Est. 2005 ★ ★ 2015 ★ ★ CHARLOTTESVILLE TOMORROW

Charlottesville Tomorrow Annual Report

Our Mission

To inform and engage the public by providing clear, non-partisan information and research on land use, transportation, community design and public education issues with the confidence an informed public will make decisions that will protect and build upon the distinctive character of the Charlottesville-Albemarle area.

Celebrating our first 10 years!

#cvillebuddy



Informed Citizens Create Better Communities

www.cvilletomorrow.org

OUR APPROACH

We live in a very special community. With a little information, we can all make choices that will improve our quality of life today and tomorrow.

1. We share in-depth information on key quality of life issues
2. Our community calendar alerts you when to take action
3. Organized by place and topic, our data gives you the power to participate
4. We engage diverse audiences in community-based dialogue
5. In-depth nonpartisan voter guides provide a complete picture of local candidates
6. On election day we seize the opportunity to directly shape our community's future

QUALITY OF LIFE ISSUES

1,248 stories published

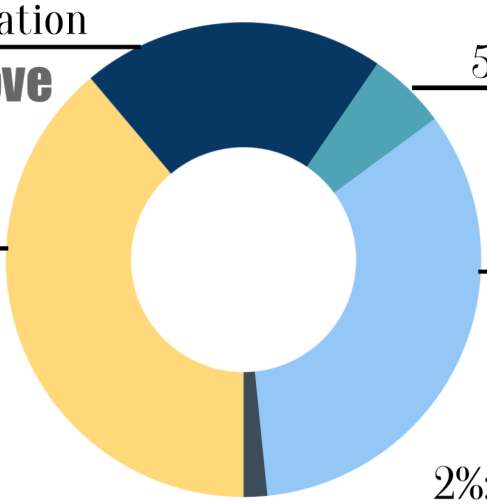
News Stories 2013-14

21%: Transportation

On the move

5%: Community Design

Placemaking



39%: Land Use

Better communities

33%: Education

Our children, our future

A strategic focus on a small number of key issues

2%: Water Supply



Our partnership with The Daily Progress ensures more of the community sees our in-depth news coverage. Since 2009, over 1,400 stories have been published in the newspaper.

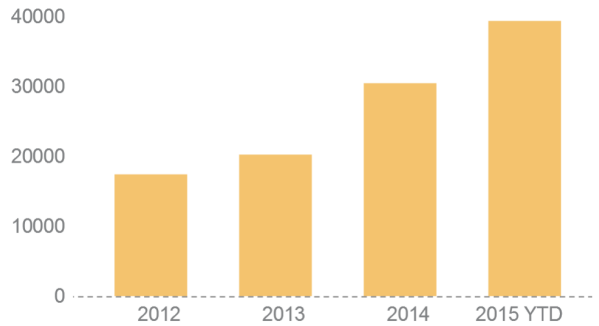
The Daily Progress

On the topics we cover, our news was 62 percent of the newspaper in 2014.

62%

A GROWING AUDIENCE

ONLINE GROWTH



Monthly website visits

Charlottesville Tomorrow's website has a growing audience of monthly visitors.

Our widely-read weekly email updates are the #1 driver of visitors to our website.

www.cvilletomorrow.org/join

1,940 Facebook fans

4,603 Twitter followers

9,831 email subscribers

AWARD-WINNING NEWS



Charlottesville Tomorrow won 24 awards from the Virginia Press Association in 2014 including BEST WEBSITE

Community Support

Gifts and grants of $5,000 or more during 2014

- Bama Works Fund of Dave Matthews Band
- Batten Family Fund
- Michael Bills
- Charlottesville Area Community Foundation
- James & Rebecca Craig
- John S. and James L. Knight Foundation Fund at The Miami Foundation
- Carol B. Hurt
- Morris Family Foundation
- Ella & Richard Strubel
- Ted Weschler

Visit our website for our complete list of supporters

In 2014...

328 donors

94 new donors

26 underwriters

Thank you!

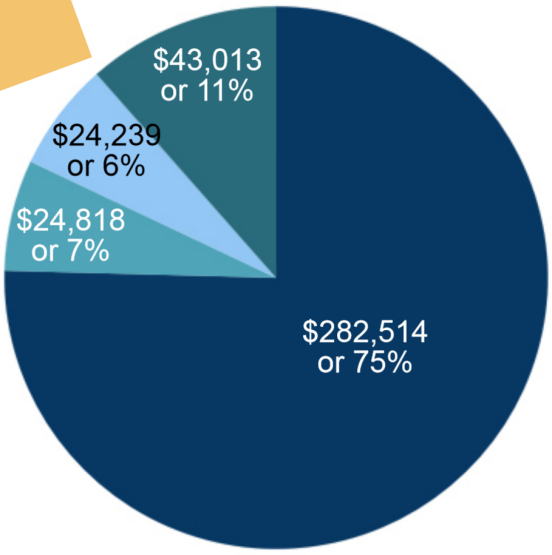
Q. Do you get financial support from The Daily Progress for the news stories you write?

