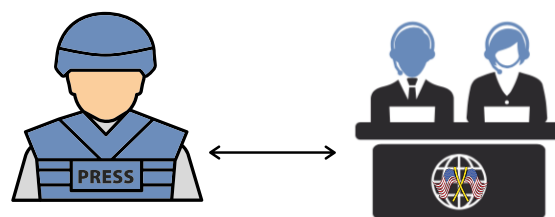




2020 Impact Report & Goal Setting



American news media serves a country that has been at war for two decades, yet veterans are vastly under-represented in newsrooms. About 7.6 percent of Americans have served in the armed forces. Yet, just two percent of American media personnel are vets.

Veterans are an untapped national treasure that can be valuable in American newsrooms. Veterans bring unique approaches and solutions to complex scenarios, obstacles and projects. Veterans tend to be more experienced, tenacious and reliable while also demonstrating high levels of work ethic, creativity and integrity. These traits have potential to positively augment existing talent in newsrooms throughout the country.

Ultimately, having more vets in newsrooms strengthens our democracy. They will be able to cover issues of vital importance to

veterans and also bring their perspective to diversify the outlook of newsrooms, letting veterans' voices be heard in coverage of every beat, from health care to employment.

Military Veterans in Journalism was founded to get more veterans hired in America's newsrooms.



About MVJ

Military Veterans in Journalism is a professional association that builds community for vets working in media, supports career growth, and advocates for diversifying newsrooms through the hiring of more vets. Led and run by a dedicated corps of military veterans and experienced nonprofit and business professionals, we are working with news outlets, educational institutions, non-profit organizations, and other partners creating opportunities for veterans to break into the media industry. Through our membership, we also serve as a career pipeline by providing news outlets access to talent and diversity for their teams. Launched as a 501(c)3 non-profit organization in May 2019, MVJ has about 360 veteran members across the country who are either working journalists or who are aspiring journalists.



Since the founding of Military Veterans in Journalism in May 2019, the world has changed dramatically. The protests throughout the United States in 2020 escalated a battle for justice and civil rights that is still being fought. The COVID pandemic has taken the lives of more than 380,000 Americans as we struggle to get a vaccine distributed across the country to stop the deadly virus. No one has been immune from these dramatic events that have shaped our world view and our individual interactions with fellow Americans.

In May 2019, we certainly knew that starting a unique organization like MVJ would be an undertaking on its own, but we could never have predicted what was on the horizon and how much we would be required to adapt and shift our approach to accomplishing our mission.

We believe there are a few things that most Americans can agree on regardless of our differences: our country must have a strong, vibrant media and our military veterans must be supported as they return to civilian life following their service to our nation.

Journalism is critical to our country's future -- now more than ever. People around the world rely on news outlets to report the news accurately, objectively and with integrity; yet our world is filled with risks and challenges that make it increasingly difficult to be a journalist. Military veterans are used to work in difficult environments to fulfill no-fail missions. Our community is ready to take on this challenge. This is our reason for fighting to ensure more veterans are employed in America's newsrooms.

Since our humble beginning, MVJ has succeeded in supporting our membership and achieving the goals we set for ourselves in less than ideal circumstances. This success is evident in our membership growth; the series of workshops and panels we have hosted;

the mentorships we facilitated; and the partnerships we created across the media industry.

Now, we must organize, scale and grow our operations to effectively and efficiently support our current commitments to our membership and to plan for a 30-50% growth that we are forecasting over the next 24 months based on an analysis of the remaining untapped market segment.

The Knight Foundation generously awarded MVJ a \$250k grant in the fourth quarter of 2020. This investment is pivotal to our membership and the success of MVJ. This bucket of money will allow us to fund four (4) fellowships along with a series of career development events that will create substantial value for our community.

