



2022

ANNUAL REPORT

The Center for Michigan

Founded in 2006, the Center for Michigan is a 501(c)3 nonprofit, nonpartisan public service organization.

The Center publishes:



Bridge Michigan
(founded 2011),
the state's largest

nonprofit news service and one of the
largest nonprofit news organizations
in the nation; and



BridgeDetroit
(founded 2020), a
nonprofit community

news, information, and engagement
media service in America's largest
majority African American city.

A Year of Transition – Letter from the CEO & Publisher

In the fall of 2022, we shared with you the tremendous news that the Center for Michigan would undergo a leadership transition. Effective January 1, 2023, Katy Locker took the helm as chief executive officer and longtime CEO John Bebow shifted to publisher of Bridge Michigan for 2023 and as an adviser to the Center thereafter.

Katy served as the Center's chief operating officer for the past two years. Her involvement with the organization originated many years ago when she was a program officer at the Hudson-Webber Foundation and later as Detroit program director for the John S. and James L. Knight Foundation.



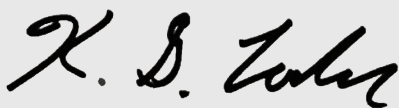
Katy: As a lifelong news junkie, Michigan native, and Detroit resident, I am delighted to bring my background as a funder, lawyer and community advocate to the work of the Center and its publications. Our vision for the future includes growth and transformation built upon the organization's tremendous legacy and a commitment to serve Michigan's residents and its democracy.



John: My north star vision is for the Center and its public service news and information initiatives to thrive for the next generation. Katy has an extraordinary gift – her ability to maximize the effectiveness and impact of organizations and teams. I can't even imagine the new heights to which she will lead here. It has been a life-altering privilege to work alongside so many talented and deeply committed colleagues with support of so many generous philanthropies and invested readers.

Our mission is to make Michigan better through high-quality, nonpartisan journalism and engagement. As we move through this transition, we are confident that our growing team will continue to produce award winning journalism that provides fair and meticulously sourced reporting on policy-based issues that empowers all residents with facts, context, and clarity.

This is essential work and it is not possible without the support of readers. Your support has allowed us to come this far. Thank you, and we look forward to seeing where we go next.



Katy Locker
CEO, Center for Michigan



John Bebow
Publisher, Bridge Michigan



Our Mission

Making Michigan better through high-quality, nonpartisan journalism & engagement.

About Us:

The Center for Michigan

In 2022, we developed and finalized a statement of mission and values. We are proud to share the results of this endeavor, and are focused on using these as a touchstone to inform our work for 2023 and many years beyond.

Our Values

Excellence & Effectiveness

Supporting Democracy: We believe that rigorous journalism and public engagement are pillars of democracy. We are zealous but fair watchdogs of government, public officials and candidates, devoted to journalism and engagement that achieves accountability, rights wrongs, and champions facts over rhetoric.

High-Quality Journalism: We provide fair and meticulously sourced reporting on policy-based issues that empowers all residents with facts, context, and clarity.

Innovative, Dynamic, Curious and Open Minded: We embrace a culture of exploration and discovery. We challenge conventional wisdom and find solutions from any place or party. We are entrepreneurial and devoted to creating new ways to deliver the information Michigan needs.

Building a New Sustainable Model: We are dedicated to building a better newsroom and nonprofit in Michigan, one that is financially sustainable for years to come and can contribute to new models for civic news.

Inclusivity & Accessibility

Representing & Respectful of All Communities: We respect all perspectives of residents in all Michigan communities, and we endeavor to reflect them in our reporting and engagement

Seeking to Reach All Communities: We endeavor to be accessible to and to meet news consumers where they are. Our reporting and content is free to our audience.

Collaborative: We eagerly collaborate with other newsrooms and partners when working together benefits Michigan residents.

Building an Engaged Civic Community: We seek a dialogue with readers and residents because the regular exchange of ideas through events and feedback benefits all of Michigan.

Trust & Reliability

Independent & Nonpartisan: We are beholden to no group, ideology or political party. We are transparent about — and independent of — our sources of funding.

Fact-Based, Data-Driven & Informative: We use data to separate fact from conjecture, and approach stories eager to follow evidence wherever it leads.

Nonprofit: All revenue returns to the mission of making Michigan better.

Honest, Fair & Accountable: We are clear about our methods. We own our mistakes promptly and transparently.

A Work Environment Where People Thrive

Work/Life Balance: We believe that outside interests and pursuits make staffers more interesting, productive and better at their jobs and encourage vigorous lives outside of work. We offer flexibility to balance the needs of work and the needs in our daily lives.

People First: In policy and in practice, the Center is a place where employees are given time, space and support when critical family and personal issues arise.

Inclusive & Respectful: All staff deserve a workplace that is fair, respectful, intellectually challenging and uplifting in pursuit of excellence. We endeavor to acknowledge all opinions, points of view and strengths.

Diverse: Michigan is a geographically vast, multi-ethnic, multi-racial and politically diverse state of 10 million people. We are dedicated to building a staff that reflects the state.

Collaborative: We work generously and selflessly with colleagues to support one another.

Sustainable & Secure: We pursue diversified revenue sources and prudent financial management and institutional decision-making to ensure long-term, sustainable growth.

Uplifting: We endeavor to provide a safe, nourishing workplace that values kindness, development, mental health, communication and transparency.

What Our Readers Are Saying

"Bridge plays a critically **important role in Michigan journalism** and society. Keep up the great work!"

– Jeff Padden

"Bridge plays a role that is **critical to any democracy**, and that has been lacking in the past two decades."

– Conor Reynolds

"I believe in John Bebow and the **integrity** of Bridge and **the Center for Michigan**."

– Douglas Luciani

"**Fantastic source** for MI issues; especially enjoy the environmental coverage."

– Jacob Toolen

Bridge Michigan Reporting



POLITICS

On the strength of sustained, year-long coverage of the 2022 election cycle, Bridge Michigan earned praise as one of the nation's dozen "unsung heroes" in journalism from NewsGuard, a media watchdogging service. Every day from primary season on, Bridge Michigan's Policy Watch team helped readers and leaders alike navigate many twists and turns, including: a signature-gathering scandal that knocked two candidates out of the Republican primary for governor, ballot issues, trends toward extremism in county-level politics, and in-depth analysis and county-by-county maps explaining which candidates won and why.



Early in 2022, Bridge Michigan broke the story of Rebekah Chatfield's allegations of sexual assault against former House Speaker Lee Chatfield, helping to spur an ongoing criminal investigation involving state and federal authorities, calls for reforms to Michigan's ethics laws, and new scrutiny of Chatfield's behavior while in office.

