

Tribune Fellows

01.25.16

“The poster child for revenue diversity”
— *Nieman Journalism Lab*

"I think we're at a moment in the life of journalism where the business model for all news organizations has changed dramatically. The only way we build a business model that sustains the future ... is that the two sides work together, understanding where the guardrails are."

— *Dean Baquet, Executive Editor, NYT*

ALL-TIME ACTUALS	
Major Gifts — Individuals	\$8,940,672
Major Gifts — Foundations	\$7,963,420
Membership	\$3,572,176
Corporate Sponsorship	\$6,418,994
Events	\$5,916,186
“Earned”	\$1,897,978
TOTAL REVENUE	\$34,709,426

2015 ACTUALS	
Major Gifts — Individuals	\$995,343
Major Gifts — Foundations	\$1,600,763
Membership	\$684,079
Corporate Sponsorship	\$1,442,770
Events	\$1,572,851
“Earned”	\$247,267
TOTAL REVENUE	\$6,543,073

2016 BUDGET	
Major Gifts — Individuals	\$1,100,000
Major Gifts — Foundations	\$1,375,000
Membership	\$740,000
Corporate Sponsorship	\$1,575,000
Events	\$1,700,000
“Earned”	\$280,000
TOTAL REVENUE	\$6,770,000

Texas Tribune

Cumulative Committed Funds

January 22, 2016

(Non-GAAP fundraising summary used for annual budgeting)

	To date	2016 Budget	Over/ (Under)	% Goal	1/22/15	2015 Budget	% Goal	12/31/15
1. Major Gifts - Individuals	\$330,000	1,100,000	(\$770,000)	30%	\$425,320	\$1,225,000	35%	\$995,343
2. Major Gifts - Foundations and Grants	\$490,050	1,375,000	(\$884,950)	36%	\$407,500	\$1,100,000	37%	\$1,600,763
3. Members + Donors \$1,000 and under	\$10,417	300,000	(\$289,583)	3%	\$7,922	\$350,000	2%	\$293,579
4. Subscriptions (Texas Weekly)	\$12,708	180,000	(\$167,292)	7%	\$20,331	\$200,000	10%	\$161,367
5. Editor's Circle + Donors >\$1,000	\$268,700	440,000	(\$171,300)	61%	\$219,000	\$450,000	49%	\$390,500
6. Digital Sponsorship (Display and Newsletters)	\$203,844	1,575,000	(\$1,371,156)	13%	\$316,539	\$1,540,000	21%	\$1,442,770
7. Events (Sponsorships, Foundations, Ticket Sales)	\$326,000	1,700,000	(\$1,374,000)	19%	\$594,901	\$1,575,000	38%	\$1,572,851
8. Other (Syndication, etc.)	\$75,000	100,000	(\$25,000)	75%	\$60,000	\$75,000	80%	\$85,900
2016 Revenue	\$1,716,719	\$6,770,000	(\$5,053,281)	25%	\$2,051,513	\$6,515,000	31%	\$6,543,073
2016 In-kind	\$0	\$0						
2016 Contributed (1-2)	\$820,050	48%						
2016 Earned (3-8)	\$896,669	52%						
2017-19 Circle Pledges	\$163,700							
2017-19 MG Pledges	\$221,210							
2017-19 Foundation Pledges	\$100,000							
2009 and 2010 Revenues and Other Support	\$6,313,945							
2011 Revenues and Other Support	\$4,201,041							
2012 Revenues and Other Support	\$4,265,802							
2013 Revenues and Other Support (w Knight \$1.5 mil)	\$7,054,908							
2014 Revenues and Other Support	\$5,590,781							
2015 Revenues and Other Support	\$6,543,073							
Less: 2009 & 2010 Donated Goods and Services	-\$173,760							
Less: 2011 Donated Goods and Services	-\$506,663							
Less: 2012 Donated Goods and Services	-\$284,559							
Less: 2013 Donated Goods and Services	-\$353,722							
TOTAL COMMITTED FUNDS	\$34,852,475							

 THE TEXAS TRIBUNE

Donors and Members



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Donors and members subscribe to The Texas Tribune's belief that promoting greater civic engagement and informed discourse is a direct route to a better and more productive Texas. They play no role in guiding the journalism produced by the Tribune or the planning and execution of events.

If you are interested in becoming a donor or a member, click [here](#).

