



# rewire news group

## 2022 ANNUAL REPORT

rewirenewsgroup • Following



The status of birth control  
in a post-Roe America





**OUR MISSION** To connect, inform, and engage people on reproductive justice issues by delivering expert nonprofit journalism.

## 2022 HIGHLIGHTS

While everyone was wondering *what if*, we were analyzing **WHAT'S NEXT.**

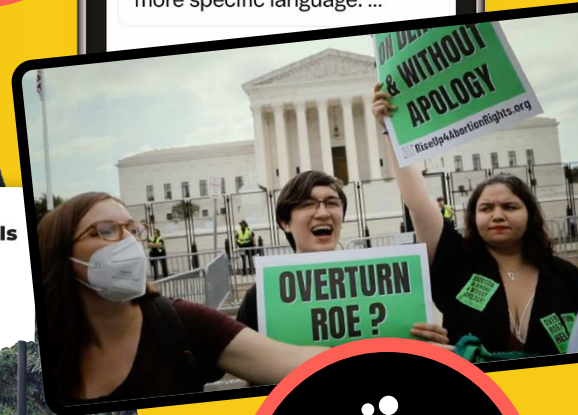
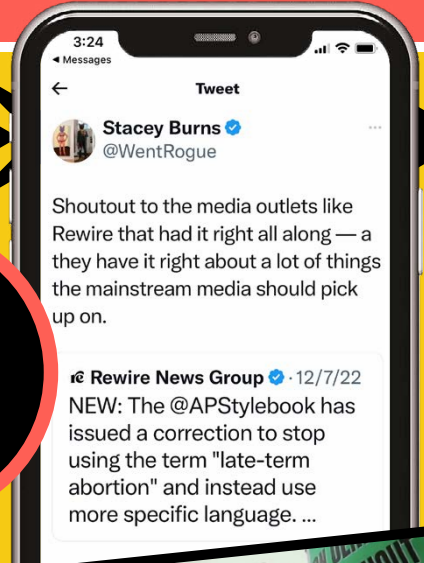
“

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**GALINA ESPINOZA**  
President &  
Editor-in-Chief



**What our audience says**



**Documentary short: When Roe Fell**

### History Made—Justice Ketanji Brown Jackson Is Confirmed

APR 7, 2022, 5:36PM | IMANI GANDY & JESSICA MASON PIEKLO

Now what? Court reform?

#### ABORTION

### Where Were You the Day 'Roe' Died?

JUN 25, 2022, 8:30AM | JESSICA MASON PIEKLO

Knowing this day would come doesn't make the reality any easier to process.



#### ABORTION

### Four Months Without 'Roe'

OCT 28, 2022, 8:51AM | AUSTEN RISOLVATO

Cascading abortion bans and ongoing legal battles have left patients in the Southeast little choice but to travel for care—if care is available at all.



**OUR VISION** A future in which all reproductive justice journalism is rooted in science and health.

# MEASURING OUR REACH

## Socials + Platforms



85,000+  
TWITTER FOLLOWERS



9,900+  
INSTAGRAM FOLLOWERS



104,300+  
FACEBOOK FOLLOWERS



17,900+  
NEWSLETTER SUBSCRIBERS



1,205,490+  
WEBSITE VISITORS

IN THE TOP

5%

MOST SHARED +  
MOST FOLLOWED  
PODCASTS  
ON SPOTIFY



↓ 1,220,940  
TOTAL DOWNLOADS



Emma Louise Backe  
@EmmaLouiseBacke

Podcasts like Boom Lawyered at @RewireNewsGroup have been sounding the alarm around Roe for years now. Rewire's coverage has looked at pregnancy criminalization in communities often overlooked by other media. Consider supporting their cause too



Glenda Freyvogel  
@friedvocalcords

Replying to @AngryBlackLady

A perfect combination of dense, critical information and justifiable rage, mixed with humor and incredible intelligence from both of you ... followed you all, including Rewire, and looking forward to more analysis from you. Fantastic!



Read our stories  
on: Flipboard &  
Apple News!

Rewire News Group



Hey FDA: The Time Is Now to  
Approve Over-the-Counter Birth  
Control

With 'Roe' Overturned, How Will  
Medical Students Receive  
Abortion Training?



Mother Jones  
@MotherJones

With Roe gone, where do we go from here?

Today, in collaboration with @RewireNewsGroup, we explore this fraught moment, the fight ahead, and the future of abortion.



Content  
partnership

Becca Andrews · @kbeccaandrews · Jul 12, 2022

Replying to @kbeccaandrews  
Partnering with @RewireNewsGroup in this moment was the best thing we could have done. Their work is so crucial, and the expertise of the team, especially of @AngryBlackLady + @Hegemommy is unmatched. Grateful.