ENVIRONMENT

Bridge Michigan's Environment Watch earned a share of the national Water Prize for "Water's True Cost," a collaborative reporting project probing environmental and economic impacts of Michigan's outdated water and sewer infrastructure. Environment Watch lead reporter Kelly House earned "environmentalist of the year" honors from the Michigan Sierra Club for year-long reporting on a wide range of statewide environmental issues. Bridge Michigan broke the story of the Michigan National Guard's highly controversial proposed expansion of Camp Grayling in prized natural and recreational areas. Environment Watch stayed on the much-debated Line 5 pipeline debate in the Straits of Mackinac, expanded coverage of potential dam removal projects on numerous Michigan rivers, and provided explanatory reporting and voice to the residents of Benton Harbor endangered by lead pipe problems and continued reporting from Flint as it continues to struggle from its drinking water crisis.



Michigan National Guard and state land managers held a public meeting to discuss a proposal that would dramatically expand the Guard's training grounds at Camp Grayling. (Bridge photo by Kelly House)

EDUCATION

In 2022, Bridge Michigan reporters went deep inside schools and the halls of power as parents, students, and educators sought to return to a sense of normalcy beyond the worst of COVID. But coverage demonstrated these are far from normal times as Bridge Michigan's Education Watch reported on a rapid elevation in book banning debates and culture wars in libraries and school board meetings, documented COVID learning loss and efforts to reverse it, continued to cover the deep crisis in teacher shortages, and stayed on the case of college affordability trends. Bridge Michigan covered the drop in the percentage of high school grads going to college which contributed to steep enrollment declines at the 15 public universities. We also showed how COVID-19 restrictions — or lack of them — caused parents to either switch school districts or begin home-schooling.



Dearborn Public Schools Board of Education hearing where residents debated whether six books with LGBTQ, sexual or sex abuse themes should be available to students in school libraries. (Bridge photo by Ron French)

BUSINESS

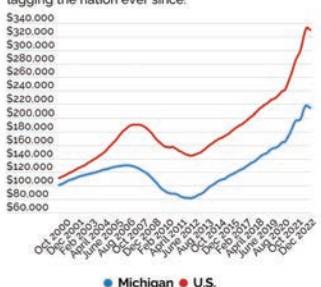
Economic changes continued to ripple across the state in 2022 as we emerged from the COVID-19 pandemic. Bridge Michigan's Business Watch, with a focus on covering the intersection of business and policy, kept readers informed about these changes. For example, while Michigan cheered the news that it will get a \$2.5 billion battery plant in Lansing to supply electric vehicles made by General Motors, Business Watch looked at a similar plant opening in Lordstown, OH to give a glimpse into what that could mean for the state's auto industry and workforce. Bridge Michigan launched the Michigan Economic Dashboard to help readers gauge how the state's economy was faring, from unemployment rates to average wages to housing starts and car sales.



Earl Ross has owned the only bar near the Lordstown, Ohio, factories since the 1990s, when General Motors Corp. operated three shifts a day. He was down to two employees before Ultium Cells and Lordstown Motors chose eastern Ohio for electric vehicle-related manufacturing. (Bridge photo by Paula Gardner)

Housing values: Michigan vs. U.S.

In 2000, the median home value in Michigan nearly matched the national median. But the economic turmoil before and after the Great Recession hurt Michigan home values and the state has been lagging the nation ever since.



Note: Includes single-family homes, condos and co-ops.

Source: Zillow Home Value Index retrieved from Federal Reserve Bank of St. Louis (FRED).



Bridge Michigan generated national media coverage following our coverage of the Patmos Library millage in Jamestown Township, near Hudsonville, Michigan. As the only media initially covering the issue, Bridge Michigan covered how the politically conservative community in Ottawa County rejected a millage renewal, a vote that gutted the library's operating budget in 2023. Following Bridge Michigan coverage, the library raised hundreds of thousands of dollars to keep its doors open, including a \$50,000 gift from author Nora Roberts.

Pro-choice activists at a demonstration on the steps of the Capitol against the presumed decision to overturn *Roe v Wade* in May 2022. The passage of Proposal 3 in November guaranteed reproductive freedoms into the Michigan Constitution. (Dale Young/Bridge Michigan)



HEALTH

2022 remained a year of COVID coverage for Michigan Health Watch. The mental health aspects of COVID-related stress and mass shootings also were important coverage topics. Add in the business of healthcare, hospital mergers, vaccination rates and debates, and Supreme-court-inspired intensification of abortion legality and access questions and the result is more than a hundred published Health Watch reports. For example, Bridge Michigan's coverage of the opposition to the abortion referendum on the 2022 ballot explained the politics, the nuance and the raw fervor of the issue in a way that was respectful of minority and religious views in our state and that is in keeping with our nonpartisan mission.

What Our Readers Are Saying

"I depend on Bridge for knowing what is going on of importance in Michigan."

– Cherie Mollison

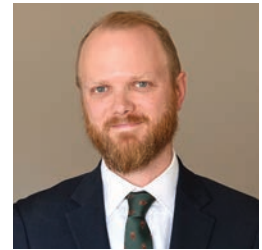


You can **subscribe to our daily Bridge Michigan newsletter** and our specialty newsletters curated directly by our reporters and editors:

- Week-in-Review
- Business Watch
- Education Watch
- Environment Watch
- Health Watch
- Politics Watch

Awards

In March 2022, Bridge Michigan Capitol reporter Jonathan Oosting was named the Richard Milliman Journalist of the Year by the Michigan Press Association. Oosting was honored for his fact-based reporting surrounding the November 2020 elections, including the contentious battle to certify Michigan's elections and numerous false claims of fraud. Oosting also was cited for his reporting about the extremist and militia movement in Michigan. This is the second win in a row for Bridge Michigan journalists following data reporter Mike Wilkinson's win in 2021.



In 2022, Bridge Michigan was named digital news publication of the year. This is the 5th such recognition of Bridge Michigan by the Michigan Press Association.

