



***Empowering Communities
Through Independent Journalism***

Spotlight Delaware is a 501c3 nonprofit organization



CONN: CONNECTICUT
MASS: MASSACHUSETTS
NH: NEW HAMPSHIRE
RI: RHODE ISLAND
VT: VERMONT



SPOTLIGHT
DELAWARE





SHINING A LIGHT ON CRITICAL ISSUES

- Collaborative nonprofit newsroom
- Engaging, empowering and connecting communities
- Audiences:
 - - Communities historically underserved by the media
 - - Policymakers/influencers



INVESTIGATIVE JOURNALISM



EXPLANATORY JOURNALISM



COMMUNITY ENGAGEMENT



BUILT ON COMMUNITY LISTENING

Engaged 300 Delawareans
Sept. 2021–June 2022

- One-on-one interviews
- Focus groups
- Text message surveys
- Analysis of public data



DESIRE FOR MORE LOCAL NEWS & INFO:

QUALITIES

- COLLABORATIVE
- NONPROFIT MODEL
- COMMUNITY-CENTRIC
- EMPOWERING

ISSUES

- GOVERNMENT ACCOUNTABILITY
- EDUCATION
- LAND USE/DEVELOPMENT

COMMUNITY-POWERED JOURNALISM

- 500+ Delawareans engaged
- 25+ **community conversations**
- 12+ **community-powered articles**
- **Dedicated Spanish-language events and information**
- Monthly **popup newsrooms**
- **Live journalism events** on key issues



Wilmington's \$10M Bracebridge investment raises questions

by Brianna Hill September 30, 2024



Transformation of Bracebridge II into a hub for universities in downtown Wilmington is dependent on city aid, but some locals are questioning the investment. | SPOTLIGHT DELAWARE PHOTO BY BRIANNA HILL

Why Should Delaware Care?

More than 13% of Wilmington's excess savings may be going to a new higher education hub. But without a thorough assessment of the project's impact, concerns are emerging about how the city decides where to allocate tax dollars and whether the city is considering input from all stakeholders, including community members, before funding decisions are being made.

The Wilmington City Council is preparing to vote on a proposal to take \$10 million from the city's savings to support the creation of a new higher education hub being developed by the du Pont family foundation.

The legislation, which was introduced to council in early September, will provide the [Longwood Foundation](#) with funding for The Bridge, a new higher education hub to be housed in the former Bracebridge II building in downtown Wilmington.

BUILDING AGENCY IN COMMUNITIES

Our stories feature short explanations of why they matter to Delawareans...

Contact the bill sponsor

...also says their support for the project will not affect other efforts to meet community needs.

...right now, council has no plans to hold a separate public hearing on the matter... But the public can still voice their concerns during council meetings.

...ordinance now sits in the Finance and Economic Development Committee, where it [reviewed](#) on Oct. 7, before it is voted upon by the full city council.

