

DECENTRALIZE, EXPAND, AND DEEPEN: JOURNALISM FUNDING IN BRAZIL

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MARCH, 2025

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LETTER FROM THE DIRECTORS

The first report of the Brazilian Journalism Support Fund, which we present today, is the result of an extraordinary collective effort. This document not only marks the formal beginning of our activities but also celebrates the collaboration among international philanthropies, experts, and Brazilian civil society. As newly selected directors, we – Carolina Oms, Daiene Mendes, and Leticia Tavares – have the honor of continuing this project that was born from attentive listening and a shared commitment to the future of journalism in Brazil.

In 2022, the first conversations and plans began to create a funding structure that could sustainably support journalism organizations operating in different formats throughout the country. In 2024, the Fund reached an important milestone by securing five donors and initial funding of USD 2.5 million. Among the foundations are the Ford Foundation, Oak Foundation, OSF, Luminate, and IFPIM. This amount will enable the operation of the Fund's first phase for three years, supporting at least 15 Brazilian media initiatives with multi-year core funding, in addition to a substantial program for capacity building and experience exchange.

In April 2024, consultants Nina Weingrill and Natasha Felizi were responsible for conducting a Fund design process based on participatory research. Their work, with the support of various specialized professionals, resulted in: (i) A detailed governance and strategy proposal, (ii) a three-year financial plan, and (iii) a structured analysis of the global journalism

funding landscape, identifying key challenges, lessons learned, successful strategic, and main stakeholders in the ecosystem.

As part of this process, the consultants conducted the selection of the first three members of the executive team and the Board. We were hired to serve as the Director of Operations, Director of Fundraising and Partnerships, and Director of Learning and Development. The board of directors consists of 10 members, with 5 representatives from supporting philanthropies and 5 members from Brazilian civil society.

As of March 2025, we have completed the initial cycle by delivering the first round of financial support to selected projects. We are committed to the principles of transparency, constant dialogue with the journalism ecosystem, and the search for new models of long-term sustainability for initiatives in Brazil.

We hope this document not only informs about our activities but also inspires new partnerships to strengthen Brazilian journalism.

**CAROLINA OMS, DAIENE MENDES,
AND LETICIA TAVARES**
*Executive Board of the
Brazilian Journalism Support Fund*

ABOUT THE DIRECTORS



DAIENE MENDES
Director of Learning

A professional dedicated to strengthening divergent narratives in journalism, Daiene Mendes is currently a Director at the Brazilian Journalism Support Fund (FAJ). She co-founded the NGO Voz das Comunidades and worked at Amnesty International, WITNESS.org, and RSF, developing projects with peripheral, quilombola, and indigenous communities. As Director of Learning at FAJ, she leads initiatives to strengthen journalism ecosystems in Brazil, focusing on local and independent media organizations.



LETICIA TAVARES
Director of Operations

Consultant, specialist in financial management and sociocultural projects, Leticia Tavares has degrees in HR Management, Sociology, and Politics, with more than 15 years of experience in the third sector. Former director of Énois Journalism Laboratory and the Pimp My Carroça Movement, she led initiatives to value waste pickers as environmental agents. She articulated public-private partnerships for the recognition of these workers. At FAJ, her mission is to ensure that each investment generates impact in journalism.



CAROLINA OMS
Director of Sustainability and Communication

She has mobilized resources for feminist journalism, technology, and human rights initiatives. Her trajectory as a researcher and leader connects journalistic practice with the vision of a more plural and resilient field. She contributes to the development of strategies that recognize journalism as a fundamental pillar of democracy and citizen participation, seeking to create bridges between content producers and society to value information as an essential public good.

ABOUT THE AUTHORS



NATASHA FELIZI is a researcher and strategy consultant. At the Serrapilheira Institute, she created the Journalism and Media program to fund initiatives that promote science understanding and fight disinformation. She has worked on funding strategies for public interest information and previously led projects on journalism, technology, and digital rights. She co-edited "Brazil in Motion - Reflections on the June Protests" (Rocco).



NINA WEINGRILL is a journalist with over 18 years of experience in equity and diversity in journalism. She co-founded and directed Énois, helping shape Brazil's media ecosystem. She works as a consultant and project coordinator at Abraji and other organizations, and co-led the country's first Journalism Support Fund. She also collaborates on global initiatives like the Civic Media Census at News Futures, mapping practices that strengthen access to information.

1. INTRODUCTION

The Brazilian Journalism Support Fund is an initiative structured to strengthen journalism ecosystems in the country. In light of increasing concentration of investment in the sector and the lack of structural support for long-term sustainability of journalism, the Fund was designed to provide a continuous and decentralized funding mechanism for organizations that ensure information of public interest reaches different territories and audiences.

This report presents the key data and analyses that informed the creation of the Fund. To ensure its structure responded to the real needs of organizations, we conducted a sourcing process that included a bibliographic review, a global study of existing journalism fund models (to be published soon), and two rounds of consultations with field actors.

In the first round, we conducted qualitative interviews with journalists, independent media managers, philanthropists, and leaders of field support organizations. The aim was to identify the key elements a fund should incorporate to effectively address the needs of these initiatives. A prominent theme that emerged was the importance of creating a structure that maintains continuous dialogue with the field and actively supports the long-term sustainability of the supported organizations.

In the second phase, we broadened the sourcing process through an online survey titled *'Good Practices and Recommendations for a Brazilian Journalism Support Fund.'* Open for responses between June 12 and July 15, the survey gathered input from 181 participants across various regions of Brazil. Among respondents, 62% were journalists, 21% were media outlet managers, and 17% held hybrid roles. The data revealed a wide diversity of organizational formats—ranging from digital platforms and community radio stations to print newspapers and independent initiatives—while also providing deeper insights into the sector's priorities and needs.

The geographic distribution of participants indicated a significant presence in the Southeast (46%) and Northeast (17%), followed by the South (14%), North (11%), and Midwest (12%). Most research participants identified as men (54%), followed by women (43%) and non-binary or other gender identities (4%). Racially, respondents were predominantly white people (62%), followed by black and brown people (33%), and a smaller group of indigenous and Asian people (2.5%) – 2.5% did not respond.

