



Confronting Giant Threats

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At the end of 2015 Inside Climate News published a game-changing investigation, an explosive nine-part series called **Exxon: The Road Not Taken**. It would spawn the global hashtag #ExxonKnew and earn many of journalism's highest honors, including Pulitzer Prize recognition.

With only a small staff and an equally small budget, ICN humbled the \$324 billion oil giant by publishing internal smoking-gun documents. They exposed the company to liability for telling lies about the climate emergency.

Soon after, we received a gift from a close supporter of our work: a framed reproduction of an age-old story of heroism – David with the head of Goliath at his feet. The painting has taken pride of place in our newsroom. It speaks to the promise of justice against giant odds, what we strive for every day.

We are drawn to giant threats. Climate change. The demise of local journalism. Racial inequality. They are destroying the environment, undermining our democracy, and hindering social justice.



David with the head of Goliath, Andrea del Castagno, c. 1450.

Giant Leverage in the Media Ecosystem

We have built a non-profit to tackle these threats head on. Over the last 14 years, ICN has become an unparalleled national newsroom dedicated to the climate emergency with unique leverage in the media ecosystem. We are:

- Serving a rapidly growing community of gravely concerned readers; subscriber growth is up 226% in the past year
- Strengthening dozens of local newsrooms through training, collaboration and co-publishing
- Multiplying the quantity, depth and reach of climate journalism touching readers in news deserts
- Leading the national coverage of environmental injustice afflicting communities across the nation
- Training the next generation of climate and justice journalists

Funding for Giant Needs

Our climate newsroom has become part of the fundamental infrastructure of the national and local media ecosystem. Support from donors will strengthen:

- Our national climate newsroom and the irreplaceable work of accountability journalism
- Our Local Reporting Network
- Our Environmental Justice Initiative
- Our Fellowship Program for young journalists of color
- Our business development, marketing and social media capacity
- Our reader acquisition and outreach efforts

Financials available upon request

Breadth and Depth

ICN is the **juggernaut** of the climate journalism arena.

We run the **nation's largest dedicated climate newsroom**, producing more than 500 stories a year.

We cover the subject in all its breadth and complexity with **depth, expertise and authority**.

We **expose** misinformation and hold polluters, lawmakers and regulators **accountable** for their actions.

We **collaborate** with other newsrooms large and small to **leverage and amplify this urgent work**.

Arctic **Pipelines** **Clean Economy** **Permafrost**
Farming **Paris Agreement** **Drought** **Air Pollution** **#ExxonKnew** **Oceans** **Fossil Fuels**
Oil & Gas **2°C** **Carbon Capture** **COP** **Sea Level Rise** **CO₂** **Super-Pollutants**
Hurricanes **Resiliency** **Justice** **Coal** **Activism** **Forests** **Solar**
Fracking **Liability** **Plastics** **Solutions** **Denial** **Climate Science** **Glaciers** **Wind**
Clean Energy **Divestment** **Refineries** **Tar Sands** **Accountability** **Finance** **Policy** **Ecocide**
Wildfires **Drilling** **Methane** **Amazon**

Awards

ICN has won dozens of awards, including the Pulitzer Prize for National Reporting, and recognition from more than 30 different professional organizations that honor the best achievements of America's free press.



The Pulitzer Prize
Winner, 2013
Finalist, 2016

Awards are the closest thing to peer review in journalism. Judged by panels of editors and reporters, they serve to recognize distinguished achievement and reinforce the highest and evolving standards of the profession.

Here's a growing list of professional societies and award programs that have honored ICN:

- American Association for the Advancement of Science
- American Geophysical Union
- Aronson Award for Social Justice Journalism
- Association of Healthcare Journalists
- Deadline Club
- Editor and Publisher
- Goldsmith Prize for Investigative Reporting
- Hollywood Foreign Press Association
- Investigative Reporters and Editors
- Izzy Award
- John B Oakes Award
- Kavli Foundation
- Knight-Risser Prize
- Livingston Awards
- Loeb Awards
- National Headliner Awards
- New York Press Club
- National Press Foundation
- North American Agricultural Journalists Association
- NY State Society of Certified Public Accountants
- Online Journalism Association
- Pulitzer Prize
- Rachel Carson Environment Book Award
- Radio Television Digital News Association
- Robert F Kennedy Award
- San Diego Press Club
- Scripps Howard Foundation
- Society of American Business Editors and Writers
- Society of Environmental Journalists
- Society of Professional Journalists
- White House Correspondents' Association



