



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

2026 Project Funding Round

Information Session



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

WELCOME!



WEBINAR OVERVIEW

1. Intro

2. Fund Background

3. Project Funding Stream

4. Application Process & Timeline

5. Your Questions



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FUND BACKGROUND



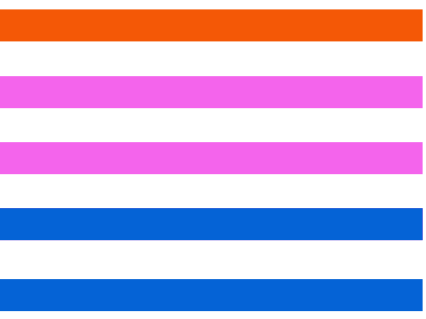
CANADA'S FIRST COLLABORATIVE MODEL FOR JOURNALISM PHILANTHROPY

Mission: to support independent journalism by investing in journalistic excellence, equity and financial sustainability.

The JFF prioritizes journalism organizations that are led by journalists from communities underrepresented and underserved in Canadian media.

The 2025–2030 pilot is incubated at the Inspirit Foundation.

The Fund has invested \$1.875 million so far.



WHO IS BEHIND THE JFF: PARTNERS



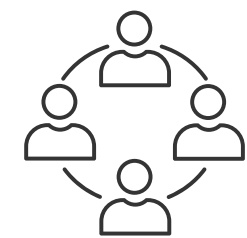
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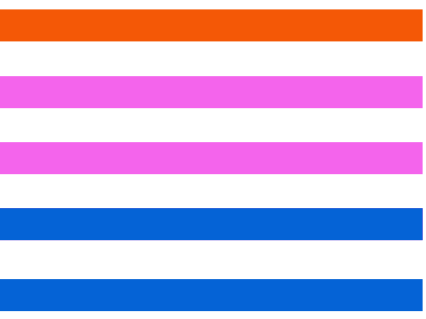
Press Forward >>

FOUNDATION
FOR BLACK
COMMUNITIES
—
FONDATION
POUR LES
COMMUNAUTÉS
NOIRES



Individual
donors

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



WHO IS BEHIND THE JFF: ADVISORY COMMITTEE



Asmaa Malik



Fabrice Vil



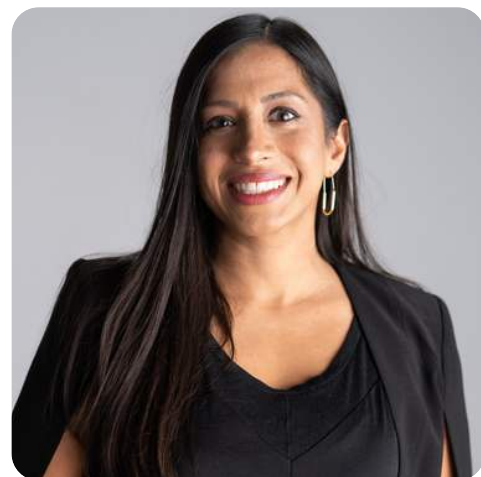
**Francine
Compton**



**Kaila Jefferd-
Moore**



Mary-Lynn Young



Narinder Dhami



Niamh Leonard



Sadia Zaman



Tamer Ibrahim



FUND MODEL

The Journalism Futures Fund offers:

ORGANIZATIONAL FUNDING

To strengthen the operational resilience of small and medium journalism organizations

PROJECT FUNDING*

to test, implement or deepen practical strategies to further organizations' work.

CAPACITY-STRENGTHENING

to strengthen operational resilience, audience engagement, impact and more.

***The 2026 Project Funding stream is focused on the theme of: Audience Relationships**



HOW DO YOU DEFINE 'UNDERSERVED COMMUNITIES'?

- Communities that are **underrepresented in newsroom leadership** and **frequently overlooked** or **misrepresented in media**.
- **Includes but is 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.



