



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

Fall 2025 Organizational Funding Round
Information Session

September 10, 2025



JOURNALISM
FUTURES FUND

FONDS AVENIR
MÉDIAS

WELCOME



WEBINAR OVERVIEW

1. Fund Background

2. Funding Overview

3. Organizational Funding Round

4. Application Process & Timeline

5. Your Questions



JOURNALISM
FUTURES FUND

FONDS AVENIR
MÉDIAS

FUND BACKGROUND



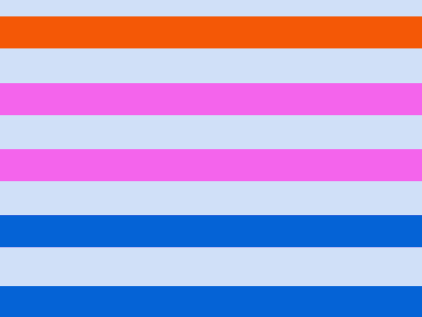
WHAT IS THE JOURNALISM FUTURES FUND?

- The **Journalism Futures Fund** is a **funding collaboration** between foundations and individual donors in Canada.
 - Its mission is to **support independent journalism that strengthens civic life and democracy** by investing in journalistic excellence, equity and financial sustainability.
 - The Fund **prioritizes organizations that serve and are led by members of communities that are underrepresented in newsroom leadership** and under-served in news coverage.
-

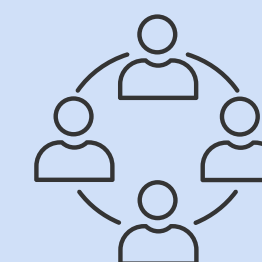
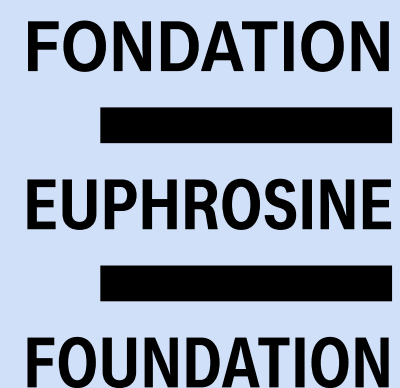


HOW DO YOU DEFINE 'UNDERSERVED COMMUNITIES'?

- Communities that are **underrepresented in newsroom leadership** and **frequently overlooked** or **misrepresented in media**.
- **Includes but not limited to:**
 - Black and other racialized communities;
 - Indigenous Peoples (First Nations, Inuit and Métis);
 - newcomers, migrant workers, refugees and asylum-seekers;
 - low-income communities;
 - 2SLGBTQIA+ people;
 - people with disabilities;
 - and those located in Northern, rural or remote areas.



WHO IS BEHIND THE JFF: FOUNDING PARTNERS



Individual
donors

Note: Funders do not have any input into funding decisions, those will be determined by independent reviewers and an independent jury



WHO IS BEHIND THE JFF: ADVISORY COMMITTEE



Asmaa Malik



Fabrice Vil



**Francine
Compton**



**Kaila Jefferd-
Moore**



Mary-Lynn Young



Narinder Dhami



Niamh Leonard



Sadia Zaman



Tamer Ibrahim



FUND GOALS

01. **Build Canada's first collaborative model** for journalism philanthropy, raising an **initial pool of \$8M** by summer 2029.

02. **Strengthen the operational and financial resilience** of independent media led by individuals from underserved communities in Canadian journalism.

03. **Grow the leadership and influence** of senior editors and publishers from historically underserved communities.



JOURNALISM
FUTURES FUND

FONDS AVENIR
MÉDIAS

FUNDING MODEL



THE JFF MODEL

Organizational funding:

Multi-year grants to strengthen the operational resilience of small and medium journalism organizations.

Project-based funding:

Grants for projects led by one or more organizations (details to be announced in 2026).

Capacity strengthening support:

Tailored support focused primarily on improving operational and financial resilience.



JOURNALISM
FUTURES FUND

FONDS AVENIR
MÉDIAS

OPEN NOW: ORGANIZATIONAL FUNDING STREAM



2025 ORGANIZATIONAL FUNDING ROUND

- **Two to seven organizations** will receive **three-year grants of \$50,000-\$200,000 per year**, paired with capacity-strengthening support.
- This support is meant to **help great organizations get stronger and take the next step in their growth**, whatever that looks like for them.

Future rounds will open in 2026 and beyond



WHO IS ELIGIBLE?

- **Eligible organizations must:**
 - **be incorporated** and conduct activities in Canada
 - **produce original journalism in English or French**
 - **be independent**, meaning not a government outlet — or owned or governed by a publicly-traded company, advocacy group, religious group, political party, hedge fund or private equity firm
 - adhere to **journalistic ethics guidelines**
- Take a self-assessment here: **journalismfuturesfund.org**



PRIORITY ORGANIZATIONS

The Fund prioritizes journalism organizations that are :

Established:

More than a year in operation: not a fund for startups.

Small to medium:

1-10 staff and under \$1M budget

Leadership*:

By individuals from communities underserved in Canadian media

* Leadership refers to the individuals who make decisions about the organization's editorial line, operations and governance.

EVALUATION CRITERIA

1. Community listening: A commitment to meeting the information needs of the organization's audiences.

2. Journalistic impact: A track record of journalism that meaningfully affects the lives of the audiences served.

3. Representative leadership: Decision-makers from communities that are underserved in media.

4. Sustainability planning: An intention to strengthen the organization's journalistic impact, operational resilience and financial health.