Shorenstein Center
Goldsmith Prize for Investigative Reporting
Finalist, 2016



The Izzy Award



Robert F. Kennedy Journalism Award



Edgar Allen Poe Award



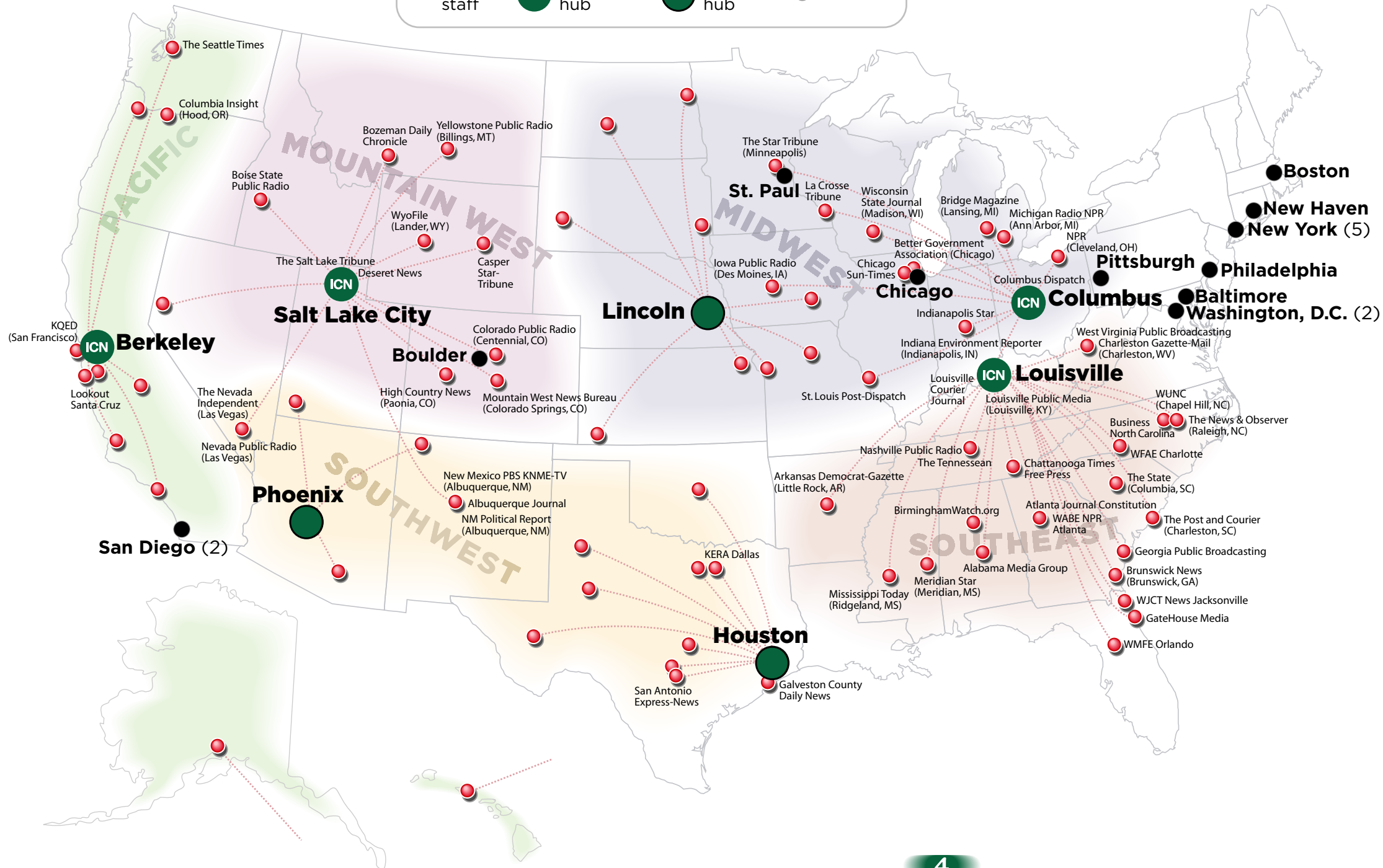
Local Reporting Network

We bring environmental journalism to underserved communities and strengthen the reporting capacity of local newsrooms.

Our reporters and editors work in partnership with dozens of local news outlets to support and deepen their environmental reporting.