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OPEN NOW: PROJECT FUNDING STREAM



2026 PROJECT FUNDING STREAM

- This funding round is meant to help journalism organizations test, implement or deepen approaches to audience engagement and growth.
 - Eight to twelve awardees will receive **one to two-year grants of \$15,000 to \$150,000 total**.
 - Total funding available in this 2026 round is \$500,000.
-



GRANT OBJECTIVES

Practical, audience-centred projects that advance one or both of the following **objectives**:

Engagement

Deepen ongoing conversations and relationships with current or intended audiences.

Reach

Expand the number of people who regularly engage with the organization's journalism.



PROJECT EXAMPLES

Examples of projects could include one or more of the following:

- **an event series that strategically expands audiences** (e.g. hosting election debates)
- **collaborations where audiences are a core focus** (e.g. establishing new best practices in reporting on underserved communities)
- **a significant improvement to digital or social media presence,** including new formats or strategies

**The examples above are illustrative only*



WHO IS ELIGIBLE?

- **Eligible journalism organizations must:**
 - produce **original journalism** primarily in **English and/or French**
 - have a track record of **at least one year of publishing**
 - have an annual budget of **less than \$1,000,000 CAD**
 - be a **registered business or be incorporated as a for-profit or non-profit** and conduct activities **in Canada**
 - **be independent**
 - adhere to **journalistic ethics** guidelines
 - Take a self-assessment here: **journalismfuturesfund.org**
-



PARTNERSHIPS

Funding Allocation

Majority of the project funding should benefit organizations that are eligible applicants to this round.

Agreements

Partnership agreements should be established independently of the Fund.

MOU

A memorandum of understanding between partners may be required as part of the agreement.

Note: Only the main applicant needs to meet this round's eligibility criteria.

EVALUATION CRITERIA

1. Alignment: Meeting the round's objectives, with a focus on engaging or expanding existing audiences.

2. Audience: An active, demonstrated understanding of audiences, meeting the information needs of communities that are underserved in Canadian journalism.

3. Strategy: A clear and compelling vision supported by a convincing and feasible implementation plan.

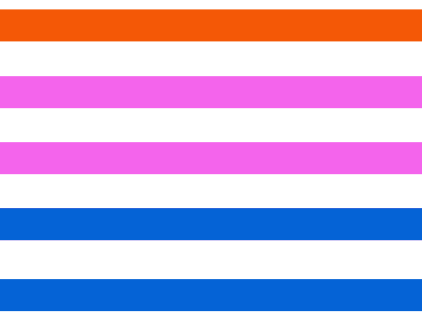
4. Impact: Clear potential impact for the organization, the audiences it serves, and/or the sector.



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APPLICATION PROCESS & TIMELINE

