Global Media Philanthropy

What Funders Need to Know About Data, Trends and Pressing Issues Facing the Field

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The global media funding ecosystem has evolved dramatically over the last 20 years, largely in response to tectonic shifts in how people around the world consume, produce and share information. Revolutions in information and communication technologies have enabled the rise of new platforms that are competing with legacy media and threatening the business models of established media institutions. Around the globe, philanthropy plays a crucial role in supporting a variety of diverse media-related initiatives, including strengthening media institutions, improving democratic processes, raising awareness and advocacy through public service radio campaigns addressing health issues, ensuring equitable access to communication technologies, and protecting freedom of expression.

While the funding landscape for U.S.-based philanthropies investing in media is well-documented, thanks to reporting requirements and tools such as Foundation Maps for Media Funding, (referred to below as the "media data map"), the picture for international philanthropy is far less clear.

It is imperative that the philanthropic community collectively seek to better understand how the media funding landscape is being shaped by a variety of actors and stakeholders around the world. Improving the mechanisms for capturing and analyzing global media funding trends is not only relevant for foundations focused on traditional media issues such as freedom of expression and journalism support, but also for donors working on healthcare, economic security, environmental issues and human rights. As the reach of media extends, it impacts all issues and areas of philanthropic giving.

With support from the Bill & Melinda Gates Foundation, Media Impact Funders has been researching worldwide trends, challenges and opportunities for media funding. The research in this report draws on a variety of sources: data from the media data map through 2015, results from a survey of leading organizations engaged in funding media-related projects around the world, analyses of existing literature and reports, and insights offered by experts across a range of media funding issues.

The funding landscape for U.S.-based philanthropies investing in media is well-documented. The picture for international philanthropy is far less clear.

EXECUTIVE SUMMARY

KEY DATA HIGHLIGHTS:

- Between 2009 and 2015, according to a November search of the media data map, $9.9 billion in media grants were made worldwide.

- Of that, $7.7 billion was awarded to U.S.-based organizations (a number of which work on international projects from U.S. headquarters).

- $8.8 billion was made by U.S.-based funders.

- In 2009, $915 million in media grants were made by funders around the world, jumping to $1.9 billion in 2015.

- In 2009, 9,230 media grants were made to global recipient organizations jumping to 47,928 media grants in 2015.

- In 2009, grants related to Media Content and Platforms totaled approximately $550 million and in 2015, the same category shows $1 billion in grants.

Data in media data map is continually updated, and numbers can fluctuate based on new reporting from funders, including adjustments to previous years. Graphics based on data search are from early November 2018.

TOTAL DOLLAR VALUE OF GRANTS*
*Totals may add up to more than 100% because grants can be assigned to more than one category

$550M-$1B

2009 ——— 2015

MEDIA CONTENT & PLATFORMS

$250-$470 MILLION

2009 ——— 2015

MEDIA ACCESS & POLICY

$180-$210 MILLION

2009 ——— 2015

JOURNALISM, NEWS & INFORMATION

$190-$270 MILLION

2009 ——— 2015

TELECOMMUNICATIONS INFRASTRUCTURE

$50-$140 MILLION

2009 ——— 2015

MEDIA APPLICATIONS & TOOLS
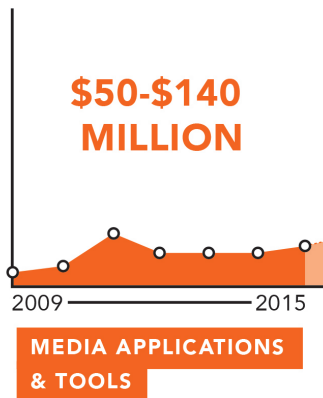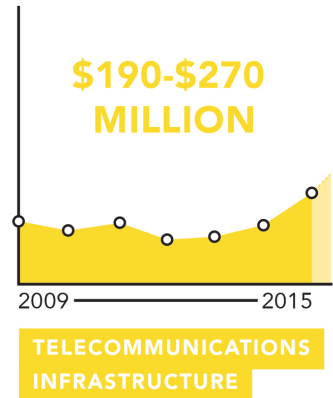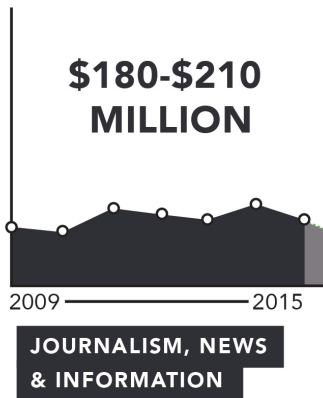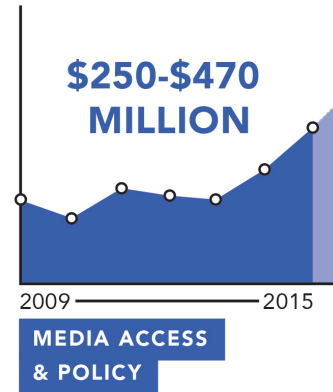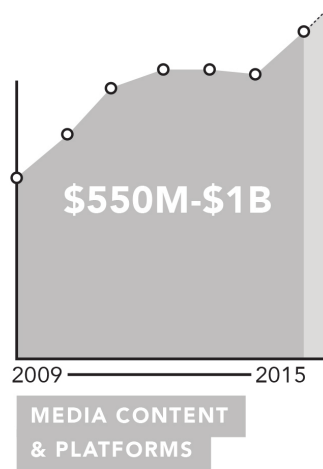
2016-2018 Data collection in progress

EXECUTIVE SUMMARY

HIGHLIGHTS FROM THE FUNDER SURVEY:

- Media funding is not limited to specific philanthropic portfolios. Investments come from a variety of sources within organizations, from dedicated journalism programs to media projects classified under a diverse range of portfolios including freedom of expression, economic justice and freedom from violence.

- The main challenges identified by those surveyed include:

  » *Local laws that inhibit donor support for civil society grants;*
  » *Feelings that implementation of democracy-oriented projects can endanger local grantees;*
  » *Scaling appropriately (from larger to smaller grants) to meet local organizations' needs;*
  » *Supporting viable media business models;*
  » *Finding appropriate partners with the capacity to administer grants programmatically and financially.*

To better understand how global media funders are currently thinking about their grantmaking strategies as well as how the wider media philanthropy space is evolving, in the spring of 2018, Media Impact Funders sent out a short survey to a group of media funders engaged in global grantmaking. In the surveys, we asked about programmatic and geographic priorities; whether media grants were given from specific portfolios; types of support given; and key issues influencing global media grantmaking.

WHAT TYPES OF MEDIA CONTENT AND PROJECTS DO YOU SUPPORT?

Percentage of support	Category
100%	Journalism
77%	Radio / Television
78%	Web based media
30%	Games / Interactive
80%	Documentary film / video
30%	Public Information
50%	Free expression
18%	Internet Access
10%	Television Infrastructure
19%	Mobile media
20%	Other
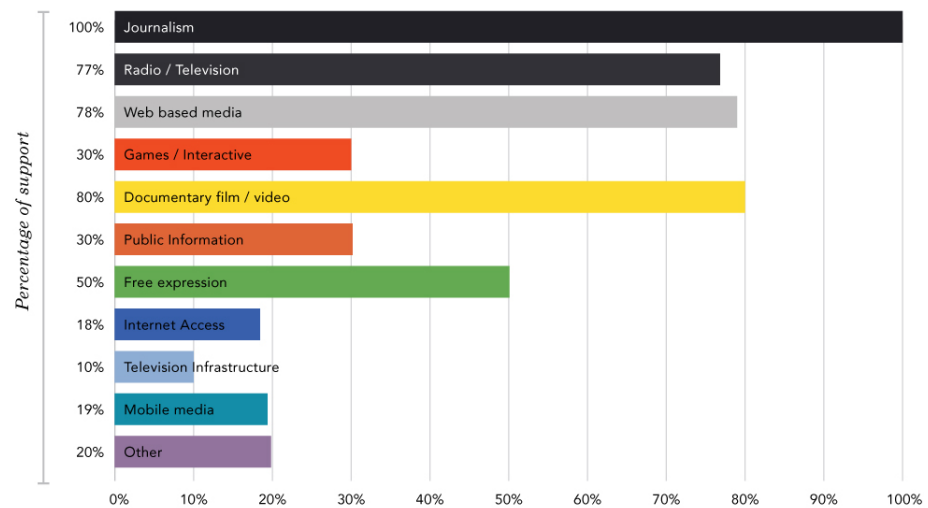
Responses to media funder survey conducted by Media Impact Funders in spring 2018.

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A similar survey was also sent to intermediaries, implementation organizations, and media associations that are engaged in research and network-building for the media development sector. These organizations play a significant role in setting global media funding priorities and coordinating with both donor organizations and recipient organizations around the world and are often more connected to local partners working on the ground.

Highlights from intermediary organization survey:

- Security is a significant concern.

- Long-term funding is rare and needed to support sustainable media systems.

- Funding for civic life (e.g. informing the public, holding government accountable, civic systems, etc.) is a primary type of funding made by intermediaries and implementation organizations that responded. These organizations also fund content around particular issues or advocacy campaigns.

- Freedom of expression and programs with an emphasis on web-based media are larger priorities for intermediaries and implementation organizations.

Insights from the field

With so many pressing issues affecting the media funding space as well as specific regional considerations around grantmaking strategies and priorities, Media Impact Funders turned to experts from the field and asked them to share insights across a range of media issues. Listening to those working on the ground is essential for understanding challenges and opportunities in a global context and these essays (starting on p. 23) offer critical insights that funders need to understand in the global media ecosystem. Topics include current challenges facing African and Indian media ecosystems, along with suggestions for solutions; the need for greater collaboration, experimentation and media development coalition-building to withstand political and social upheaval; the need for greater security awareness and support by funders; and the new ways of thinking about public media.

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Conclusions

Both funding and making media are now dangerous in new ways: Foundations, publishers, editors and journalists across the world are facing not just familiar forms of repression and censorship, but new threats from breaches to digital privacy and a notably uncivil online culture. Funders need to work more systematically to educate and protect themselves and their grantees.

Power dynamics are skewed in favor of American funders: The data emphasizes U.S.-based funders, who appear to be setting the agenda for foundation support of media worldwide, raising questions about power dynamics between these funders and local foundations and grantees. Improving worldwide data collection and access will help all funders understand how non-local funders' priorities match, complement or possibly undermine funders and NGOs in local communities. In addition, supporting local media efforts, business model development and listening to grantees and implementation organizations are key to adjusting the balance of power. As our survey indicates, funders and those on the ground are not always concerned about the same things, and better understanding of local needs is essential for a stronger media ecosystem and improved outcomes for all the issues funders care about.

Foundations can have an outsized influence on a country's media system: This power can be productive or disruptive depending on the context. On the one hand, funders can support convenings, monitoring, regional partnerships and even media distribution from outside of countries where anti-democratic leaders repress the media. On the other, foundations can create perverse incentives through supporting initiatives that don't match needs on the ground, or through short-term funding that leaves local organizations stranded.

The moment is ripe for organizing media funders in creative and effective new ways: There are areas for research and sharing of best practices that are relevant in many countries and bear further examination. These include the role that social media plays in public discourse, new business models for news, impact evaluation for public interest media investments, and the need to make a stronger case for media as a legitimate area for philanthropic support. These topics could serve as organizing principles for enlarging and engaging a larger network of global media funders. There are also new ways for funders to work together, in multi-stakeholder coalitions, and even in partnership with grantees. The funding environment differs widely from country to country, so it's important not to seek one-size-fits-all solutions.

Funders need to see the bigger picture: Funders need to understand and support media and media ecosystems in order to advance their work and improve society. New funding approaches and sources highlight the need for gathering and analyzing data about global media funding, and understanding how it fits into the overall global funding picture.

Better data is needed: Our research and literature review highlighted the significant barriers the field faces in truly understanding the reach and scope of global media philanthropy. Developing reliable frameworks of philanthropic data collection will be imperative to understanding how funders are working around the world, as well as the trends, challenges and opportunities. It also highlighted the need for U.S.- and European- based funders to more thoughtfully report grant information, to ensure improved coding accuracy, as well as more nuance around purpose and populations served.

GLOBAL MEDIA PHILANTHROPY

What Funders Need to Know About Data, Trends and Pressing Issues Facing the Field

By Sarah Armour-Jones & Jessica Clark,
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Research and editorial support provided by
Laura Schwartz-Henderson

March 2019

Introduction

The global media funding ecosystem has evolved dramatically over the last 20 years, largely in response to tectonic shifts in how people around the world consume, produce, and share information. Revolutions in information and communication technologies have enabled the rise of new platforms that are competing with legacy media and threatening the traditional business models of established media institutions. This continual invention of new formats, content, and forums has disrupted previously stable forms supported by foundations, including newspapers and magazines, film, television programming, and public radio.

While this process has created demand for more funding as news media budgets erode, it has also generated fresh opportunities and new roles for philanthropic investment in spurring innovation around public service media. At the same time, the donor community is attempting to confront pressing and rapidly evolving issues such as the spread of disinformation and misinformation, threats to journalists' safety, questions about the role of traditional public service media, the impact of emerging technologies on democratic processes, policies and laws governing privacy and personal data, and censorship of online content. More and more, these challenges have a global dimension and cannot be addressed via local or national funding alone.

While the funding landscape for U.S.-based philanthropies investing in media is well documented, thanks to reporting requirements and tools such as Foundation Maps for Media Funding, (referred to below as the "media data map"), the picture for international philanthropy is far less clear.

With support from the Bill & Melinda Gates Foundation, Media Impact Funders has been researching worldwide trends, challenges and opportunities for media funding. The research in this brief draws on a variety of sources: data from the media data map through 2015, results from a survey of leading organizations engaged in funding media-related projects around the world, analyses of existing literature and reports, and insights offered by experts across a range of media funding issues.

Around the globe, philanthropy plays a crucial role in supporting a variety of diverse media- related initiatives, including strengthening media institutions in order to improve democratic processes, raising awareness and advocacy through public service radio campaigns addressing health issues, ensuring equitable access to communication technologies, and protecting freedom of expression. Regardless of the location of a particular funder, as "the media" is increasingly less confined by physical borders and legal jurisdictions, it is imperative that the philanthropic community collectively seek to better understand how the media funding landscape is being shaped by a variety of actors and stakeholders around the world. Improving the mechanisms for capturing and analyzing global media funding trends is not only relevant for foundations focused on traditional media issues such as freedom of expression and journalism support, but also for donors working on democratic governance, healthcare,

Media Impact Funders has been researching worldwide trends, challenges and opportunities for media funding.

economic security, environmental issues and human rights. As the reach of the media extends, it impacts all issues and areas of philanthropic giving.

