

Opportunities for Participation

Supporting WGBH in the Digital Century

“When it comes to public media, we owe it to one another to invest in this great national resource, not just for ourselves and our families, but also for our communities and the country.” —Jonathan Abbott, President and Chief Executive Officer

The Campaign for WGBH envisions a future where WGBH’s universally recognized leadership in public media fully embraces the digital century. The Campaign’s working goal of \$175 million over five years is the largest in WGBH’s history.

- THE CATALYST FUND \$55 MILLION
- PROJECT RESTRICTED \$65 MILLION
- ENDOWMENT & PLANNED GIFTS \$20 MILLION
- RALPH LOWELL SOCIETY & UNRESTRICTED \$35 MILLION

And it is commensurate with our ambition and vision for the future. Media distrust is on the rise. Digital disruption transforms audience engagement across media. The need for conversation and civil discourse have never been greater.

Evolving funding priorities come with addressing these changes, and the full digital engagement of America’s leading public media organization has never been more urgent.

Priority Areas

The four Campaign funding priorities recognize that WGBH has an historic opportunity—and a civic responsibility—to move boldly into the digital public square and deliver our promise of media honesty, integrity, and accessibility.

Education and Children's Media

In the digital century, safe, trusted children's media has never been more important—or as hard to come by. Support helps WGBH continue to explore, develop, and implement the best in education and children's digital media.

History, Culture, and Drama

Building community around culture and shared history represents the best in American media. Funding helps us maintain WGBH's extraordinarily high standards as it implements new media strategies that deepen audience experiences.

Journalism

Gifts to support journalism at WGBH help counter fake news with the highest standards of journalistic excellence—locally, nationally, and internationally—through public engagement and across the widest possible range of digital media.

Science

Support for science media in the digital century is a vote of confidence in how we deliver on our promise to engage and inspire a public understanding and support for science as we tell the incredible, true stories of the science that surrounds us and affects our health and future.

Ways of Giving

Catalyst Fund

Like a venture capital fund, the Catalyst Fund provides unrestricted, discretionary support for all four of our priority giving areas. Donors may also designate their Catalyst Fund gift to a specific program area.

Project Restricted

Gifts can be directed to underwrite specific projects or initiatives in any of the priority areas.

Endowment

Support for WGBH's long-term security is critical in sustaining leadership in the name of public media. Endowment gifts help to achieve this goal. Endowment naming opportunities are also available.

Great Blue Hill Society

Planned gifts provided through this flagship giving group help ensure that WGBH has the financial foundation to lead and succeed in the digital century.

Ralph Lowell Society

Annual participation in this prestigious patron program is a perfect way to support WGBH's public media leadership and to provide funding in a time of great change and media upheaval. Multi-year commitments are especially impactful in program planning over several seasons.

