



**OUR NEWS.  
YOUR VOICE.**

## **PARTNERSHIP INVITATION 2026**

At a time of growing misinformation and social fragmentation, public interest journalism is a cornerstone for **democracy, building social cohesion, and connecting communities.**

Support the week-long *Our News. Your Voice* campaign for a **national movement of local and independent newsrooms.**

**LINA**  
Local & Independent News Association

Project Coordinator  
**Local and Independent News Association (LINA)**

Fundraising Agency  
**Balanced Effect**

Online Platform  
**PressPatron**

# 2026 CAMPAIGN

**3-8 MAY**

## **LAUNCHING ON WORLD PRESS FREEDOM DAY**



The Local & Independent News Association (LINA) is seeking funding partners to incentivise contributions from readers and businesses to support public interest journalism over a one-week matched giving campaign.

**Our goal in 2026 is to raise a minimum \$100,000** to help over **50 newsrooms** generate urgently needed revenue to cover investigative, high-quality **public interest journalism** for the communities they serve.

The campaign design returns both immediate results and long-term outcomes for growing news businesses covering stories nobody else is uncovering. This is the new frontier of journalism in action, at a local level where civic engagement is necessary to underpin democracy and social cohesion matters.

In a world that is increasingly polarised, **can you help** news publishers report on the stories that connect our communities?

### **Our 2026 Goals:**

- Raise at least \$100,000 in matched funding
- Support 50+ local and independent newsrooms
- Fund investigative and public interest journalism in communities across Australia

### **Benefits:**

- Immediate, place-based impact
- Strengthens democracy and civic engagement
- Grows social cohesion
- Ongoing sustainability outcomes
- Proven results over past two years



## WHY IT MATTERS

Australia has one of the most concentrated media markets in the world. As traditional models struggle, local and independent newsrooms play a critical role:

- delivering fact-based, locally relevant reporting
- countering misinformation
- supporting civic engagement, democracy and social cohesion

Yet many of these newsrooms operate with very small teams and limited resources.

Our News. Your Voice was created to help them survive, and grow, by unlocking reader revenue at scale.

# BACKGROUND

## A BLUEPRINT FOR COLLABORATIVE FUNDRAISING



**How LINA supported 32 of its members to raise their own funds from their own communities, signing up over 500 new regular givers over a one-week campaign.**

In April 2025 LINA, a peak body supporting over 170 newsrooms across Australia, spearheaded the Our News, Your Voice fundraising campaign.

Drawing inspiration from the Institute of Non-Profit News' Newsmatch program in the USA, Our News. Your Voice stands out as a pioneering fundraising model in Australia due to its collaborative, centralised body-led design. Rather than individual newsrooms fundraising in isolation, LINA provided a centralised, comprehensive support system, enabling smaller, often resource-constrained publishers to participate in a sophisticated national campaign.

With the support of fundraising agency Balanced Effect and platform partner PressPatron, LINA fully funded a centralised effort to develop the campaign, materials and tools need by the 32 participating members to execute the campaign in their own communities, backed by LINA's larger scale marketing campaign.

This collaborative, centrally supported model for distributed fundraising represents a groundbreaking approach in the Australian philanthropic landscape, offering a replicable pathway for other peak bodies and associations.

# REMARKABLE RESULTS: A SURGE IN REGULAR GIVERS

## 2025

### Total Funds Raised:

- Campaign Week: **\$87,592**
- Overall: **\$131,651** (incl. annualised regular giving)
- Matched Funding: **\$20,000**

### Community Goal Achieved:

- **\$100,000** target for members was surpassed.

### New Donors:

- A staggering 93% of donations came from new donors indicating broad reach and successful community engagement.

### Donor Breakdown:

- 883 one-time donations averaging \$76.55 per gift.
- 543 new monthly donors, a 216% increase in monthly donors compared to the 2024 campaign and valued at \$69,882 per year.
- 82 new annual donors a 49% increase, contributing \$9,619

**The *Our News. Your Voice* campaign cultivated sustainable revenue streams for independent newsrooms and provided members with the tools and confidence to raise money.**



“[On matched giving]... It's a finite offer. It's deadline driven. You know they've been thinking about it. You know we've had a couple of communications over the week and they've been thinking about it. And then suddenly, bang!”

**- Bob Burton, Editor,  
*The Tasmanian Inquirer***



# REMARKABLE RESULTS: A SURGE IN REGULAR GIVERS



**The significant increase in regular givers is key to fostering long-term financial stability for independent newsrooms.**

Donations to most newsrooms are not tax deductible, making regular giving a well aligned form of giving for donors, who are intrinsically motivated by their philosophical belief in the integrity of journalism and values alignment over tax deductibility.