Over the past two years, current and prospective media funders have been keeping a close eye on troubling global trends and potential threats to democracy, journalism and free speech.

Funders have been particularly attuned to challenges related to the rise of propaganda and disinformation across the web as well as the effects of untested technologies and artificial intelligence on media habits

and policy responses.

Foundations are supporting both research into and remedies for these issues. So, in order to reflect funders' interests and current geopolitical realities, this report has taken a few particular thematic approaches, zooming in on global funding trends, journalism funding in Europe and Africa, and insights from funders and implementation organizations around the world. While much of the quantitative data provided in this report details grants only through 2015 (the most recent year with complete data from the media data map) we have used surveys, desk research, and expert interviews to better understand how these issues are affecting the media funding landscape in the immediate term. From this analysis, we anticipate that the media map data for 2016 and 2017 may reflect an increase in journalism and freedom of expression-related funding.

Our hope is to provide interested funders a starting point for understanding the core issue in the field, developing improved donor strategies, enabling greater coordination, and building opportunities for potential partnerships. By no means exhaustive, this report aims to highlight areas of interest to the media funding

community. It also unpacks some differing approaches and perspectives on media-related philanthropy from a diverse and global cohort of experts and practitioners.

For those new to media funding, especially in a global context, we have also compiled a Resources section at the end of the report to provide additional background literature, relevant reports, data, documents and case studies. In addition, the Media Impact Funders website— mediaimpactfunders.org—hosts additional information on relevant issues and serves as a knowledge hub for the media funding community.

The body of the report is organized into five sections:
I. What the media data map can tell us about global media funding
II. A comparative review of journalism funding in Europe and Africa
III. In their own words: Survey responses from funders and intermediaries
IV. Key issues in the field: Insights from leaders around the world
V. Conclusion

Section I: What the media data map can tell us about global media funding

About the Data and Data Reporting

We use the media data map's definition of media-related funding as encompassing all grants that *use* media and media technologies to bring about foundations' stated objectives to address the largest and most complex social issues such as poverty, healthcare access, free expression and more. For example, the data shows grants for investigative journalism to advance environmental justice work; telecom and media policy-related activities to ensure all people can access an open internet; and educational game development to teach civics to high schoolers. These media- related grants also include those that focus on platforms and content, including mobile media, documentary film, TV, radio, interactive games, and web-based media.

The data is organized by a revised taxonomy, which was developed by key U.S.-based media funders, Media Impact Funders and Foundation Center. (In February 2019, Foundation Center and GuideStar joined forces to become Candid.) The taxonomy was updated in 2013 to reflect changing media grantmaking trends and issues focused on new technologies, such as gaming, Geographic Information Systems and web-based content. The taxonomy now includes five main categories for funding, along with a number of sub-codes for specific types of projects with the broader category. See Appendix I for definitions of each sub-category.

Note: These grants reflect the broad definitions of media, as used in the media data map, accessible at mediaimpactfunders.org. For example, they include development of financial services platforms for mobile phones, libraries, internet policy, web-based educational content, etc. Each funder defines their own media work differently, therefore totals reflected on the map and in Foundation Center's coding structure might not reflect individual foundations' categorization. See Appendix I for further detail.

Media Content and Platforms: This category includes grants for newspaper, television, cable, video, film, website, or radio production, training and programming, and/or educational programs related to the media.

Telecommunications Infrastructure: This category includes the study, development, and use of the interconnected technologies that provide the means of creating, transmitting and receiving, and storing information, including telecommunications and computer systems.

> **We Need You!** The data for this report is based on information provided by the foundations themselves, 990 tax forms and other public information, and self-reported data is not always uniform or nuanced. The best way to help the field understand the purpose of your funding, including the populations you aim to serve, support strategies, etc. is to e-report to Candid (formerly Foundation Center) and provide as much detail as possible about your media grants. Candid staff review and make adjustments on an ongoing basis to ensure the accuracy of the data, adding new information weekly. Funding data can also be corrected easily. Email mediamap@foundationcenter.org for more information on correcting or reporting.

Media Applications and Tools: This category includes electronic technologies and software that assist in the creation, structuring, and delivery of information, communications, data, entertainment, artwork, and other content. These innovative technologies are often referred to as "new media" and are interactive, digital, networked, and/or user-generated.

Media Access and Policy: This category includes grants that address the right and ability of the public to have direct access to media content, and the right and ability of a content provider to have direct access to the public. This includes access to appropriate information and communication technologies, to full and complete data, to a wide range of information sources, and to resources that allow transparency and comprehensibility in communication, and freedom of expression.

Journalism, News and Information: This category includes funding for journalism practice, operations, and activities associated with the reporting of news and current events to the public. Grants include those to associations of journalists, reporters and newspapers, reporting organizations, and wire services. This includes grants for journalism in all forms of media, such as web, print, television, radio, etc.

Many grants include multiple media codes. For example, a $100,000 grant for public radio reporting would be coded for "journalism" and "radio," and the $100,000 amount would be included in a search for both radio and journalism. However, the total amount of giving shown in the map across the combined subjects is unduplicated. The $9.9 billion in media-related grants between 2009 and 2015 is an accurate total based on available data.

While the media data map offers the clearest and most comprehensive dataset on media funding currently available, there is significant room for improvement in global data collection and access. There is also a need for U.S.-based funders to routinely provide greater detail in their grant reporting and do so with increased timeliness in order to provide more nuance and insight into the intention of their grants. For funders outside the U.S. and Europe, creating philanthropic data reporting standards that work for both local and international contexts is a long way off.

We recognize that the taxonomy and perspectives used in the media data map are not easily applied to funding around the world, but it is the most robust structure available, and serves as a useful starting point to understand the global media funding landscape. Further

Concerns about adequate funding data are widespread. A 2017 report co-produced by the Foundation Center and Worldwide Initiatives for Grantmaker Support (WINGS) notes:

"There is widespread belief that access to readily available, high-quality data will improve philanthropy's efficiency, influence, and impact, and highlight its role and contribution to society alongside other stakeholders such as governments, multilateral organizations, civil society, academia, the private sector individuals, communities, and beneficiaries. Consistent and reliable data help donors to establish approaches and make decisions on what, where, and how much to invest, and to develop strategies for effective program implementation, as well as understand gaps, needs, and trends."

research is needed to understand whether the current categories match global grantmaking structures, particularly for grants that are not currently captured by the media data map.

To address this, Foundation Center has put in place a global strategy around data collection that includes establishing data sharing as a norm. The organization is using several approaches to increase the perceived value of data collection and sharing (see Appendix II for details).
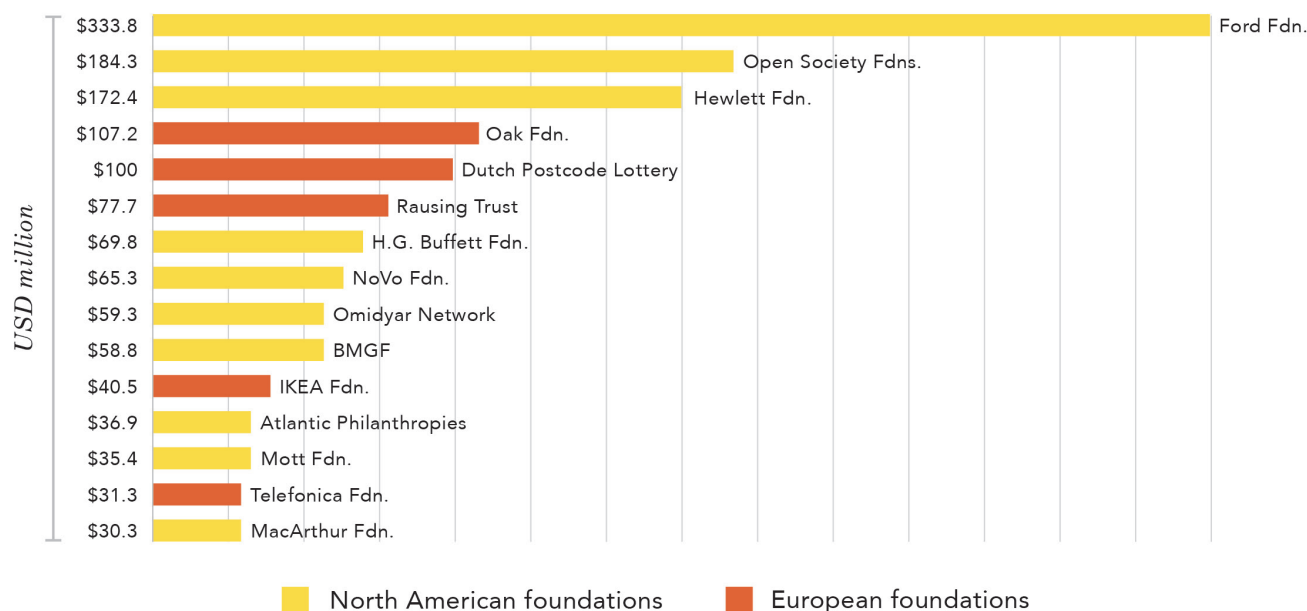
What the media data map data tells us: Overview

The media data map shows that media funding itself has grown significantly since 2009. Between 2009 and 2015, the data map has information on $9.9 billion in media grants worldwide. Of that, $7.7 billion was awarded *to* U.S.-based organizations (many of which work on international projects from U.S. headquarters), and $8.8 billion was made *by* U.S.-based funders. We see a similar pattern in other areas of funding. For example, according to the Organisation for Economic Co-operation and Development's recent report, *Private Philanthropy for Development*, U.S.-based funders dominate the giving for civil society grants, which includes but is not limited to media and free expression.

In 2009, $915 million in media grants were made by funders around the world, jumping to $1.9 billion in 2015. In addition to an increase in total amount granted, the number of media related grants reported to the Foundation Center also climbed substantially in this period, from 9,230 media grants made to global recipient organizations in 2009 to 47,928 in 2015. Nearly all of this increase is attributed to increases in the *Media Content and Platforms* category, which includes grants for television, cable, video, film, website, or radio production; mobile media; training and programming; and/or educational programs related to the media. In 2009, Media Content and Platforms related grants totaled approximately $550 million and in 2015, the same category shows $1 billion in grants. During this six-year period, funders already invested in media significantly increased their grantmaking in the content and platforms category. At the same time, donors new to media funding also began making substantial investments in this category.

TOP 15 FOUNDATIONS IN THE GOVERNMENT AND CIVIL SOCIETY SECTORS, 2013-2015

USD million	
$333.8	Ford Fdn.
$184.3	Open Society Fdns.
$172.4	Hewlett Fdn.
$107.2	Oak Fdn.
$100	Dutch Postcode Lottery
$77.7	Rausing Trust
$69.8	H.G. Buffett Fdn.
$65.3	NoVo Fdn.
$59.3	Omidyar Network
$58.8	BMGF
$40.5	IKEA Fdn.
$36.9	Atlantic Philanthropies
$35.4	Mott Fdn.
$31.3	Telefonica Fdn.
$30.3	MacArthur Fdn.

North American foundations   European foundations

Source: (OECD, 2018) *Survey on Private Philanthropy for Development 2013-2015;* Data questionnaire
www.oecd.org/dac/financing-sustainable-development/development-finance-standards/beyond-oda-foundations.html

TOTAL DOLLAR VALUE OF GRANTS*
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$550M-$1B

2009 ——— 2015

MEDIA CONTENT & PLATFORMS

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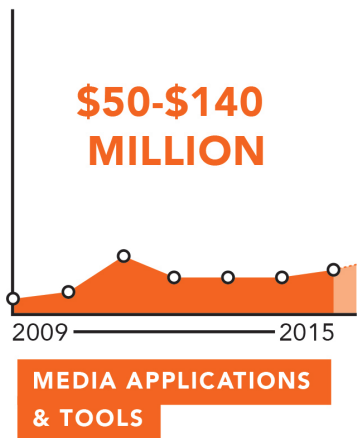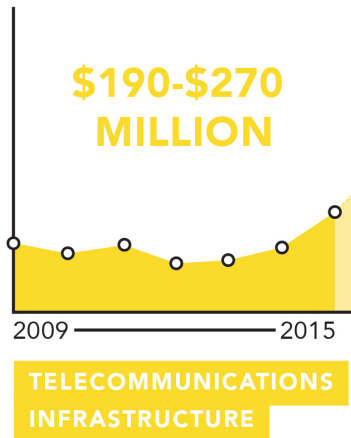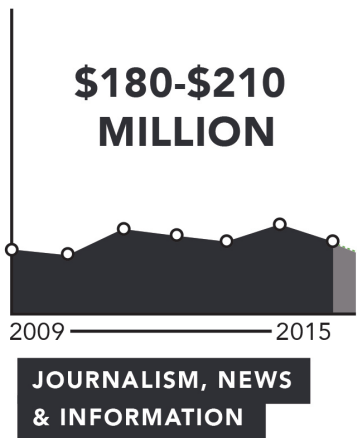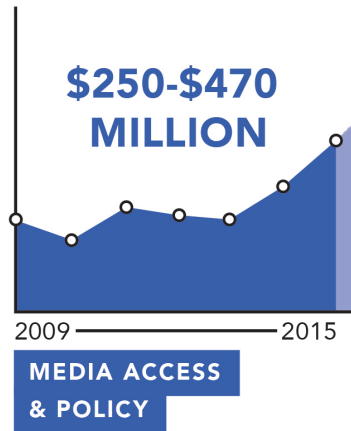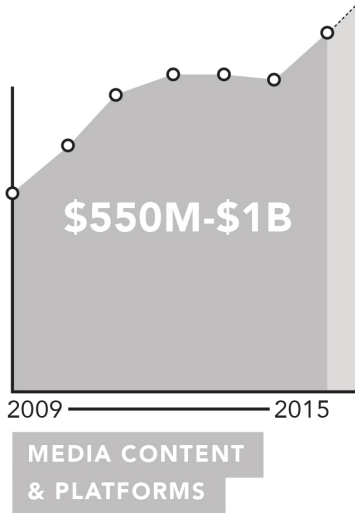
Grants from 2009 to 2015 worldwide.