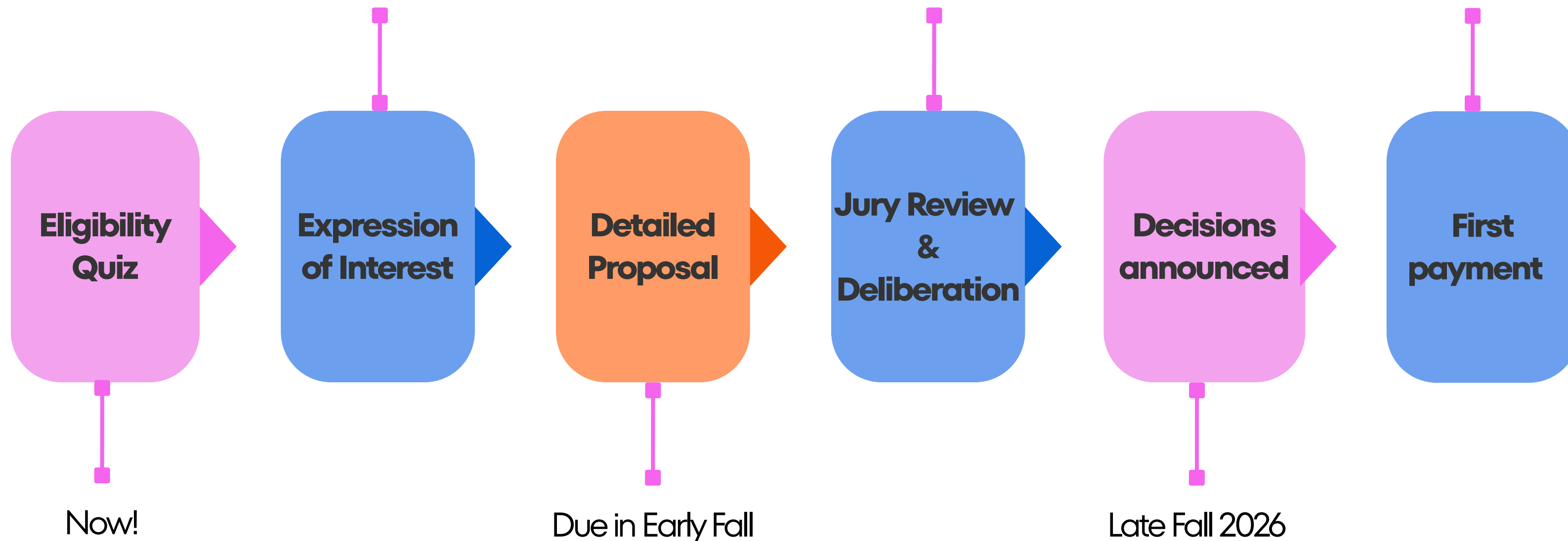


APPLICATION PROCESS

Deadline: July 22, 11:59
pm EST

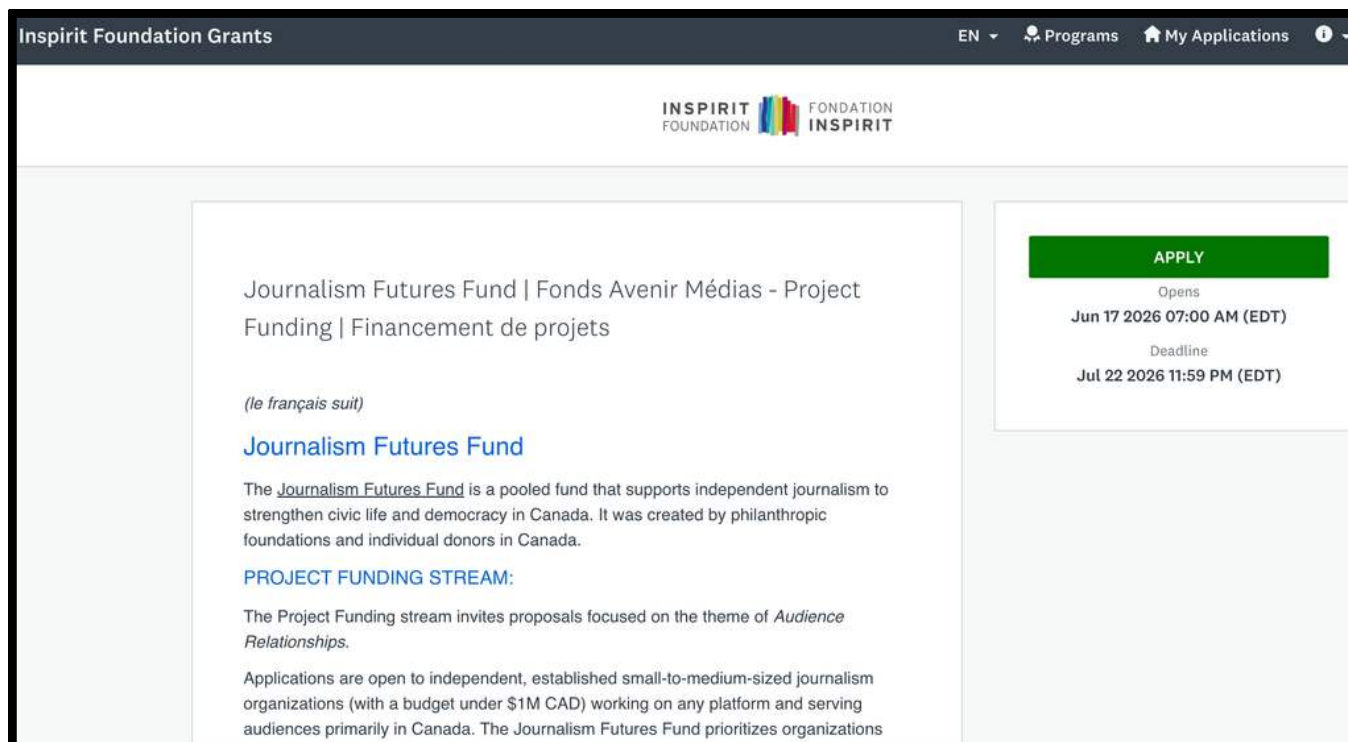
October-November
2026

Est. December
2026



EXPRESSION OF INTEREST

1. Contact Information
2. Eligibility Assessment
3. About Your Organization
4. About Your Project



Inspirit Foundation Grants

EN Programs My Applications

INSPIRIT FONDATION INSPIRIT

Journalism Futures Fund | Fonds Avenir Médias - Project Funding | Financement de projets