The analyses and information shared below represent the Fund's commitment to transparency in its internal processes and to building an environment of constant dialogue with the field.



**THIS REPORT
PRESENTS THE
KEY DATA AND
ANALYSES
THAT INFORMED
THE CREATION
OF THE FUND**

2. CONTEXT

According to *Atlas da Notícia*¹ —a census that annually maps news initiatives across Brazil—the number of journalistic medias in the country has grown in recent years, driven by the rise of digital-native media and the expanding role of community radio stations in news production. This quantitative growth has been accompanied by a qualitative maturation of the sector, marked by the emergence of organizations such as AJOR² (Brazilian Association of Digital Journalism) and Abrinjor³ (Brazilian Articulation of Indigenous Journalists), both of which aim to strengthen the field and broaden its impact.

As more organizations enter the field, there is a growing demand for funding sources capable of supporting their medium and long-term operations. However, financial fragility remains a defining feature of the sector. The concentration of advertising revenue on major digital platforms has disrupted business models across the board, exacerbating the sustainability challenges faced by media of all sizes.

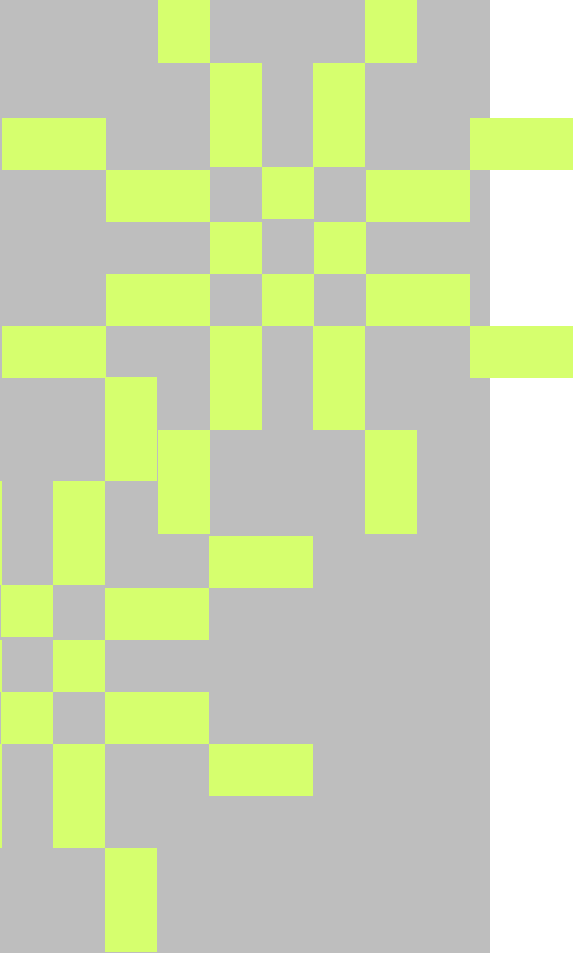
In *Alternative and Independent Journalistic Arrangements in Brazil: Organization, Sustainability, and Productive Routines*, a publication by the Center for Research in Communication and Work (ECA-USP)⁴, financial sustainability is identified as one of the primary barriers to contemporary journalistic production. This challenge often pushes journalists into informal work arrangements, low pay, excessive workloads, and reliance on personal resources to sustain their activities. Such precarious conditions also give rise

to ethical dilemmas in funding, including pressure to accept support from sources that may compromise editorial independence or promote agendas misaligned with the public interest.

Outside of advertising, access to resources to support the human rights field is also a major challenge, especially in Global South countries. An OECD⁵ report, published in June 2024, points out that only 0.2% of international development investments are allocated to media, and only 0.05% of this total reaches media organizations directly in low- and middle-income countries⁶.

The same applies to private philanthropy. A study by Media Impact Funders⁷, conducted with the 25 main foundations that invest in journalism globally, reveals that, between 2018 and 2022, 80% of funds were allocated to North American organizations, while 5.5% went to Europe, 3% to Africa, and only 0.5% to Asia – with no specific records for Latin America. In 2022, these foundations dedicated, on average, 7.3% of their donations to journalism projects and 14.3% to media in general. Philanthropy has been an important ally in maintaining the sector: 74% of the foundations interviewed reported an increase in funding for journalism in the last five years. However, according to SembraMedia⁸, this support is still insufficient, since most of the resources are designated to specific projects, without guaranteeing structural or institutional support for the initiatives.

- 1 News Atlas
- 2 Ajor – Brazilian Association of Digital Journalism
- 3 Abrinjor – Brazilian Network of Indigenous Journalists
- 4 Alternative and Independent Journalistic Arrangements in Brazil: Organization, Sustainability, and Productive Routines
- 5 [https://one.oecd.org/document/DCA/DAC/GOVNET\(2023\)13/en/pdf](https://one.oecd.org/document/DCA/DAC/GOVNET(2023)13/en/pdf)
- 6 Donor funding to international media is even lower than we thought – we need to increase it rapidly to protect and sustain independent journalism
- 7 A Snapshot of Global Journalism Funding in 2024
- 8 Inflection Point



The scenario worsened with the decision of the United States government to deactivate the United States Agency for International Development (USAID). Announced in February 2025, the measure temporarily suspended the funding of various projects in Latin America, including human rights initiatives and support for independent press. Organizations such as Factual/ Distintas Latitudes and No Ficción expressed concern, warning of an imminent crisis in the region's independent journalism.

According to a survey by Reporters Without Borders⁹, the decision froze US\$ 268.38 million in funding for journalism globally in 2025. The report highlights that USAID supported independent media in more than 30 countries, but the full extent of the damage is difficult to measure, as many organizations avoid drawing attention for fear of compromising long-term funding or suffering political

attacks. USAID data from 2023, later removed from public access, indicated that the agency funded training for 6,200 journalists, supported 707 non-state news media, and maintained 279 civil society organizations dedicated to strengthening the independent press around the world.