Data collection still in process for 2016, 2017 and 2018.

Section II: A closer look at journalism funding and funder priorities

The decline in traditional revenue models for journalism has been well-documented, and funders have been investing in a variety of journalism initiatives to ensure the survival of the nation's press—at both national and local levels. Some involve grants to new nonprofit outlets while others aim to test and advance business models for an evolving news landscape. A 2018 report from the Shorenstein Center on Media, Politics and Public Policy highlights the ways that philanthropy is responding to the current journalism crisis, highlighting key trends in giving.

Despite clear interest among funders, aggregate funding levels for journalism have only increased modestly between 2009 and 2015. According to the data map, journalism funding is only a small slice of the total media funding picture worldwide. In the chart below, Journalism, News and Information grants are represented in black and account for $1.4 billion of $9.9 billion total in media grants, from 2009 through 2015. This raises questions about challenges or concerns funders face when considering supporting journalism work, and whether concerns about sustainability, editorial independence or scope of the problem deter greater philanthropic support.

Funders looking for basic information on getting started in journalism-related work are encouraged to explore resources such as Media Impact Funders' *Journalism and Media Grantmaking: Five Things You Need to Know, Five Ways to Get Started*, and the American Press Institute's *Guiding Principles for Funders*.

GRANTS STARTING IN YEAR(S) 2009-2015

Totals may add up to more than 100% because grants can be assigned to more than one category

$6.4B
MEDIA CONTENT & PLATFORMS

$2.2B
MEDIA ACCESS & POLICY

$1.3B
TELECOMMUNICATIONS INFRASTRUCTURE

$1.4B
JOURNALISM, NEWS & INFORMATION

$735M
MEDIA APPLICATIONS & TOOLS
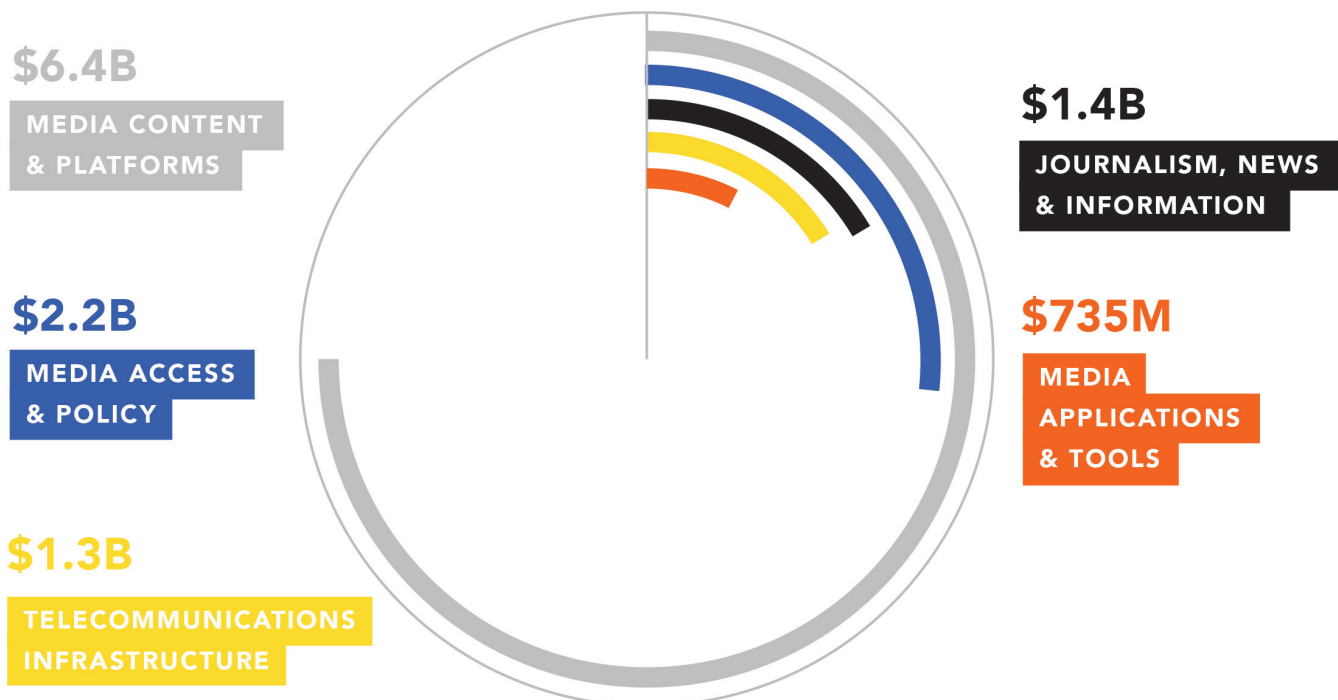
Data in Foundation Maps for Media Funding is continually updated, and numbers can fluctuate based on new reporting from funders, including adjustments to previous years. Graphics based on data search conducted in November 2018.

While this data makes clear that philanthropic funding directed toward journalism is currently a very small piece of the pie, recently there has been increased interest by funders and experts alike to better understand the role that donors can play in supporting high-quality journalism.

Due to the importance of a healthy information ecosystem, many of the largest foundations working in this field are exploring how and in what ways programming in this area can be strategically deployed and scaled to ensure sustainability and vitality of media institutions. Therefore, this report takes a closer look at funding patterns, opportunities and challenges for journalism-related work in two very different regions: Europe and Africa.

From 2009 to 2015, $80.3 million in journalism grants were made from philanthropic organizations to European-based recipients (from funders within and outside Europe), compared to $1.2 billion journalism grants made to U.S. organizations across the same time range. Grants range from $1,000 to $3.2 million, and average at $70,000, with only nine grants totaling more than $1 million.

Journalism Funding in Europe (including the United Kingdom)

It is important to note that the European Union, the Organization for Security and Cooperation in Europe, the United Nations, and country-based development units fund many media-related activities that foundations fund in the U.S., highlighting differences in philanthropic structure and partners around the world.

Given the recent recognition of the role that misinformation and manipulation of the media can play in politics, democratic functioning and civic society, we anticipate seeing increases in both funding totals and number of grants in the U.S. and Europe around journalism for the 2016 and 2017 data.

In order to take a closer look at the details of journalism funding on a country-by-country basis, we examined these trends from the media data map alongside three reports on journalism funding in the UK, Germany, and France, commissioned by the European Journalism Centre, and distributed via the Journalism Funders Forum in 2017: P*hilanthropic Journalism Funding in Germany* by Thomas Schnedler, and, Günter Bartsch; *Philanthropic Journalism Funding in the UK,* by Jenny Harrow, and Cathy Pharoah; and *Philanthropic Journalism Funding in France*, 2017 by Anne-LiseCarlo.

Our comparison of these reports reveals the following key takeaways on journalism funding across these three countries:

Funding priorities and policies: Report highlights

United Kingdom:
» There is a strong tradition of government-supported public service broadcasting.
» There is a focus on the need for support for local journalism given the London-centric focus of the BBC.
» The field of journalism funding seems to be expanding, but few UK funders specializein this field.
» Investigative reporting is not explicitly named as one of the sanctioned categories for charitable giving in UK.
» The UK has just a few operating foundations that run media projects, but the trend is growing.
» UK funders need greater guidance in how philanthropic funding can support journalism while meeting charitable purposes.

France:

» The French government supports public broadcasting and print dailies–both directly and with tax breaks. As print publications have consolidated and struggled to adapt to digital formats, concerns have been raised about government control of journalism.
» Fondation Varenne is "the only foundation in the field of media that is officially recognized in France as serving the public good."
» The report recommends that the use of "endowment funds" (a simplified form of a foundation) should be opened up to support media. Currently, media outlets and projects are not supported as recipients of these funds.
» The report suggests the incorporation of funding structure parallel to the UK's "GiftAid" model and creating a new "nonprofit media organization"status.

Germany:

» The public service broadcasting sector remains strong, and public trust in journalism remains high.
» There is no direct government funding for the private press, but there are some tax breaks.
» Journalism funding in Germany tends to be less focused on content due to concerns about independence of the press. Funding is more focused on journalism education, media literacy, digital rights and privacy.
» There are 120 foundations that "express support of journalism in their statutes" notes the report (out of, according to Association of German Foundations, 21,800 total funders).
» German tax law does not reflect this commitment–nonprofit projects have to address established subjects like science, religion, research, art, culture, sports, or intercultural understanding, rather than journalism broadly, which puts regional and local journalism at a disadvantage in terms of seeking funding.

Concerns about independence:
Across the three countries, funders are struggling with issues over how to reconcile philanthropic funding of journalism with general apprehension about media independence, activism and political campaigning in news. The UK report notes that "issues of advocacy and voices for change present an increasing source of anxiety and uncertainty."

While foundations may want to get more involved in funding investigative journalism, they need to be aware of issues related to both editorial autonomy and partisanship. In France, where media philanthropy is less common, concerns about independence from government interference are coupled with anxieties about the influence of individuals who own prominent news properties.

The German report notes that the lack of transparency around foundations' operations is an issue that generates questions about journalistic independence when foundations fund outlets.

The promise of social impact investing:
The reports suggest that there are fruitful ways to mix foundation funding with for-profit income, or to encourage social impact investing in all three countries. In the UK, "mixed-purpose organizations" are increasing in importance—these combine charitable or pro bono aspects along with consultancy, technical training or commercial production. In France, startups, especially those providing independent journalism, suffer from lack of access to capital. Crowdfunding campaigns via platforms including KissKissBankBank and Ulule have been very successful but are not tax-deductible. In Germany, there's a healthy startup culture, and a nonprofit journalism field characterized by "innovation and creativity."

Recommendations include making management consulting services and mentoring available to startup outlets and journalists, and encouraging experimentation in journalism through "venture philanthropy"—a form of charitable giving that draws from the practices of venture capital funding to help funded projects acquire capital and

scale up. One notable effort is the Google Digital Publishing Innovation Fund, which now extends across Europe, and has provided support for research and development and new business models across a range of outlets, from startups to newsrooms.

A more recent report published in September 2018 affirms the differences between the funding environments in the U.S. vs. Europe: *An Introduction to Funding Journalism and Media*, by Sameer Padania of Macroscope London, published with support of the Ariadne Network of European Funders for Social Change and Human Rights.

"The majority of coverage and analysis of the relationship between philanthropy and journalism—or at least the most widely-circulated and debated—has been U.S.-focused," Padania writes. "There has been a major increase in foundation funding for media in the USA in the last decade, driven by a mixture of regulatory changes facilitating the creation of nonprofit media, and the catalytic work of a range of funders, researchers and think tanks, spearheaded by the Knight Foundation in particular."

"In Europe by contrast, while some of these dynamics may be emerging on the national level—notably in Germany, the Netherlands, Scandinavia, and, very embryonically in the UK—the picture is far more fragmented, multi-lingual and multi- layered—and with very different kinds of threats and opportunities, and even different societal journalistic cultures. According to the available data, the size of media philanthropy in the U.S. also dwarfs that of Europe, and overall U.S. expenditure on journalism, media and quality information is much higher. Unlike in the U.S., charitable status is not available consistently across Europe to journalism organizations, for example, stifling the growth both of more diverse journalistic entities and of philanthropy to the media."

Additional dynamics that are influencing the health of media across the European Union are addressed in Section IV, which features guest essays. Minna Aslama of the University of Helsinki writes about the struggles of public service media (PSM)—a sector that has historically been well-supported by European governments, but is now facing serious challenges. "Mature PSM organizations are not obsolete," she argues, "and in this time of diminishing independent journalism around the world, they need to be supported as they evolve to focus on new audiences, impact, and experimentation."

Marius Dragomir, who directs the Center for Media, Data, and Society, writes about the dangers for media funders operating inside of hostile nations, such as Hungary, where Prime Minister Viktor Orban has targeted the Open Society Foundations (OSF). "Although Hungary is part of the EU, a political and economic union that would normally guarantee media freedom, the EU has been ineffectual in reining in Orban's dictatorial outbursts," writes Dragomir. While OSF media grantees are still staying put, he suggests, "If the political situation in Hungary deteriorates, the last standing independent media there will have to go into exile too."

Journalism funding in Africa
Beyond Europe, this research seeks to help funders better understand media-related philanthropy in other regions and markets. While data from the media data map is not as robust for non-U.S. and European funders and there is limited formalized philanthropic data collection in these contexts, we have complemented the map's available data with reports and interviews from the field.

Key takeaways about African journalism funding:
The African continent is so large and countries' economies, populations, assets, and challenges vary so extraordinarily that it is impossible to offer a single view of the entire media ecosystem, however a few patterns have started to emerge in our research.

In terms of African-based journalism funders across the continent, the media data map only shows six Africa-based funders, giving $2.3 million since 2009. Information on notable journalism projects are missing, including the AmaBhungane Centre for Investigative Journalism, which focuses on best practices in journalism, distributed publishing models and free press rights. Supporters of the Centre include the Millennium Trust, Bertha Foundation, Open Society Foundation for South Africa, RAITH Foundation and individual donors. The Millennium Trust, Shuttleworth and RAITH Foundations are not listed either, pointing to significant gaps in overall funding picture for African-based funders. Despite the limits of the data, takeaways from the information available include:

- Journalism as a topic receives a very small slice of the overall funding pie for African- based nonprofits, which includes grants from non-African funders, and even smaller slices from locally-based funders.

- The activities funded are primarily for training and journalism development,journalist networking and sector collaboration, and civic dialogue.

- The countries with the most robust journalism funding from external or locally-based funders are South Africa and Kenya, with $5 million and $6 million in journalism grants, respectively.

Information about digital innovation, networking and data journalism are emerging, and there are networks and funds supporting innovative work across the continent. For example, Code for Africa is a network hub for "digital innovation organisations that support 'citizen labs' in nine countries and major projects in a further 15 countries." Projects include data access, supporting data fellows and helping partners launch tools like Fatal Extraction, which maps the human toll of extraction industries in Africa and serves as a reporting partner to bring abuses to light.

In addition, initiatives such as the pan-African Bloomberg Media Initiative Africa show concerted work to strengthen media, and journalism specifically, by improving access to quality data and information to support transparency and good governance.

Concerns about media independence, access and safety issues: Threats to journalistic independence and journalist safety are a paramount issue across the continent. The Open Society Initiative of West Africa (OSIWA) includes work on promoting media freedom and access to information. Recent advocacy initiatives have focused on the adoption of Freedom of Information (FOI) laws in Guinea, Liberia, Niger and Nigeria and Access to Information (ATI) laws in Liberia and Nigeria.

