



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

Fall 2025 Organizational Funding Round
Information Session

September 2025



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WELCOME

WEBINAR OVERVIEW

1. Fund Background

2. Funding Overview

3. Organizational Funding Round

4. Application Process & Timeline

5. Your Questions



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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.
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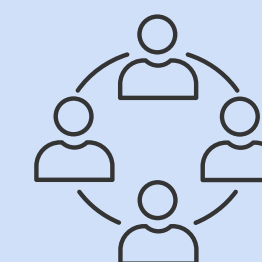
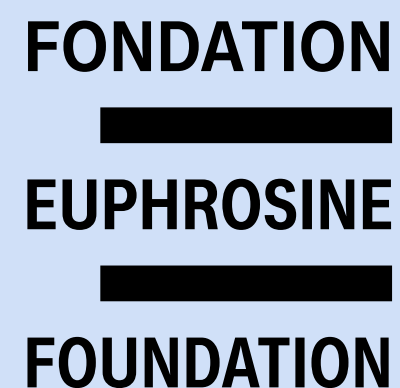


HOW DO YOU DEFINE 'UNDERSERVED COMMUNITIES'?

- 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.



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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.



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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 a registered business or be incorporated as a for-profit or non-profit** 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.



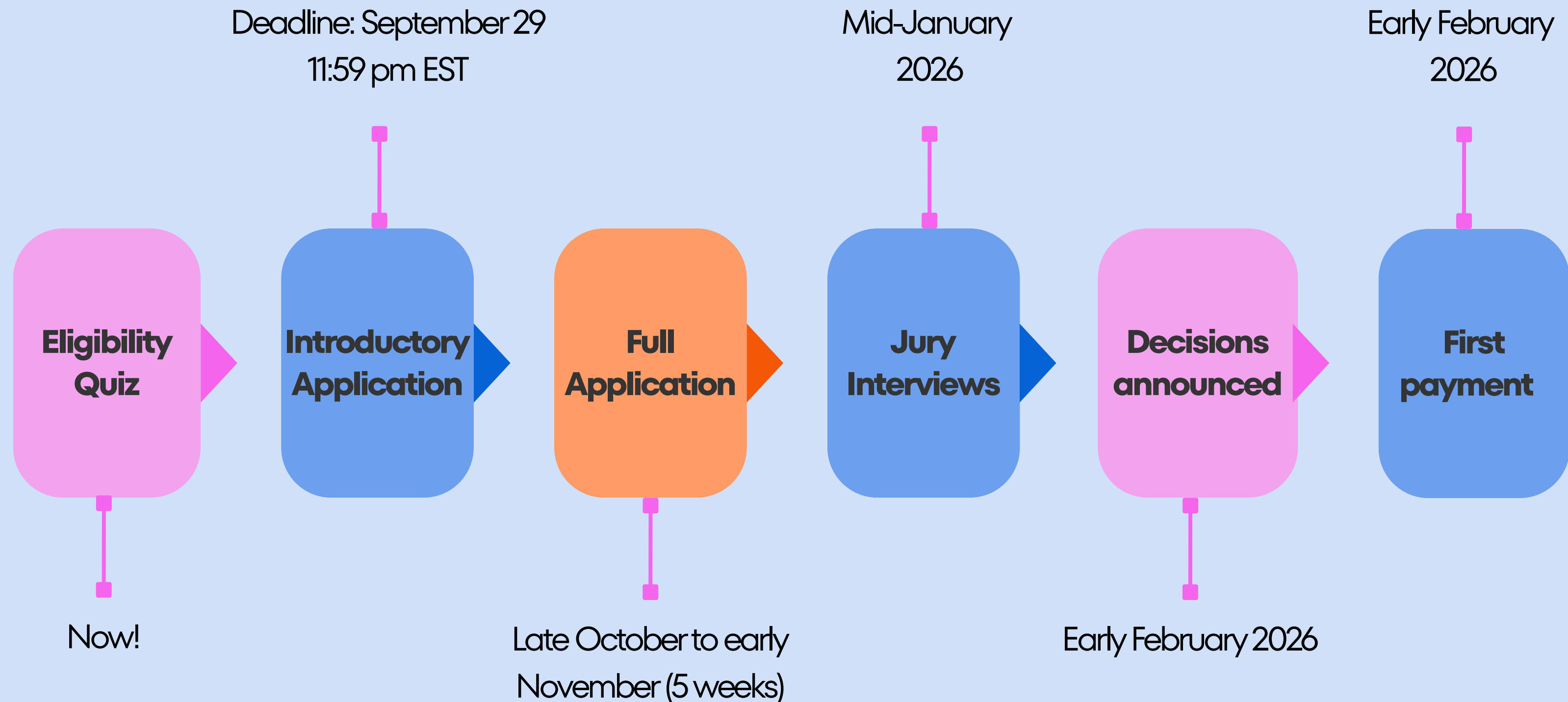
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APPLICATION PROCESS & TIMELINE



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*



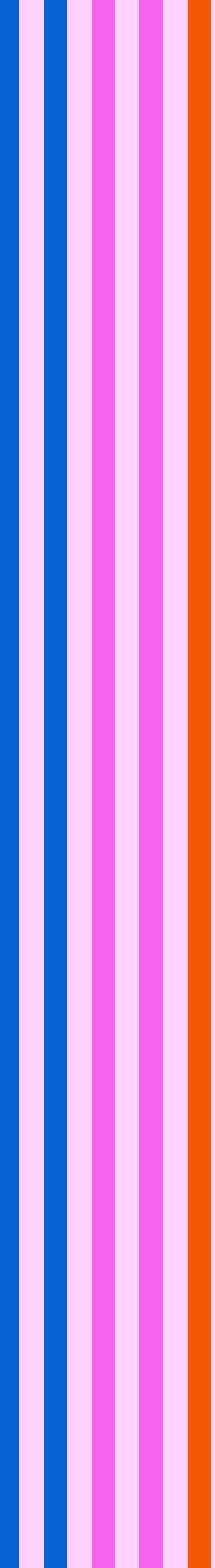
NEXT STEPS

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



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