Additional Honors from Michigan Press Association

- Excellence in Policing and Social Justice Reporting (2nd Place) Kelly House and Jonathan Oosting
- Best FOIA Story Award (1st Place) Jonathan Oosting
- Best Writing Open Class (1st Place) Robin Erb

Society of Professional Journalists - Detroit

- Collaborative Coverage (First Place) Great Lakes News Collaborative
- Consumer Watchdog / Investigative Reporting (1st and 4th Place) Kelly House; Kelly House and Ron French
- Education Reporting (2nd and 3rd Place) Ron French; Ron French and Kelly House
- Breaking News via Social Media (2nd Place) Jonathan Oosting
- Feature Reporting (3rd Place) Jonathan Oosting
- Racial Justice Reporting (2nd, 3rd, and 4th Place) Sergio Martinez-Beltran & Mike Wilkinson; Ted Roelofs; Kelly House

Michigan Chapter of the Sierra Club

- Environmental Journalism Award - Print (Winner) Kelly House

US Water Alliance's US Water Prize - Outstanding One Water Communication

- Great Lakes News Collaborative (Winner)



Covering Climate Now Journalism Awards

- Bridge Michigan Environment reporter Kelly House was one of three finalists for the 'Writing — Daily Coverage' category of the 2022 Covering Climate Now awards



Recognition & Ratings

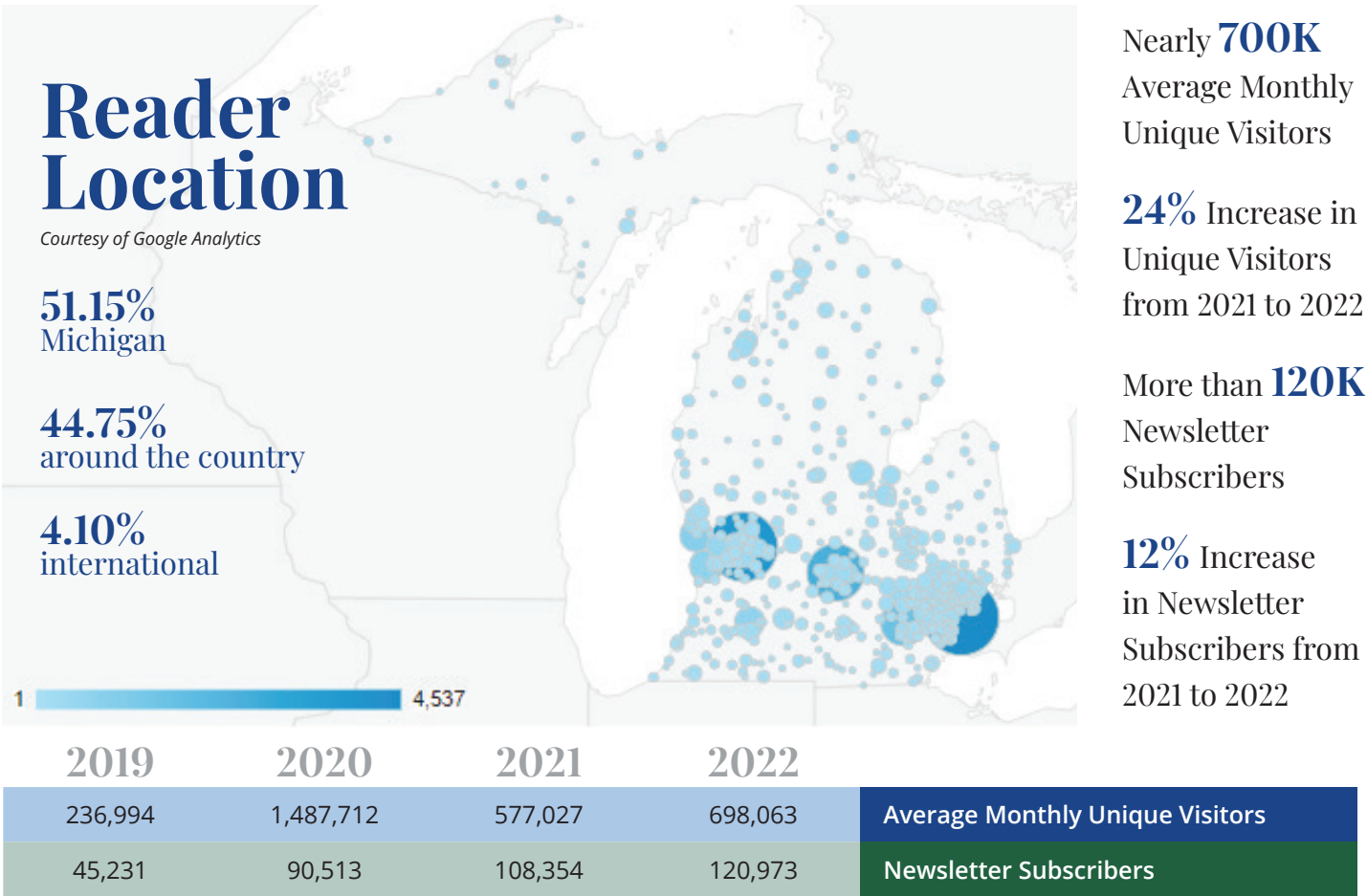
Nonpartisan and Unbiased: All Sides, a national media bias watchdog, rated Bridge Michigan as **Center**, indicating that it is not biased to the left or the right, based on "multi-partisan, scientific analysis." Center for Michigan publications also score 100 out of 100 from Newsguard, a website staffed by a team of journalists and experienced editors that produces reliability ratings and scores for news and information websites based on nine journalistic criteria. Our score reflects "High Credibility" in adherence to all nine standards of credibility and transparency.

Excellent Customer Satisfaction:

Bridge Michigan's average **Net Promoter Scores (NPS)** increased to +60 in 2022 from +57 in 2021. This is a key measure of customer satisfaction used by a wide range of industries. Calculated on a scale of -100 to +100, any Net Promoter Score above 0 is considered good. Any Net Promoter Score above +50 is considered excellent. Bridge Michigan's score is among the very best in the nationwide nonprofit news industry.

Bridge Michigan

Readers & Subscribers



What Our Readers Are Saying

- "Bridge plays a **critically important** role in **Michigan journalism** and society. Keep up the great work!" – *J. Padden, Meridian Township*

"I trust Bridge Michigan to bring **truthful, well researched news** and updates." – *L. Hoff, Grand Blanc*

"I value high quality, independent **MI-focused news** coverage." – *A. Cangelosi, Takoma Park*

"I strongly **support your mission and value your quality** journalism." – *D. Schmitt, Novi*
- "I appreciate your **unbiased and thorough reporting!**" – *J. Bayerl, Ann Arbor*

"**Fantastic source for MI issues;** especially enjoy the environmental coverage." – *J. Toolen, Holt*

"Bridge plays a role that is **critical to any democracy**, and that has been lacking in the past two decades." – *C. Reynolds, Ann Arbor*



Bridge Michigan Partnerships

Michigan Press Association: In partnership with the Michigan Press Association (MPA), Bridge Michigan provides syndicated news to 7 newspapers across Michigan to help those hometown publications connect readers to state policy and politics. In addition, Bridge Michigan values its partnership with MPA to promote press freedom through its policy work and legal hotline.



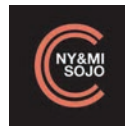
Chalkbeat: Collaborative, in-depth reporting on state education policy, often through the experiences of children, parents, and teachers.



VoteBeat: A nonpartisan reporting project, created by Chalkbeat, covering local election integrity and voting access.



Eldercare Collaborative: Reporting on Michigan's eldercare crisis and potential solutions with the New York and Michigan Solutions Journalism Collaborative.