According to the United Nations' publication, *African Renewal*, traditional media organizations lack independent funding and rely on government advertising for funds, putting their editorial independence at odds with their primary source of financing.

On a similar note, according to New Narratives, an African-based news organization seeking to change the African media system, "Africa's media has been dominated by a 'pay for play' business model. Journalists are not paid by employers but instead take 'gifts' (essentially bribes) from those they write about. Media is a megaphone for interested parties to spread misinformation that serves their interests, leading to corrupt institutions and the misallocation of resources."

Press freedom is extremely limited—not one country on the African continent is listed as having a free press in the Freedom House index. The 2017 report, "Don't Shoot the Messenger! Journalists as Human Rights Defenders in the East and Horn of Africa," examines the challenges journalists face in the region. The report states:

"In recent years, controversial elections and highly charged political contests in Kenya and Uganda have

created serious challenges to independent reporting and free expression, although these countries normally boast relatively open media landscapes. In Tanzania, journalists and civil society are extremely concerned by the use of new laws to shutter or ban critical outlets and target online communications. Newspapers in Sudan are often harassed by the National Intelligence Security Services (NISS) who confiscate print runs or prosecute journalists on spurious charges, while constant intimidation and threats have left almost no independent journalists working freely in Rwanda. The government of Ethiopia lifted the 10-month State of Emergency in August 2017, but draconian restrictions on communications and free expression remain, while fear of prosecution has forced many journalists and critics to self- censor or to leave the country."

Thoughts on how to best foster a strengthened African journalism ecosystem are addressed in section IV with guest essays outlining a variety of perspectives and approaches. For example, Christoph Plate, Director of KAS

Media Africa, suggests that philanthropic support for journalism does more harm than good. On the other hand, longer-term philanthropic support is deemed by many to be the most essential way forward. Our research, surveys and conversations have pointed to the need for sustained and coordinated media development efforts at the local, country and regional level in order to see real change in the African media ecosystem.

"There needs to be more support for peer-to-peer learning and regional coalition building. This will help make sure that media development is demand-driven, and that successful efforts can be replicated in various places."

DANIEL O'MALEY, the Center for International Media Assistance at the National Endowment for Democracy

Examples of media grants to African-based organizations

Funder: TrustAfrica

Grantee: Civil Society Organisations Network for Western and Nyanza Province (CSO NETWORK), Kenya
Year: 2015
Amount: $35,000, over one year
For organization of a Western Kenya Victims' Conference—Engaging the Reparations Framework in Kenya.
Purpose: To support victims of human rights violations to demand recognition and accountability; to document victims' stories, views and recommendations, and use this as an advocacy tool for demanding accountability; to undertake an evaluation of the project to determine impact and recommended follow up activities to sustain project.
Subject codes: Journalism, News and Information> Advocacy journalism

Funder: Hivos

Grantee: Buni Limited, Kenya
Year: 2014
Amount: $464,000 over six months
Purpose: For production of the *XYZ* show, which has emerged as a creative arts platform that helps Kenyans engage with major socio-political issues through humor and satire, emphasizing strong journalistic ethics to breach crucial topics such as corruption, accountability and democracy, and to encourage its viewers to take a more active role in society.
Subject codes: Media Access and Policy> Freedom of Expression/First Amendment; and Journalism News and Information> Journalism, news, and information, general

Funder: Ford Foundation

Grantee: International Centre For Investigative Reporting, Nigeria
Year: 2014
Amount: $200,000, over two years

Purpose: To build the capacity of Nigerian journalists to conduct and publish a series of investigative reports that have impact on transparency, accountability and good governance.
Subject codes: Journalism News and Information> Investigative journalism

Funder: American Jewish World Service

Grantee: Journalists Against AIDS, Nigeria
Year: 2011
Amount: $50,000, over one year
Purpose: To improve the HIV response in the Badagry area of Lagos State through community engagement to address stigma and discrimination and to increase access to accurate information on HIV though effective communication and social mobilization strategies with political and traditional community members; and to strengthen JAAIDS's capacity by developing a new five-year strategic plan.
Subject codes: Journalism News and Information> Journalism, news, and information, general

Funder: African Women's Development Fund

Grantee: Community Media Trust, South Africa
Year: 2016
Amount: $20,000, over 10 months
Purpose: To produce Season 10 of *Siyayinqoba!*, a 12-part documentary series as well as the training of four young women with media content production skills. This season of *Siyayinqoba!* tells stories of young South African women who are at high risk for HIV infection, highlighting positive interventions and ways to change gender norms, increase self-esteem and decrease risk of exposure to HIV and violence.
Subject codes: Media Content and Platforms> Film/video; and Journalism, News andInformation> Journalism, news, and information, general

Section III: Insights from funders and intermediaries

To better understand how global media funders are currently thinking about their grantmaking strategies as well as how the wider media philanthropy space is evolving, in the spring of 2018, Media Impact Funders sent out a short survey to a group of media funders engaged in global grantmaking. In the surveys, we asked about programmatic and geographic priorities; whether media grants were given from specific portfolios; types of support given; and key issues impacting global media grantmaking.

A similar survey was also sent to intermediaries, implementation organizations, and media associations who are engaged in research and network-building for the media development sector. Organizations such as the Center for International Media Assistance were included in this analysis due to the significant role they play in setting global media funding priorities and coordinating with both donor organizations and recipient organizations around the world. In many cases, intermediary organizations serve as recipients of large media grants, often global or regional in scope, and provide smaller sub-grants to local organizations with less administrative capacity. Many of these organizations also engage in research on media funding priority areas and develop capacity building trainings for local media organizations. For this reason, these organizations have valuable and specific insights about the global media funding ecosystem.

While a small sample, the respondents represent a large percentage of philanthropic media investments worldwide. There were 12 total respondents to the survey, which include six of the top 20 media funders, with combined media grantmaking totaling $990 million since 2009.

Highlights from the funder survey:

• Media funding is not limited to specific philanthropic portfolios. Investments come from a variety of sources within organizations, from dedicated journalism programs to projects that use media to address freedom of expression, economic justice and human rights.

WHAT TYPES OF MEDIA CONTENT AND PROJECTS DO YOU SUPPORT?
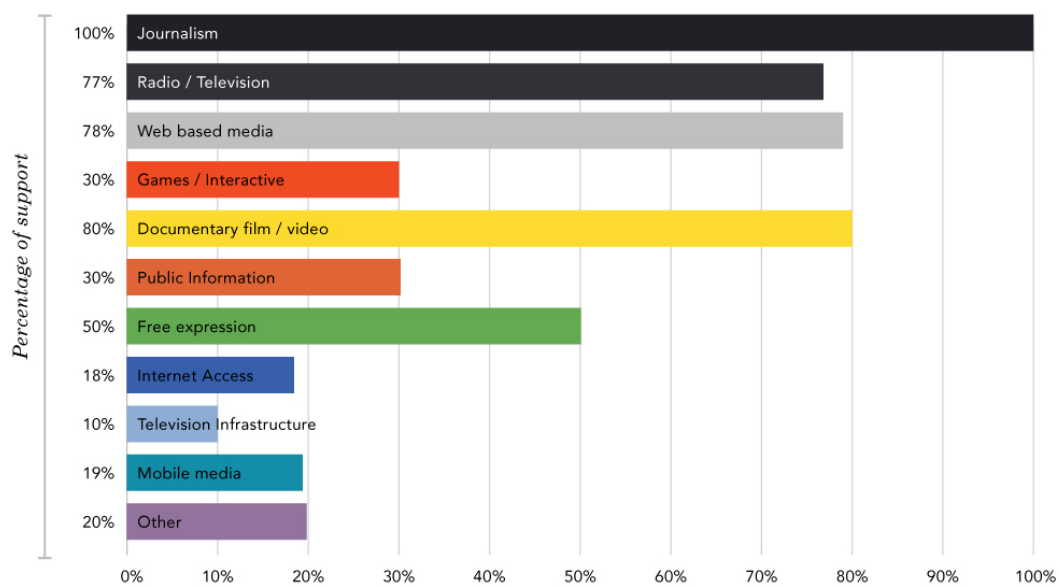
Responses to media funder survey conducted by Media Impact Funders in spring 2018.

- The main challenges identified by those surveyed about international media grantmaking include:
  » Local laws that inhibit donor support for civil society grants;
  » Feelings that implementation of democracy-oriented projects can endanger local grantees;
  » Scaling appropriately (from larger to smaller grants) to meet local organizations' needs;
  » Supporting viable media business models for media outlets; and
  » Finding appropriate partners with the capacity to administer grants programmatically and financially.

While respondents most commonly report that they support journalism programs, they also report that they fund grants related to content across a variety of platforms (documentary film, radio/ television, etc.), as well as grants to support freedom of expression and internet access.

Intermediary organizations, as described above, engage in a wide range of activities that include funding and supporting local organizations as well as running

"Donors have to be willing to have longer projects, committing to models and partners for multiple years."

MYLES SMITH, Internews

programs and implementing grants on the ground level. Often more connected to smaller local partners, they frequently act as sub-granting organizations that receive funds from foundations and then make grants to nonprofit organizations in the areas in which they work. These organizations often also engage in both research and advocacy at the global level, drawing on their expansive networks of local organizations to build programs that bridge countries or regions.

Our survey included responses from six of the most well-known and key intermediary/ implementation organizations engaged in media-related work. We elected to survey these organizations, in addition to funders, in order to uncover possible differences due to their dual role as both recipient and donor. Key trends in the responses

from these organizations include:

- Security is a significant concern.

- Long-term funding is rare and needed to support sustainable media systems.

- Funding for civic life (e.g. informing the public, holding government accountable, civic systems, etc.) is a primary type of funding made by intermediaries and implementation organizations that responded. These organizations also fund content around particular issues or advocacy campaigns.

- Freedom of expression and programs with an emphasis on web-based media are larger priorities for intermediaries and implementation organizations.

We asked intermediary and implementation organizations what they thought larger funding organizations should know, considering the role they often play working with both large donor organizations (often operating outside programmatic regions) as well as non-profits, journalists, and civil society organizations in countries around the world. Answers include:

- Donor regulations are frequently a major impediment to on-the-ground operations. Donors pay a premium to hire local organizations to implement their work and must trust that the organizations can manage the funding responsibly.

- Non-democratic states are becoming bolder and more sophisticated in their strategies to control freedom of expression online, inhibit access to quality information, and cripple independent media. These strategies include targeted use of malware against journalists to viral disinformation strategies as well as the use of troll armies and bots to smear critical voices and confuse the public narrative. There are not yet clear and effective strategies to counter these digital threats.

- Short-term funding does not ensure continuity. There is not enough long-term core funding (often support is project-based, e.g.,counter-propaganda)

Section IV: Insights from leaders around the world

With so many pressing issues affecting the media funding space as well as specific regional considerations around grantmaking strategies and priorities, Media Impact Funders turned to experts from the field and asked them to share insights across a range of media issues. Listening to those working on the ground is essential for understanding challenges and opportunities in a global context, and these essays offer critical insights that funders need to understand in the global media ecosystem. Opinions offered by essay authors are their own.

Theme 1: Examining the African Journalism Ecosystem and Roles for Effective Philanthropy

Time to Rethink Philanthropy Journalism in East Africa
By Anthony Wafula, Regional Programme Manager, Transparency, Accountability and Freedom of Expression, Hivos Hub East Africa, and Mendi Njonjo, Regional Director, Hivos Hub East Africa. Originally published in the December 2017 edition of *Alliance* magazine.

Editor's Note: Hivos East Africa explores the current challenges facing journalism, and examines the need for philanthropists to support long-term efforts that will help support a sustainable, healthy media ecosystem.

If we consider that journalism is about freely exchanging information based on news, views or ideas, then the context within which journalism is practised matters. In East Africa, this context is challenging.

Intimidation and harassment of journalists is rife. Critical media outlets are being shut down on flimsy grounds and others starved of government advertisement. Punitive media laws targeting journalists and media outlets have been enacted. Poor organization among journalists and feeble self-regulation attempts haven't helped the situation.

In essence, this context has contributed to an increasingly weak media where "survival journalism" is taking root. Self-censorship, pandering to commercial and political interests, the sacking of critical journalists and closure of media outlets continue to undermine the existence of an independent and free media in the region.

We hold that a conducive working environment, an enabling legal and policy environment, and support for freedom of expression are some of the prerequisite conditions for great journalism.

These conditions are not mutually exclusive for those supporting media development in Kenya.

A 2006 BBC World Service Trust pan-African research report on the African Media Development Initiative outlines sector-wide approaches in Kenya, though documentation on their effectiveness is scant.

In 2008, an analysis on Kenya's media sector commissioned by a Canadian International Development Agency (CIDA), suggests that though holistic approaches might have been in evidence at the time of the World Service Trust report, they had been abandoned two years later.

The analysis paints a picture of media development initiatives dedicated to "capacity building programmes for media as part of core programme support for civic education on gender, governance, democracy, human rights, HIV/AIDS and other health issues, livelihoods, security, and sector reforms."

This is despite the report's observation that Kenya's media sector is "characterized by serious and chronic system-wide challenges that require effective, coordinated and systemic approaches." In our view, the approaches cited in the CIDA report haven't been effective due to their short-term nature and have largely dwelt on two aspects within the media ecosystem— professionalism and content production.

Philanthropists thus need to question whether such short-term approaches are responsive to the East Africa context and the extent to which such support enhances a sustainable media ecosystem.

Sustainable media ecosystems in our view include strong, independent, professional media and media institutions, vibrant journalists' associations, media training institutions, media and journalism regulatory bodies, and a

supportive government.

Such ecosystems exhibit pluralism in content, ownership and constituency, and demonstrate ethical behaviour standards and practices as well as professional quality journalism.

In our context, a sustainable media ecosystem is desirable. Journalists need to feel safe and free to ply their trade. Close collaboration with governments in the region to guarantee a conducive environment for journalists is mandatory. We need to pay attention to the quality of journalism being practised by working closely with journalists, editors, media owners, media training institutions and media regulatory agencies.

Principally, we need to support alternative media outlets to disseminate critical media content, especially where media capture by political and commercial interests is as pervasive as it is in East Africa. This has generally been on account of ownership. For instance, in Kenya, a 2012 Internews study on media ownership established that politicians and their associates own or have controlling stakes in a large number of media outlets in Kenya.

