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
THE MEYERS REPORT NFP
PO Box 136
125 SCHELTER ROAD
LINCOLNSHIRE, IL 60069
info@meyers-group.com
https://themeyersreport.com

Enclosure: IRS 501(c)(3) Determination Letter

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

Date:
05/12/2026
Employer ID number:
41-4350868
Person to contact:
Name: Tesfaye Gebi
ID number: 1514028
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
February 13, 2026
Contribution deductibility:
Yes
Addendum applies:
No

THE MEYERS REPORT NFP
125 SCHELTER ROAD
LINCOLNSHIRE, IL 60069

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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ALEXI GIANNOULIAS (https://www.ilsos.gov/)

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Business Entity Search

Entity Information

Entity Name	THE MEYERS REPORT NFP		
File Number	75348541	**Status**	ACTIVE
Entity Type	CORPORATION	**Type of Corp**	NOT-FOR-PROFIT
Incorporation Date (Domestic)	02-13-2026	**State**	ILLINOIS
Duration Date	PERPETUAL		
Annual Report Filing Date	00-00-0000	**Annual Report Year**	
Agent Information	C T CORPORATION SYSTEM 208 SO LASALLE	**Agent Change Date**	02-13-2026

ST, SUITE 814
CHICAGO ,IL 60604-1101

Services and More Information

Choose a tab below to view services available to this business and more information about this business.

Available Services | Officers | Assumed Name | Old Corp Name | File History

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Change of Registered Agent and/or Registered Office (https://apps.ilsos.gov/corpagentchange/)

Adopting Assumed Name (https://apps.ilsos.gov/corpassumednameadoption/)