A. No. The partnership is built on in-kind trades and Charlottesville Tomorrow benefits greatly from advertising, printing of voter guides, and greater reach. It's a win-win for civic media and the community!

www.cvilletomorrow.org/donate

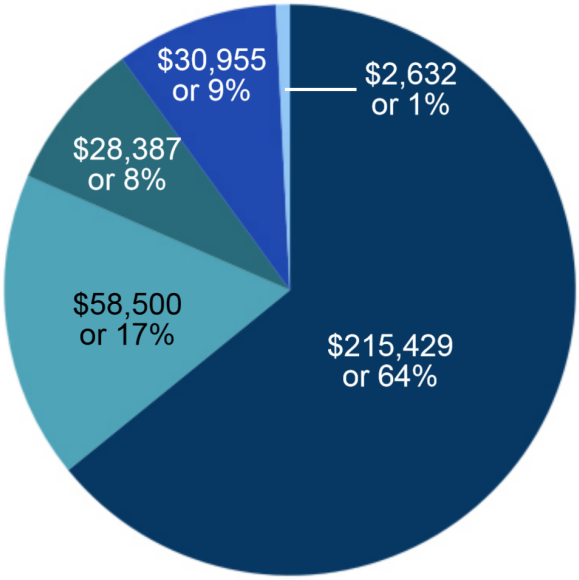
2014 financial snapshot

Charlottesville Tomorrow is a nonprofit 501(c)(3) organization completely supported by private donations. All gifts are welcome and appreciated and every dollar is used wisely to support our mission.



Expenses $374,584

Personnel | Office expenses | General expenses | Professional services



Revenues $335,903

Major Gifts | Grants | Annual Gifts | Underwriting | Events

www.cvilletomorrow.org/finance

2014 Highlights

- We set new website traffic and audience records (50 percent increase over 2013)
- We expanded our partnership with The Daily Progress to include education coverage
- We held two very successful community events, each attended by 200+ people, on the topics of walkable cities (featuring Jeff Speck) and healthy food choices (featuring Katie Couric)
- We completed our most successful annual fund drive campaign
- We received national attention for our success with media partnerships and the success of our nonprofit news model
- We received 24 awards from the Virginia Press Association including two Best in Shows, Best Website and we were the overall winner in the Online Division

Our future plans

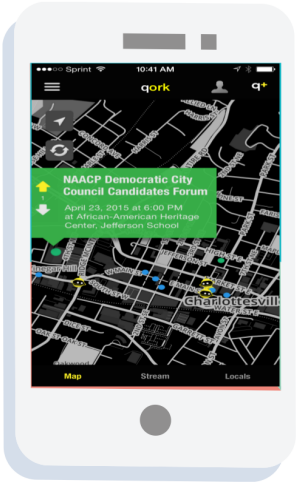
We value opinions, advice and insight from our community members and partners. Based upon your feedback, we plan to further integrate local news into our community in accessible and impactful ways.

Be More Mobile!

Your time is valuable. We want to make it easy for you to find the most important news and events by PLACE and TOPIC.

With your support in 2015, we plan to add improved mobile support, mapping and personalized news alerts.

It will be easier than ever to keep informed and get engaged as we build a better community together.



Check out Qork!

Qork is a mobile phone application that allows you to see our news on your mobile map.

Award-Winning News

We plan to keep bringing you the best in-depth local news. This year our local elections will be a key focus area. We can't wait to cover the candidates from start to finish so you know exactly where they stand on the critical issues facing the community.

Learn more

www.cvilletomorrow.org/mobile

Questions or ideas?

Contact: Brian Wheeler
bwheeler@cvilletomorrow.org
434.260.1533

Our Board

Carol Hurt, Chair

Sasha Farmer

Carrington King

McGregor McCance

Leigh Middleditch, Jr.

Bruce Miller

Wistar Morris

Richard Strubel

Cathy Train

Tony Vanderwarker

Meghan Welsch

Our Staff

Brian Wheeler, Executive Director

Sean Tubbs, Senior Reporter

Dan Hennicke, Community Engagement & Marketing Specialist

Tim Shea, Education Reporter

Past Board Members

Joe Barnes
A.D. Hart
Renee Grisham
Stephen McLean
Paula Newcomb
Terence Sieg
Kim Tanzer
Mac Thompson

Do you know ?

Our Co-Founders



Michael Bills



Rick Middleton

Learn more

www.cvilletomorrow.org/founding