Inside Climate News in 2021

- ICN staff
- ICN Network hub
- Future hub
- Partners

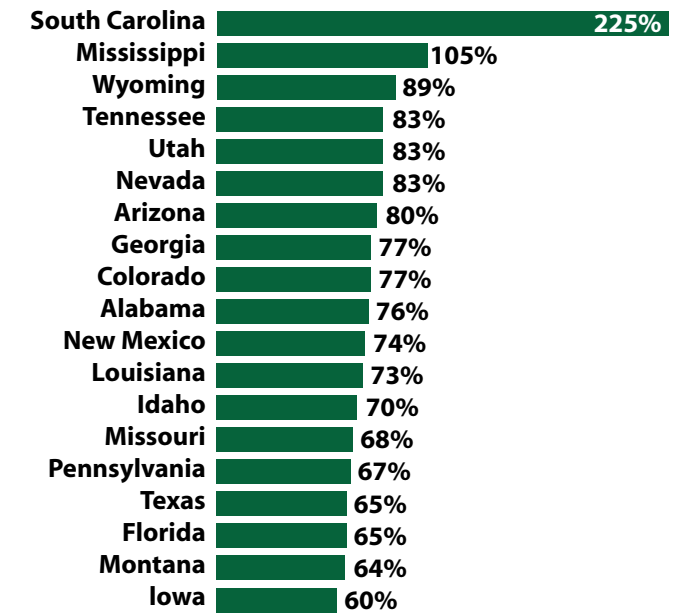


Growth and Impact

States within our regional networks show some of the largest growth in traffic to our website.

2020 Readership Growth

In Local Network States, compared to 2019



Network Partners

Last year we co-published more than 100 stories in 64 outlets across four regions. Quite often, our work ends up on the front page of partners' print editions, as well as online.



Justice Reporting Initiative



Environmental injustice has long been a beat at ICN, but last year we moved it to the [center of our coverage](#). After the murder of George Floyd, our newsroom made a pivot to focus on how climate impacts disproportionately affect communities of color and burden vulnerable populations. Since then, almost a quarter of the stories we have published sits squarely at the point where climate change and justice intersect.



That we can be so prolific with such speed gives us pause. The stories are everywhere in plain view. Every one of them ought to be an outrageous scandal. Datelined from geographies of privilege, they would be.

We know of no other news outlet that has produced a similar body of work on environmental justice of such quantity, quality and depth. Our long term goal is to build a robust and dedicated team of reporters and editors working the climate and justice beat every day.

Fellowship Program

We have also opened up our newsroom to up-and-coming journalists of color through an ongoing [fellowship program](#). We train and mentor them, and they report a beat we can't cover without their help. They emerge with bylined stories they can leverage to take the next step in their budding careers, and we invite their freelance pitches to help them continue their professional work.



Justice In Corpus Christi's Hillcrest Neighborhood, Black Residents Feel Like They Are Living in a 'Sacrifice Zone'

Boxed in by refineries, oil tanks, an interstate highway and a bridge under construction, the people are left in a hollowed-out neighborhood and a broken community.

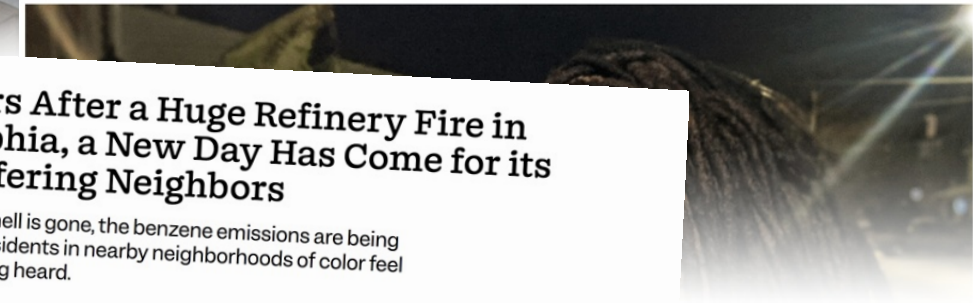
By Aman Azhar
July 4, 2021



Justice Why the Poor in Baltimore Face Such Crushing 'Energy Burdens'

Darlene Jenkins couldn't understand why her gas and electric bills were so high. Then she met an advocate in a North Baltimore parking lot.

By Agya K. Aning
February 12, 2021



Justice Two Years After a Huge Refinery Fire in Philadelphia, a New Day Has Come for its Long-Suffering Neighbors

The petroleum smell is gone, the benzene emissions are being monitored and residents in nearby neighborhoods of color feel they're finally being heard.