(le français suit)

[Journalism Futures Fund](#)

The [Journalism Futures Fund](#) is a pooled fund that supports independent journalism to strengthen civic life and democracy in Canada. It was created by philanthropic foundations and individual donors in Canada.

PROJECT FUNDING STREAM:

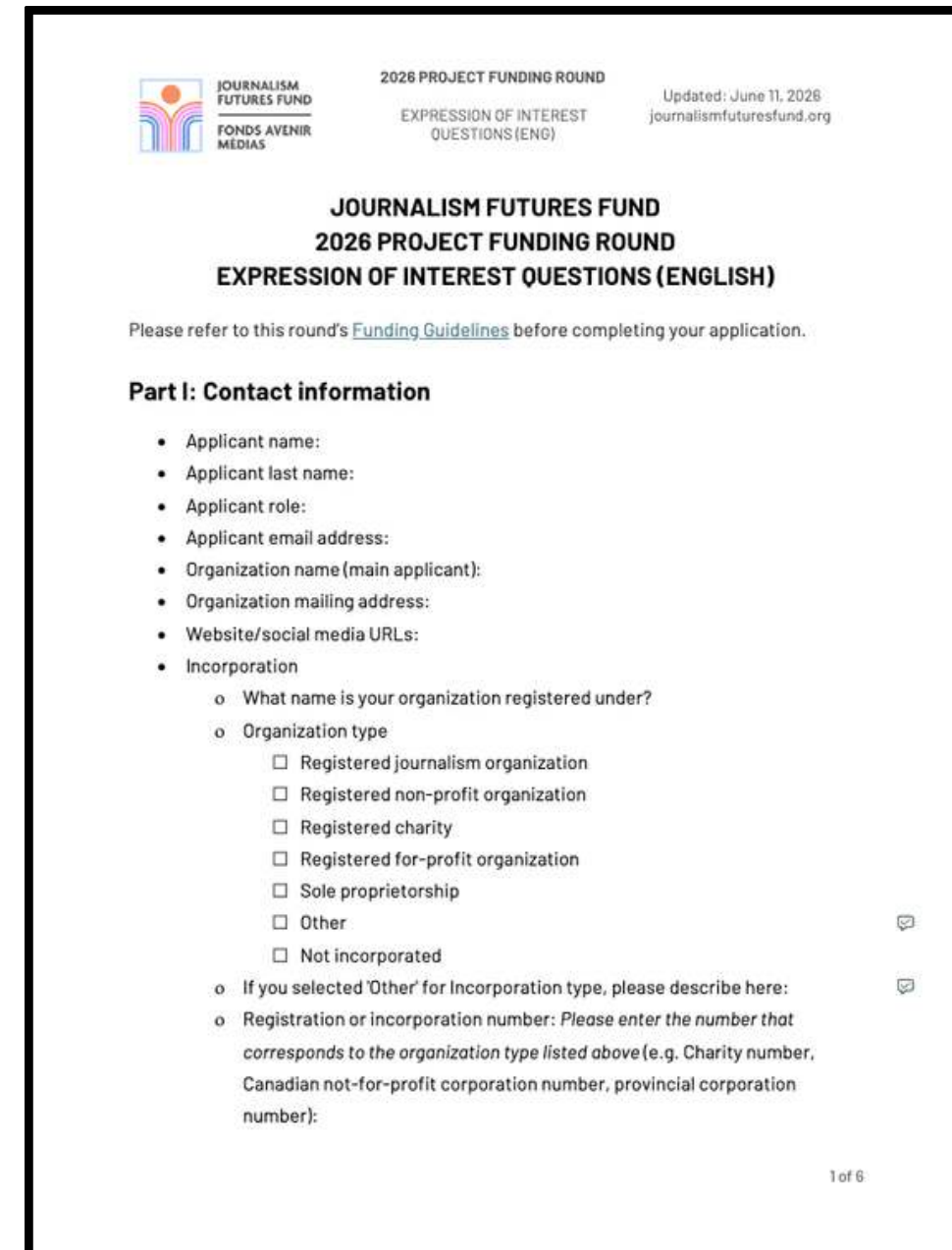
The Project Funding stream invites proposals focused on the theme of *Audience Relationships*.