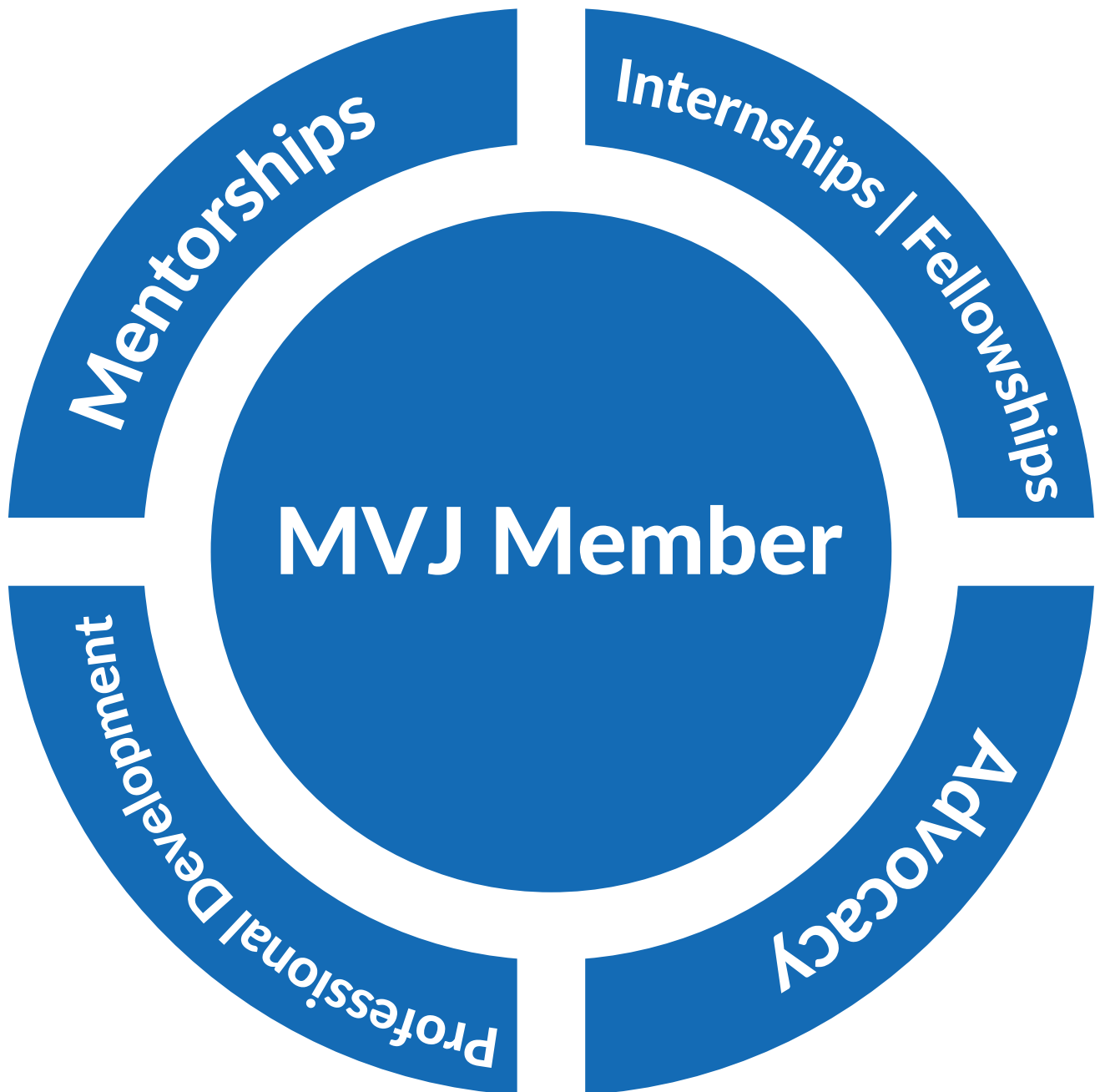
With that being said, we can't become complacent. We have identified what is needed to continue our operations. As we grow, we plan to run 10 fellowships each year while also providing a range of career development services. This will require that we raise about \$400,000 each fiscal year. Granting foundations, private donors and corporations can support MVJ by funding individual fellowships or events like our virtual career fair. We, of course, need programmatic support to invest in innovation to ensure we are spreading our donor dollar as far as possible and managing the workload for our dedicated volunteers and staff members.

We are working to professionalize our board of directors enabling them so they are able to better carry out their duty to care, duty of loyalty and duty of obedience. We know that, as board members, we have a legal obligation to be good stewards of the financial contributions that the public has entrusted with us. We started this effort in 2020 by thoughtfully establishing committees to support our strategic goals over the next two years.

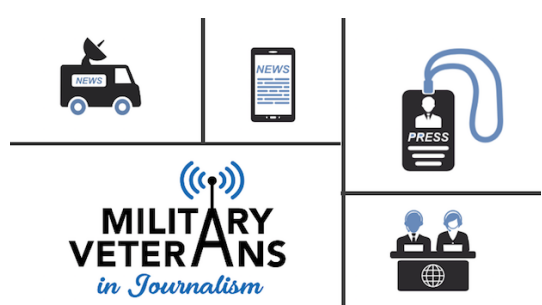
Thank you for your continued support as we move forward on our mission despite the challenges that we are all facing.

Zack Baddorf
MVJ Co-Founder | Executive Director
Navy Veteran

MVJ'S PROGRAMS



MVJ IN NUMBERS



PROGRAMS EXPENSE RATIO



94%

This means that .94 of every dollar spent at MVJ went directly to support our mission.

MVJ Members

Military Branch Ratios

45% Army
17% Navy
21% Marine Corps
17% Air Force & Nat'l Guard

10

Average Years of Military Service

Served or Currently Serve on Active Duty

24%

359

Members

15%

Identify as Female

275

Waived One- Year Membership Dues

Membership Growth 26%

9%

Minority Races

52

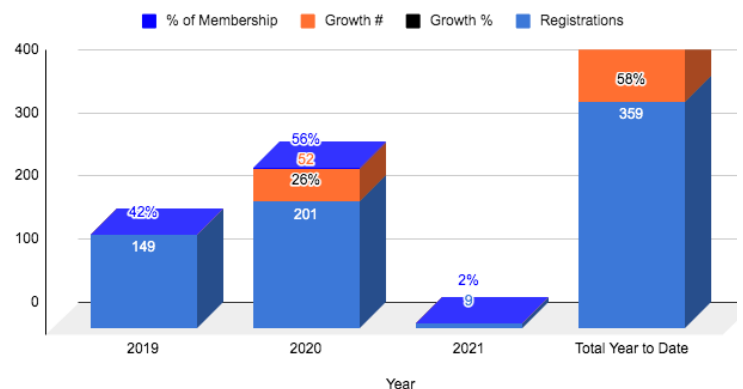
New Members

Membership Key Performance Indicators

At the end of 2020, MVJ has **359 total registered members**. MVJ experienced fifty-two (52) more membership registrations or 26% growth in membership from 2019 to 2020. It should be noted that MVJ started operations in May of 2019 (**seven (7) months**) and has operated a full 12 months in 2020.

Based on a market segment analysis, we are confident we will experience another 30-50% growth in 2021.

Our **main focus in 2021 & 2022 is to keep pace with our program growth by establishing revenue streams** that will appropriately support MVJ's programs and discourage burnout amongst our non-paid staff members and board members.



38%

Female Board Members

19

Operational Months

15

Non-paid Staff Members

1

Paid Program Director

MVJ's 2021 Goals

Strategic Planning

- Enhance Board Member Recruitment & Diversification
- Board Governance Training
- Professionalizing
- Revenue Diversification & Incremental Growth
- Programs Strategy
- Marketing & Communication Strategy

Capacity Building

PEOPLE

- Executive Director Succession Planning
- Volunteer & Nonpaid Staff Recruitment
- Volunteer & Nonpaid Staff Development & Incentives

TECHNOLOGY

- Operational Innovation
- Programmatic Innovation

Membership Diversifying

- Membership Recruitment Strategy
- Membership Engagement Improvements
- Membership MVJ Leadership Opportunities

Network Development

- Continued Peer Learning
- Focus on Existing Networks (deeper more meaningful coalition building vs more shallow relationships)
- CRM Innovation Upgrades
- Re-visit the decentralized regional chapter model for further reach & delegation of work (also impacts Capacity Building)