There is no systematized data on philanthropic investment in journalism in Brazil. This makes it difficult to understand the volume of available resources, the profiles of benefited organizations, and the gaps in sector funding. Without transparency about who invests, how much they invest, and in which initiatives, it becomes more challenging to identify the main demands and define collective strategies to strengthen the field. Furthermore, this opacity prevents a more precise evaluation of the impact of funding on the media ecosystem, limiting the ability to improve support models that promote sustainability and growth in the sector.

AS MORE ORGANIZATIONS ENTER THE FIELD, THERE IS A GROWING DEMAND FOR FUNDING SOURCES CAPABLE OF SUPPORTING THEIR MEDIUM AND LONG-TERM OPERATIONS

9 USA: Trump's foreign aid freeze throws journalism around the world into chaos | RSF

3. ASYMMETRIES OF INVESTMENT

The surveys conducted in preparation for this report highlight three key asymmetries that limit the sector regarding private philanthropic funding for journalism:

1. **the regional and profile-based concentration of organizations receiving funding;**
2. **the limited number of funders directing resources to journalism, especially at the national level; and**
3. **the predominant investment model, which prioritizes specific projects instead of strategies aimed at the long-term sustainability of the sector.**

3.1. CONCENTRATION OF RESOURCES

In Brazil, over the past two years, the ten leading foundations supporting journalism allocated more than USD 16 million to 81 organizations¹⁰ within an ecosystem of over 14,000 newsrooms (Atlas da Notícia). Of this total, half of the funding was concentrated in just nine organizations, while the remaining USD 8.255 million was distributed among 72 organizations. The largest group – 45 organizations – each received less than USD 100,000, with an average of just USD 22,700 per organization per year.

Besides the inequality in the amount distributed, investments are also strongly concentrated in the Southeast region, where 79% of the funded

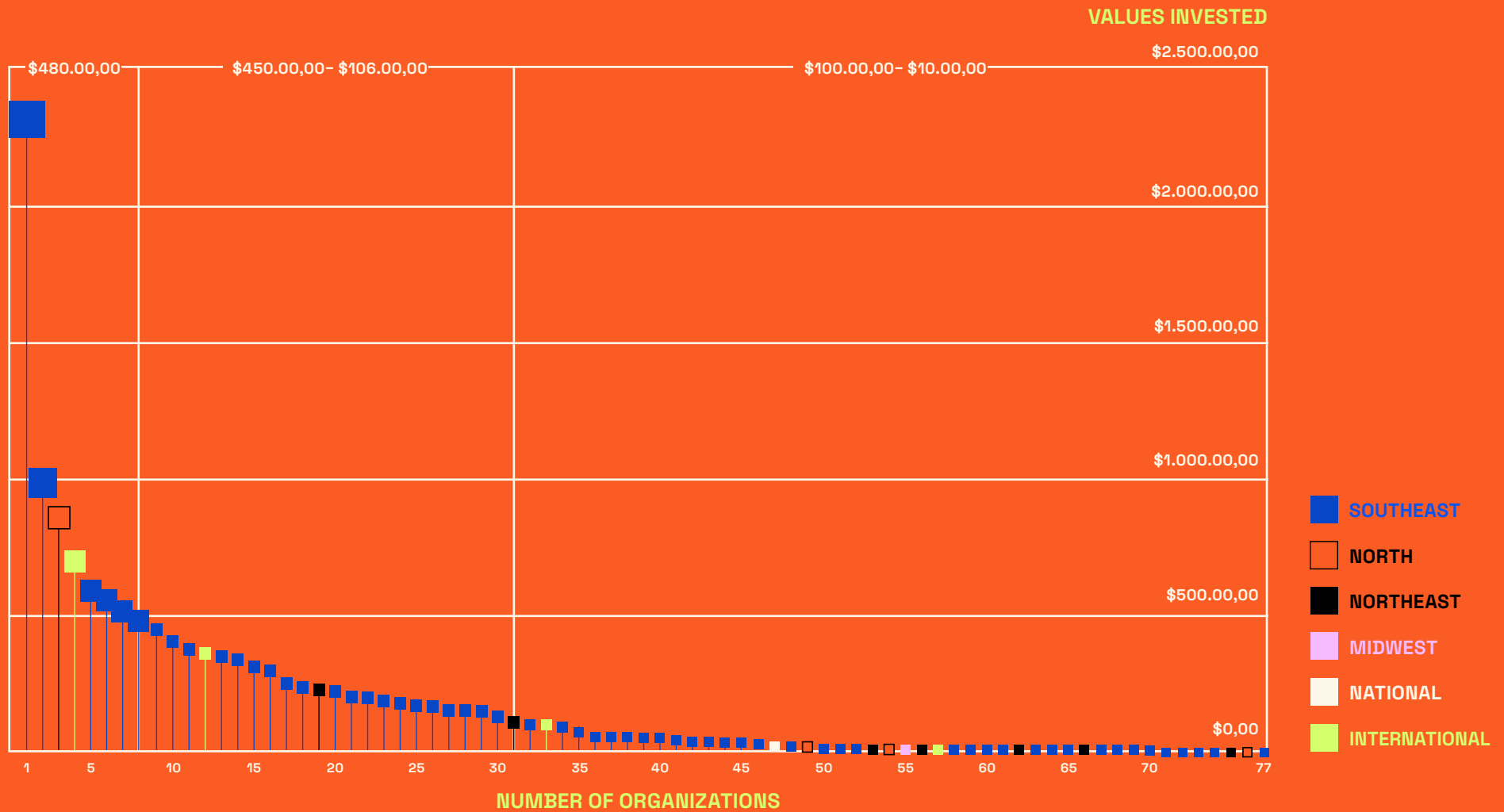
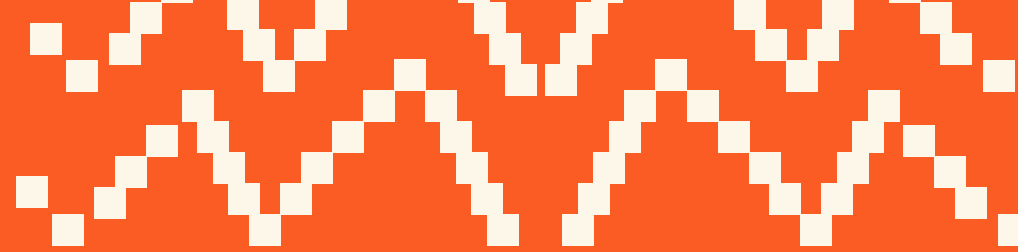
organizations are located. Next are the Northeast (9%), international organizations (5%), and the North (5%) – the latter represented by only two initiatives. The South and Midwest regions practically did not receive support. The Atlas da Notícia¹¹ points out that 50.4% of journalistic media are in the Southeast, followed by the South (18.7%), Northeast (14.8%), Midwest (8.5%), and North (7.5%)¹². It is therefore understandable that investment is higher in regions with a greater concentration of organizations; however, the numbers also show an overrepresentation of the Southeast and an underrepresentation of the other regions in access to funding.

