



**JOURNALISM
FUTURES FUND**

**FONDS AVENIR
MÉDIAS**

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

THE JOURNALISM FUTURES FUND IS A POOLED PHILANTHROPIC FUND THAT SUPPORTS INDEPENDENT JOURNALISM TO STRENGTHEN CIVIC LIFE AND DEMOCRACY IN CANADA.

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



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COMMUNITIES WANT TRUSTWORTHY INDEPENDENT JOURNALISM...



Stories that reflect local realities.

Newsrooms that build connections and shared understanding.

Trustworthy reporting that helps people engage with each other.



...BUT CANADIAN MEDIA'S CAPACITY TO PROVIDE RELIABLE AND TRUSTED INFORMATION IS ERODING



624 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.**



OUR GOALS

01.

Build Canada's first collaborative model for journalism philanthropy, raising an **initial pool of \$10M** by 2030.

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.



OUR MODEL

We support small-to-medium organizations that deliver trustworthy independent journalism by providing:

Organizational funding:

Multi-year grants to strengthen their organizations and operational resilience

Project-based funding:

Grants for innovative initiatives that grow communities' access to journalism

Capacity strengthening :

Tailored support to help organizations improve their operational and financial resilience



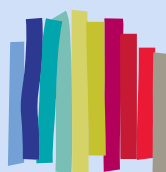
WHO CREATED THE JOURNALISM FUTURES FUND?

- **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 independent jurors.
- The Fund pilot (2025–2030) 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.



DONORS

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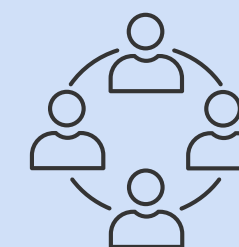
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NOIRES



Individual
donors

Our goal is to distribute **\$10M** to independent newsrooms by 2030.



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



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