This ownership largely increases the extent of political influence in those outlets' management and content. This is prevalent in registered community media outlets especially where such politicians assure the financing of such stations.

Commercial interests, on the other hand, ensure that "negative content" on large corporates is censored. Corporates have been known to pull advertisements from media houses that run "negative" content, hence further limiting their independence.

Unfortunately, based on our experience with philanthropists, a holistic approach to media development seems to be the one least desired by most of them, largely due to limited resources, inadequate knowledge of key issues affecting specific media ecosystems, and the desire to influence media content and advocate for specific issues–civic education on gender, governance, democracy, human rights, HIV/AIDS and other health issues, livelihoods, security, and sector reforms.

Success in this approach is seen from the number of articles published and the number of journalists trained. The sustainability of such initiatives is never in the cards, leading us to believe that such efforts are short-term in nature. Though useful, this kind of support is geared towards developing a media adept at articulating such issues and strengthening only one aspect of the media system.

In Kenya, considerable investments have been dedicated to the training of journalists to become better subject matter specialists—data science, health and investigative journalists.

Other philanthropists have focused on supporting the establishment of media outlets, especially community media in Kenya, while others have focused on the safety and protection of journalists.

Though well meaning, these efforts are mostly short-term in nature, opportunistic, disjointed, at times duplicate other efforts and in some instances don't reflect an understanding of the root challenges facing the media ecosystem especially in Kenya.

For instance, it is not unusual to find one journalist being trained by five different organizations in data, health or science journalism. Rarely does one find a coordinated effort to ensure that media houses and not just the individual journalist have a better grasp of cutting-edge issues in such subjects.

Consequently, we have noted an over-supply of low-quality training for journalists and an under- supply of support to smaller media players, together with a lack of sustainability of media development initiatives in Kenya. It is our contention that philanthropists need to start paying attention to the aspects of the media ecosystem where their support can be most effective.

Having implemented sector-wide media development programmes in Kenya and Tanzania we have learned that philanthropy-backed journalism that solely focuses on one aspect of the media ecosystem is unlikely to be effective in the long run since addressing the structural issues facing the sector takes a long time and requires more resources.

Although at times successful, support to "quality media content production" is often unsustainable, especially in a fast-changing media context. Thus, support to journalism and media in general is meaningful when philanthropists collaborate to support a long-term sustainable media ecosystem.

I Have Nothing Against Philanthropy
By Christoph Plate, Director of KAS Media Africa

Editor's note: KAS Media Africa's Christoph Plate suggests that philanthropic support for journalism does more harm than good.

Not to be misunderstood: It is wonderful if an ailing media house that has missed out on the challenges of digitalization and changing consumer-habits is saved from bankruptcy. It is beautiful if an online-only start-up, like the Premium Times in Nigeria, gets funding from Bill Gates, George Soros and others. But how long can media rely on philanthropists in far-away places?

Media philanthropy, no matter with what good intentions, can in the long-run undermine journalistic ethics. Giving things for free creates the typical donor-recipient dependency, with African media outlets reliant on American donors who mean well but know very little. It also contradicts the role of a self-sufficient media, serving as the Fourth Estate, no matter how disputed the term might be.

KAS Media Africa is sometimes mentioned at conferences as a donor or a philanthropic institution. We are neither. What we do is to encourage exchanges between media owners and media regulators on the African continent, between the private sector and the state. We don't do training, but we do comparative studies on media laws in many African countries as well as bring together political bloggers from the continent, who have in many instances taken over the critical role of political commentators.

We are able to do all this with German taxpayers' money. We believe that the separation of powers is essential for democracy. Strong and independent media is essential for democratic societies.

Newspapers that are funded by wealthy philanthropists in far-away places do indeed find it increasingly difficult to maintain their editorial independence. It is somehow understood that a media outlet funded by the Open Society Foundations is unlikely to publish a critical story on George Soros, and the *Washington Post* is unlikely to report extensively about working conditions at Amazon, as they are both owned by Jeff Bezos.

We have seen a new breed of media owners on the continent, people who have a paper or a station to further their political ambitions. But we need media owners in Africa who believe in the importance of good journalism. Media is more than owning a copper mine, as media plays a vital role in society and democracy. So, when publishers are prepared to stand up for their journalists and their reporting, then they should also be prepared to address a business loss, by fixing it with profits from other media outlets.

Diversity in a media enterprise is today more important than philanthropy. Do not produce a paper alone, but open a radio and TV-station; develop a very clear digital strategy; produce special interest magazines; run a printing press; organize a tourism wing; and encourage the brand of your media.

At a recent conference on Entrepreneurial Journalism, organized by KAS Media Africa in Ghana, participants from 16 nations debated trust models, membership models, and for-free models. The need to diversify was expressed by everyone, be they from Niger or Namibia. What was also clear: Each and every country on the continent has its own unique political and cultural challenges, and there is no one-size-fits-all approach to journalism in Africa.

All media in the world is running into trouble, and they all have to find ways around this. Why should the African media be an exception? Philanthropists can be paramedics who give first aid, but the journalists and media owners have to do the rest.

Pulitzer Center Support for Regional Reporting in Africa

By Nathalie Applewhite, Pulitzer Center Managing Director, and Steve Sapienza, Pulitzer Center Senior Producer

Editor's Note: The Pulitzer Center on Crisis Reporting shares insights about its support for local journalism initiatives in Africa, the importance of local reporters, and the impact of its journalistic investments in both the U.S. and Africa.

The Pulitzer Center's primary mission since its founding in 2006 has been to raise awareness of underreported global issues, with a focus on reaching U.S. news audiences through American media outlets and leveraging that in-depth reporting to teach students in K-12 schools and universities. As a nonprofit run by accomplished journalists, we award grants based on the journalistic merit of story proposals and without the ethical landmines faced by foundations that support media with the aim of achieving certain policy goals. Our model allows reporters with the best projects to conduct independent journalism and follow the facts, without bias or premeditated outcomes. Our model enables funders to raise awareness of critical global issues without having to be on the ground themselves, and to have lasting impact without risking controversy or criticism from restrictive governments who are suspicious of funders' agendas. Critically, our model protects local journalists who might otherwise be branded as foreign agents of a partisan foundation, and allows us to reach wider audiences in the long term by building capacity in local journalism.

While most of our grants have gone to U.S.-based reporters whose work has been featured in national and regional outlets including the *Associated Press*, *National Geographic, The New York Times*, PBS *NewsHour, and USA Today,* we're eager to replicate our successes with smaller-scale efforts by supporting foreign journalists reporting for their own local, regional and national media.

We know that often the best way to expose systemic problems and effect change is for journalists who understand the issues to raise attention at home, where they can have the most impact: investigating conflicts over resources, weaknesses in healthcare systems or the effects of climate change in their own countries. But we also know that journalists in developing countries face barriers to publishing and distributing their stories more broadly. The Pulitzer Center bridges this gap by identifying the best talent, giving emerging and experienced reporters opportunities through grants, matching them up with key outlets, and amplifying their work beyond their borders.

Our years of experience establishing a wide network of journalists around the world has taught us that regional projects are resource-intensive, because of cultural and logistical challenges. But they have also proven deeply rewarding, both for the grantees and for us as an organization.

Successful partnerships with our funders that have advanced reporting by African and other regional journalists were made possible by grants from several foundations, including the Gates Foundation, enabling us to embark on a series of African regional journalism initiatives.

Our support began with an open call for proposals from West African journalists interested in covering water and sanitation. We funded four journalists, one each from Ghana, Nigeria, Ivory Coast, and Liberia, to report stories in their regional news outlets, and sent two U.S.-based journalists (including Steve Sapienza, the co-author of this article) to work with them on a series for PBS *NewsHour* that featured the African journalists as the correspondents. For Ameto Akpe, the reporter from Nigeria, the experience was transformational; it led to a Nieman fellowship and other prestigious fellowship placements since.

We also partnered four African journalists with two U.S.-based journalists to produce a body of reporting on reproductive health. Journalists from Liberia, South Africa, Nigeria and Kenya worked on their own and then together with a Pulitzer Center grantee and a staff member, to produce reports on topics ranging from child brides in Nigeria to family planning in the refugee camps of Kenya. The reporting was featured in PRI's *The World, Foreign*

Policy, The Christian Science Monitor, *The Nation,* and *Front Page Africa.*

A challenge grant from the Omidyar Network enabled us to organize and hold a workshop in Lagos with Nigerian reporters and students, who we then invited to apply for a Pulitzer grant to report on land issues for regional media outlets. We selected Bukola Adebayo and partnered her with Code for Nigeriato produce a multimedia story about sand mining in the slums of Lagos for her newspaper, *The Punch,* and then promoted her work widely in the United States. She is now a correspondent for CNN.

Last year, again thanks to Omidyar Network, we launched a data journalism initiative focused on property rights. Two of the five projects we chose involved African reporters and/or data journalists. The South African-based investigative reporting organization Oxpeckers worked with Mozambican journalist Estacio Valoi and Code for Africa to produce a data-driven multimedia story called "Kruger's Contested Borderlands." Another grantee is using a novel approach to her investigation by working with South Sudanese journalists and a local mobile phone company to unearth data about forced migrations during conflicts.

We've recently also launched the Rainforest Journalism Fund, a major five-year initiative, with support from the Norwegian Ministry of Climate and Environment through the Norwegian International Climate and Forest Initiative (NICFI). The initiative will support nearly 200 original reporting projects, over the next five years, including 135 grants to local reporters from the Congo basin, the Amazon and Southeast Asia.

The Pulitzer Center now supports 150 projects a year, working with hundreds of outlets around the country, and increasingly, the world. As an intermediary funder, the Pulitzer Center serves as a trusted and experienced journalism partner at the local level–and within a much broader media ecosystem. For other funders looking to expand their philanthropy globally, the projects we support should serve as an important reminder that while the local and the global are inextricably connected, funders don't need to be on the ground to make a lasting impact.

Theme 2: The need for coalitions and collaboration

Coalition Building as an Approach to Media Development

Nicholas Benequista, Research Manager and Editor, and Paul Rothman, Project Manager, CIMA

Editor's note: The Center for International Media Assistance (CIMA) highlights the need for diverse stakeholder coalitions to ensure open, free media systems around the world.

If there's one thing we've learned in the last two decades of international development, it's that politics matter, yet this lesson has not been fully assimilated into the media assistance sector.

In governance, health, education, and nearly every other area, there is a growing recognition that durable solutions to the world's problems need to get the politics right. The Open Government Partnership, Global Fund, Global Campaign for Education, and the Sustainable Development Goals are among the many initiatives that seek to coordinate action from the local to the global with common objectives and strategies, but also to give civil society actors the access and moral authority they need to sustain political will, the collapse of which has doomed so many development efforts in the past.

Media development has suffered from the same weakness. Building strong media institutions, training top-notch journalists, and funding news production isn't enough. When there is a breakdown in political and societal support for independent media, the whole effort can unravel. This threat is more acute than ever amid the new, complex threats to vibrant and plural media that are bubbling up in the current mix of politics and technological change.

Though not occurring at the necessary scale, there have been efforts to confront media challenges through diverse, multi-stakeholder coalitions that can work across borders and institutional barriers, and at multiple levels from the local to the global. Through these various initiatives, we

have learned a great deal about what determines a coalition's success. With all sectors of society having a stake in the future of media systems, these coalitions must have a wide base, including actors not traditionally included in media reform movements.

For example, South Africa's SOS Coalition has unified NGOs, CBOs, trade unions, researchers, journalists and writers, actors, law groups, freedom of expression activists, and others around the mission of preserving quality public broadcasting. Argentina's *Coalición por una Radiodifusión Democrática* (Coalition for Democratic Broadcasting) provided a similarly broad umbrella, with indigenous peoples, community media associations, and women's groups adding media reform to their agendas. In the United States as well, the progressive reforms of the 1940s such as the Fairness Doctrine were made possible by the political impetus of broad-based coalitions. These examples and many others are a testament to the contribution that such coalitions can make to media development, but we have also learned that their formation does not depend solely on historical happenstance: Very little is actually required to catalyze and strengthen them.

The Open Society Foundation's Open Society Media Program, the precursor to its current Program on Independent Journalism, fostered a number of successful media reform coalitions, including one in Uruguay that influenced a host of laws related to community radio, libel, and freedom of information; and the efforts leading to the 2013 changes in Mexico's telecommunications law.

CIMA has worked with DW Akademie, which has been a catalyst for regional coalition-building in Latin America, South East Asia, and Sub-Saharan Africa with relatively small investments in research, workshops, and coordination.

Linked to the CIMA and DW Akademie-hosted consultation in Latin America and illustrating another approach to coalition-building has been UNESCO's efforts to train members of the judiciary in the region in the legal frameworks governing freedom of expression and the rights of journalists. In the process of providing a massive online course to over 7,000 workers in the judiciary, and in the efforts to mainstream freedom of expression curriculum into judicial schools, UNESCO discovered that

with modest additional efforts, it could achieve the additional goal of consolidating a cross-country coalition dedicated to ensuring that the judiciary is a defender of these basic rights in the region.

At the global level, CIMA (together with the Global Forum for Media Development, ARTICLE 19, and International Media Support) has worked to foster a growing coalition of actors focused on the implications of internet governance for media pluralism, especially by bringing activists from the Global South engaged in these issues into global debates and commissioning research and reports on these issues. Though each is unique, together they highlight some important lessons for how to support effective coalitions.

- Support to coalition-building can be relatively modest, frequently taking the form of research, opportunities for diverse stakeholders to meet and connect, and flexible funding that allows coalition members to coordinate.

- Coalition-building can also be achieved by donors and implementers as a way of working, even built into the process of delivering other forms of programmatic support. The convening power of donors to bring together diverse actors is currently under-leveraged for confronting today's challenges to the media sector.

- Finally, coalition-building can be done nationally, regionally, or globally, though many of the complex challenges facing media require coordinated action at all those levels. Regional coalitions seem particularly well positioned to create those intersecting horizontal and vertical connections.

Small efforts to support coalition-building can have an outsized benefit for media development, and conversely, failure to build and sustain these coalitions jeopardizes existing gains and exacerbates the risk of further democratic backsliding. As Emily Bell, director of the Tow Center for Digital Journalism at Columbia University, recently wrote, "How we arbitrate the rights and responsibilities of maintaining a free and fair press function is one of the defining political issues of our age, and we seem to be inadequately prepared for the task."