¹⁰ Data provided by the private foundations CLUA, FMCSV, FORD, Ibirapitanga, IFPIM, Luminate, OAK, OSF, Serrapilheira, and Tide Setúbal.

¹¹ News Atlas

¹² The number of cities with at least one journalistic outlet is growing – Jornal da USP

CONCENTRATION OF RESOURCES



This concentration of resources also impacts the operational capacity of organizations. According to data from the questionnaire conducted by the Fund, 68% of the initiatives have between 1 and 5 employees, highlighting the sector's fragility and its challenges in scaling operations and ensuring its long-term sustainability. This problem is not exclusive to Brazil. The International Fund

for Public Interest Media (IFPIM)¹³ warns that, globally, independent media faces growing threats, especially in low and middle-income countries. The combination of reduced advertising revenues and increasing dependence on digital platforms has led to the collapse of traditional business models, making the survival of public interest journalism increasingly challenging.

3.2. FEW FUNDERS

In addition to concentration, there is also a significant dependence on a small number of funders. This raises questions about the long-term sustainability of this ecosystem, should philanthropy decide to redirect or reduce its investments.

The scenario of restricted resources for journalism is not unique to Brazil. With the exception of the United States, philanthropy worldwide allocates less funding to media compared to sectors such as education, health, and human rights. To address this challenge, various initiatives around the world have mobilized to create national funding structures that expand the resources available to the sector, especially for local media. A mapping by the Global Fund for Media Development¹⁴ identified more than 30 journalism support funds that have been created or are in the implementation phase in recent years.

In the Global South, Brazil will be the first country to launch a support initiative in this format.

While this model is still being consolidated in journalism, it has already reached a significant level of maturity in other sectors. In Brazil, in the last two decades, non-profit organizations have experimented with community philanthropy models and funds created by activists and social movements, which have become fundamental in supporting the social field. An example of this trajectory is the Comuá Network¹⁵, composed of 17 funds that continue to play an essential role in strengthening civil society initiatives. This experience demonstrates that structured funding mechanisms can effectively support the sustainability of strategic sectors and serve as a reference for a model focused on journalism.

¹³ International Fund for Public Interest Media

¹⁴ National Journalism Funds (July 2023) | GFMD IMPACT

¹⁵ The Comuá Network was created in 2012 under the name Network of Independent Funds for Social Justice and, after 2017, became known as the Philanthropy for Social Justice Network (Comuá Network).

3.3. PROJECT-BASED INVESTMENT

The challenges faced by journalistic organizations in Brazil go beyond the disparity in resource distribution and the scarcity of funding. Available investments do not meet the structural needs of newsrooms, which compromises their stability and sustainability. Data from the questionnaire conducted for the creation of the Brazilian Journalism Support Fund show that 60% of responding organizations earn less than R\$500,000 per year and 26% have no revenue at all, which reinforces the need for a funding model that addresses not only specific projects but also the daily maintenance of these initiatives.

Research developed by InternetLab¹⁶ corroborates this analysis, indicating that most journalistic organizations in Brazil do not have access to institutional funding and depend on small temporary grants to pay their bills. This dependence creates an environment of instability, making long-term planning and the consolidation of organizations difficult. As these grants fund only specific projects, with short deadlines and defined objectives, newsrooms are often forced to shape their agendas and strategies according to the requirements of funders, instead of meeting the informational demands of their communities. This scenario limits

editorial autonomy and weakens the operational capacity of journalistic organizations.

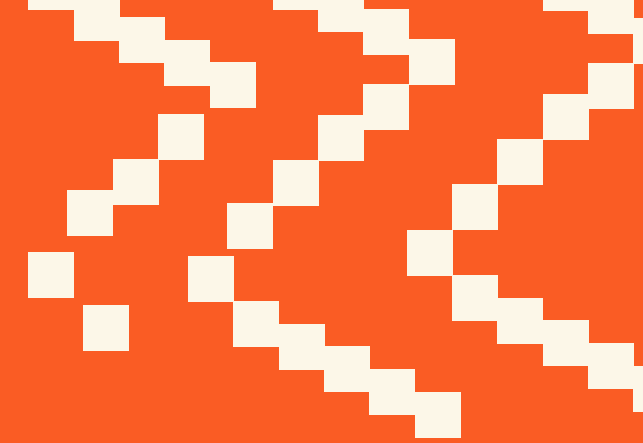
Another relevant finding from the listening conducted by the Fund concerns the type of investment demanded by the interviewed journalists and managers: among the priorities of initiatives with lower budgets are improving team conditions (1st), professional training (3rd), equipment acquisition (2nd), and technology (4th) – all of them demands directly linked to organizational strengthening.

The InternetLab report also points out that national grants typically last between 6 and 12 months, while international ones offer slightly longer terms, varying between 12 and 24 months or more.

