



WELCOME



Journalism Funding Partners

JFP's Onboarding Package 2023

Journalism Funding Partners Onboarding Package

JFP's main mission is to increase the depth, diversity and sustainability of local journalism by building and stewarding connections between funders and news organizations. JFP works under a Model C sponsorship. Model C sponsorship is essentially a relationship between the grantor-grantee and the sponsor of the project. JFP charges an administrative fee that covers any costs such as donor management, reporting, accounting, administering the fund, ensuring legal guidance, and assuring news organizations maintain editorial independence.

What you get:

Fiscal Sponsorship: Organizations in need of philanthropic support can have JFP serve as a fiscal sponsor, allowing individuals or institutional donors to make contributions through JFP.

Community-Giving Platform: JFP uses the online platform, [GiveButter](#), for their digital donations. Partnering with JFP would qualify for the setup and administration of newsrooms' own community-giving projects.

Access to JFP Network: JFP has 12 unique board members with extensive backgrounds in journalism giving you access to their large-variety of connections.

Customizable Marketing Materials: Customizable marketing materials are available for newsrooms to use for their own marketing endeavors.

Fiscal Sponsorship

Organizations in need of philanthropic support can have JFP serve as a fiscal sponsor, allowing individuals or institutional donors to make contributions through JFP.



Projects that are a part of our fiscal sponsorship receive the following benefits:

- The means to be able to solicit and receive tax-deductible donations and grants.
- Credit cards, check donations, stock transfers, donor-advised funds (DAFs) and corporate matching gifts are all able to be processed.
- The use of our registered charitable status across the country allows projects to receive donations from anywhere.
- Annual 990 filing with the IRS for all philanthropic funds acquired.
- Annual financial audit, as mandated by the IRS.
- Donor-acknowledgment letters are sent to all that have donated, no matter the price. Because every donation makes a difference.

Community Giving

Set-up Fee: \$1,500.00

Set your entity up on the platform we use, [GiveButter](#)

We'll help set up your entity on the platform we use for community giving. You'll have a timely disbursement of funds, access to a network of other news organizations and customization options tailored to your unique voice.

Benefits Include:

- Able to accept any size gift digitally or a mailed check.
- Donor management back-end.
- Donors can include personal notes of support with their donations.

What We Do:

- Work with you on marketing language.
- Check processing and donor acknowledgment.
- Share best practices of other community campaigns.

Notable Example:

The Daily Herald

The Daily Herald in Everett, WA set out to raise funds through community giving campaigns. The purpose of the funds raised would be put to increase investigative and environmental/climate change reporting above the levels of coverage they saw prior to March 2020.

As of November 2022, The Daily Herald managed to raise over \$80,000 in both digital and mail-in donations.

The Daily Herald →

Investigative Journalism Fund

Herald **jfp** JOURNALISM FUNDING PARTNERS

This fund is a partnership between The Daily Herald and [Journalism Funding Partners](#) (JFP), tax ID #84-2968843, a verified 501(c)(3) nonprofit organization. JFP's mission is to "increase the depth, diversity and sustainability of local journalism by building and stewarding connections between funders and news organizations." [Read more...](#)

One-Time Monthly

\$10 \$25 \$50 \$100

\$250 \$500 \$1,000 \$ Other

+ Add a message

Continue

Powered by Givebutter

* Community giving funds received are NOT for general operations funding

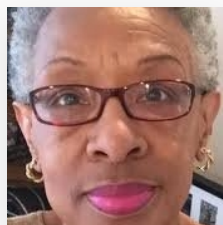
Access to JFP Network



The JFP Board of Directors is made up of 15 dedicated volunteers with extensive experience in journalism, education, law, nonprofits and philanthropy.



Orage Quarles



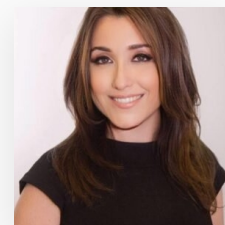
Sheila Solomon



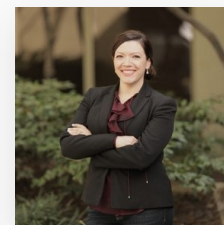
George McCannless



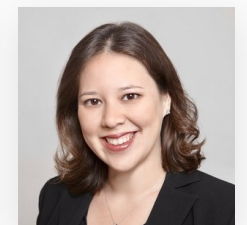
Jim Boren



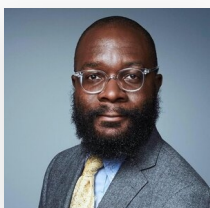
Teri Arvesu



Misty Avila



Jennifer Conklin



Sharif Durhams



Jim Goodman



Anders Gyllenhaal



Ashley I. Kissinger



Andy Pergam



Mizell Stewart



Chris Turpin



Dalton Walker

Here's what JFP Partners in our network have said:



Diogo Freire, 1Earth Fund

"Fundamentally it enables projects that wouldn't happen otherwise. Many foundations are interested in supporting local journalism, but won't fund outside of the 501c3 space. In our case, it has also been helpful in its ability to make connections – editors and news directors are extremely busy individuals, outreach from peers at JFP can sometimes get a quicker response than outreach from foundations."