Applications are open to independent, established small-to-medium-sized journalism organizations (with a budget under \$1M CAD) working on any platform and serving audiences primarily in Canada. The Journalism Futures Fund prioritizes organizations

APPLY

Opens
Jun 17 2026 07:00 AM (EDT)

Deadline
Jul 22 2026 11:59 PM (EDT)



JOURNALISM FUTURES FUND
FONDS AVENIR MÉDIAS

2026 PROJECT FUNDING ROUND
EXPRESSION OF INTEREST
QUESTIONS (ENG)

Updated: June 11, 2026
journalismfuturesfund.org

**JOURNALISM FUTURES FUND
2026 PROJECT FUNDING ROUND
EXPRESSION OF INTEREST QUESTIONS (ENGLISH)**

Please refer to this round's [Funding Guidelines](#) before completing your application.

Part I: Contact information

- Applicant name:
- Applicant last name:
- Applicant role:
- Applicant email address:
- Organization name (main applicant):
- Organization mailing address:
- Website/social media URLs:
- Incorporation
 - o What name is your organization registered under?
 - o Organization type
 - Registered journalism organization
 - Registered non-profit organization
 - Registered charity
 - Registered for-profit organization
 - Sole proprietorship
 - Other
 - Not incorporated
 - o If you selected 'Other' for Incorporation type, please describe here:
 - o Registration or incorporation number: Please enter the number that corresponds to the organization type listed above (e.g. Charity number, Canadian not-for-profit corporation number, provincial corporation number):

1 of 6

Applications are submitted via the SurveyMonkey Apply portal.



DETAILED PROPOSAL

The Detailed Proposal includes additional information including:

- **Organizational Revenue**
- **Project Plan**
- **Project Budget**
- **Partnership Details (if applicable)**

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

The JFF team will be available to support.



ELIGIBLE EXPENSES*

- **Salaries and benefits** for individuals directly working on the project
- **Professional fees and expenses** directly related to the project
- **Meetings and events** (e.g. venue rentals, catering and services related to organizing events or conferences that advance independent journalism)
- **Travel and accommodation** within Canada
- **Administrative costs** up to 15% of the budget (e.g. administration staff, office rent, general accounting, software, IT systems, telecommunications)

**All costs should be clearly tied to the proposed audience strategy.*



INELIGIBLE EXPENSES*

- **Individual reporting series or story pitches**
- **Travel** unrelated to audience engagement
- Standalone **audience surveys or marketing initiatives**
- **Research studies or individual research projects**, including academic research
- **Scholarships, fellowships, internships** or general training costs
- **Start-up costs** for a new organization
- **Conferences**

**The above expenses are not eligible, unless clearly embedded within a broader audience-relationship-building strategy.*



NEXT STEPS

Submission deadline: July 22, 2026

Upcoming information sessions:

- Information session (French): July 2, 2026
- Bilingual Q&A session: July 9, 2026

Before applying:

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



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YOUR QUESTIONS

Thank you!

For general information and to apply, visit:

journalismfuturesfund.org

For additional questions:

jff-fam@inspiritfoundation.org



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