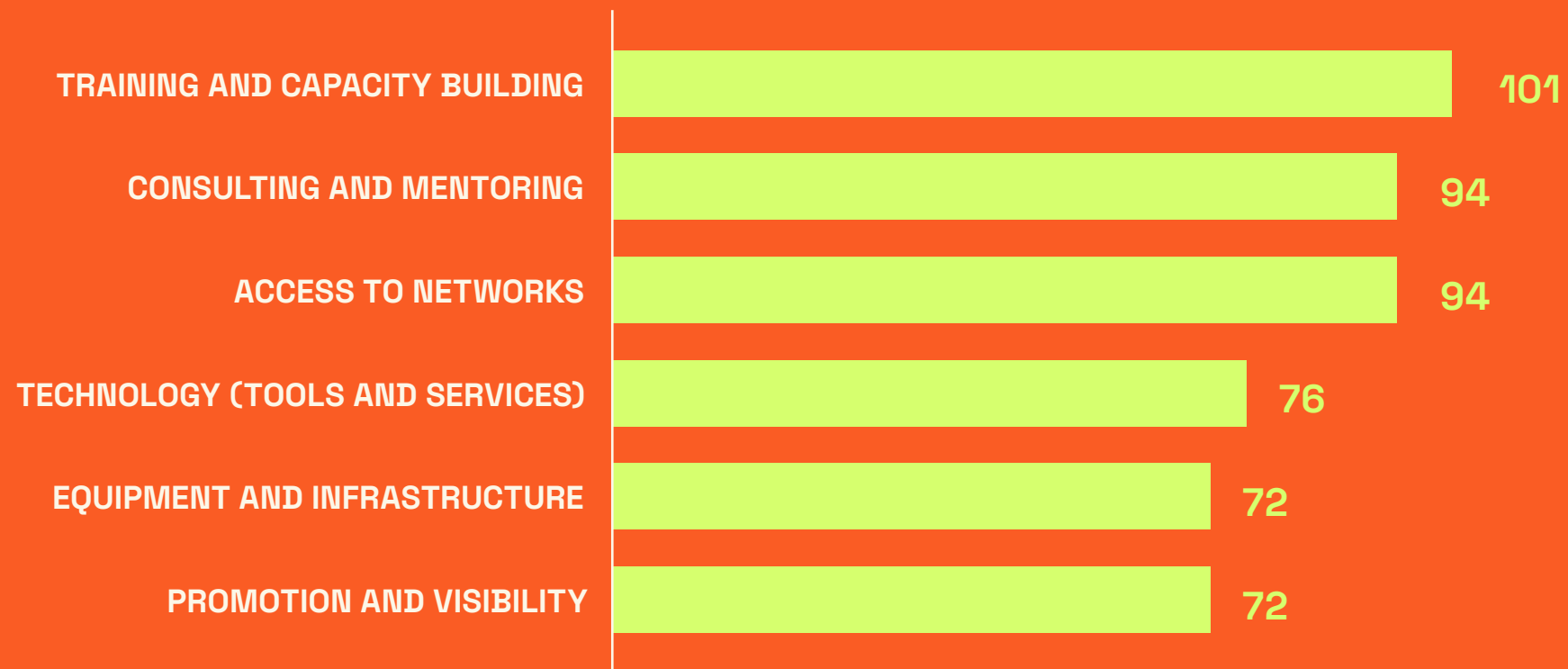
Without stable institutional funding, newsrooms face difficulties in maintaining fixed teams, investing in infrastructure, and improving their operations, resulting in limited and often fragmented journalistic coverage. In addition, the project-based funding model reinforces inequalities within the media ecosystem. More structured organizations, with greater administrative capacity, can access these resources more easily, while smaller newsrooms, which operate in peripheral contexts or in places with less access to funding, face greater barriers to accessing funding.

**THE
CHALLENGES
FACED BY
JOURNALISTIC
ORGANIZATIONS
IN BRAZIL GO
BEYOND THE
DISPARITY
IN RESOURCE
DISTRIBUTION
AND THE
SCARCITY OF
FUNDING**

16 Social Inequalities and Media Sustainability in Brazil Are the Focus of a New Study by InternetLab

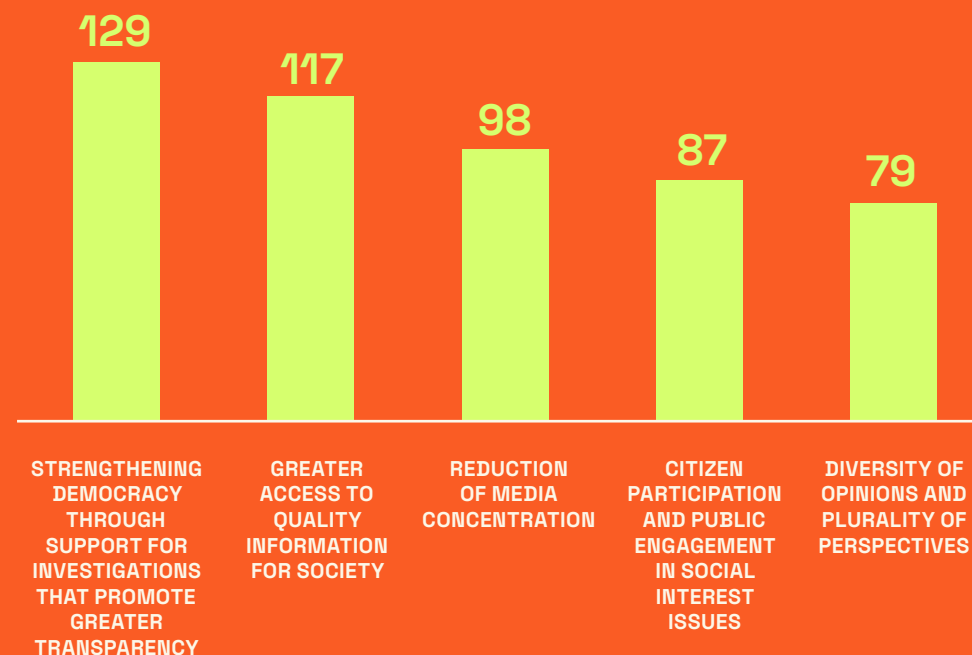


BESIDES FINANCIAL RESOURCES, WHAT DO YOU CONSIDER IMPORTANT FOR A FUND TO OFFER AS SUPPORT TO ORGANIZATIONS?

