



JOURNALISM FUTURES FUND

ORGANIZATIONAL FUNDING ROUND

APPLICATION QUESTIONS (ENGLISH)

FALL 2025

Step I: General Information

- Applicant name:
- Applicant role:
- Applicant email address:
- Organization name:
- Organization contact information (email, phone):
- Organization mailing address:
- Website / social media URLs:
- Incorporation
 - What name is your organization incorporated under?
 - Incorporation type:
 - ☐ Registered journalism organization
 - ☐ Registered non-profit organization
 - ☐ Registered charity
 - ☐ Registered for-profit organization
 - ☐ Sole proprietorship
 - ☐ Other
 - ☐ Not incorporated
 - Location: Where is your organization incorporated?
 - ☐ Federal
 - ☐ Alberta



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- ☐ British Columbia
 - ☐ Manitoba
 - ☐ New Brunswick
 - ☐ Newfoundland and Labrador
 - ☐ Nova Scotia
 - ☐ Ontario
 - ☐ Prince Edward Island
 - ☐ Quebec
 - ☐ Saskatchewan
 - ☐ Nunavut
 - ☐ Northwest Territories
 - ☐ Yukon
 - ☐ Not incorporated
- Incorporation number: What is the corporation number of your organization (e.g. Canadian not-for-profit corporation number, Québec Registraire des entreprises) ? :

Step II: Eligibility Questions

Note: applications that do not meet basic eligibility criteria will be automatically disqualified. Please complete the 2-minute self-assessment [available on the Fund webpage](#) before completing an application.

1. Does your organization produce content predominantly in English and / or French?

- ☐ Yes, predominantly in English
- ☐ Yes, predominantly in French
- ☐ No



2. Is a majority of your content original journalism?

Original journalism: Fact-based reports, features, investigations, profiles, interviews, analyses or commentaries that are written, researched, edited and formatted by and for the organization. Original journalism does not include reprints of mostly-unchanged press releases or wire copy.

☐ Yes

☐ No

3. Is your journalism organization a government outlet (for example, a municipal government newsletter)?

☐ Yes

☐ No

4. Is your journalism organization primarily or majority-owned or governed by a publicly-traded company, advocacy group, religious group, political party, hedge fund or private equity firm?

☐ No

☐ Yes

5. Are you seeking funding for an endowment campaign, scholarship, internship, equity investment, capital building investment, or retroactive funding for a project?

☐ Yes

☐ No

6. **Journalistic ethics:** Fund recipients are required to adhere to established journalistic ethics guidelines.

a. Please indicate which of the following your organization adheres to:

☐ Ethics Guidelines (Canadian Association of Journalists)

☐ *Guide de déontologie* (Fédération Professionnelle des Journalistes du Québec)



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- ☐ Other:
- ☐ We do not adhere to established ethics guidelines

b. Please briefly describe how your organization ensures the quality and ethics of your journalism. If you have a public journalistic code of ethics, please provide the link.

[OPEN BOX][100 words max.]

Step III: Introductory Application Questions

a) Organizational Background

- How long has your organization been producing journalism?
- What geographic area does your journalism serve?
- What is your organization's team size (how many people are actively and regularly contributing to your mission)? *You will be asked to share more details in the following section.*
- What was your most recent annual budget?
- The Journalism Futures Fund prioritizes applications from communities that are underrepresented in newsroom leadership in Canada, specifically: 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.
 - How are these communities represented in your organization's leadership around editorial decision-making, management and governance ? [100 words max.]



b) About You

Different word limit for each. Bullet points welcome.

Your Journalism

1. What kind of journalism do you produce (e.g. investigative, long-form, breaking news, etc.), and how do you distribute it (e.g. print, website, Substack, podcast, YouTube)? *[150 words max.]*

Your Revenue & Spending

2. Please outline your key revenue sources; a high-level, point form summary will suffice. *E.g. "Our major revenue sources are: federal government funding (e.g. Local Journalism Initiative) – 30%, philanthropic foundation funding – 30%, advertising (15%), member donations (15%), merchandise sales (5%), other (5%)."* *[200 words max.]*
3. Please outline your current key spending areas; a high-level, point form summary will suffice. *E.g. "Our main spending areas are: salaries (60%), travel (15%), marketing (15%), software and technology (5%), office and general admin (5%)."* *[200 words max.]*

Your Team

4. What is the makeup of freelancers, part-time and full-time employees within your team? *E.g. "We have three full-time staff (one editor-in-chief, two reporters), two part-time (one operations, one reporter), and regularly work with three freelance contributors (photographer, writers). We occasionally hire freelancers for special projects."* *[150 words max.]*
5. For each member of your leadership team, please share their name, title, and one to three sentences about their background and expertise. *[250 words max.]*



Your Audience(s) and Impact

6. What community (ies) does your organization serve, and what is your audience size? *Please specify how you define and measure your audience.* [150 words max.]
7. How do you know your work is relevant to your audiences? If applicable, share examples of how you gather audience feedback and how this guides your work. [200 words max.]
8. What are some of the impacts of your organization's work? *Please note that the Fund operates with a broad definition of impact that may include the outcomes of your stories, your practice of journalism, awards and public recognition, and how audiences have been impacted by your work.* [200 words max.]

Your Goals

9. Looking ahead three years, what would success look like for your organization, in terms of both operational strength and financial resilience? [200 words max.]
10. If you received three years of funding from the JFF, what would your top spending priority be in year one and why? [150 words max.]
11. In addition to multi-year granting, this Fund will also offer capacity-strengthening support in areas like management, operations, audience engagement, membership models, fundraising, and more. What would be most helpful to you and why? *If the above does not list what your organization needs, what kind of other capacity-strengthening would your organization benefit from, and why?* [150 words max.]



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Work Samples

12. Work samples: Please upload or link to two examples of the work you are proudest of, or that best reflects your organization's goals.

13. OPTIONAL QUESTION: Anything else you'd like us to know about your organization, its work or your plans for sustainability?