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craig newmark philanthropies

Craig Newmark Philanthropies Grant Supports F.Y. Eye's PSA Network
A Media Cooperative With a Mission to Amplify Nonprofit Voices Across NYC

New York, NY – October 22, 2026 – F.Y. Eye, a NYC-based nonprofit working at the intersection of information access, media, and design to improve community wellbeing, is pleased to announce a three-year grant commitment from Craig Newmark Philanthropies to support the operations and growth of its one-of-a-kind PSA Network.

Founded more than 20 years ago, the PSA Network is NYC's only public-interest media cooperative—a constellation of digital screens in nonprofit and community spaces across New York City that amplifies public service announcements connecting New Yorkers with trusted information, resources, and services that can improve their wellbeing.

Since its inception, F.Y. Eye's PSA Network has supported more than 250 nonprofits with pro-bono PSA distribution, creating a vital bridge between organizations providing essential resources and the people who need them. The PSAs address a wide range of timely issues and community resources, including human services, workforce development, senior services, health and wellness, nonpartisan civic engagement, cybersecurity awareness, and much more.

Each PSA runs on the PSA Network for 12 weeks and generates approximately 5 million impressions, representing an estimated $40,000 in donated media value for each PSA. Annually, the PSA Network delivers more than **400 million impressions** and **$3.2 million in donated media value** to local nonprofits. By providing equitable access to the public square, the PSA Network gives nonprofits a powerful communications outlet to ensure their critical messages are seen and heard by New Yorkers where they live and work.

The three–year grant commitment will fuel the expansion of the PSA Network, bringing new nonprofits into the Network as PSA Network Hosts, increasing language accessibility for distributed PSAs, and advancing the creation of a suite of emergency response PSAs to support New Yorkers during timely events.

"A strong community depends on folks having access to trustworthy information," said Craig Newmark, philanthropist and founder of Take9 and the online marketplace craigslist. "F.Y. Eye gives non-profits a simple way to reach New Yorkers on important issues. I'm glad to back folks who get the job done."

“With a shared commitment to advancing trusted information, and utilizing media and technology for good, F.Y. Eye is honored to receive support from Craig Newmark Philanthropies for our transformative work,” explained F.Y. Eye’s Chief Executive Officer, Christina Daigneault. “This grant will propel our founding program to ensure more New Yorkers can benefit from the life-changing resources offered by the nonprofit sector.”

About F.Y. Eye
F.Y. Eye is a nonprofit social impact media organization working at the intersection of information access, media, and design. Its mission is to raise public awareness about nonprofit resources and messages by creating and distributing artist-driven public service announcements for community wellbeing. Please visit www.fyeye.org for more information.

About F.Y. Eye’s PSA Network
The PSA Network is NYC’s only public-interest media cooperative—a constellation of digital screens in nonprofit and community spaces across the city that amplifies public service announcements connecting New Yorkers with trusted information, resources, and services that can improve their wellbeing.

About Craig Newmark Philanthropies
Craig Newmark is a Web pioneer best known for creating craigslist, which he stepped away from running day-to-day two decades ago. Craig’s full-time philanthropic work focuses on supporting organizations protecting America’s security and democracy. He has given more than $500 million in support of veterans and military families, nonpartisan journalism, cyber security education programs, hunger relief, and pigeon rescue. Craig was influenced by his Sunday School teachers who escaped the Holocaust, set his moral compass, and taught him to treat people like you want to be treated – and how to know when enough is enough. He's not as funny as he thinks he is.

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