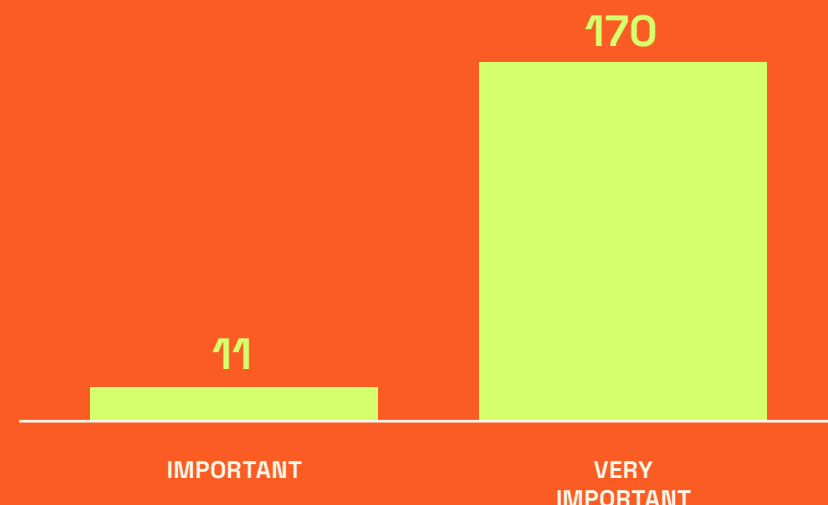


EXPECTATIONS REGARDING THE IMPACTS, BENEFITS, AND IMPORTANCE OF THE FUND

What would be the greatest benefits or impacts that a fund supporting independent/public interest journalism should promote?

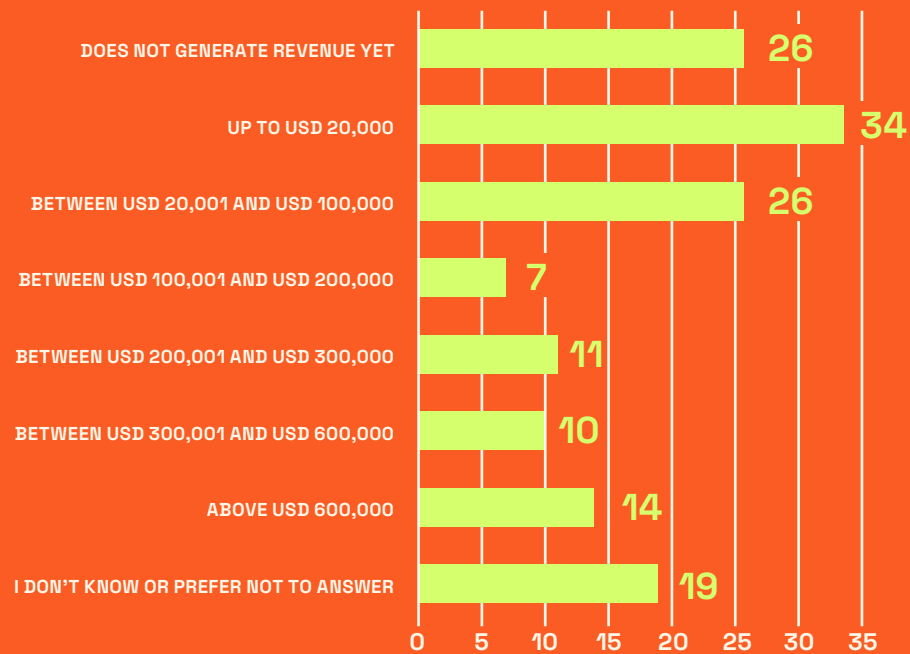


How do you view the existence of a fund to support independent/public interest journalism?

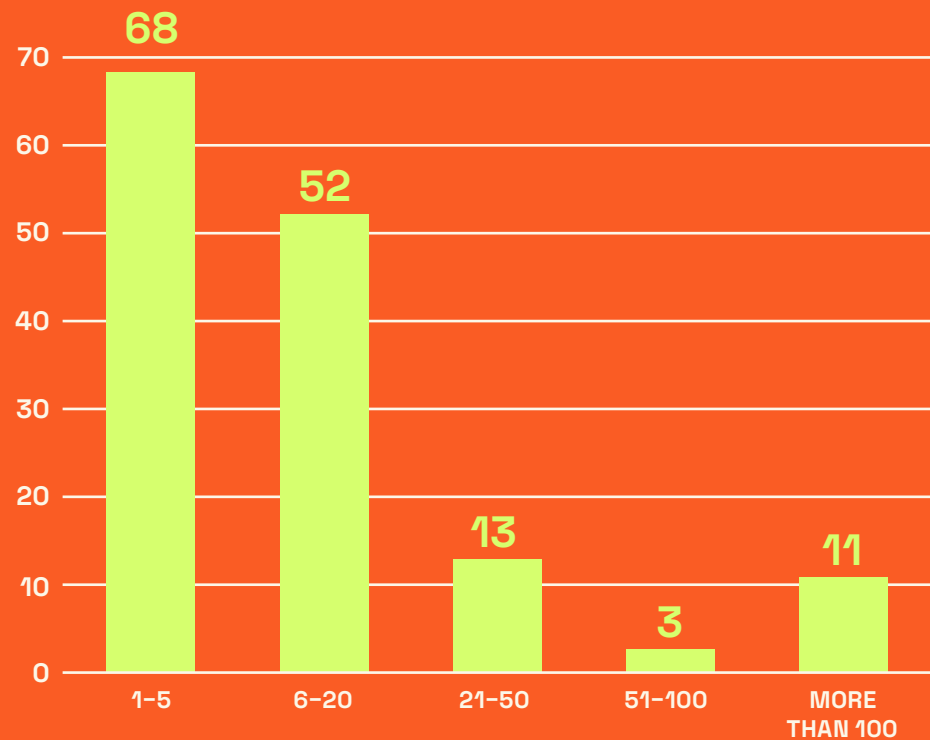


BUDGET AND ORGANIZATION SIZE

Annual Budget



How many people work in the organization



4. THE ROLE OF JOURNALISM IN DEMOCRACY

Journalism has a direct impact on society by shaping how people understand the world, make decisions, and engage in public life. According to UNESCO's 2024 report *Journalism is a Public Good*¹⁷, the presence of robust and independent journalism is directly associated with higher levels of civic participation and trust in democratic institutions. By investigating and reporting on matters of public interest, journalism ensures that citizens stay informed of government actions and policies that affect them, fostering a more transparent and accountable society.