*Funding Media Freedom and Digital Rights:
Taking A Demand-Driven Approach to Facilitate
Coordination and Collaboration*
By Laura Schwartz-Henderson, Research Project Manager,
Internet Policy Observatory

*Editor's note: The Internet Policy Observatory's Laura
Schwartz-Henderson highlights new research showing
discrepancies between funder goals and grassroots needs and
calls for greater collaboration and listening on the part of
funders. Note: Schwartz-Henderson contributed editorial and
content suggestions for this report as a consultant to Media
Impact Funders.*

Over the past decade, the challenges facing media
funders have expanded at an alarming pace. It has now
become hackneyed to note the vast changes wrought by
the rapid global proliferation of the internet and
communication technologies: from the crisis of
disinformation and misinformation to decreased
readership of traditional news providers to the
Orwellian-seeming surveillance capabilities of state and
private entities. And as the issues balloon and become
increasingly complicated, the media freedom community
turns to philanthropists for guidance and assistance
(read, $$$). At the same time, these challenges are so
great, so global, and so intertwined, that any potential
remedies need to simultaneously understand local
contexts as well as transnational commonalities.
However, priorities and processes structuring the
distribution of funds related to these issues are often set
by board members, staff, advisory committees, and
consulting experts primarily located in the United States
and Europe.

Through our work at the Internet Policy Observatory, a
project at the University of Pennsylvania, we sought to
better understand how grantmaking around media and
digital rights issues could be better informed by the
needs and expertise of the diverse local communities
engaged in research and advocacy around the world. As
part of this "demand-driven" approach, we developed a
study to grasp how civil society thinks about the
challenges they face, the obstacles to collaboration
between groups, and the ways in which donor
organization practices impact local approaches to
research and advocacy. The organizations we surveyed
work on issues such as censorship, surveillance, violent
extremism, net neutrality, access and cost issues, civic
participation, online violence against women, and media
development. Efforts were made to ensure this sample
represented the diversity of the global civil society
community, drawing on voices from Africa (21% of
respondents), Europe (18%), Asia (27%), Latin America
(15%), Middle East (9%), and North America (10%).

A number of findings from this study should be seen as
relevant to the philanthropic community, with funding-
related issues emerging as the primary cited obstacle to
better research, advocacy, and collaboration.

Respondents were asked to indicate their perceptions of
the issues that are currently being addressed by global
research and advocacy efforts, and separately to specify
the issues that they believe are underexplored and should
receive increased attention. We measured the gap between
what these organizations believe is being supplied and
demanded and noted significant discrepancies. When
asked to reflect on these differences, these organizations
noted that the topics of interest tend to be those that are
most relevant within Western contexts, but might be less
appropriate or necessary in media ecosystems where
internet penetration and media literacy remain relatively
low. For example, respondents described how the swell of
donor interest in surveillance following Edward Snowden's
leaks of information about global spying practices in 2013
has since shifted to projects focused on "fake news." Many
described a funding system in which project proposals that
cater to Western political, corporate, and security interests

are more successful in the ongoing competition for funding. At the same time, other areas of research and advocacy deemed necessary by these local communities go unaddressed. For example, many organizations noted a lack of attention and funding for research and advocacy focused on market-related factors such as concentration in telecommunications and infrastructure ownership within and across countries as well as the internal policies of social media companies.

One of the most mentioned obstacles to greater strategic collaboration around national and regional media-related issues was the competition over funds, what one respondent called the "scramble for funding opportunities," in which potential partners position themselves as competitors for limited funding rather than collaborators. Organizations also cited funding instability and seemingly capricious donor priorities as incentives for organizations to focus on short-term projects rather than broad, long-term commitments and ongoing collaborative ventures.

These and other concerns that this research brought to light make clear the importance of considering the architectures of global media funding and the ways in which localized expertise can be better understood and incorporated into funding priorities and procedures. As part of the study's recommendations, we encourage donors to rethink grantmaking processes and question the incentives generated by current funding strategies and the effects these incentives have on opportunities for longer-term projects and collaboration across organizations. Donor organizations should see our research as a model for the ongoing incorporation of "demand-driven" research into wider strategic planning around media and technology challenges.

Lessons from Citizen Journalism—the Promise of Citizen Philanthropy
By Cynthia Gibson, philanthropic consultant

Editor's Note: Cynthia Gibson, who helped design one of the first national participatory grantmaking initiatives with the Case Foundation, describes how funders exploring participatory grantmaking can learn important lessons from citizen journalism and broader efforts among journalists to engage with audiences and build trust.

More than a decade ago, a set of smart technologists predicted that social change would spring directly from the crowd, rather than managed by formal organizations controlling what gets done and by whom. How right they were. Today, technology is giving people access to systems and institutions that allow them to connect, communicate, and engage in collective action in ways that were previously unimaginable.

Journalism's transformation is one of the best examples of this phenomenon. For decades, newspapers relied on journalists and editors to decide what was published. Those gatekeepers became less important in the face of sophisticated web-based tools that allowed ordinary people to create and distribute news on their own. Rather than acknowledge this as a new communications ecosystem of which they no longer controlled, the news industry dismissed it—and it cost them. Today, that industry is scrambling to find sustainable business models to replace one that relied on paid subscriptions and ad revenue.

Auspiciously, that's changing as journalism embraces more participatory and public-facing approaches that are not only more cost-efficient but have led to an explosion of innovative news outlets, as well as opportunities for ordinary citizens to get involved in the democratic practice on which a free press is built. Citizen journalism—through which people formerly known as the audience—use new media technology, cellphones, and other tools to inform one another is one such approach. Collaborative

journalism brings together professionals and the public to work on news stories through wikis, personal blogs, and other platforms that allow constant iteration and updates. More recently, organizations like Hearken are being used by news organizations around the world to meaningfully engage the public as a story develops from pitch to publication— otherwise known as "public-powered journalism."

Other fields are undergoing similar upheavals, one of which is philanthropy. For decades, philanthropy was seen as endowed foundations set up by the rich, but in recent years, that's changed with crowdfunding, giving circles, donor-advised funds, and a panoply of digital giving platforms that allow anyone to be a philanthropist.

Institutional philanthropy, however, has been somewhat late to the party. While foundations have long supported the kind of participation that's at the core of community organizing, deliberative democracy, and community development, they've been reluctant to embrace it in their own efforts.

Until recently. Faced with growing public critique, funders are taking a closer look at how they can be more accountable and transparent. Field-wise, conversations about equity, diversity, community engagement, and inclusivity have snowballed.

Some funders are doing more than talking: They're creating innovative approaches to philanthropy that are upending how resources are allocated, by whom, and to what end. They're moving away from independently deciding what gets done to working with non-grantmakers—or "peers"—to set priorities, develop strategies, govern, and evaluate.

All of these are important components of a participatory approach to philanthropy, and all can be—and are being—used by funders at different points in their process. What hasn't been as prevalent is participatory *grantmaking*, which draws on broader participatory philanthropy approaches but zeroes in on how funding decisions get made. Why? Because money is power, and power dynamics are ubiquitous in philanthropy.

Just like collaborative journalism approaches, participatory grantmakers not only acknowledge and talk about power; they break down barriers that keep people powerless through an approach that realigns incentives, cedes control, and upends entrenched hierarchies around funding decisions. To practitioners, participatory grantmaking isn't a tactic or one-off strategy; it's a power-shifting ethos that cuts across every aspect of the institution's activities, policies, programs, and behaviors.

Interviews with more than 30 participatory grantmakers around the world underscore why this approach needs to be taken seriously. First, these funders have found that involving people with lived experience in the grantmaking process leads to better grant decisions and outcomes.

Second, the process itself increases participants' sense of agency and leadership. For these reasons, participatory grantmakers believe funders who aren't using participatory approaches may actually be impeding the impact they say they want to see.

Still, participatory grantmaking is a tough sell to a field that's long struggled with power issues. And, to be sure, some funders, especially large institutions, have more entrenched bureaucracies that make it challenging to dive into participatory grantmaking head first. It's also hard to determine who exactly their constituencies are.

Perhaps the biggest hurdle is a misperception that authentic participatory engagement requires an all-or-nothing approach. That leads to participatory grantmaking being dismissed by funders as "something we'll never be able to do."

Some funders who want to experiment with participatory approaches say they're hesitant because they're not sure what the "rules" are. One of the beautiful things about participatory work is that because it's inherently iterative and relational, there is no "right way" to do it. So, while there is general consensus about the values that drive participatory grantmaking, there's considerable variation in how it's practiced.

Some participatory funds, for example, are completely peer-led in that everyone making funding decisions is a member of the population or community the fund supports and does not include any paid staff or trustees from the foundation itself. Other funds are peer-led when it comes to grantmaking, but donors and staff play a role

in other parts of the process like providing grants management support. Still others involve both peers and donors in reviewing, selecting, and making grant decisions.

Even funders who may not be able to immediately (or perhaps ever) hand over decisions about grantmaking have several options for incorporating meaningful participation in their work before, during, and after those decisions are made. They can engage non-grantmakers in identifying issue priorities, developing strategies, sitting on advisory councils/boards, engaging in research and evaluation, conducting site visits and reviewing proposals. They can test the approach in one or two program areas.

Internally, they can institute hiring policies that favor participatory experience; encourage staff to collaborate across programs; involve staff from all ranks in policy discussions; and stipulate a number of board seats for peers. And they can support field-building through research and evaluation about the approach.

Some funders see feedback and listening as indicators of participatory practice. Others believe that while these are important and necessary components of participatory philanthropy, they're insufficient to breaking down power imbalances because the people asking for feedback can still choose whether to use it in making decisions about issues affecting the lives of the people providing it. This, they say, ends up looping back to the top-down, expert-driven system that's been the hallmark of institutional philanthropy.

The good news is that some much-needed cracks in this system are starting to appear. The question is whether institutional philanthropy will follow other fields that are embracing participatory approaches because they understand that innovative ideas about resolving hard issues aren't going to come from solely from experts but in partnership with people who can bring their lived experience to bear in important decision-making about their lives, communities, and futures.

For a field whose sole purpose is the betterment of humankind, participatory grantmaking seems to be an approach that philanthropy not only should get behind but, ultimately, get in front of to lead the way for others. Will philanthropy step up? Let's hope it doesn't take another decade.

Theme 3: Security

A Holistic Approach to Operational and Digital Security
By Rowan Reid, Project Director, Journalist Safety, and Marjorie Rouse, Senior Vice President for Programs, Internews

Editor's note: Internews, an international nonprofit that works to ensure all people have access to trusted, quality information, explains the need for funders to understand and support digital safety among their grantees and partners, and offers simple approaches to increase safety across sectors.

A shrinking civic space and advanced technological means of attacking, surveilling, and silencing critics should concern all those who support civil society and other development objectives, and especially those who work with independent, investigative and community news organizations. According to Reporters without Borders' 2018 report, "The climate of hatred is steadily more visible... The line separating verbal violence from physical violence is dissolving."

While the digital age has greatly increased the potential for journalists to hold those in power to account, this same proliferation of information online has left journalists more vulnerable to adversaries. Beyond the killings reported around the world, journalists are being harassed physically, digitally and through the courts. While human rights and media organizations are often on the front lines of these attacks, risk and security must be considered when supporting health, environment, education, and other sectors as well, as they too are increasingly coming under attack.

Despite the relatively small community of public and private donors supporting this work, there is not a shared understanding of risks, risk tolerance, or risk mitigation within the donor community, or between donors and partners. As a result, implementing organizations under-fund or de-prioritize risk mitigation; donors lag in their ability to assess or respond to emerging threats; and the community as a whole has a scattershot approach to organizational, informational, and physical security. Resilient solutions for journalist safety demands integrating operational security into the global, regional,

and national architecture for press freedom, trusted information, and journalist safety.

Internews has spent more than 35 years supporting independent media and information activists around the world. We have developed pioneering practices in digital and physical security for media and civil society, leading digital safety awareness campaigns, and improving the access for activists and journalists to secure communication channels using resources developed in-house such as LevelUp!, a resource for the digital safety training community; SaferJourno, a digital security resource for media trainers; and SAFETAG, a security audit framework for civil society organizations.

Internews recommends investment in a "community of safe actors" rather than focusing on the needs of individuals or individual organizations. We would also

welcome a conversation about these issues at the donor level. The "community of safe actors" would, in most cases, be comprised of an in-country group consisting of media and civil society groups sharing information and best practices around security issues. This approach provides multiple aspects of impact:

- **Sectoral behavior change**—Broader awareness and ongoing vigilance by members to increase behavior change across the sector. In one country context, we have seen media and civil society poorly prepared for defense against digital and physical surveillance as the government cracked down and exploited this vulnerability. In response, over the past two years, members of the development sector have increased their security capabilities with the view that those most exposed would be targeted first. However,

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Security through a gender lens

Internews believes that access to information is a root solution to enabling women and men to make informed decisions, participate in dialogue, stand up for their rights, influence policy and social norms and hold governments to account. Due to the fundamental imperative of advancing our mission to over half the world's population, our strategy prioritizes the advancement of women's and girls' rights in our programmatic work. We also aspire to address broader sexual orientation and gender inclusion. Our Gender Equality and Women's Empowerment strategy:

- Ensures safe access to information for women, girls and vulnerable groups in some of the world's most challenging places;
- Supports women's empowerment by building their leadership in the media, information and communications technology fields; and
- Improves the information we all consume by promoting more stories produced by, for and about women and girls.

In Iraq, for example, Internews' approach to gender is rooted in local network building, coordinated advocacy, and targeted journalism trainings on gender-sensitive issues. Our program, "Women Voices" (Aswat Al-Maraa), aims to challenge societal attitudes that stigmatize survivors of sexual and gender-based violence (SGBV) by supporting journalists and women human rights defenders to shed light on sensitive issues through coordinated reporting and advocacy. We are working with female Iraqi journalists and media outlets to create a nationwide coalition of women journalists and human rights defenders to strengthen their resilience against gender-based attacks, and build the capacity of journalists to report on sensitive human rights and SGBV.

because the sector remains fragmented, there are still organizations that have not taken measures to protect the identity of their staff and beneficiaries.

- **Collaboration**—A more secure network for civil society and media organizations that holds itself accountable and assists each other in their common interests. For example, in another country context where there was both conflict and a government crackdown, as the environment became difficult to operate for independent media and CSOs, the international donor community formed working groups with their beneficiaries to advise and share safety information. The relationships developed through these groups remain whilst many of the donors have scaled back operations. Some of the most appropriate safety information continues to be shared without direct donor coordination.