When it comes to our donors and [corporate sponsors](#), the Tribune is committed to full transparency. Current-year gift and pledge amounts listed below are updated daily and are subject to change.

When donors or [corporate sponsors](#) who have given \$1,000 or more to the Tribune are named in our stories, we disclose them on those pages. Donors who have given \$5,000 or more are classified as "major donors."

2015

2014

2013

2012

2011

2010

2009 (Founders)

All Time

\$300,000

Ford Foundation

\$249,763

Bill and Melinda Gates Foundation

\$200,000

INDIVIDUALS

Cecilia Boone



Betty Nowlin



Mickey Klein



Bill Johnson



Charles Butt



John Kleinheinz



Charles Tate



Woody Hunt



Red McCombs



FOUNDATIONS

Operating Revenue

HOUSTON ENDOWMENT



Editorial Coverage



Project Support



Newsmaker Events



About Texas

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Corporate sponsors subscribe to The Texas Tribune's belief that promoting greater civic engagement and informed discourse is a direct route to a better and more productive Texas. They play no role in guiding the journalism produced by the Tribune or the planning and execution of events.

The Tribune enjoys several different types of corporate support: digital revenue (on-site and email messaging); digital in-kind (products and services that offset operating expenses); events revenue (sponsorship of ongoing Tribune Events conversations and symposia and the annual Texas Tribune Festival); and events in-kind (products and services that offset Tribune events expenses.)

If you are interested in becoming a corporate sponsor, please contact April Hinkle, chief revenue officer, at ahinkle@texastribune.org.

When it comes to our [donors](#) and sponsors, the Tribune is committed to full transparency. Current-year unaudited amounts listed below are updated monthly and are subject to change.

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2015 2014 2013 2012 2011 2010 2009 (Founders) All Time

Sponsor	Digital Revenue	Digital In-kind	Events Revenue	Events In-kind	Total
The University of Texas at Austin	\$50,000			\$150,000	\$200,000
Blue Cross and Blue Shield of Texas	\$18,200		\$181,800		\$200,000
Texas A&M University	\$65,000		\$35,000		\$100,000

CORPORATIONS

The screenshot shows the top section of the 'THE TEXAS TRIBUNE Festival' website. The header features the festival's logo in yellow and white, with 'Presented by Walmart' below it. Navigation links include 'Become a Sponsor', 'Press', 'Get Involved', and a menu with '2015 SCHEDULE', 'ATTEND', 'INFO', and 'SPONSORS'. The event dates 'Oct. 16-18, 2015' and the hashtag '#ttf' are displayed. Below the header is a large grid of logos for various sponsors, including Walmart, Google, Baylor Scott & White, Texas Instruments, Comcast, CenterPoint Energy, AARP, Hill+Knowlton, USAA, Southwest, HEB, Deloitte, The Nature Conservancy, Emerus, Harmon Public Schools, The Texas A&M University System, Postano, Houstonfirst, JPMorgan Chase & Co., Valero, The Beer Alliance, UT Southwestern Medical Center, Mitchell Foundation, Shweiki Media, MACH 1 Group, Lockheed Martin, Educate Texas, University of Houston, Monument Energy, Vianovo, Lumina, Association of Texas Professional Educators, Boeing, Toyota, Let's Go Places, Pearson, St. David's HealthCare, St. David's Foundation, CPS, The Meadows Foundation, The Meadows Foundation, Texas Association of Realtors, ExxonMobil, Massing Hot, University of Texas, RAISE, Medill, The Meadows Center, Doctors Hospital Renaissance, nrg, IBC Bank, CenterPoint Energy, State Farm, Texas Association of Realtors, Upbring, ETS, Greater Texas Water Company, The Washington Post, Texas Monthly, KIRU, Texas Standard, KXON, 62, culturemap, and Moxie.

Presenting the Fifth-Annual Texas Tribune Festival!

The annual Texas Tribune Festival is an innovative and engaging three-day event for people who are passionate about the issues that affect all Texans. Each year, the Festival brings together some of the biggest names in politics to explore the state's and nation's most pressing issues.

Our fifth anniversary event will feature more than 50 sessions and 200 speakers in

REGISTER

2015 SPEAKERS

= 2015 TRACKS

5 Challenges

1. No Longer Shiny and New
2. At Risk of Becoming the Thing We Despised
3. Eyes Bigger Than Our Stomach
4. The Three Cs: Criticism, Conflict, Competition
5. Long-Term Sustainability

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Questions?