In addition, journalism plays a crucial watchdog role, exposing cases of corruption and abuse of power – an essential function for the health of democratic societies. The same report underscores that societies with a free and active press tend

to experience lower levels of corruption, as investigative journalism serves as a powerful deterrent to misconduct. By uncovering irregularities and demanding accountability, journalism not only reinforces the rule of law but also strengthens public trust in institutions.

Finally, journalism fosters pluralism and meaningful public debate – both crucial to the vitality of democracy. By providing a platform for diverse voices and perspectives, the media helps shape an informed and engaged public. The UNESCO report highlights that a diverse and inclusive media ecosystem is essential to reflect the full range of experiences and opinions within a society, promoting dialogue and mutual understanding – indispensable pillars of a healthy democracy.

¹⁷ Journalism for development: the role of journalism promoting democracy and political accountability and sustainable development

5. HOW CAN A FUND RESPOND TO THESE CHALLENGES?

The Brazilian Journalism Support Fund was created to address structural challenges in the field and to contribute to the sustainability and strengthening of journalistic organizations in Brazil. However, it neither aims to be – nor can it be – the sole source of journalism funding in the country. Its purpose is to act as an additional support mechanism, reinforcing existing initiatives and encouraging the diversification of funding sources. In light of the current concentration of resources, the

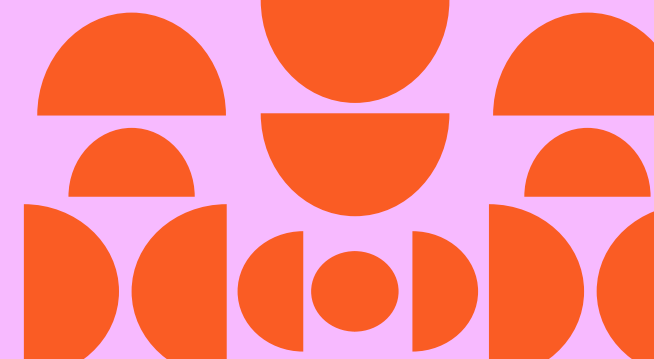
scarcity of flexible investments, and the ongoing need for sustained support for local initiatives, the Fund proposes a strategic model designed not only to expand the availability of funding but also to promote organizational development and capacity building.

To advance this mission, the Fund organizes its actions around three core pillars, detailed below:

5.1. FUND OBJECTIVES

1. Expand, decentralize, and qualify philanthropic resources allocated to public interest journalism organizations in Brazil, promoting equitable access to flexible, long-term funding aimed at strengthening organizational capacity.
2. Provide training and learning opportunities for journalism initiatives tailored to their needs in sustainability, impact, innovation, and other areas.
3. Generate and systematize knowledge on the field of public interest journalism in Brazil and maintain ongoing dialogue with this field to guide the continuous improvement of support strategies.

THE BRAZILIAN JOURNALISM SUPPORT FUND WAS CREATED TO ADDRESS STRUCTURAL CHALLENGES IN THE FIELD AND TO CONTRIBUTE TO THE SUSTAINABILITY AND STRENGTHENING OF JOURNALISTIC ORGANIZATIONS IN BRAZIL



6. WHAT TYPE OF ORGANIZATIONS SHOULD BE PRIORITIZED?

There is broad consensus that the absence of local news weakens democracy by entrenching electoral strongholds¹⁸, reducing access to basic rights¹⁹, and discouraging citizen participation in local political arenas – spaces where individuals can meaningfully influence decisions²⁰. In the United States, for example, studies show that legislators who receive limited press coverage tend to be less active, leading to the allocation of fewer federal resources to their districts²¹. Moreover, elections with minimal journalistic coverage are typically less competitive²², hindering political renewal. Beyond politics, local journalism plays a vital cultural role by fostering civic cohesion and strengthening community identity²³.

A similar scenario is observed in Brazil. Data from the Atlas da Notícia²⁴ point out that, in 2023, there was an 8.6% decrease in the number of municipalities classified as news deserts. However, there are still 2,712 cities where 26.7 million Brazilians do not have access to local news. Most of the recovery occurred in the North and Northeast regions, with 95 and 87 municipalities leaving this classification, respectively. Despite this progress, more than half of the Brazilian territory still does not have consistent journalistic coverage, undermining government transparency and the oversight of public policy.

The concentration of media funding further deepens existing inequalities. Between 2022 and 2023, more than 74% of journalism investments by the ten main foundations were directed to organizations with national reach, while local media remained underfunded and vulnerable (see graph below). Data from the Fund's questionnaire reinforce this concern: respondents emphasized that resources should prioritize newsrooms operating within specific territories, underscoring the urgent need to decentralize funding. Additionally, journalistic organizations in the Northeast, North, and Midwest regions are significantly underrepresented among funding recipients, limiting their capacity to provide in-depth coverage of local issues.

By supporting organizations that operate locally, the Fund not only strengthens these initiatives but also ensures that information of public interest reaches underrepresented communities, promoting transparency, social participation, and state accountability²⁵. These initiatives, in turn, function as microcosms of society, allowing a deeper understanding of the population's needs and facilitating more informed and representative decisions.