Great Lakes Conservation Virtual Engagement Series: A six-part 2022 Great Lakes virtual event series in collaboration with Circle of Blue, with support from the Fred A. and Barbara M. Erb Family Foundation and the Bosch Community Fund.



WATER'S TRUE COST

The Great Lakes News Collaborative, funded by the C. S. Mott Foundation and consisting of Bridge Michigan, Circle of Blue, Great Lakes Now at Detroit Public Television, and Michigan Radio, works together to bring audiences news and information about the impact of climate change, pollution, and aging infrastructure on the Great Lakes and drinking water.

The Collaborative's "Water's True Cost" series has been recognized by policymakers at the International Joint Commission, USDA, Oakland County Water Resources Commissioner's Office, and Michigan Department of Environment, Great Lakes, and Energy. While journalism can rarely take direct or full credit for major public policies, there is considerable evidence that the work of the Great Lakes News Collaborative is changing the narrative and amplifying pressure for positive improvements in environmental policy. The reporting was awarded the US Water Alliance's US Water Prize, which recognizes individuals and organizations that are driving innovation in the water sector and imagining new possibilities in water.



Engaging

Bridge Michigan Readers & Members

From Our Statement of Values:

- We strive to build an engaged civic community.
- We seek a dialogue with readers and residents because the regular exchange of ideas through events and feedback benefits all of Michigan.
- We endeavor to be accessible to and to meet news consumers where they are.

Our engagement efforts build community among our readers, amplify our journalism, and connect residents with those who make decisions for Michigan. In 2022, Bridge Michigan continued our Covid-inspired shift to virtual events, allowing us to interact with readers all across the state during an hour of Zoom in the middle of their day.

Issue Series – Bridge Michigan Lunch Break

(9 Events, 984 participants) Topics covered include:

- Where the 2022 Michigan Election Stands
- Primary Election Results & What's Next
- Teacher Staffing Challenges
- Inflation's Impact in Michigan
- Election Results
- Michigan's New Electoral Maps
- Impact of COVID and COVID policies on K-12 Education
- Tracking Michigan's Economic Success
- COVID Year 3

Bridge Michigan Book Club

(5 Events, 419 participants)

- *The Other Me*, Sarah Zachrich Jeng
- *The Dockporter*, Dave McVeigh and Jim Bolone
- *The King of Confidence*, Miles Harvey
- *You Can't Resist Me When My Hair is in Braids*, Frances Kai-Hwa Wang
- *What the Eyes Don't See*, Dr. Mona Hanna-Attisha

In 2023,
Book Club
is now
Culture Club





Great Lakes Virtual Engagement Series

(5 Events, 490 participants)

- Great Lake Restoration Initiative
- Aquatic Invaders: What's happening with invasive species in the Great Lakes
- Water's True Cost Climate Change and Great Lakes
- Toxic Algae – Causes and Cures

This series was presented in partnership with Circle of Blue and was funded by the Fred A. and Barbara M. Erb Family Foundation and the Bosch Community Fund.

By the numbers:

21

Total Events

47

Featured
Speakers

1,893

Total Virtual
Viewers

What Our Readers Are Saying

"Bridge is a weekly source of **unbiased Michigan news** covering issues I care about – thank you!"

– Sarah Johnson

"I trust Bridge Michigan to bring **truthful, well researched news** and updates."

– Linda & Craig Hoff

"I value **high quality**, independent MI-focused news coverage."

– Allegra Cangelosi

"Accurate non biased information important to Michigan residents. **Covers issues important to me.**"

– William Fritz

"I believe that **balanced investigative reporting** is very important to maintaining our democracy."

– Joan Uhley

Reader Survey Results

Bridge Michigan

From Our Statement of Values:

- We strive to be inclusive and accessible to all of our readers.
- We respect all perspectives of residents in all Michigan communities, and we endeavor to reflect them in our reporting and engagement.
- We endeavor to be accessible to and to meet news consumers where they are, and build a dialogue with readers and residents because the regular exchange of ideas through events and feedback benefits all of Michigan.

To assess our progress with these values, each year we request feedback via our Bridge Michigan audience survey, in reader and member focus groups, and on a 1-1 basis via our website contact form and individual communications. We take all feedback seriously and aim to deliver on our readers' news needs.

In 2022, 3,992 readers participated in the reader survey, representing 61 out of 83 Michigan counties. This survey sample represents 4% of Bridge Michigan's total newsletter subscribers.

70% of respondents said that if Bridge Michigan ceased to exist tomorrow, they would feel they have lost a source of news they can't find anywhere else.

67% of respondents said Bridge Michigan newsletters are almost always useful, **21%** said they are usually useful.

83% of respondents said they do not detect any political bias in Bridge Michigan's reporting.

What word best describes Bridge Michigan?

trying reporting Dependable Helpful Investigative
Comprehensive Inclusive Reliable Professional
source covers Timely MI Honest words Useful
Needed Interesting Statewide Unbiased Necessary
Relevant Nonpartisan news In-depth
Informative Truth Michigan Informational Local
Thorough Credible Factual Vital Balanced one Great
daily Trustworthy Topical Current Newsworthy Excellent
partisan Independent info Insightful give state point

Survey respondents let us know they currently get their news primarily from newsletters, news websites / articles, and article summaries. They requested more summaries and short articles from Bridge Michigan. You might have noticed that Bridge Michigan has added more "what you need to know" summaries during our election coverage this year, as well as bulleted article summaries at the top of each story in response!

Bridge Club Members:

The individual charitable donors supporting our work

	2020	2021	2022
Supporting Members	8,662	8,743	8,926
Total Donations (household gifts <\$2,500)	\$776,705	\$913,146	\$1,000,432
Average Household Annual Donation Size	\$89	\$104	\$126

50% of Bridge Club members are sustaining donors. We're particularly grateful for these recurring members, meaning that they give on a monthly or annual basis, as this consistency helps us make long-term decisions on how to use our budget. Recurring gifts are an important part of keeping our mission afloat.

Bridge Club Membership levels:

- Bronze Membership (\$1-\$99 per year): 4,150 members
- Silver Membership (\$100-\$499 per year): 4,639 members
- Gold Membership (\$500+ per year): 163 members



"For the first time ever, revenue from reader **donations surpassed ONE MILLION DOLLARS in 2022!** We are so honored by the support and trust of Bridge Michigan members, and we pledge to put these funds directly back into our civic news in 2023 and beyond."

– Amber DeLind, Bridge Michigan
Membership & Engagement Director

If you have any questions about how you or your organization can best support Bridge Michigan's work, please contact our Membership & Engagement Director **Amber DeLind** at adelind@bridgemi.com.

