



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

Strengthening civic life and democracy in Canada by
investing in independent journalism



WHAT IS THE JOURNALISM FUTURES FUND ?

The Journalism Futures Fund is a pooled philanthropic fund created by a group of foundations and individual donors.

Its mission is to support independent journalism that strengthens civic life and democracy in Canada by investing in journalistic excellence, equity and financial sustainability.

The Fund prioritizes grants to organizations that serve and are led by members of communities that are underrepresented in newsroom leadership and underserved in news coverage.



THE CHALLENGES

Independent journalism is key to civic life and a healthy democracy, but Canadian media's capacity to provide reliable and trusted information is eroding.



581 local Canadian news outlets **have closed** since 2008.



Meta's **news ban** means outlets can't share content on Facebook or Instagram, lowering engagement and stifling growth for small outlets.



The **underrepresentation of many communities** in media and editorial leadership can breed mistrust, lead to inaccuracies and contribute to harmful narratives.

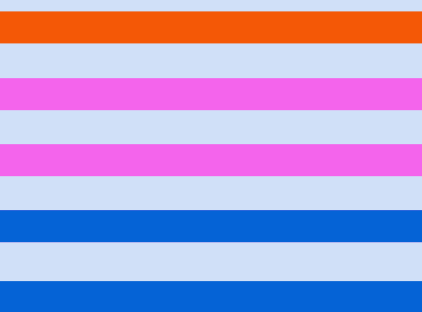


Less than half of Canadians report high levels of **trust** in media.



REPRESENTATION MATTERS

- **The misrepresentation and underrepresentation of communities undermines trust in news.**
- In Canada, **about 70 percent** of newsrooms do not have Indigenous or visible minority journalists in the top three roles.
- The Journalism Futures Fund prioritizes journalism organizations that serve and are led by members of communities that are underrepresented in newsroom leadership and news coverage.



GOALS

01. **Build Canada's first collaborative model** for journalism philanthropy, aiming to raise 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.



THE 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.



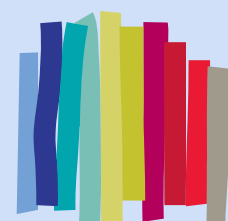
WHO CREATED THE JOURNALISM FUTURES FUND?

- **The Journalism Futures Fund is a collaboration between foundations and individual donors in Canada.**
- The Fund is guided by an advisory group from the philanthropic and journalism sectors. Funding decisions are made by an independent jury.
- The Fund pilot (2025–2029) is incubated at the Inspirit Foundation. Inspirit will administer the Fund, with a long-term plan of transitioning it to a non-profit journalism sector organization.



FOUNDING PARTNERS

INSPIRIT
FOUNDATION



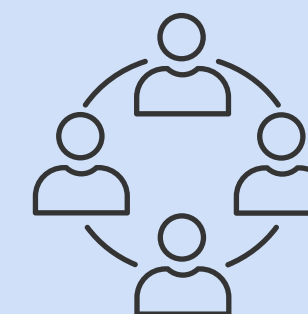
FONDATION
INSPIRIT

Fondation
McConnell
Foundation

FONDATION
—
EUPHROSINE
—
FOUNDATION

THE
SONOR FOUNDATION

LA
FONDATION SONOR



Individual
donors

Over \$3 million has been committed so far.




INAUGURAL ROUND

The Journalism Futures Fund will launch with an open call for its Organizational Funding stream, supporting small-to-medium journalism organizations that produce impactful journalism, engage their audiences and are led by members of communities underserved in Canadian media.

The Fund will evaluate applications based on the following criteria:

- **Community listening**
- **Representative leadership**
- **Journalistic impact**
- **Sustainability planning**



WHY A POOLED FUND FOR JOURNALISM?

- **Pooled funds attract more philanthropic support**, build engaged funder communities and can influence policy and practice across sectors.
- The Journalism Futures Fund draws on lessons and successes from global peers **to build a uniquely Canadian model.**
- Our peers abroad: Press Forward, Media Forward Fund, Fundo de Apoio ao Jornalismo, the Racial Equity in Journalism Fund, the North Carolina Local News Lab Fund and the International Fund for Public Interest Media.

Want to learn more?

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

**To contribute to the Fund, contact us at:
jff-fam@inspiritfoundation.org**



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**