- **Sustainability**—Members at the country/local should have the ability to train and bring new people into the fold rather than relying on a drop-in approach.

- **Advocacy**—A collective, coordinated approach is far more effective in achieving change both locally and internationally; and

- **Reporting**—Sharing of incidents and information in a "safe" network allows everyone to upskill.

At the project level, we have identified ways funders can influence and support grantees in pursuit of security. To start, funders should get up to speed on the risks impacting their work. The Digital Security and Grantcraft Guide, from the Netgain Partnership, is a great starting point. Internews will be releasing a research-based donor-focused risk assessment and best-practice report later this year. Early results indicate funders should:

- Begin the conversation, at multiple levels, early: What you fund and where you fund it affects the risk. Identify where you balance potential outcomes against potential risks. Include your decision makers, grantees, and beneficiaries in a full stakeholder discussion;

- Signal a willingness to fund security. Directly and clearly encourage budget line items to keep partners safe, and work with partners to adapt plans if the situation changes;

- Encourage project risk assessments in the ideation/proposal process that strike a balance between simplicity and the ability to deal with complex situations;

- Set appropriate internal expectations — this work is critical and important, and we have to all be in partnership together to do it well and safely; and

- Make sure partners are aware of existing emergency response mechanisms such as Lifeline or the remote help organizations listed in the Digital First Aid Kit and consider funding these mechanisms.

Organizations that defend human rights and democracy around the world often do so in high-risk environments. The digital age has wrought the journalism community with a host of safety vulnerabilities, but it also provides an opportunity to harness technology to protect those who protect freedom of speech. Internews sees a need to connect this collective energy, together with the funder and implementer community, toward sustainable approaches to the complex issue of journalist safety, designed with the needs of diverse communities in mind.

For Funders Working Inside of Hostile Nations, Sometimes the Only Solution Is to Leave
By Marius Dragomir, Director of the Center for Media, Data & Society

Editor's note: Marius Dragomir explains the limited options available for foundations and the nonprofits they support when operating in countries that are hostile to their work.

When the board of the Open Society Foundations (OSF) decided in spring 2018 to close its operation in Hungary, many local activists and NGOs were outraged, asserting that the charity— endowed by philanthropist George Soros— should stay and fight the populist, immigrant-bashing government of prime minister Viktor Orban. OSF's decision to leave was prompted by the resounding win of Orban's party, Fidesz, in the Hungarian elections held in April 2018.

But OSF first and foremost feared for its employees in Budapest after Orban's government introduced a bevy of legal provisions aimed at immigrant-defending NGOs. A law adopted in June 2016, officially called "Stop Soros," forbids NGOs to act in asylum cases. Because OSF funds such NGOs, the foundation also needed to operate according to the new laws. In response, its Budapest staff moved to Berlin, where it has been operating since August 2018.

But what happens to the organizations bankrolled by such philanthropies, particularly media outlets closely targeted by governments, when their sponsors leave?

Some choose to stay and fight from within, but that is hardly a sustainable and realistic solution, history shows. Through legal tools, pressures and intimidation, governments manage to muffle critical voices. Media in such regimes eventually have to move their operations out of country, just as funders do. None of the OSF's media grantees has moved out of Hungary yet.

Moving operations out of country was extremely complicated in the pre-internet era. For example, philanthropy-funded *The Zimbabwean*, established in 2005 by journalist Wilf Mbanga, was edited in London, printed in South Africa and then shipped to its readers across Zimbabwe. That was a backbreaking operation. Yet, for Zimbabweans, the newspaper was the sole source of independent news during the grim times of the Robert Mugabe dictatorship.

Thousands of miles away, the Democratic Voice of Burma (DVB), a media outlet initially funded by philanthropic money, was based across the border in the Thai town of Chiang Mai. It aired its radio broadcasts from Norway for many years via a short-wave radio transmitter. Both *The Zimbabwean* and DVB had reporters on the ground, often operating incognito.

Today, thanks to the internet, people have much easier access to news and reporting from outside an anti-democratic country, and moving operations is less of a hassle. Meydan TV produces broadcast news for its Azeri audience from Berlin. Meduza, a news portal covering Russia, is headquartered in Latvia's capital city, Riga. Both Meydan TV and Meduza are financed mostly by philanthropies.

It is hard to tell what will happen to the few philanthropically-supported investigative journalism outlets in Hungary. Although Hungary is part of the EU, a political and economic union that would normally guarantee media freedom, the EU has been ineffectual in reining in Orban's dictatorial outbursts.

If the political situation in Hungary deteriorates, the last standing independent media there will have to go into exile, too. That might be, unfortunately, the sole solution. However, especially in such situations, philanthropy support is probably the most needed.

Theme 4: Global trends and updates

The Old is New Again: Public Service Media in the Funding Agenda
By Minna Horowitz, Docent at the University of Helsinki and Fellow at the Institute for International Communication at St. John's University

Editor's note: Scholar Minna Horowitz explores current challenges facing public media systems around the world, and offers examples of innovative support that are changing the face of public media.

The most trusted news sources? The providers of children's educational programming? The curators, funders, and distributors of national cultural products? The safeguards of minority voices? The answer: Public service broadcasters. The list may seem idealistic, but applies at least partly to many national and publicly funded media organizations.

Public service broadcasting (PSB) and its digital reiteration, public service media (PSM) organizations have for almost a century been key national institutions in most European countries. They have a strong presence also elsewhere, especially in the former Commonwealth countries. The BBC and other Western PSBs have served as models in many a media development project in emerging democracies.

Despite the broad success of public media, today, public service media institutions worldwide—from Poland to Australia, and Denmark to Switzerland, are facing serious challenges.

Commercial competitors and political adversaries assert that PSM outlets waste public funds and flood the market with biased content. Regardless of differing cultural or socio-political contexts, the pressures to PSM seem eerily similar.

Recently the Swiss voted on the topic of cutting funding to public broadcasting. Ahead of the vote civil society actors created a major campaign to combat the proposal and, fortunately, the Swiss rejected the proposal. The Danish were not as lucky. A Danish public broadcaster just announced cuts of 400 staff members, seen as a move forced by the government.

A commonly used argument by detractors is that due to globalization and digitalization of communication, public media *de facto* exists online, offering an infinite diversity of content. Why waste public resources on institutions of the mass media era? These critics tend to bypass any negatives of online offerings, such as the phenomena of filter bubbles and viral disinformation.

It may be true that many mature PSM organizations are organizationally heavy and costly. Many have long enjoyed the luxury of license fee-based funding. Now the trend is to transition to budgetary funding that becomes more volatile, based on the political winds of change. PSM organizations that have been a result of development projects often suffer from attempts to translate foreign ideals and practices too directly into the local context. And it is hard to secure sustainable funding models for them.

The challenges for PSB and PSM seem enormous—but they also highlight opportunities for funders to engage in impactful and meaningful ways to support quality journalism, national and local cultures, and media literacy.

Funders can support mature PSM organizations either directly or via collaborations using PSM as quality curators.

For example, foundations can be key partners when PSM organizations seek to create direct social impact. A case in point is the Finnish Yle. It created a mental health themed multimedia drama program for youth, together with nonprofits advocating mental health issues. Me ("We") Foundation, dedicated to combatting social inequality and exclusion of children, supported the effort by funding a related chat helpline. The program and collaboration was

an immense success: It not only engaged and helped individual young people, but its popularity highlighted an important and often ignored social issue of mental health and youth—and it brought the otherwise elusive young audiences to public service content.

Mature PSM organizations are not obsolete and, in these time of diminishing independent journalism around the world, they need to be supported as they evolve to focus on new audiences, impact and experimentation. Funder involvement can and should expand public media's social impact and bring in new partners to provide expertise and reach.

When public funding for PSM diminishes, and remits become more narrow, opportunities to use the mission, expertise, and experience of these organizations are lost. After all, many of them offer the only platforms of non-commercial innovation and experimentation, not only as producers but also as curators of independent content creators.

Direct support for PSB/PSM organizations might not be the most obvious way (although in the United States, the very system of public media includes foundation and audience funding). But PSM organizations, whether they are big or small, mature or new, often act as conveners of multi-stakeholder projects: From public service announcements to innovation hackathons to fact-checking initiatives to media literacy programs to cultural festivals. Those are, in particular, possibilities to offer indirect support if not to PSM institutions, then to their partners: to strengthen new collaborations and to utilize the tradition that is public service broadcasting.

Philanthropy's Blind Spot is Investing in Our Sector's Media
By Charles Keidan, Editor, Alliance magazine

Editor's note: Charles Keidan highlights the importance of philanthropic support for philanthropy-focused media outlets in order to hold philanthropic power accountable and highlight the tremendous work taking place across the sector.

"Even the best-designed communication strategy will fail if there is no public platform from which to amplify campaigns." (Oak Foundation, 2017 annual review)

Late last year, *Alliance* magazine devoted a whole issue to the growing involvement of philanthropy and the media. Almost all contributors agreed that more funding of media—from investigative journalism to new technologies to combating disinformation—was a welcome development given the pressures on business models caused by technological change, digital disruption, and declining advertising revenues.

Most observers were confident that this funding would not undermine editorial independence and some—particularly those tasked with bringing in the philanthropic dollars—protested (perhaps a bit too much?) that all this could be achieved without diluting existing safeguards.

But surprisingly, one question was barely addressed in the issue: How should the media cover philanthropy itself? Philanthropy is not just a source of funding but a significant, if mercurial, social phenomenon through which people convert their deep-seated and often inarticulate desires into some idea or other about the public good. As a global philanthropy publication, our mission is to do justice to developments, issues, and trends—essentially to provide coverage of philanthropy in its institutional form.

As I wrote in the December edition:

Arguably, philanthropists in particular need a dose of critique and cross-examination because they lack the feedback loops of ballot boxes and bottom lines that—at

least in theory—hold those in government and business to account.

So, who can be philanthropy's critical friend? Being a "critical friend" to the global philanthropy sector is not without its challenges. That's because we strive to hold the sector to account as well as celebrate its impact and success. The integrity of our journalism and our twenty-year track record has mitigated these challenges and helped to build trust with our funders and readers. But it takes an enlightened foundation to feed the hand which may bite you.

This isn't, or at least shouldn't be, a niche concern. For anyone worried about the operation of elite power, the health of civil society and ultimately the well-being of democracy, paying close attention to philanthropy should be essential. The decisions of major philanthropists and foundations have the potential to shape society for good or ill with billions of dollars earmarked for public purposes but held in private hands. It follows that paying attention to the functioning and funding of the philanthropy media infrastructure—specifically the specialist media which covers the philanthropy field—is important too. And it deserves more attention.

But the increasing awareness that philanthropy can be a vehicle for plutocracy as well as a consequence of inequality is yet to convert into support for philanthropy media.

Ultimately, though, it's not only *Alliance* and fellow travellers in the philanthropy media landscape who stand to gain the most from greater investment in the philanthropy media infrastructure. Such investment would help raise the profile of the issues which foundations work on as well as improve the effectiveness and accountability of the whole philanthropy field.

As foundations spend increasing resources on employing their own communications officers and

retaining for-profit PR firms to promote their programmes, it's in their self-interest to invest a relatively small percentage—say 10 percent of their communications budget—into funding the development of sector media. Unless and until philanthropy-focused media has greater editorial capacity, it won't be able to do justice to the increasingly rich material which foundations are producing to communicate their work. I've lost count of the philanthropy stories I'd like to tell but couldn't because I don't have an editorial staff or news room to follow through on the press releases and pleas for coverage.

Investing in the sector media is a sure-fire way to lift the editorial tide for all foundations, especially when trusted partners already exist. But it requires an investment in the greater good on top of a commitment to promoting the work of one's own foundation and its partners. Apart from a few enlightened funders such as the Mott Foundation who "get" the need to build philanthropy infrastructure anyway, such funding remains thin on the ground.

By focusing on the supply side of communications officers and PR firms, but failing to invest in endowments or other forms of support for a robust philanthropy media, foundations are doing their field a disservice. Fortunately, it's one which could be easily remedied. I hope that my successors in the philanthropy media will look back in a few years to see that our blind spot in philanthropy's own communication's infrastructure has been corrected. Our field should enjoy the mirror that a sustainable and thriving philanthropy media holds up to it—at least most of the time.

In the meantime, we at *Alliance,* will strive to be a "critical friend" celebrating the impact and success of the global philanthropy sector while doing our best with the resources we have to hold it to account.

Corporate and Political Power Diminishes Quality Journalism in India
By Revati Prasad, Ph.D. candidate at the University of Pennsylvania's Annenberg School for Communication

Editor's note: Media scholar Revati Prasad reflects on historic and current challenges affecting quality journalism in India.

With nearly 400 television news channels, an expanding newspaper market driven by regional languages, and the second highest number of internet users in the world, journalism in India can appear vibrant and thriving. But amidst the din of breaking news alerts, voices of critique and quality independent journalism grow fainter in the face of aggressive nationalism and robust state and corporate power. News outlets here need more than just financial stability and legal support; they need greater credibility with their readership.

Since the election of Narendra Modi and his Bharatiya Janta Party (BJP) in 2014, news media in India must contend with an increasingly hostile climate. Journalists are more frequently threatened, detained or arrested. Some journalists known for their investigative work or criticism of right-wing Hindu extremism have been killed. These attacks are conducted in an atmosphere in which state actors denigrate journalists with terms like "presstitutes" and coordinated onlinetrolling to shout down voices critical of the government as "anti-national." Terms like "presstitutes" indicate the gendered nature of the abuse, especially directed at female journalists, but other marginalized identities such as Muslims are also frequent targets

The BJP government has been accused of trying to strong-arm news media that has questioned or contradicted the Modi regime—an English-language news channel was raided by the country's top investigative agency in 2017, and more recently the signal of a Hindi-language news program was reportedly blocked. The state frequently reaches for the colonial-era sedition law to

stifle dissent, and the evergreen pretext of national security to justify internet shutdowns and control the flow of information. The most common tack to chill speech and discourage investigative reporting employed by both politicians and corporations are lawsuits that claim defamation—a criminal offense in India.

As the defamation lawsuits indicate, journalism's problems in India precede the ascendance of Modi's star, and are rooted in the political economy of the industry. The market liberalization of the 1990s that led to a dramatic growth of the sector also created the conditions for a more commercialized media that far too easily succumbs to sensationalism and theatrics, particularly on television. Media ownership is also increasingly concentrated in a few hands, and those hands—be they large corporations consolidating or media power political players gaining a propaganda arm—guide coverage to their best advantage.