By Daelin Brown
July 5, 2021

Justice Donald Trump's Parting Gift to the People of St. Croix: The Reopening of One of America's Largest Oil Refineries

Environmentalists say Trump's EPA bent rules to speed its restart. Now, they want President Biden to address what they call a textbook case of environmental injustice.

By Kristoffer Tighe
March 21, 2021



Justice The Biden Administration's Embrace of Environmental Justice Has Made Wary Activists Willing to Believe

"I could not have predicted this," says Vernice Miller-Travis, who gathered data for a seminal 1987 study, "Toxic Wastes and Race in the United States."

By Agya K. Aning
August 1, 2021



Impact and Accountability

Our work multiplies the force of environmental journalism nationwide. It reduces greenhouse gas emissions. It holds polluters and liars accountable. It empowers voters. It protects farmers, soldiers, coal miners, mothers and their children, and communities suffering from environmental injustice.

How ICN makes a difference



Taking 750,000 Cars Off the Road

We trained a bright spotlight on the Chemours chemical plant in Louisville, whose annual greenhouse gas emissions are greater than all the cars in the city put together. In response to our stories, the company committed to clean up 90% of its GHG pollution within two years, the rest within four. **The end result will be equivalent to taking 750,000 cars off the road.** (2021)

Defusing the Carbon Bombs in Every Home

Until our reporter Phil McKenna came along, few people knew their refrigerators were carbon bombs — filled with refrigerants that are super climate pollutants. Now they do, thanks to his story that went viral. His work forced the hand of GE and Frigidaire, too. **They released the model numbers of units that contain climate-friendly refrigerants, something that they had refused to do, until Phil came along.** (2021)



Shutting Down a Troubled Refinery

The Limetree oil refinery in St. Croix, U.S. Virgin Islands, with a troubled history of pollution, was no longer operating when Donald Trump became President. Just days before he left office, the refinery reopened. His EPA appointees had bent the rules to make it happen and put the island and its mostly Black residents at risk. **Days after we published our story, Biden EPA officials withdrew one of the refinery's key permits, eventually leading to a renewed shutdown of a dangerous facility.** (2021)



KEY SENATE RACES

And what they mean for climate voters



Kelly Loeffler (R)

ELECTION 2020

GEORGIA SENATE RACE



Raphael Warnock (D)

Highlighting Climate on the Ballot

The Senate was in play in the 2020 general election, and we covered 13 key races through a climate lens like no one else did, explaining to readers what was at stake. Our stories were reprinted nationwide by local outlets. Our journalists joined the radio program Living on Earth for four consecutive weeks, and then again during the Georgia runoffs and reached listeners of 250 public radio stations. **It was the first election in which climate was on the ballot. Our work made sure voters understood just how.** (2020)

Impact and Accountability

Breaking the Silence on Toxic Fumes

The people of South Portland, Maine, had lived for years next to 120 petroleum storage tanks, inhaling noxious fumes, not knowing whether they were harmful. One young mother who happened to move there, Sabrina Shankman, was a reporter for ICN concerned about her children. Her ongoing first-person investigative narrative, co-published with the Bangor Daily News in Maine's capital, uncovered the health effects of the tanks' emissions and galvanized pressure for regulation. **This culminated in June with a new state law to monitor and regulate the tanks' emissions for the first time.** (2019-2021)



Helping One Retired Coal Miner

In Wise, Virginia, a soft-spoken 77-year-old coal miner had been fighting for more than a decade for black lung benefits, hopelessly ensnared in the bureaucratic red tape of the U.S Department of Labor. That changed when Inside Climate News told Bethel Brock's story. **Within months of ICN asking questions about the hold up in his benefits, Bethel Brock got a surprise notification that his monthly checks would soon be arriving.** (2017)

Exposing the Farm Bureau's Harvest of Peril

For decades the powerful Farm Bureau has worked to deny climate science, to defeat climate treaties and regulations, and to defend business as usual, putting at risk the very farmers it represents. It was an open secret until our agriculture reporter, Georgina Gustin, published a hard-hitting series of articles. They provided important context when six months later, unprecedented flooding in the Midwest left farmers looking for answers, and provoked a new conversation. **It's why Georgina won the Oakes Award and the National Association of Agricultural Journalists named the ICN team "agricultural journalists of the year."** (2018)



Finding Climate Denial's Smoking Gun

(Finalist for the Pulitzer Prize for Public Service)