LINA brings DGR1 eligibility for matched donors, however communities are motivated purely by supporting their local news service. The average gift was at the lower end of the spectrum by broader not-for-profit benchmarks at \$10 average monthly gift, however this is in line with a news subscription value and matches the media sector expectations.

The campaign also successfully raised awareness for LINA and its members, with media coverage from ABC Radio National, ABC Illawarra, ABC Hobart, and The Guardian, among others.

A key outtake from the campaign is capacity building for small newsrooms who were given the skills and confidence to call on their communities for support. In a sector unaccustomed to fundraising for itself, learning how to deliver a digital fundraising campaign and establishing donation processes for future, self-driven actions increases the sustainability of essential news businesses ongoing, giving this campaign perennial impact.

## KEY INNOVATIONS:



- **Centralised Matched Giving:** A core difference a centralised effort makes is to allow LINA to cultivate large gifts from a growing major donor pool and use those gifts to stimulate giving across the network by offering matched giving. While the ambitious goal of \$80,000+ was not fully met, \$20,000 was secured from Tripple and the Menzies Leadership Foundation and these results are expected to grow in coming years.
- **Comprehensive Resource Portal (Google Site):** Balanced Effect developed a dedicated Google Site Portal, serving as a central, user-friendly hub for all participating members. This portal provided a wealth of resources, including a campaign timeline, instructions with videos on asset management and creation, social media and email templates. This standardised, accessible toolkit significantly reduced the burden on individual newsrooms and ensured consistency and professionalism across the diverse member base.
- **Emphasis on Regular Giving:** A deliberate strategy, highlighted during presentations at the LINA Summit in May 2025 by both Balanced Effect and PressPatron, was to educate publishers on the long-term benefits of acquiring regular givers over one-time donations. This focus proved pivotal to the campaign's overall success and sustainability.
- **Streamlined Online Giving:** PressPatron's role in onboarding members and facilitating the donation process provided a seamless and professional experience for donors and newsrooms alike. Each publication received donations directly from their communities via unique donation pages. Many of these publications are now utilising the fundraising portal ongoing, increasing vital funds to their organisations. The centralised giving platform meant donations were made directly to publishers, but also that LINA had visibility of donations coming in for matching purposes.

**Our News, Your Voice: Independent news is close to home and louder than ever**

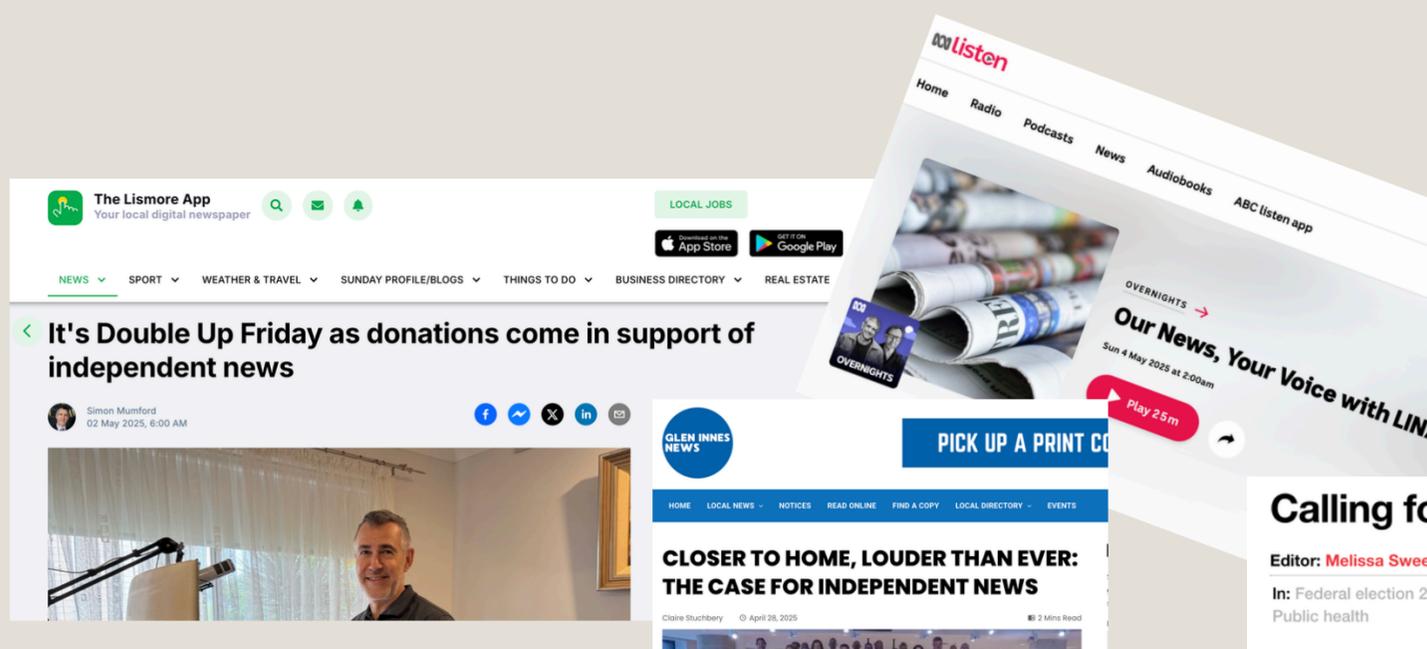


## BROADER IMPACT

Beyond fundraising, the campaign:

- builds fundraising skills and confidence in small newsrooms
- establishes donation systems they continue using year-round
- raises national awareness of independent journalism
- strengthens LINA's network and reputation

Media coverage in 2025 included ABC Radio National, ABC Illawarra, ABC Hobart and The Guardian, plus extensive coverage by local news media.



**Local and Independent News Association Collective Drive to Help Local News Publishers Like In the Cove**  
By Jacky Barker - 27 April 2025

# TESTIMONIALS



"We'll use this money to commission around 25 new articles from emerging and established journalists and writing, which is fabulous and will be the first time we've been able to pay writers... So a really big deal for this little platform."

**- Vivienne Wynter, Founder/Editor  
*The Pineapple***



"It's an awareness raising thing and you might get them to donate the first time but I think it just puts the thought in the back of their head - you're supporting Brunswick Voice...you're supporting a growing movement of independent publishers... you're not just financially supporting one publication but you're actually showing that you value hyper local news all around Australia and the role they play."

**- Mark, Editor, *Brunswick Voice***



"Another fantastic action from LINA. Just terrific, thank you. The results absolutely blew me away."

**- Kim Smee, Editor, *Manly Observer***

# LOOKING AHEAD



The 'Our News, Your Voice' 2025 campaign was an outstanding success.

By equipping its members with comprehensive tools, strategic guidance, and the compelling incentive of matched funding, LINA has demonstrated a powerful and replicable model to build capability within their network and create a sustainable income stream.

In 2026 we will be putting even more support in place for participating newsrooms so they can do even better engaging their community and raising the funds they need.

## In 2026, LINA will:

- expand matched-giving partnerships
- provide even more hands-on support to newsrooms
- refine timing and campaign structure
- scale the campaign to reach more communities

The crisis facing local journalism and its role in emergency response, misinformation and community resilience makes this work more urgent than ever.

*"When it comes to local, community-based journalism, a quiet revolution is under way."*

Alan Sunderland, *Ten Rules of Reporting*, Simon & Schuster, Australia, 2022

## JOIN THE MOVEMENT

We welcome conversations about partnership opportunities big or small, loud or quiet.

### Local and Independent News Association (LINA)

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## READ MORE

- [Annual Report](#) 2024-25
- LINA [Member Survey Report](#) (Dec 2025)



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**Strengthening Public Interest Journalism**



**Capacity Building Support**



**Growing financial sustainability of newsrooms**



**Representation and recognition**

## ABOUT LINA

The Local & Independent News Association (LINA) is a not-for-profit national industry association **representing 170+ digital, local and independent newsrooms**. LINA's mission is to increase the diversity and relevance of news services in communities across Australia by providing new and existing independent digital news services with capacity-building support, expert advice, access to critical third-party services, and more.

LINA was founded in 2021 as an incorporated, **ACNC registered industry body** by the Community Broadcasting Association of Australia (CBA), a **DGR1 charity** running for over 40 years. LINA welcomed its first staff member and member newsroom in 2022, and is run by an independent board and a small team working remotely across Australia. LINA has maintained a member satisfaction rating of 96% across 2024 and 2025.

## LINA's Impact

Since LINA's launch there has been an acceleration in newsroom openings in Australia. **Thirty-seven percent of LINA members formed since 2020**, with the median age of member newsrooms nine years. The Public Interest Journalism Initiative (PIJI) recorded the net contraction of newsroom closures also slowed significantly over the past two years, post LINA's emergence.

The following changes were recorded in the sustainability of LINA member publishers studied across three years:

- The median full-time equivalent staffing increased steadily from 1.2 in FY2023, to 1.7 in FY2024 and 2.0 in FY2025.
- The median revenue increased by 18% in FY2025.
- Average newsletter distribution size grew by 10% in FY2025.
- Median number of monthly website visitors almost doubled over two years between FY2023 to 2025.