Some of these challenges and failures have motivated a shift to digital media, and a number of digital news startups have contributed to a growing sector. These startups are trying to carve out their own niche in a crowded space: A few are general news sites, some are verticals focused on one sector such as the technology industry, and some platforms are pursuing a specific genre of journalism such as data journalism or citizen journalism. At the same time, many of these platforms are also focused on fact-checking "fake news" or the politically motivated disinformation that circulates online.

Some of these startups have secured venture capital funding and are banking on the growth in digital advertising for their revenue and are actively experimenting with new business models. Those that are attempting subscription models range from outlets that place all content behind a paywall, to a membership model that asks committed readers for support, to a "freemium" model that offers bonus content for its subscribers. A few of the startups are nonprofits and rely on grants. The most prominent funder is the Independent and Public-Spirited

Media Foundation (IPSMF), founded in 2015 with the mission of supporting public interest reporting.

It is worth noting that these sites are accessible to only about 30 percent of the country that has internet connectivity. Further, the majority of these sites are in English which reinforces the "split public" of Indian media, where English media speaks to the elite and vernacular media to the masses. With a rise in regional language internet users, regional language media is also growing, although it remains more vulnerable to repression and reprisal. Mainstream media in India is also largely upper-caste and urban, and the reporting reflects the identity of the reporters.

Some digital outlets are focused on the voices of the marginalized. For instance, Khabar Lehariya, a feminist rural newspaper publishing in Hindi, has gone online. A number of anti-caste platforms such as *Dalit Camera* and *Round Table India* are creating their own content and countering mainstream discourse. These outlets operate in the same environment where aggressive nationalism and rampant misogyny thrive, making Indian digital media a

contested space—where critical and independent voices persist through entrenched power structures in an effort to be heard.

Financially supporting these outlets, and the more mainstream digital news outlets, must be a largely domestic effort. The Foreign Contribution (Regulation) Act of 2010 prohibits foreign funding to journalists, news outlets, politicians and government officials, and has been used to cancel the registration of thousands of NGOs receiving foreign funding.

Despite these challenges, the dynamism of the sector in India intersects and connects with innovations in journalism globally. Startups of all stripes are watching and learning from outlets in other contexts—monitoring the progress of subscription models, the responses to different styles of journalism, and taking heart in how others also persevere over impossible challenges. Collaborations and networking across borders among these embattled voices would be a possible avenue of support—productive for their individual work and for solidarity in pushing back against the tide of rising illiberalism the world over.

Section V: Conclusions

Both funding and making media are now dangerous in new ways: Foundations, publishers, editors and journalists across the world are facing not just familiar forms of repression and censorship, but new threats from breaches to digital privacy and a notably violent and uncivil online culture. Funders need to work more systematically to educate and protect both themselves and their grantees.

Power dynamics are skewed in favor of American funders: In addition, the data emphasizes U.S.-based funders, who appear to be setting the agenda for foundation support of media worldwide, raising questions about power dynamics between these funders and local foundations and grantees. Improving worldwide data collection and access will help all funders understand how non-local funders' priorities match, complement or possibly undermine funders and NGOs in local communities. In addition, supporting local media efforts, business model development and listening to grantees and implementation organizations are key to adjusting the balance of power. As our survey indicates, funders and those on the ground are not always concerned about the same things, and better understanding of local needs is essential for a stronger media ecosystem, and improved outcomes across all the issues funders care about.

Foundations can have an outsized influence on a country's media system: This power can be productive or disruptive depending on the context. On the one hand, external funders can support convenings, monitoring, regional partnerships and even media distribution from outside of countries where anti-democratic leaders repress the media. On the other hand, foundations can create perverse incentives through supporting initiatives that don't match needs on the ground, or through short-term funding that leaves local outlets and organizations stranded.

The moment is ripe for organizing media funders in creative and effective new ways: There are areas for research and sharing of best practices that are relevant in many countries and bear further examination. These include the role that social media now plays in public discourse, new business models for news, impact evaluation for public interest media investments, and the need to make a stronger case for media as a legitimate area for philanthropic support. These topics could serve as organizing principles for enlarging and engaging a larger network of global media funders. In addition, there are new ways for funders to work together, in multi-stakeholder coalitions, and even in partnership with grantees. However, because the funding environment differs widely from country to country, it's important not to seek one-size-fits-all solutions.

Funders need to see the bigger picture: Funders need to understand and support media and media ecosystems in order to advance their work and improve society. New funding approaches and sources highlight the need for gathering and analyzing data about global media funding, and understanding how it fits into the overall global funding picture.

Better data is needed: Our research and literature review highlighted the significant barriers the field faces in truly understanding the reach and scope of global media philanthropy. Developing reliable frameworks of philanthropic data collection will be imperative to understanding how funders are working around the world, as well as the trends, challenges and opportunities. It also highlighted the need for U.S.- and European-based funders to more thoughtfully report grant information, to ensure improved coding accuracy, as well as more nuance around purpose and populations served.

We hope that this overview of global trends and analysis sparks greater conversation and action around media grantmaking and grants data collection in order to more fully understand the full scale of philanthropy in support of media worldwide.

APPENDIX I: UNDERSTANDING THE MEDIA DATA MAP

Clarifications on the media data map:

The data map only shows grantmaking investments, not other financial instruments such as loans or equity stakes.

Funders submit the data for their giving to Foundation Center, which then codes grants according to grant description and other details. As noted above, grants included in the media map include a wide range of approaches that some funders don't consider part of their media work. For example, a funder supporting development of web content for educational use might consider that an education grant, rather than a media grant for an educational outcome. Recognizing that the scope of the taxonomy developed in partnership with Foundation Center includes media-related grants outside of some funders' portfolios, readers are encouraged to explore the map themselves using search parameters that fit their funding guidelines, or reach out to co-author Sarah Armour-Jones to discuss the map data.

The top-level taxonomy includes:

- Media Content and Platforms
- Telecommunications Infrastructure
- Media Applications and Tools
- Media Access and Policy
- Journalism, News and Information

Within these wider categories of funding there are 25 sub-categories, including radio, film and video, mobile media, media justice, internet access, freedom of expression, investigative journalism, etc.

Definitions

MEDIA CONTENT AND PLATFORMS

Television

Support for television production and broadcast. Includes support for producers of public television, cable television, community access television, broadcasting in schools, and interactive television.

Radio

Support for radio production and broadcast, including public radio stations. Also includes support for radio stations, which offer programming designed for community residents who are blind or visually impaired (radio reading services).

Web-based media

Support for the World Wide Web. Includes support for traditional websites (shopping, online versions of print publications, etc.) and Web 2.0 platforms, which allow for creation and exchange of user-generated content (social media, blogs, etc.) and content shared on the Web (YouTube, Pandora, etc.). Does not include email, fax, Internet access, instant messaging, and other computer network-related services.

Film/video

Support for film and video (educational, documentary, cultural, religious, etc.) and activities that promote public appreciation of film and video. Also includes support for activities that encourage new, foreign, and independent filmmakers, film expositions and festivals, and screenings of old or difficult to obtain films in noncommercial facilities.

Print

Support for print publishing and distribution, including university press, literary press, newspapers, magazines, and printing houses. Does not include journalism, retail sale of books, or where publishing a newsletter, journal, or directory is one of many activities for an organization.

Audio

Support for recorded and reproduced sound using analog or digital technology. Recordings may be of music, spoken word performance, interviews, or audio versions of media originally in another format.

Mobile media

Support for small, handheld portable devices, including mobile phones, smartphones, MP3 players, small game players, digital cameras, and tablets, and applications developed for use on these devices.

Media content and platforms, general

Support for newspaper, television, cable, video, film, website, or radio production, training and programming, and/or educational programs related to the media. Includes support for associations of writers.

TELECOMMUNICATIONS INFRASTRUCTURE

Telecommunications

Support for organizations that furnish point-to-point communications services, whether intended to be received aurally or visually. Includes support for establishments primarily engaged in providing paging and beeper services, leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others. Also includes support for organizations that are involved in policymaking, information-sharing, research, or other activities related to telephone, telegraph, and telecommunications systems.

Internet and Broadband

Support for electronic mail, facsimile transmission services (fax), Internet, broadband, instant messaging (IM), Usenets, Internet forums, Voice-over-Internet-Protocol (VoIP) services, electronic community networks, and other computer network-related organizations. Does not include cell or mobile phone networks and services, cable providers that bundle Internet access with television and telephone service, or media posted and networked on the World Wide Web.

Internet access

Support for policies and services that ensure users have the appropriate digital technologies and connectivity necessary for access to information and media, especially access to broadband internet.

Telecommunications infrastructure, general
Support for information and communications technology (ICT) and the services which provide, maintain, and manage ICT. Includes telecommunications utilities, equipment, and services, Internet provision and governance, "cloud" data processing and management, and other large-scale digital services.

MEDIA APPLICATIONS AND TOOLS

Interactive games
Support for games that use an interactive environment, device, or program, such as a computer game, video game, electronic game, or arcade game, for play by one or more players. The play can be for entertainment, education, competition, social interaction, and/or other purposes. Gaming can involve simulations, role-playing, strategy, puzzles, virtual reality, elements of chance, and tests of skill, knowledge, or creativity. These games can be played on a range of platforms, including small handheld devices, consoles, computers, and large screens.

Geographic Information Systems
Support for geographic information systems (GIS) that capture, manage, analyze, and present geographical data for use in projects, applications, and enterprises. Data can be captured by remote sensing, Global Positioning Systems (GPS), field techniques, or by collecting spatially referenced data (e.g. addresses). Presented most often in map form, although other graphical displays may also be used.

Media applications and tools, general
Support for electronic technology and software that assist in the creation, structuring, and delivery of information, communications, data, entertainment, artwork, and other content. These technologies are often interactive, digital, networked, and/or user-generated.

MEDIA ACCESS AND POLICY

Media democracy
Support for promoting policies, approaches, and technologies that serve democratic principles of openness across a range of media, including entertainment, information, opinion, public data, and news available to all citizens. Includes support for efforts to promote wide and equitable access to media outlets and telecommunications services, promote fair and neutral provision of information services, and encourage inclusive public discourse through these channels.

Media justice
Support for giving a voice to traditionally marginalized communities based on race, class, income, geographic, and social barriers and addressing systemic barriers to media participation, ownership, and representation. Also includes support for efforts centered on media to achieve other social justice aims.

Media literacy
Support for efforts to develop and increase the public's ability to find, understand, use, and create media and information. Includes support for media education that develops the ability to "access, analyze, evaluate, and communicate" information delivered in varied ways.

School and public library media centers

Support for libraries funded and/or operated by public officials or by K-12 schools, which maintain a collection of books, manuscripts, and periodicals, offer a place for reading and study, and/or provide general library services to the community or school. In addition, these centers or programs must provide access to collections of material in other media (as television and radio programs, eBooks, recordings, films, videos, and others), access to online or electronic sources of information and instruction, or education on digital and electronic media.

Open government

Support for promoting the right of citizens, public interest groups, and the media to information held by federal agencies unless it falls into one of the categories explicitly exempted by the Freedom of Information Act.

Freedom of Expression/First Amendment

Support for promoting the right of the press to freedom of expression without censorship or other restrictions by government. Also includes support for promoting the right of the media to maintain confidential sources and those who maintain defense funds to pay the legal expenses of media representatives involved in freedom-of-the-press cases.

Intellectual property

Support for legal policies and services that apply to intangible assets, such as artistic works, discoveries, inventions, symbols, and designs. Includes protection of the author's moral and material interests resulting from any scientific, literary, or artistic production. Also includes overuse or overextension of protections, such as copyright and patent.

Media access and policy, general

Support for the right and ability of the public to have direct access to media content and the right and ability of a content provider to have direct access to the public. This includes access to appropriate technologies, full and complete data, a wide range of information sources, and resources that allow transparency and comprehensibility in communication.

JOURNALISM, NEWS AND INFORMATION

Investigative journalism

Support for reporting on a subject of interest or importance, often a single event or a narrowly defined topic, which is based on deep, extensive research of long duration. The research may consist of interviews, data collection, document analysis, database searches, and traditional research techniques using primary sources. It is often delivered or communicated in long or serialized form.

Constituency journalism

Support for news gathering and distribution by a particular group of people for a particular group of people, such as youth media and ethnic media. A form of alternative journalism that focuses on the information needs of a particular population, as well as on ownership, distribution, and identity issues of the group.

Citizen journalism

Support for news gathering and distribution that involves the active participation of public citizens in all stages of the process. A form of alternative journalism that is most often participatory, activist, civic-minded, and reported quickly.

Advocacy journalism

Support for news gathering, distribution, and analysis that deals with specific issues and delivers an opinion about those issues. It can be contained in opinion and editorial pages of mainstream media or in alternative media outlets that have transparent points of view on an issue or group of issues.

Journalism education and training

Support for schools or colleges that prepare students for careers in journalism, as well as training programs, fellowships, and other opportunities for midcareer education.

Journalism, news, and information, general

Support for journalism, public information, and public education provided through media outlets. Includes support for general news and information, reporting on current events, stories and information in specific subject areas, and public service announcements.

Grants include a wide range of approaches that some funders don't consider media, including religious organizations funding books and print distribution, under the banner of freedom of expression; mobile banking apps aimed at improving banking access in low-income countries; and internet connections across library networks.

In addition, while the map tracks funding institutions, including community foundations, private foundations, operating foundations, corporate foundations, and governmental sources, it does not include individual donors or accurate data on governmentally-linked funding organizations.

APPENDIX II: GLOBAL DATA COLLECTION EFFORTS

Foundation Center global data collection efforts:

*   Highlighting good actors within the sector, given the importance of peer influence.

*   Promoting data as a tool to showcase impact for foundations that also need to fundraise. (Outside the U.S., philanthropic entities act more like NGOs or intermediaries— foundations both fund work but must als ofundraise.)

*   Connecting data with the ability to advocate for policy or be a key partner in conversations and social change.

Barriers to data collection include:

*   Lack of formalized structure around this field as a whole. There is still a need to quantify global philanthropy.

*   Funding data doesn't exist or isn't collected in a uniform, sharable way.

*   Funders don't understand the value of data collection or sharing.

*   Fear of sharing data, especially around security and political instability.

APPENDIX III: RESOURCES

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