Ever since we published **Exxon: The Road Not Taken** in 2015, the oil giant has been in court, trying to explain away the smoking-gun internal documents we published and avoid legal liability. We showed the world that Exxon's own research scientists embraced climate science and warned of looming catastrophe, but company executives didn't listen. Instead they funded misinformation and worked at the forefront of climate denial. **The nine-part investigation remains a seminal and landmark work of recent environmental journalism.** (2015-2021)



Reducing Heat Death in the U.S. Military

NBC News knocked on our doors and asked us to work with them to strengthen their climate reporting. The first result was a nine-month collaboration probing the threat that rising heat poses to U.S. military personnel and, by extension, the nation's national security. **The Army's safety center**

circulated our work to thousands of bases. NBC and ICN have been partners ever since, producing an expansive investigation into toxic superfund sites and now working on a new series about ecocide. (2018-2021)



Revealing the Dilbit Disaster

(Winner of the Pulitzer Prize for National Reporting)

Most Americans had never heard of the Kalamazoo River oil spill, until Inside Climate News reported on the disaster.

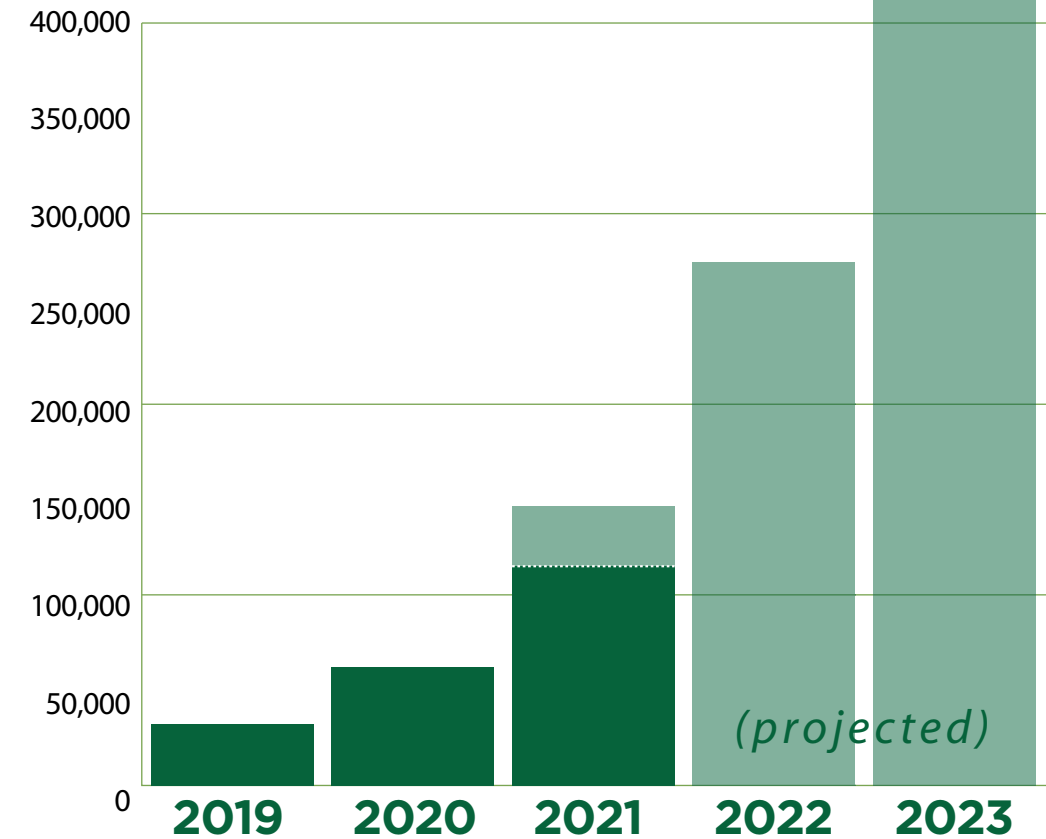
Our work brought attention to one of the dirtiest hydrocarbons on the market, called dilbit, which was flowing in ever increasing quantities from Canada's tar sands into the lower 48, raising issues of safety for both pipelines and water supplies. The series was instrumental in raising the public media profile of the Keystone XL pipeline, a proposed conduit for dilbit, and the threat it posed to the Ogallala aquifer. **The long battle over its proposed construction ended this year when TC Energy threw in the towel.** (2013-2021)

