

Dear Reader,

For ten years, Unicorn Riot has provided independent, community-powered media that uplifts stories often overlooked by mainstream outlets. As we surpass this milestone year, we are reflecting with gratitude on what has been possible through the support of people like you. Community members, viewers, and donors have fueled Unicorn Riot's impact and helped build a trusted source of grassroots storytelling and critical media coverage.

Since our first publication in 2015, Unicorn Riot has grown from a small collective of independent media makers into a global media organization with contributors across multiple continents. Our team has covered social movements, environmental justice, mutual aid networks, community organizing, and human rights issues with care, transparency, and authenticity. This work has remained non-corporate, independent, and deeply accountable to the communities we serve.

As we enter our next decade, Unicorn Riot is focused on sustainability and strategic growth. We are evaluating our team structure, strengthening operations, and investing in the long-term health of the organization so that we can continue to provide needed, community grounded journalism for years to come. Continued general operating support is essential for this next chapter to sustain our growth as an organization.

To ensure a strong foundation for the future, Unicorn Riot has launched a Ten-Year Anniversary Campaign with a goal of raising \$100,000 by May 1, 2026. These funds will directly support daily operations, technology and equipment upgrades, expanded documentary storytelling, and capacity building for the next phase of organizational development.

Enclosed is a brief case statement that highlights the impact of the past ten years and the vision that guides our next decade. I invite you to review it and consider supporting Unicorn Riot at this important moment. Your contribution will help protect independent media and ensure that community stories continue to be told with integrity and care.

Thank you for your continued partnership and belief in the power of independent journalism!

Best regards,

The Team at Unicorn Riot



UNICORN RIOT: TEN YEARS OF COMMUNITY POWERED MEDIA

Since 2015, Unicorn Riot has remained a trusted independent media organization committed to uplifting community-rooted stories that are often erased by mainstream news. Founded by volunteer media makers determined to challenge corporate news structures, Unicorn Riot has grown into a network of over 30 journalists that have published more than 1,950 articles, 900 videos and 24 documentaries. Our commitment to building community trust and consent-based reporting has shaped a decade of impactful storytelling.



OUR MISSION AND WHY IT MATTERS

Unicorn Riot provides publicly accessible journalism that centers people, community and movements, not profit. We cover social, racial, environmental, and economic justice with integrity and transparency. In a time of media consolidation, disinformation, and political anxiety, community grounded, reliable and fact-based journalism is essential.

A DECADE OF IMPACT

With the support of donors and community members, Unicorn Riot has:

- Covered vital historical movements with community-centered coverage, documentaries, and live reporting that reaches millions annually without a cost barrier
- Operated with community trust through consent driven storytelling and long-term relationships with impacted communities
- Evolved from a small U.S. based collective to a global network with over 1.1 million international visitors



“I really appreciate and value the live coverage from Minneapolis by Unicorn Riot. Uncensored on the ground reporting. Showing people speak their truth”
- Tim

WHAT DONORS HAVE MADE POSSIBLE

This first decade was powered by people. Individual donors and recurring supporters have provided:

- On the ground reporting resources, including equipment, travel, safety, and livestreaming
- Editing, translation, archiving, and production of educational and documentary media
- Rapid response coverage during critical community moments where traditional media failed to show up
- The foundation for a community based media institution that protects narrative truth

Independent media survives because people believe in it. Every contribution has kept this work free from corporate influence and accountable to the community.

“Your dedication to understanding the struggles of our community (beyond just recent events) is incredible. Thank you so much for your coverage and historical context as well as personal history. Please keep looking out for us”
- Nathan



info@unicornriot.ninja

REFLECTING ON TEN YEARS: GROWTH, EVOLUTION, AND RESILIENCE

→ 2015

Unicorn Riot is founded as a volunteer-run, 501(c)(3) nonprofit media collective

→ 2015 - 2017

Movement-based coverage gains rapid visibility and community trust as Unicorn Riot provides on-the-ground reporting from frontline resistance and community uprisings. Livestreaming becomes a defining element of Unicorn Riot's identity.

→ 2018 - 2019

Unicorn Riot evolves from a primarily volunteer-run initiative into a more sustainable nonprofit organization. During this phase, Discord Leaks launches as an extensive online database of leaked internet chats from the most active white supremacist groups in the United States, making these materials publicly accessible to journalists and researchers nationwide.

→ 2020 - 2021

Global engagement surges as Unicorn Riot provides consent-based coverage of major national and international social movements. In 2021, Unicorn Riot receives the Radical Change Award from the Sexual Violence Center, honoring its commitment to survivor-centered, trauma-informed reporting.

→ 2022 - 2024

Investments are made in multilingual access, expanded archiving systems, and stronger community consent frameworks. Collaborative reporting networks expand across multiple regions. Internal development continues with a focus on long-term sustainability. Improvements are made in organizational structure, editorial coordination, digital security, and accessibility. In 2022, Unicorn Riot is named a Top Outlet by the Indie Media Awards. During this period, Unicorn Riot secured a landmark press freedom victory against an oil corporation that was first upheld by the Minnesota Court of Appeals and later affirmed by the Minnesota Supreme Court in 2025, cementing stronger journalist shield protections statewide.

→ 2025

Unicorn Riot marks ten years as a community-powered independent media institution with more than 30 journalists across six continents, and the Ten-Year Anniversary Campaign has launched to support the organization's transition into a sustainable nonprofit media institution for the next decade.



Our First Decade

Over its first decade, Unicorn Riot has also been widely profiled by leading national and international media outlets including The New Yorker, The Guardian, Nieman Lab, Columbia Journalism Review, Business Insider, Mother Jones, MPR News, Star Tribune, Vice, Engadget, The Face, MSP Magazine, and Southwest Journal.

The organization's reporting has been featured by the World Press Institute, The Intercept, Minnesota Reformer, MSNBC, and many more, reflecting its growing influence within the global independent media ecosystem.





OUR NEXT DECADE: BUILDING A STRONG, SUSTAINABLE INDEPENDENT MEDIA INSTITUTION

The Ten-Year Campaign marks a turning point. Unicorn Riot is moving from a project-based collective to a sustainable nonprofit media institution. To enter the next decade on stable footing, Unicorn Riot will invest in:

- Contributor pay, support, and long-term role stability
- Increased editorial capacity to expand regional and thematic coverage
- Technology, software, safety, and equipment upgrades
- Long-form documentary production and global collaborative storytelling

JOIN US IN BUILDING THE NEXT TEN YEARS OF PEOPLE-POWERED MEDIA

Unicorn Riot's Tenth Anniversary Campaign aims to raise \$100,000 by May 1, 2026 to build a strong and stable foundation for the next decade of independent, community-powered media. This milestone is an opportunity for supporters like you to come together, celebrate what has been accomplished, and invest in the future of movement-based storytelling and public access journalism.



unicornriot.ninja/10years

Scan to donate and access our Ten-Year Campaign page and video.

Independent media cannot exist without community support. Thank you for shaping Unicorn Riot's first decade and helping lay the foundation for the next.

"Thank you for your dedicated to unfiltered real-time reporting and your unwillingness to be under the thumb of a corporate master. You are the future."

- Laura



info@unicornriot.ninja