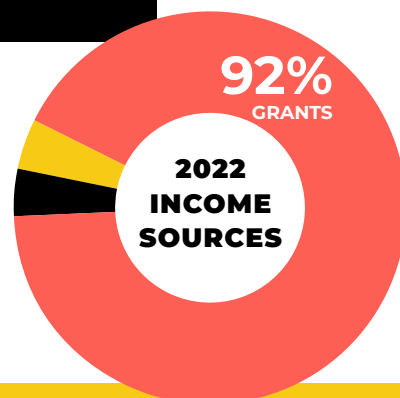
# FINANCIALS + SUSTAINABILITY

## Funding Sustainability Note

As a nonprofit newsroom, our work is funded primarily through foundation grants, with a growing number of individual and major donors helping to diversify our revenue mix. Our long-term strategic plan is built on further deepening and expanding our sources of support to improve resiliency in the face of macroeconomic factors, such as inflation, while also ensuring the sustainability of our essential journalism.

5%  
INDIVIDUALS

4%  
MONTHLY  
DONORS



## 2022 REVENUES VS. EXPENSES

REVENUE	
Foundation Grants	\$1,517,347
Individual Contributions & Monthly Donors	\$155,401
<b>Total Revenue</b>	<b>\$1,672,748</b>

**Rewire News Group is grateful for our individual donors and foundation supporters, including:** Anderson-Rogers Foundation, The California Wellness Foundation, Ford Foundation, The William and Flora Hewlett Foundation, Chambers Initiative, The David & Lucile Packard Foundation, The Scherman Foundation, Charles and Lynn Schusterman Family Philanthropies, Wallace Global Fund, 128 Collective, WestWind Foundation

EXPENSES	
Salaries and Benefits	\$1,634,981
Editorial Programs & Technology	\$184,762.14
General Operating Expenses	\$164,468
<b>Total Expenses</b>	<b>\$1,984,211</b>

**Net Assets at the end of 2022**

**\$2,677,024**

*\* 2022 financials are unaudited. Net assets include time restricted funding and operating reserves.*

## STATEMENT ON DIVERSITY, EQUITY, AND INCLUSION

It has always been important to *Rewire News Group* that our staff reflects the communities most impacted by the issues we cover. Our staff is 60% BIPOC and headed by a Latina journalist, while our board of directors is 50% BIPOC. This diversity of viewpoints enables us to center communities of color, folks with disabilities, LGBTQ people, and other marginalized communities in our work and tell stories that otherwise go uncovered by mainstream media.



## Remembering our Board Treasurer, Ann McGuinness

In 2022, the reproductive rights movement lost one of its most ardent champions — and *Rewire News Group* lost a dear friend — with the passing of Ann McGuinness.

Ann joined our Board of Directors in 2018 and became its Treasurer in 2020, using her more than 30 years of experience as a fundraiser for organizations like NARAL Pro-Choice America and the Planned Parenthood Federation of America to help guide our development efforts. She was always quick to offer invaluable advice during challenging periods, and there were few moments more satisfying than hearing Ann say she was proud of the work we were doing.

We miss her dearly.  
*Rewire News Group*



# LETTER FROM THE PRESIDENT

In 2022, we marked 10 years as an independent, nonprofit media organization, and during the last decade, we thought we had pretty much seen it all.

Widespread misinformation about abortion? *Check*. Bad-faith legislation designed to chip away at reproductive rights? *Check*. Coordinated attacks on sex ed programs, pregnant people, and the LGBTQ community? *Check, check, check*.

But then the Supreme Court went ahead and did something so unprecedented that — even after someone leaked the draft of the opinion that would upend life in America as we know it — it remained almost impossible for many people to accept as reality: After nearly 50 years, they declared there is no constitutional right to abortion.

**There is no preparation for this moment. But our long-standing expertise as the only media outlet dedicated to coverage of reproductive and sexual health, rights, and justice empowered us to meet it.**

As other news outlets struggled to tell this story amid everything else they report on — or, worse yet, told it only through a political lens — we were a clarifying voice breaking through the chaos. When folks started questioning how this happened, we were able to deliver connect-the-dots explainers, leveraging our decade-long archive. When pregnant patients needed to understand what was happening in their states, we had the latest information to share with them.

Most significantly, when the entire world was wondering what might happen next, we were already guiding our audience in that direction, delivering timely, relevant work about the rise of Christian nationalism, the next repro issues emboldened conservatives planned to attack, and the growing threat to democracy.

You'll see powerful examples of this work throughout these pages. But when it comes to telling the story of where the fight for reproductive freedom goes from here, this work is just the beginning.



**GALINA ESPINOZA**  
President &  
Editor-in-chief



## 2022 Coverage Timeline





**rewire  
news group**

[REWIRENEWSGROUP.COM](http://REWIRENEWSGROUP.COM)