By the Numbers

Revenue Targets

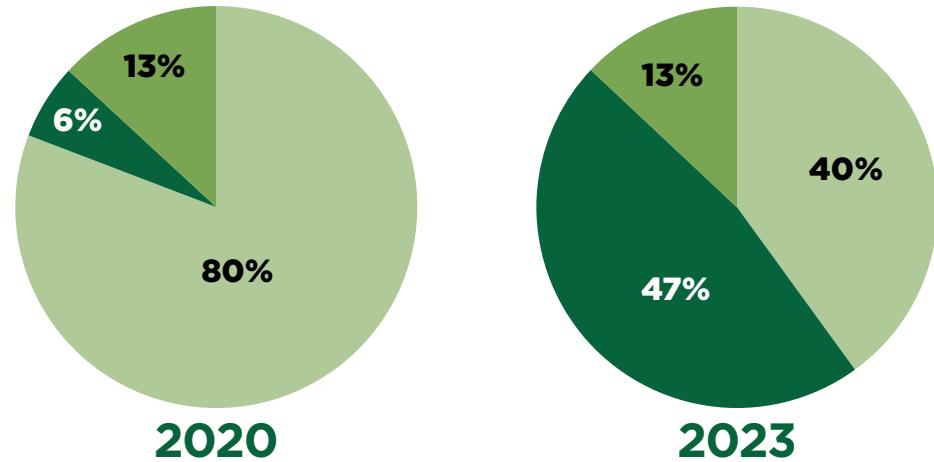
	2020	2021	2022	2023
Foundations	\$1,496,950	\$1,705,000	\$3,125,000	\$3,225,000
Individual Major Donors	\$116,554	\$750,000	\$2,500,000	\$3,850,000
Online Small Donors	\$246,560	\$366,363	\$686,897	\$1,038,836
TOTAL	\$1,860,064	\$2,821,363	\$6,311,897	\$8,113,836

Email Subscribers



Subscriber numbers are for end-of-year

Revenue Sources

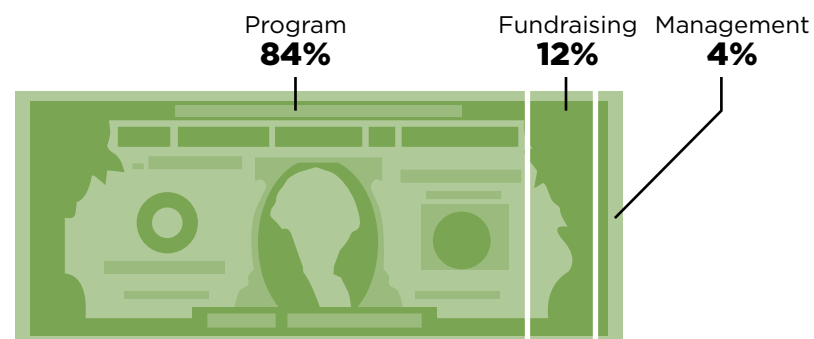


● Foundations ● Individual Major Donors ● Online Small Donors

Sums may not total 100% due to rounding

Allocation of Funds

How we spent \$2,277,133 in 2020:



Web Traffic

ICN averages one million pageviews per month, half that total from co-publishing with partner outlets



2020 compared to 2019

What our donors say

ICN has some of the best climate reporting in the world. Insightful, thorough research, well written. I believe that the work you are doing is critical to the whole planet. I value greatly the outstanding environmental journalism of ICN. We only have one planet, and ICN does a great job of keeping critical information front and center. I support reliable information about the climate crisis, its causes and impacts. Inside Climate News does great work in helping activists confront the climate emergency. Unbiased journalism is precious. I believe strongly in doing what we can to reduce climate change and its impacts. I wish to see your work continue. The global climate challenges are real and we need well written, accurate reporting. I believe in the critical value of rigorous, fact and science-based journalism. I believe and rely on your work. We need you. Your work is essential! ICN provides accurate and unbiased information. I value the news and analysis. Thanks for your exceptional reporting on climate change. I believe in your journalism, need to stay current to share info with neighbors, family, friends. Your news is really important to me! Climate change is an existential threat and I value good journalism. I want to support your exceptional and important work. ICN has a unique focus - and reports on a timely basis critical issues for our planet. I support accurate journalism. You show where there is positive progress and expose those who engage in greenwashing. Climate change journalism must continue to inform and educate everyone. I love the journalism you produce. I try to read ICN every day. I think what you are doing is fantastic and important. Thank you.

For more information, please contact:

David Sassoon
Founder & Publisher
david.sassoon@insideclimateneeds.org

Megan Boyle
Director of Development & Marketing
megan.boyle@insideclimateneeds.org