



2021 Annual Update

Whew, what a year! It felt like 2020 just kept going, with the Delta variant surge and a continuous stream of COVID news. We've continued to report the content that you need to understand the pandemic and launched new initiatives as well! All told, we've written more than 300 stories just on coronavirus in the past 18 months, on top of our usual coverage of the state. Our readership has grown nearly 65% during the pandemic and subscriptions to our twice-weekly newsletter are still double that before; it's clear many people found NC Health News during the pandemic and stuck around.

We said goodbye to Hannah Critchfield, our Report for America corps member who moved onto the Tampa Bay Times, and Liora Engel-Smith who decamped to the VTDigger in Vermont. One old-timer said, "You know you're doing something right when the big papers steal your reporters." In their place, Report for America corps member Elizabeth Thompson



came aboard to cover prison health and gender issues, while Clarissa Donnelly-DeRoven joined us to cover rural health with an eye towards monitoring the state's Medicaid transition.

We also have part-time freelancers who focus on aging, environmental health, children's health, mental health, state government, health disparities and oral health. Our talented team won 15 awards from the NC Press Association for our work throughout 2020, including the public service award.



Have you noticed our new website design? It's easier for people to find more stories about topics they're interested in. Already our analytics show us that people are looking at more pages with each visit.

Impact

Over the summer, we launched a new virtual series, Health Care Half Hour, an early morning, in-depth look at one of the crucial topics we cover. We've tackled topics from mental health commitments, to the health effects of



intensive hog farming, to the health care needs of people who are reentering society after incarceration. Tune in every third Thursday at 8:30 for a fast paced program designed to stimulate conversation.

In November, lawmakers finalized the state budget and told us that NC Health News' influence appeared in the text. Thomas Goldsmith had written extensively on COVID deaths in the state's veterans homes and, lawmakers inserted mechanisms for more scrutiny of them. Taylor Knopf brought attention to the state's overuse of involuntary commitment for people with mental health problems and creative responses to this crisis; the budget had \$25 million for alternative treatment modalities.

Financial Update

Last year, our reporters worked overtime to make sure you had what you needed to know about COVID. Thanks to our foundation partnerships, website sponsorships and most importantly, individuals like you, we've made it through the pandemic - so far!

Our team is growing, and it's more flexible and resilient thanks to Shelbi Polk and Anne Ehlers who are focusing more on operational capacity. I bet you didn't notice there were a couple of weeks when editor Rose Hoban had to step away to address a family emergency - the team didn't miss a beat. Still, the vast majority of our expenses are dedicated to making sure our reporters have what they need to keep you informed. Your support is essential!

We Couldn't Do it Without you

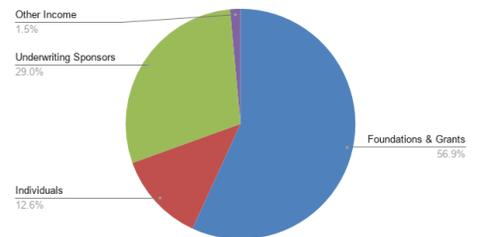
Thanks to our readers and NewsMatch, we raised more than \$60,000 during our 2020 end-of-year giving campaign. NewsMatch is a program supported by the Knight Foundation and other national funders to help newsrooms expand capacity.

Thank You

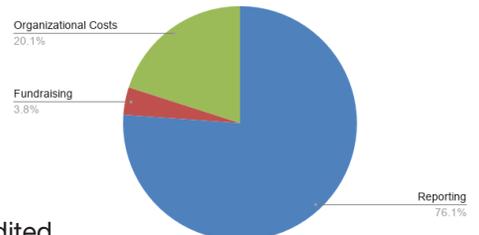
This year, in addition to NewsMatch, we have a special group of donors - our Publisher's Circle - who came together to create an additional match of \$18,000!

The dollars from this campaign go toward supporting our journalists. Every day, nonprofit newsrooms like ours dig deeper to deliver in-depth reporting that engages communities, advances solutions and demands accountability. This journalism informs. It matters. And this is journalism worth supporting.

2021 Revenue, YTD



2021 Expenses, YTD



*Unaudited