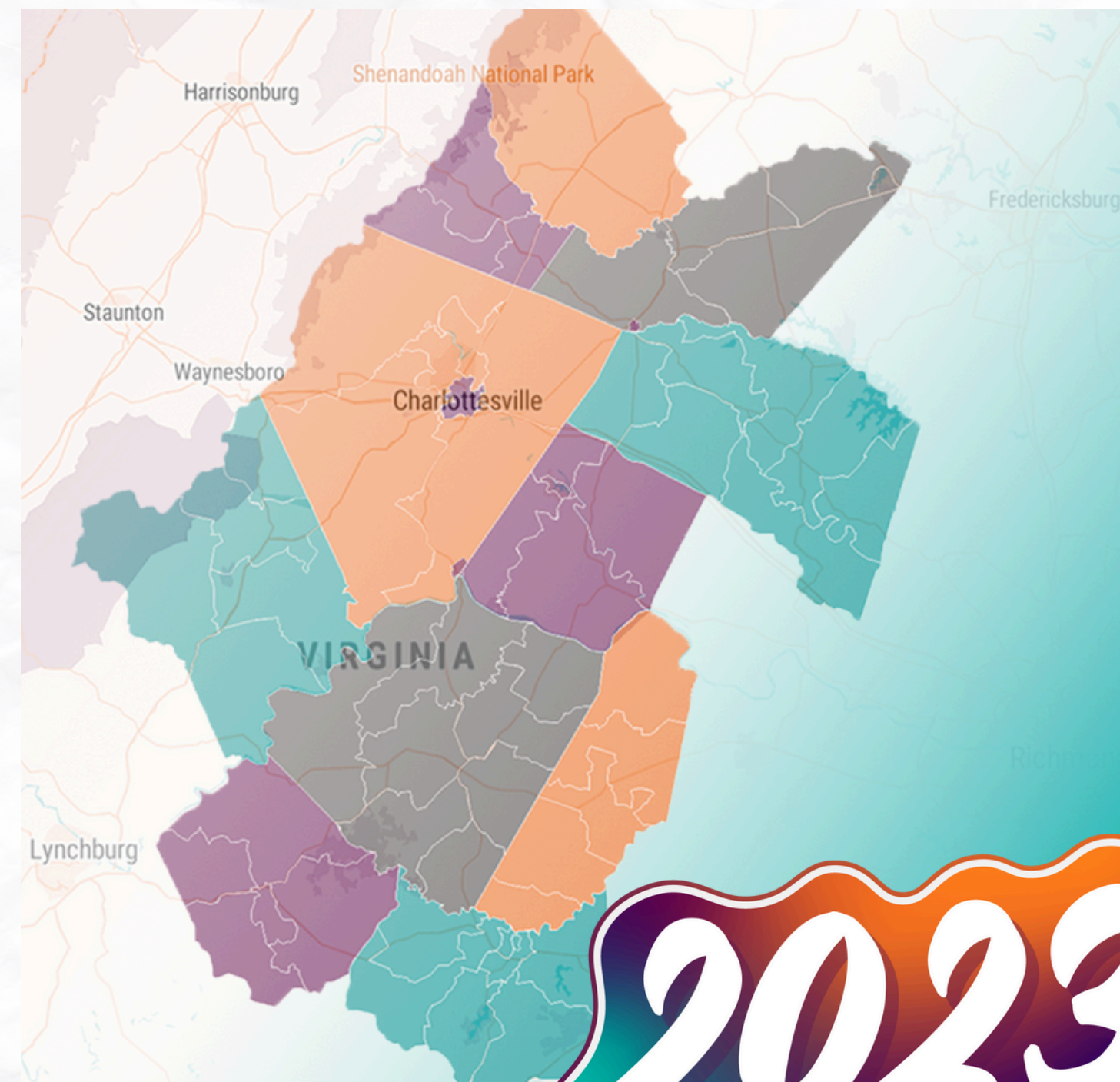
**CHANGING
CHARLOTTESVILLE**

OUR IMPACT

Expanding our 2023 Voter Guide

Our 2023 Voter Guide covered 158 local and state races in Charlottesville and 12 central Virginian counties. In a big election year, the guide often provided the only available independent information about local races in many rural counties.

- Over 30,500 individuals visited the 2023 Voter Guide. 27,000 were first-time visitors to Charlottesville Tomorrow and about half came from Google searches — people who searched for information about local elections and found us.
- The guide had a big impact informing voters in small precincts. For example, 1,516 people voted in the Fluvanna School Board race to represent the Palmyra District. Our Q&A with candidates had 931 readers.



2023
VOTER GUIDE

GOALS FOR OUR 20TH YEAR AND BEYOND

- To continue to respond to the information and news needs that we have identified in our surveys and community listening, **we need to grow our revenue**. We've taken a step toward that growth in 2023, with our year-end revenue close to \$1 million for the first time in Charlottesville Tomorrow's history.
- By 2025, we seek to expand to **provide additional coverage of more geographic area** surrounding Charlottesville, the 12 interconnected counties that make up this region culturally and economically.
- As our capacity grows, we will also seek to add **increased coverage of topics** such as arts and culture, labor and business, and public institutions.



As we plan for the next 20 years of local news, we know that with greater investment in our editorial production, distribution, and by building new products to engage communities, our important community partnerships, and increased organizational capacity,

we can reach communities that have become deserts for news, or have not been well represented in media.

WITH GRATITUDE

We are thankful for our readers, subscribers and supporters who are building Charlottesville Tomorrow into a local news organization that connects our readers to each other and to the issues that affect our lives. With and for our community, we are sharing stories that inspire and empower everyone to continue to make our community better, for ourselves and for each other.