Get Involved

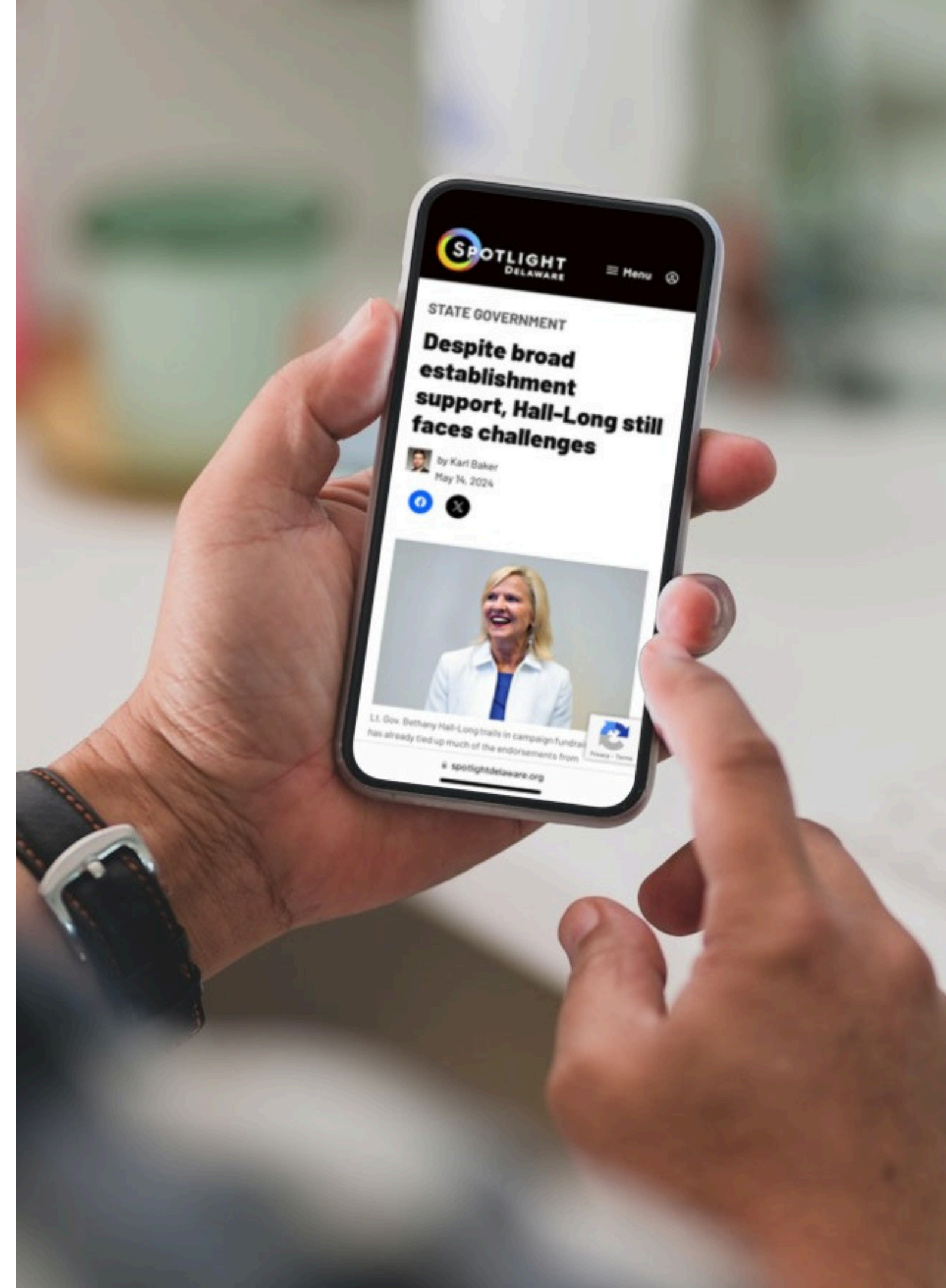
Wilmington City's Finance and Economic Development Committee will meet at 5 p.m. Oct. 7 in the Louis L. Redding City/County Building at 800 N. French St. They will review Harlee's legislation among other bills and the public will be allowed to comment. To see the agenda and more details, click [here](#).

...and provide action steps

to empower people to effect the change they want to see in their communities.

SPOTLIGHT DELAWARE: EXAMPLES OF IMPACT

- [Reporting on a voter registration error](#) that could have disenfranchised hundreds of Delawareans, prompting Delaware officials to establish a Voter Protection Hotline.
- [Reporting on the jeopardized future of Georgetown's pallet village](#), which has provided housing and wraparound services for more than 130 people since opening in 2023. At least four people signed up to volunteer at the village following a link embedded in this article.
- [Reporting on opioid grant allocations](#), raising questions about recent spending and the oversight of Delaware's \$250 million settlement to combat the substance abuse crisis.



SPOTLIGHT DELAWARE BY THE NUMBERS

Fractured & decayed: Latinos struggle for Delaware dental care



by José Ignacio Castañeda Perez August 1, 2024



Since Spotlight Delaware launched March 1, 2024:

- 5,700 newsletter subscribers
- 36,000 unique monthly website visitors
- 250+ founding members
- 200 articles published
- Hundreds of Delawareans moved to civic engagement

OUR PARTNER NEWSROOMS

- Can share all Spotlight content for FREE
- Participate in collaborative editorial meeting led by Spotlight Delaware editor to discuss community information needs, share resources and foster partnerships