Our Financial

Health & Sustainability

Building a Sustainable Model for Civic News: As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our reporting. All revenue returns to the mission of making Michigan better. We are dedicated to building a better newsroom and nonprofit in Michigan, one that is financially sustainable for years to come and can contribute to new models for civic news.

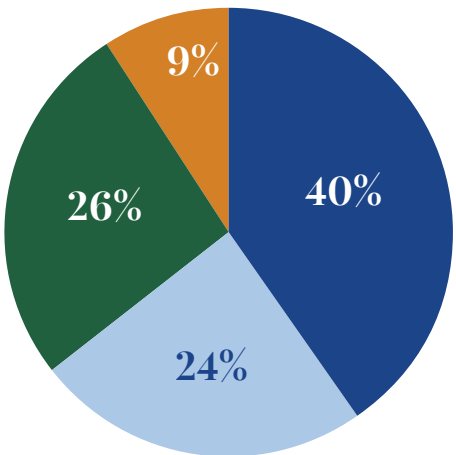
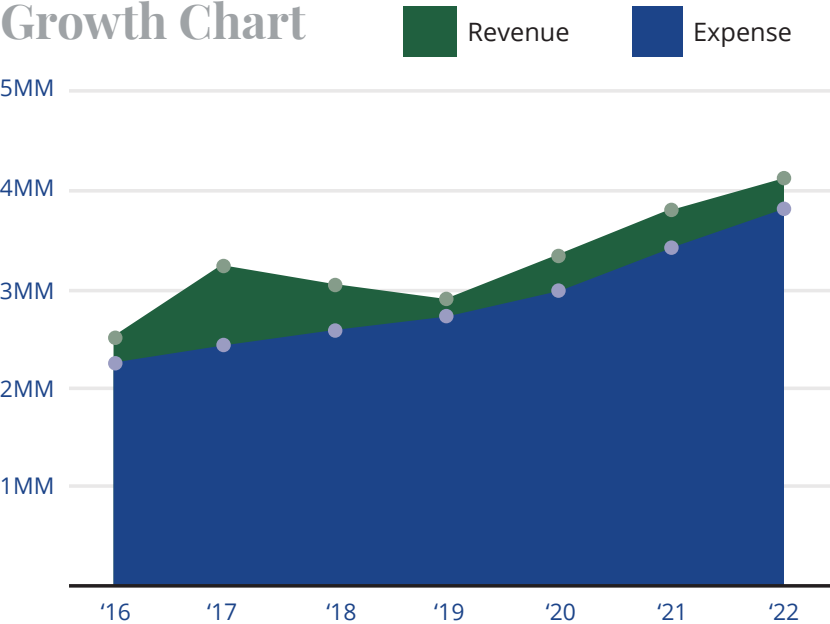
Membership is ¼ of Our Revenue!

Thanks to support from around the state, we raised **OVER \$1 MILLION DOLLARS** from nearly 9,000 individuals in 2022. This represents a continuously growing segment of our revenue. In 2019, we raised \$299,218. In 2020, we raised \$776,705. And in 2021, we raised \$976,756.

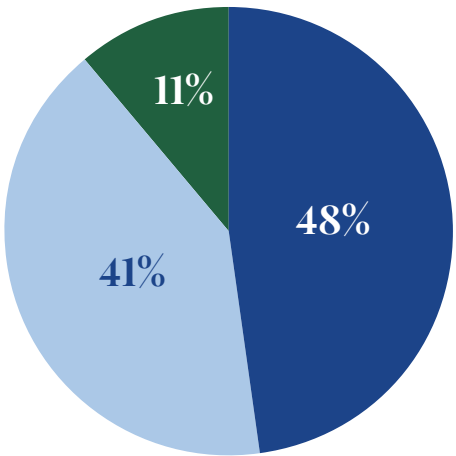
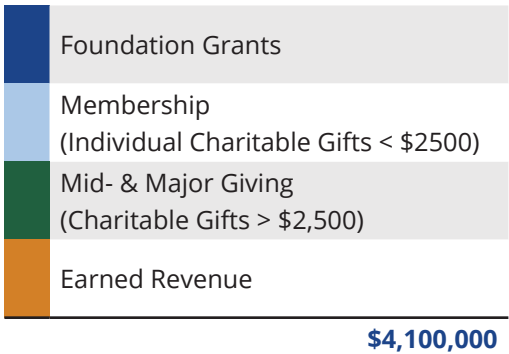
Transparency

We achieve this fundraising success without sacrificing our journalistic integrity and fairness. We adhere to the Institute for Nonprofit News standards for transparency and publish the names of any individual or entity that supports us with over \$5,000 in a year.

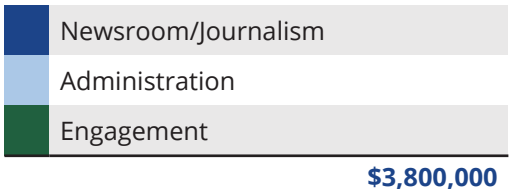
2016-2022 Growth Chart



2022 Revenue



2022 Expense



The figures presented here are unaudited for 2022. The figures presented here represent the revenue of the Center for Michigan and Bridge Michigan. The Center for Michigan supports BridgeDetroit as an independent project and its financials are separately maintained (and available upon request).

Bridge Builders:

Organizational and institutional members supporting our work

Our institutional membership program is an opportunity for nonprofit and business organizations to support our mission and reach our audience with marketing and sponsorship initiatives. Launched in late 2021, 42 leading organizations and businesses have joined Bridge Builders. Institutional members power our high-quality journalism and allow us to help readers and leaders alike navigate this fast-paced era of change with daily in-depth coverage of the issues most important to Michigan.

Leadership Circle Members (\$2,500)

AARP	MCCI
Alticor/Amway	Michigan Chamber of Commerce
Business Leaders for Michigan	Michigan College Access Network
Co.act Detroit	Michigan Community College Association
Cook Family Foundation	Michigan League of Conservation Voters
Delta Dental	Michigan Restaurant & Lodging Association
Do More Good	Public Sector Consultants
Grand Rapids Community Foundation	Small Business Association of Michigan
Grand Traverse Regional Land Conservancy	TechTown
Interlochen Center for the Arts	The Nature Conservancy – Michigan
Martin Waymire Advocacy Communications, Inc.	United Way for Southeastern Michigan
Max M. and Marjorie S. Fisher Foundation	

Community Partner Members (\$1,000)

Clark Hill	Michigan Environmental Council
Crystal Mountain Resort	Mission Point Press
EarlyWorks LLC	PROXY
Gud Marketing	Renaissance Venture Capital Fund
McAlvey Merchant & Associates	Revalue
Michigan Association of Health Plans	Tanner Friedman
Michigan Association of Home Builders	Truscott Rossman Group, LLC
Michigan Association of School Boards	University of Michigan – Ford School of Public Policy
Michigan Association of State Universities	Vella Strategic Philanthropy

Business and nonprofit partners have the opportunity to advertise with Bridge Michigan.