Jaime McMurtie, Atlanta Journal-Constitution

JFP helped us do in six months what some industry experts say takes a year or more to do – secure grant funding for our climate program. Because of JFP's roots in journalism, we felt comfortable with the funders they brought to the table, and they had already thought through agreements and ethical standards that could have taken us weeks to craft had we been starting from scratch."



Tim Ritchey, McClatchy

"JFP is made up of a diverse group of local news leaders from multiple platforms and committed to supporting a healthy local news ecosystem. (What makes JFP stand out is) their strong commitment to the important role that independent fact-based local news plays in our democracy and the focus on contributing to its sustainability."

Customizable Marketing Tools

In 2022, JFP launched a social media marketing campaign. We wanted to shed a light on the importance of everyday interests and connect them to Local News

Below are examples of cards posted on JFP's social media accounts daily with different themes each time. Photoshop files are available for you and your newsrooms to customize and post on your own social media accounts. You can change the colors, fonts, look and anything else you want to customize.

QR codes for these marketing cards link to the JFP giving page on its website. QR codes on the cards can be customized to go to the news organization's giving page. These are easy to set up and can be generated courtesy of JFP.



Donor Funder Management

Editorial Independence and Integrity

For newsrooms, JFP ensures that local news are not influenced by funders and have full editorial independence in hiring and management of journalists, scope of coverage and presentation of work. We manage all communication with funders so there is no hint of influence.

Grant Fulfillment

For funders, JFP runs a tight shop for making the intent of the grant is fulfilled, impact measurements are tracked, reports are filed on time. We communicate regularly with grantors to share highlights of how local news is making a difference.

Donor Vetting

All donors over \$5,000 - individuals or foundations - are vetted by JFP through a 10-point process to determine the organization's mission, other recently funded projects, tax returns, whether the organization engages in lobbying or issue advocacy and other key indicators. These records are kept to support JFP's 990 returns, where these donors are listed.

IRS Reporting and Compliance

For both, JFP takes care of fund management and acknowledgment to donors so they can claim tax benefits from their donations. JFP maintains full records of funds raised and disbursed for our - and their - tax purposes, even those under \$5,000.

Example of Social Good Coverage



Pulitzer Prize-Winning Investigative Team at The Miami Herald

On May 9, 2022, The Miami Herald was awarded its 23rd Pulitzer Prize. The Herald received the top prize in the Breaking News category for its coverage of the heart-breaking tragedy of the Surfside collapse in South Florida. The Herald obtained first-responder body-cam footage, thousands of pages of structural drawings, inspection reports and more when covering the story.

This particular award didn't just go to one individual as a whole, but rather to the entire team, which consists of more than 35 journalists. We spoke with Casey Frank, Senior Editor/Investigations at The Herald about this award along with how reporting this event went. The Investigative team - or I-team - is funded in part by philanthropy and Journalism Funding Partners.

Casey Frank, Senior Editor/Investigations at The Herald, had this to say:

"This is an accountability job. Our task that very first day was to "find out why this happened" and report back. We are proud of what we have accomplished so far, but will keep tugging on strings of information in hopes of showing exactly what caused this - for the sake of the victims, their families and people who live in oceanfront condos and deserve to know if they too might be at risk. The Herald's tradition of aggressive investigative reporting has been passed on as a family heirloom through generations. I have been here to witness that over a span of 40 years. Someday that heirloom will be passed on by me."

Example of Social Good Coverage

WINSTON-SALEM JOURNAL

Insights from JFP's Climate Reporter in Winston-Salem

Winston-Salem Journal's quarterly report, spanning from February 15, 2022, to May 15, 2022, highlighted top stories from climate reporter John Deem across the North Carolina region.

The most highlighted stories from Deem span from discussions relating to solar power, electric vehicles, plant fires, etc., and identity with not only the city of Winston-Salem but other cities outside of the area.

Winston-Salem's audience reach of reporting has expanded throughout the Piedmont Triad area to readers residing in both Greensboro and High Point. Page visits for John Deem's climate reports have been high showing interest in combating climate change amongst readers in the area.

Journalism Funding Partners sat down with John Deem and Ragan Robinson, WSJ's digital editor, to discuss takeaways from the quarterly report and Deem's experience on the topics he's discussed.

When asking what WSJ hopes to see for next quarter, Ragan Robinson had this to say:

"We hope to continue bringing readers climate-focused coverage that goes beyond the science to touch on the changes imminent in all our daily lives. To that end, John Deem has spent weeks reporting on a moderate-income, predominately non-white neighborhood where residents are seeing massive erosion from continual flooding. His look at climate-related threats to North Carolina's Christmas tree industry is a likely candidate for long-term reporting. We have a project in our sights about high-risk dams across North Carolina, including in many Lee markets, and how more violent storms could be weakening them faster than ever."

Message from JFP's Executive Director



Rusty Coats
Executive Director

"In 2022, JFP polled our funders and local newsrooms to ask about our strengths and opportunities. They told us our strengths boiled down to three words: Agility, Trust and Humility. Agility for how quickly we turn funding into tangible local impact. Trust for our strong 'back of the house' management. Humility for how JFP's guiding principle is that our funders, journalists and local communities are the heroes of our story, not us. Our opportunity? We're just getting started."

Contact Us

Don't hesitate to reach out for more information.

Mailing Address:

1731 Howe Ave. #242
Sacramento, CA 95825

Executive Director Contact:

Rusty Coats, Executive Director
rusty@jfp-local.org
(813) 277-8959

Follow Us:

