THE MEYERS REPORT

June 10, 2026

Grants Committee
W.K. Kellogg Foundation
One Michigan Avenue East, Battle Creek, MI 49017

Subject: Grant Request - $100,000 for Independent Public-Interest Journalism Expansion

Dear Grants Committee,

The Meyers Report respectfully requests **$100,000** in support of a 12-month initiative to expand independent, evidence-based reporting and public information resources at themeyersreport.com. The requested amount is calibrated against the prospect list's typical award-size note: $25,000-$250,000+ (program dependent).

As a 501(c)(3) nonprofit, The Meyers Report provides nonpartisan analysis and practical civic information across election integrity, economics, public health, infrastructure, energy, governance, weather risk, and international developments. Our mission is to deliver factual, accessible reporting that helps communities and decision-makers act on reliable information.

This proposal aligns with W.K. Kellogg Foundation's focus on Racial equity, community voice, civic/public information, children/families by strengthening accountability reporting, improving information access, and supporting trust-centered audience growth.

12-Month Project Scope

Over the grant period, we will expand the website-based intelligence products already used by readers, including morning briefings, visual analysis, forecasts, live data views, and issue-specific explainers that turn complex developments into practical public guidance.

Examples of current offerings
Morning Intelligence View and video analysis segments for daily context
Live data and map coverage for weather, transport, energy, and infrastructure trends
Forecast and summary pages that help readers compare current signals with historical outcomes
Visual previews and screen-based explainers that make complex developments easier to scan and share

1. Publish at least 30 high-value explanatory and investigative reports per month across elections, economics, public health, infrastructure, energy, weather risk, and governance.
2. Produce 24 expert briefings and rapid-response explainers tied to major civic, policy, and market developments.
3. Upgrade public-facing tools, including maps, forecasts, and visual explainers, to improve clarity, accessibility, and reuse by local communities.
4. Issue quarterly impact reports documenting output, audience reach, engagement quality, and learning outcomes drawn from website usage and reader response.

Use of Funds (Requested: $100,000)
Editorial and research coordination: $35,000 (35%)
Reporting production and contributor support: $30,000 (30%)
Data, mapping, and platform improvements: $20,000 (20%)
Audience development and accessibility enhancements: $10,000 (10%)
Monitoring, evaluation, and impact reporting: $5,000 (5%)

Primary Outcomes We Will Report
Publication and briefing volume delivered against plan

Audience growth and return-visitor retention trends
Engagement quality indicators, including completion depth and resource interaction
Public resource usage and distribution across core topic areas

Submission timing/deadline: Rolling inquiry process. This proposal is submitted for the 2026 review cycle.

Thank you for considering this request. We would welcome the opportunity to provide a detailed implementation plan, full budget narrative, and evaluation framework aligned to your review process.

Sincerely,
The Meyers Report Team
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Enclosure: IRS 501(c)(3) Determination Letter