Exclusive Sitewide Website Sponsorship with two ads on our homepage and two ads on each story page, with links to sponsor-designated landing pages.

Events Sponsorship – Events are on-the-record, open-to-the-public ways for Bridge Michigan to engage business leaders, policymakers and readers in civic engagement and discourse on issues important to Michigan residents. These include our virtual Issue Series and Culture Club events, and our regional policy and conversation convenings.



Power Circle

Our new Power Circle Membership is a recognition program for individuals who have made significant investments in Bridge Michigan, designed as a way to bring these investors closer to the core of our work.

Pleasant Peninsula Circle (\$5,000+)

Essel and Menakka Bailey
James and Donna Brooks
Thomas Buhr
Denise and James Jacob

Mike and Sue Jandernoa
Philip D. and Nancy Miller
James Murphy
Philip and Kathy Power

David Waymire
Joy Whitten and Jeff Williams

Blue Waters Circle (\$2,500-4,999)

Paul Hillegonds
Thomas Porter

Jennifer Poteat and Michael Staebler
Linda Stafford

White Pine Circle (\$1,000-\$2,499)

Howard and Nina Abrams
Susan Ager
Peter and Sally Allen
Kenneth Betz
Susan Buxton
Jon Bylsma and Jennifer Johnston
Kyle Caldwell
Christopher and Melissa Carlston
Eleanor Cruze and Kevin Hart
Julie and Peter Cummings
Nicholas Dahlin
Martha Darling and Gilbert S. Omenn
Paul Dimond
Judy and Stephen Dobson
Charles Eisendrath
Robert and Linda Finkel

Phillip Fisher
Max Gates
Allan D. Gilmour
Cindy Goodaker
Donna Hart
Pat House
Al and Kay Huberty
Jim and Diana Huckle
Dale Jones
Joyce Jenereaux
David Justin
Katherine Kurtz
Hugh McCombs
Carol Mohrlock
Karla Morris
Dawneane Munn

Carol and David Myers
Dennis Pace and Anne Grofvert
Jeffrey Padden
Karl Pearson
Glenda Price
Kirk Profit
Milt and Barbara Rohwer
Dawn Schumann
Joe Schwarz
Barbara Spiecker
Sophie Tatarian
Amanda Van Dusen
Lynn Videka
Peter Welles
Mary Anne Wheeler
Richard Whitmer

Philanthropic Supporters

Alticor/Amway
Americana Foundation
Arnold Ventures
Bartsch Memorial Trust
Bosch Community Fund
Charles Stewart Mott Foundation
Delta Dental
DTE Energy**
Ethel and James Flinn Foundation
Ford Foundation*
Fred A. and Barbara M. Erb Family Foundation
Hal & Jean Glassen Memorial Foundation
Fund for Investigative Journalism
Herbert H. and Grace A. Dow Foundation
Herrick Foundation

Hudson-Webber Foundation**
John S. and James L. Knight Foundation*
Joyce Foundation**
Kresge Foundation**
Laybel Family Foundation
McGregor Fund**
Michigan Association of Health Plans
Michigan Health & Hospital Association
Michigan Health Endowment Fund
National Institute for Health Care Management (NIHCM)
Power Foundation
Ralph C. Wilson, Jr. Foundation**
Skillman Foundation**
W.K. Kellogg Foundation**

**Philanthropic support for BridgeDetroit*

***Philanthropic support for both Bridge Michigan and BridgeDetroit*

The Center for Michigan subscribes to standards of editorial independence adopted by the Institute for Nonprofit News. This includes making public all donors who give a total of \$5,000 or more per year. We thank all of our donors — nearly 10,000 individuals — for their ongoing support of our mission.





Our People

Center for Michigan Board of Directors

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Paula D. Cunningham

Loyal A. Eldridge III

Cindy Goodaker

Paul C. Hillegonds
Chair of Board

Michael J. Jandernoa

Philip H. Power

Glenda D. Price

Sara Wycoff McCauley

Katy Locker, *ex officio*

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Zahra Ahmad*
*General Assignment
Reporter*

John Bebow
*Publisher & Executive
Advisor (effective
1/1/2023)*

Amber DeLind
*Membership &
Engagement Director*

Kathryn Dugal*
*Development &
Engagement Specialist*

Bill Emkow
Growth Strategy Director

Robin Erb
Health Reporter

Rebecca Fedewa
*Development &
Communications
Specialist*

Josiah Foster*
*Fund Development
Associate*

Ron French
*Enterprise Reporter &
Associate Editor*

Paula Gardner
*Business Reporter &
Associate Editor*

Arielle Hines
*Digital Production
Specialist*

Kelly House
Environment Reporter

Janelle D. James**
Breaking News Reporter

AJ Jones
*Operations &
Production Director*

Joel Kurth
Managing Editor

Asha Lewis**
*Digital Marketing
Associate*

Katy Locker
*Chief Executive Officer
(effective 1/1/2023)*

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Sergio Martínez-
Beltrán*
Capitol Reporter

Jonathan Oosting
Capitol Reporter

Mike Wilkinson
*Data/Demographics
Reporter*

Yue Stella Yu
Capitol Reporter

David Zeman
Senior Editor

* Indicates staff that departed the Center in 2022
** Indicates staff that have joined the Center in early 2023