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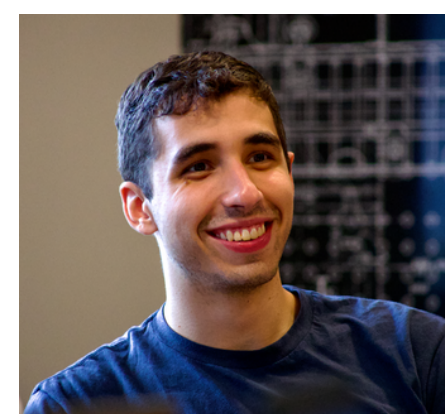
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OUR EDITORIAL TEAM



OUR BUSINESS MODEL

- Nonprofit
- Revenue Streams
 - Institutional Philanthropy
 - Membership program
 - Major gifts
 - Events
 - Sponsorships
 - Sponsored Content

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Sponsored Content



SPONSORED

Rural Kent, Sussex transportation needs exacerbate inequities

 Sponsored by **Healthy Communities Delaware**
September 10, 2024



SPONSORED

New Castle County faces a growing housing crisis

 Sponsored by **Healthy Communities Delaware**
September 3, 2024



MARKETING STRATEGY



HIGH-QUALITY CONTENT PRODUCTION



DISTRIBUTION TO HARD-TO-REACH AUDIENCES

SPONSORED

Building a path to affordability: NeighborGood Partners works to put homeownership in reach

Sponsored by NeighborGood Partners
April 16, 2024



PHOTO COURTESY OF NEIGHBORGOOD PARTNERS

A house is more than an address or a place to store your favorite possessions. For many of us, a home represents safety, security and a shot at upward economic mobility.

But as housing costs consume a bigger chunk of paychecks in Delaware and across the country, the goal of homeownership has become more elusive.

That reality makes the work undertaken by the nonprofit organization [NeighborGood Partners](#) even more valuable as it broadens access to affordable housing in Delaware and bolsters neighborhood revitalization and community development efforts in ways that go far beyond its well-known consumer counseling programs, which include homeownership, foreclosure prevention and financial education.

In addition to helping over 10,300 families buy a house in Delaware, NeighborGood Partners assists other nonprofit organizations like Ministry of Caring and Latin American Community Center with their housing and facility plans by providing development expertise and access to funding through NeighborGood Partners Loan Fund as well as to federal and state programs.

Also among the NeighborGood umbrella is a resident-driven revitalization initiative called Restoring Central Dover, a business launcher program to help new entrepreneurs, and a neighborhood ice cream shop called The Scoop on Lookerman that employs Dover youth to help build business acumen and workforce development.

MISSION-ALIGNED SPONSORED CONTENT

BENEFITS TO COMMUNITY

- ESSENTIAL INFORMATION THAT ISN'T "NEWS"
 - FINANCIAL
 - EDUCATION
 - HEALTH
 - ENGAGEMENT
- PAYWALL-FREE LOCAL NEWS

SPOTLIGHT DELAWARE
Empowering Communities Through Independent Journalism

Latest News Government Education Land Use Community Explained Election 2024 Podcasts About Get Involved

SPONSORED

Springboard Collaborative brings innovative housing to Sussex County

Sponsored by **Healthy Communities Delaware**
August 27, 2024



Federal funds helped to set up the Springboard Collaborative pallet village in Georgetown last year, which uses tiny homes in a housing first strategy. | PHOTO COURTESY OF SPRINGBOARD COLLABORATIVE

For housing advocate Judson Malone, "the most important thing is that housing – in whatever form you can provide it – is fundamental."

Nationwide, there's a lack of housing options due to market limitations, and in Delaware it's no different. With a shortage of affordable housing, Malone's Springboard Collaborative offers a solution: 40 sleeping cabins in a village setup. The cabins provide secure shelter, along with communal bathrooms, 24-hour staffing, and wrap-around support services.



MISSION-ALIGNED SPONSORED CONTENT

BENEFITS TO ADVERTISERS

- EXPANDED MARKETING CAPACITY
- HARD-TO-REACH AUDIENCE
- EFFECTIVE -- AUTHENTIC, TRUSTED SOURCE
- "A PLACE TO TELL OUR STORY"
- CRA/TAX BENEFITS
- HALO EFFECT
- PAYWALL-FREE LOCAL NEWS

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