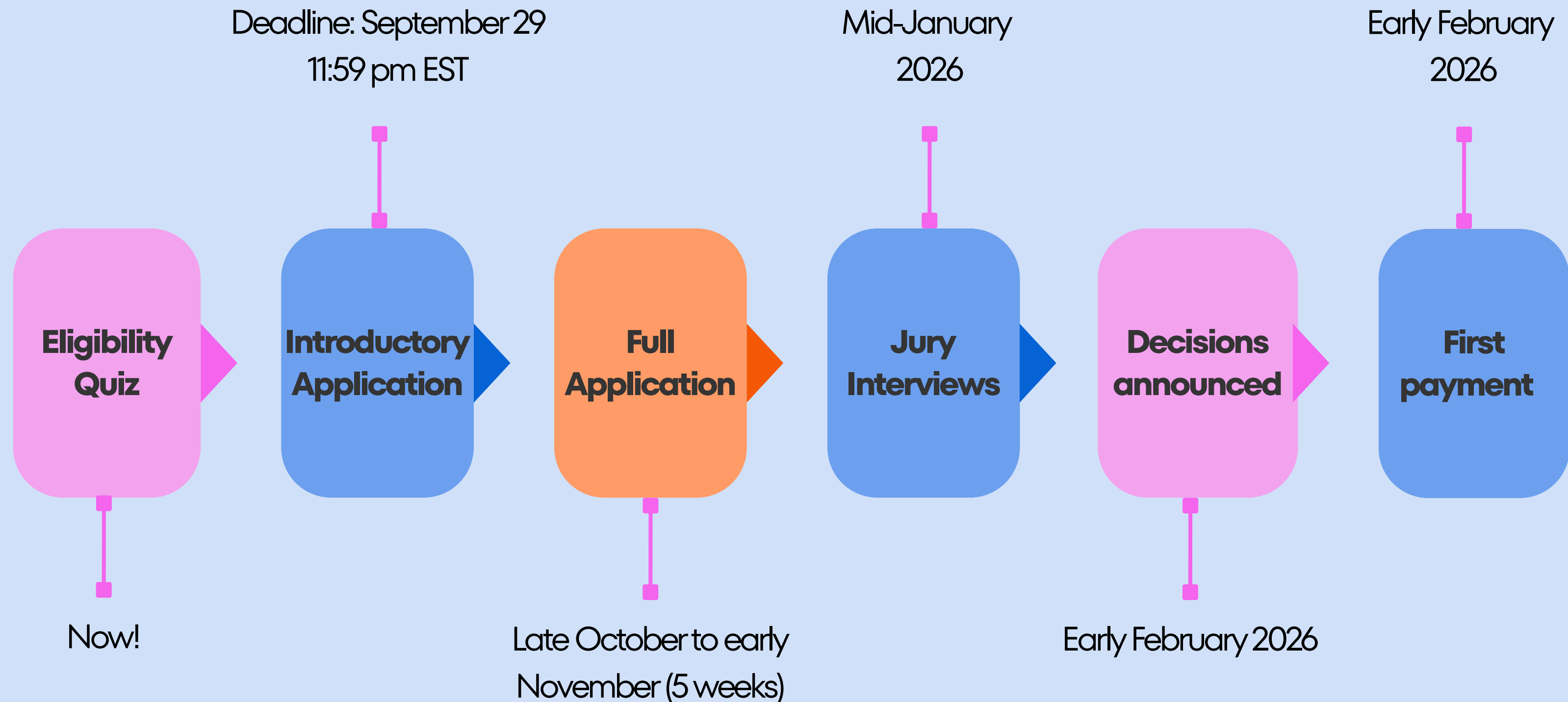
JOURNALISM
FUTURES FUND

FONDS AVENIR
MÉDIAS

APPLICATION PROCESS & TIMELINE



APPLICATION PROCESS





INTRODUCTORY APPLICATION


1. General information

2. Eligibility assessment

3. About you: 12 questions

- Your Journalism
- Your Revenue & Spending
- Your Team
- Your Audience(s) and Impact
- Your Goals
- 2 Work Samples

Submitted via application portal. Estimated time: 2-3 hours.



FULL APPLICATION

Full application includes additional information about:

- **Leadership & Decision-Making**
- **Audiences & Community Listening**
- **Finances**
- **Organizational Development & Planning**

Invited applicants will receive an **honoraria** to support preparation.

The Fund team will be available to support.



ELIGIBLE EXPENSES

- **Salaries and benefits for employees** (full-time and part-time)
- **Professional fees and expenses**
- **Meetings and events**
- **Travel and accommodation** within Canada
- **Training and education fees**
- **Administration** up to 10% of the budget (e.g., office rent, general accounting, software, IT systems, telecommunications)

**All expenses must support the production and advancement of independent journalism*



INELIGIBLE EXPENSES*

- **Capital projects and purchases** (e.g., real estate, vehicles)
- **Supplies and equipment** (e.g., office equipment, IT hardware, machinery)
- **Endowments or investment vehicles**
- **Debt repayments**
- **Retroactive funding**
- **Academic research, tuition, bursaries or scholarships**
- **General fundraising efforts, capital campaigns or sponsorships**
- **Personal appeals (for financial support)**

**In addition to any expenses that do not meet basic eligibility*



NEXT STEPS

Submission deadline: September 29th

Before applying:

- Read the **[funding_guidelines](#)**
- Fill out the **[eligibility_quiz](#)**

For additional questions: jff-fam@inspiritfoundation.org



YOUR QUESTIONS

Thank you!

For general information and to apply, visit:
journalismfuturesfund.org

For additional questions:
jff-fam@inspiritfoundation.org



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**