Internship Program Participants

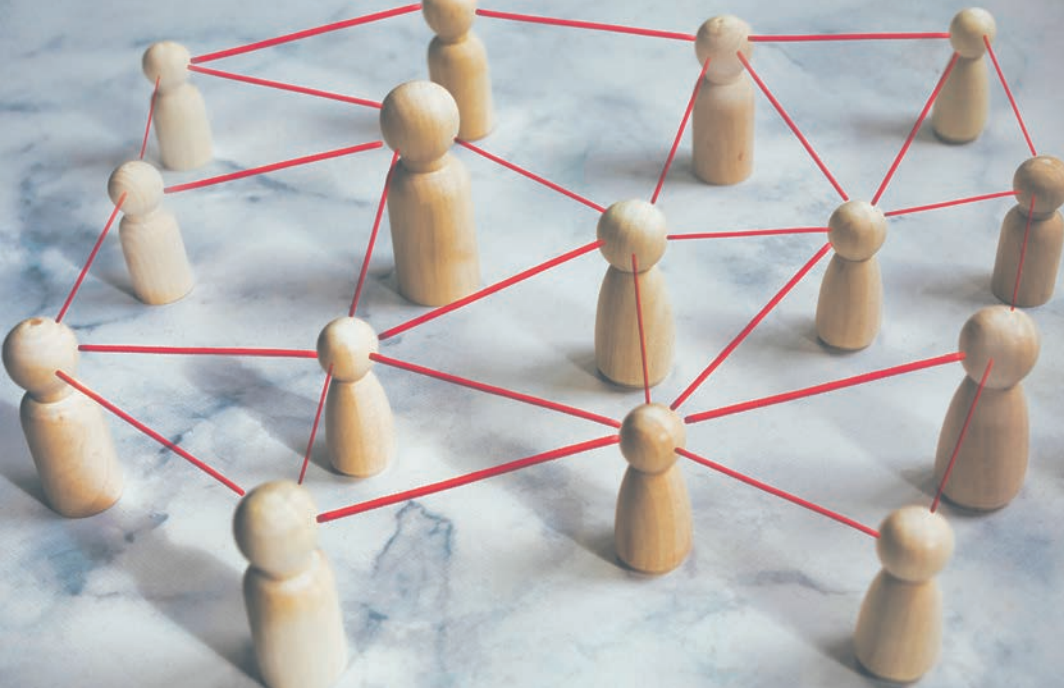
Julia Forrest

Karly Graham

Roni Kane

Irving Mejia-Hilario

Jared Ramsey



Chair of Board

Paul Hillegonds

A graduate of The University of Michigan and the Thomas M. Cooley Law School, Paul Hillegonds was chief of staff to Upper Peninsula U.S. Congressman Philip Ruppe in the 1970's. From 1979 to 1996, he represented a West Michigan district in the Michigan House of Representatives, where he also served as Republican Leader, Co-Speaker and Speaker of the House. In 1997, he became CEO of Detroit Renaissance, a policy and economic development organization of Southeast Michigan corporate CEOs. From 2005 to 2014, he was Senior Vice President for Corporate Affairs at DTE Energy. In 2015, he was appointed as CEO of the Michigan Health Endowment Fund and led the grantmaking organization until 2021. He serves on the boards of the Center for Michigan, the Community Foundation for Southeast Michigan, the Blue Cross Blue Shield of Michigan Foundation, The Levin Center for Legislative Oversight, and Michigan Future. Hillegonds and his wife Nancy reside in Holland.

What Our Readers Are Saying

"I appreciate the **important reporting** you do on a consistent basis related to state policy/politics."

– Bruce Astrein

"I appreciate your **unbiased and thorough** reporting!"

– Judith Bayerl

"I strongly support your mission and **value your quality journalism.**"

– Donna Schmitt



BridgeDetroit

– a community-engaged, community-focused, journalist-led newsroom

Since its launch in May 2020, BridgeDetroit has established itself as a newsroom truly “By Detroiters, For Detroiters.” With a focus on community engagement and listening, BridgeDetroit’s reporting has amplified issues that Detroiters have identified as important to their lives. Serving as a citywide collaborative journalism hub with more than a dozen local and national partners, BridgeDetroit has made their reporting accessible to Detroiters across platforms and mediums, making their mark in the Detroit news ecosystem.

BridgeDetroit is an unincorporated project of the Center for Michigan.

- BridgeDetroit is an editorially independent publication with a specific focus on serving Detroiters.
- Bridge Michigan and BridgeDetroit have same-day publishing rights to each other’s content and the editors and reporters of both publications seek to coordinate where editorial agendas overlap.
- BridgeDetroit’s launch has benefited from the membership, audience development, production and administrative experience and expertise of the entire Center for Michigan team.
- The Center serves as fiduciary and employer for all BridgeDetroit staff.

BridgeDetroit Staff

Malachi Barrett
Reporter

Jena Brooker
Reporter

Orlando Bailey
*Engagement
Director*

Christine Ferretti
Associate Editor

Stephen
Henderson
Executive Advisor

Bryce Huffman
*Contributing
Reporter**

Catherine Kelly
*Executive Director
and Editor*

Olivia Lewis
*Contributing
Reporter*

Nushrat Rahman
*RFA Reporter
(in partnership with
Detroit Free Press)*

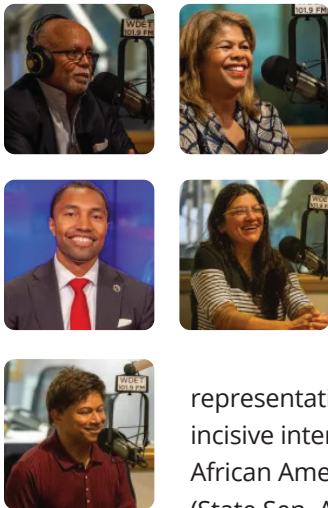
Micah Walker**
Reporter

**Indicates staff who left in 2022*

*** Indicates staff that joined BridgeDetroit
in early 2023*

Engagement

In spring/summer 2022, BridgeDetroit partnered with Detroit is Different to host eight in-person town hall meetings across the city in each council district and a citywide concluding town hall. BridgeDetroit sought to hear how residents believe the City should be spending their tax dollars. Detroit received an unprecedented \$827 million in federal American Rescue Plan Act funds that the City has to spend by the end of 2026. BridgeDetroit leveraged these town halls to understand Detroiters' priorities. These insights helped shape BridgeDetroit coverage and informed City policymakers and others involved in critical decisions about the use of Detroit's resources. Due to the limitations of the Covid-19 pandemic in previous years, these town halls served as a way for BridgeDetroit to reintroduce itself to the community in-person.



BridgeDetroit's podcast "What Had Happened Was," in partnership with WDET, Detroit's public radio station.

This podcast dove into the deep, legitimate questions about the future of Black political representation in Detroit. BridgeDetroit conducted prolonged, incisive interviews with Congressman Shri Thanedar, two African Americans who challenged him in the 2022 election (State Sen. Adam Hollier and Focus:Hope CEO Portia Roberson), Wayne County Executive Warren Evans and Congresswoman Rashida Tlaib. The podcast defines the contours and texture of where Detroit stands with issues of representation. How did we get here? Do the interests of Black voters thrive, or shrivel, as a result? And what does the future of Black representation look like? Where does it come from? The 5-episode series can be found on Spotify.

Awards

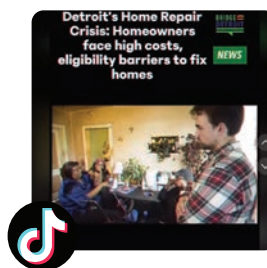
Michigan Press Association
Excellence in Policing and Social Justice Reporting – first place for "Built to keep Black from White," with NBC News.

Society of Professional Journalists - Detroit Chapter in Social Media Strategy – second place for "The Black Church in Detroit Watch Parties" Orlando Bailey (with WTVS).

Webby Awards – first place for Video/Public Service & Activism 2022 - Olivia Lewis with NBC News Digital

BridgeDetroit Social Media

BridgeDetroit has expanded its growing social media presence.



Ann Elizabeth
Moore and
Tomeka Langford.
(Photograph:
Cydni Elledge/The
Guardian)



BridgeDetroit Reporting

BridgeDetroit has directly responded to the following community-prioritized issues and focus areas:

- Public transparency
- Home repair
- Reparations
- Climate change and flood assistance
- Food accessibility

I was given a house – but it already belonged to a Detroit family

Anne Elizabeth Moore was given a house in Detroit by Write a House, an organization that gave homes to low-income writers. Soon after moving in, she realized the home needed extensive and costly repairs. When Moore put the house on the market, she learned her name wasn't on the title. Technically, the house had belonged to a woman named Tomeka Langford. What followed is a story of a Black woman losing her home to municipal greed, and a white woman benefiting from her loss.

What Our Readers Are Saying

"This is **the source I trust** for local issues that the larger outlets aren't covering. Good work!"

– O. Raye-Leonard, Ferndale

"You have very **important information** to share about Detroit and the Metro area."

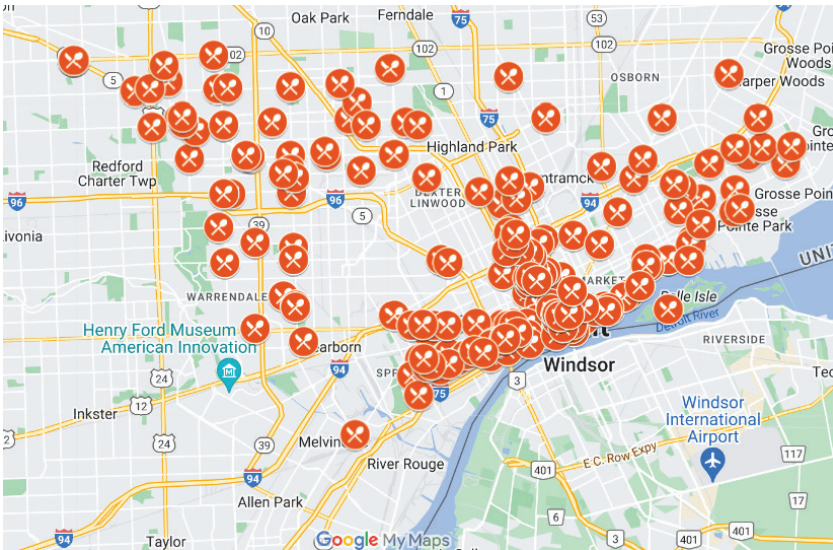
– C. Bukoff, Detroit

Know before you go: Health code violations in Detroit restaurants

Detroit health inspectors handed out more than a thousand food safety violations to restaurants across the city, and the details are easier to find than residents might think. BridgeDetroit took an in-depth look at where citations occurred, provided readers with information on how to read health inspection reports and interpret the results, provided guidance on reporting establishments to the health department, covered policy proposals floated by local officials designed to keep residents informed about violations, and discussed the potential impacts of those proposals to local businesses.

Replacing I-375 in Detroit with ‘urban boulevard’

State and federal officials gathered near I-375 in Detroit to announce a \$104.6 million grant to speed up removal of the one-mile highway and replace it with a street-level boulevard. In a series of articles, BridgeDetroit provided in-depth coverage of the genesis of the project, who stands to benefit, whether descendants of 100,000 Detroit residents displaced by the construction of 375 should receive some of those benefits, and how the community engagement process will work as the Michigan Department of Transportation works through the project design.



Detroiters who want to know the status of their favorite hangout can use an online search tool to find a summary of inspections dating back to 2016. (Malachi Barrett BridgeDetroit)



U.S. Department of Transportation Secretary Pete Buttigieg announces a \$104.6 million dollar grant to the Michigan Department of Transportation on Thursday, September 15, 2022 at 951 E Lafayette St in Detroit. (BridgeDetroit photo by Jena Brooker)

	2020 (Partial Year)	2021	2022
Newsletter Subscribers	4,992	9,856	20,700
Unique Visitors	90,933	229,889	252,763
Average Monthly Unique Visitors	12,136	20,391	22,651



Financial Summary

What Our Readers Are Saying

"I appreciate the work of BridgeDetroit – we need **Detroiters telling Detroit stories.**"
– S. Scott, Detroit

"**BridgeDetroit gets to the heart** of what's wrong with our city... and what can be done **to make it right.**"
– R. Levey, Detroit

"**Excellent** news with **strong** writing and a **passionate** team."
– H. Rickard, Detroit

"I support your **focus on Detroit and the Black Community.**"
– E. Walker, Detroit

	2020 (Partial Year)	2021	2022
Supporting Members	426	495	549
Total Donations (household gifts <\$2,500)	\$30,160	\$52,746	\$55,825
Average Household Annual Donation Size	\$71	\$107	\$102

Funders

DTE Energy Foundation	Kresge Foundation
Ford Foundation	McGregor Fund
Hudson-Webber Foundation	Skillman Foundation
Joyce Foundation	Kathryn Vizas
John S. and James L. Knight Foundation	Wayne County Community College District (sponsorship)
W. K. Kellogg Foundation	Ralph C. Wilson Foundation

Partnerships

Authentically Detroit Podcast

Authentically Detroit is powered by Eastside Community Network and is the leading podcast in the city for candid conversations, exchanging progressive ideas, and centering resident perspectives on current events.

Chalkbeat Detroit

Collaborative, in-depth reporting on state education policy as it impacts Detroit, often through the experiences of children, parents, and teachers.

Detroit is Different

Collaboration with BridgeDetroit's 2022 Community Engagement series.

Detroit Documenters

Engaged citizens who cover public meetings and help create a record of policy decisions and legislation.

Detroit Free Press and Report for America

In partnership with the Detroit Free Press, BridgeDetroit shares a reporter, Nushrat Rahman, who covers issues and obstacles that influence economic mobility in Detroit. Rahman is a corps member with Report for America, a national service program placing journalists in local newsrooms across the country.

Detroit Public Television

Collaboration on several long-term projects that have aired on television and appeared in print. BridgeDetroit's journalists develop reporting and content that airs on DPTV's OneDetroit and American Black Journal programs.

WDET

Co-produce multimedia content, partner on open source content distribution and multimedia journalism collaborations, and features BridgeDetroit stories in its news reports and is building capacity to create co-produced content.

Tostada Magazine

Partnership with this food-based news nonprofit on a project that is helping Detroiters define locally sourced and owned dining options.

Urban Consulate

Convened conversations around Juneteenth and Black cooperative ownership that were co-published in both publications.

BridgeDetroit subscribes to standards of editorial independence adopted by the Institute for Nonprofit News. This includes making public all donors who give a total of \$5,000 or more per year. We thank all of our donors — over 500 individuals — for their ongoing support of our mission.



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