¹⁸ Brunetti and Weder, 2003; Hayes and Lawless, 2021

¹⁹ Rubado and Jennings, 2020

²⁰ Metzler, 2021; Smethers, Mwangi and Bressers, 2021

²¹ Snyder and Strömberg, 2010

²² Rubado and Jennings, 2020; Schulhofer-Wohl and Garrido, 2013

²³ Friedland, 2012

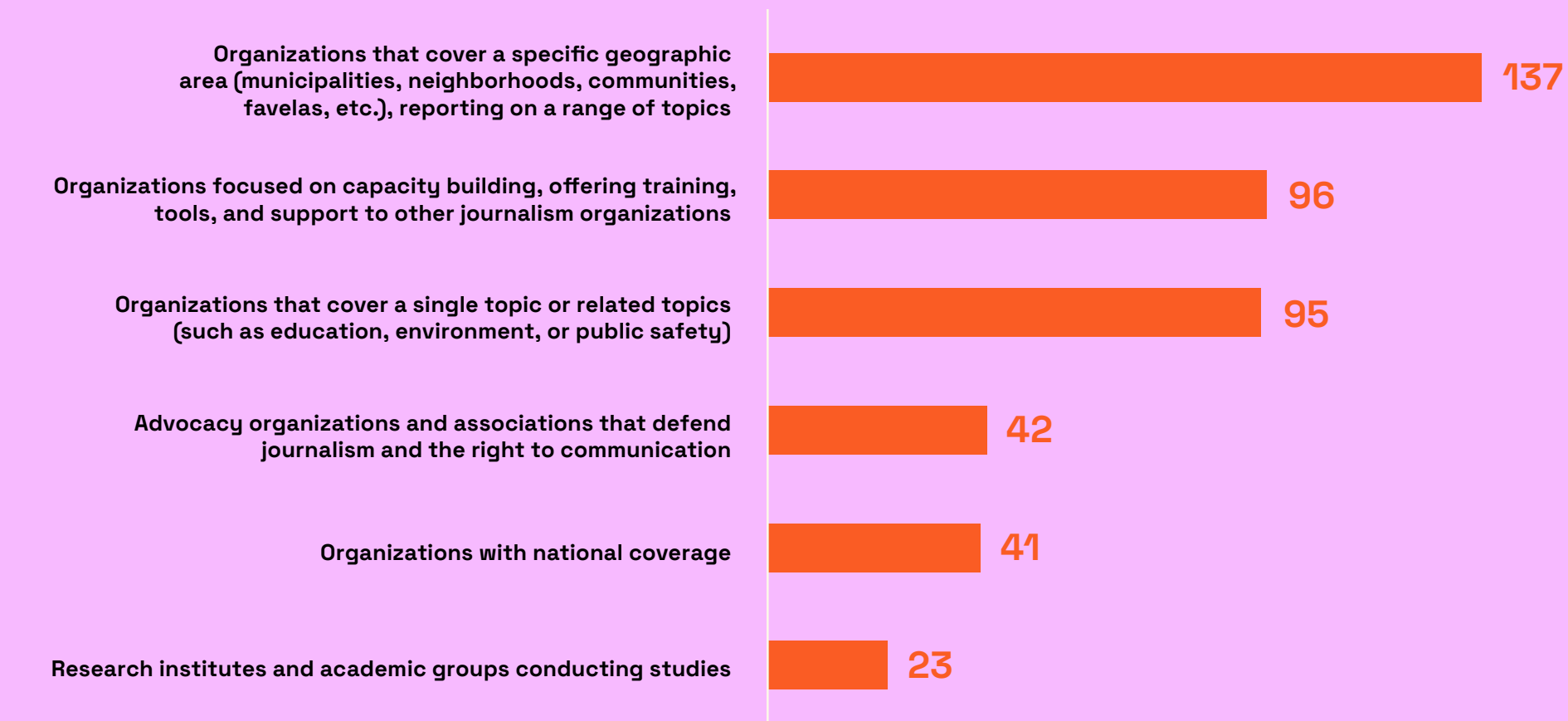
²⁴ Brazil saw an 8.6% reduction in news deserts in 2023, but local journalism still needs support | FENAJ

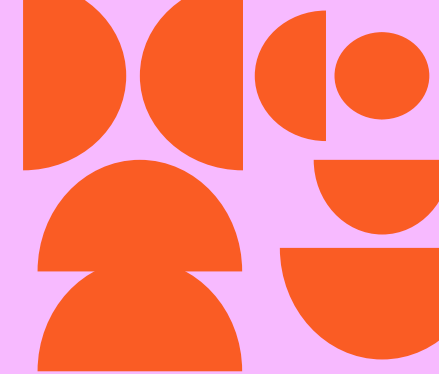
²⁵ Breuer and Leininger, 2021; Leininger et al., 2021

PROFILE OF ORGANIZATION THAT SHOULD BE PRIORITIZED



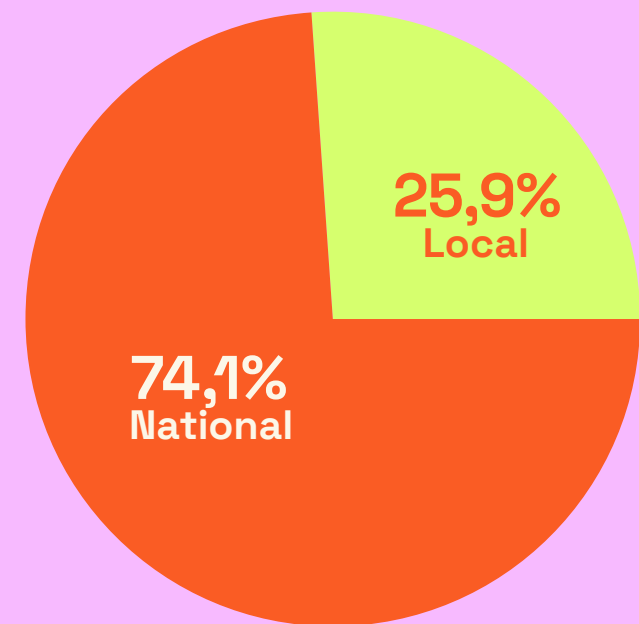
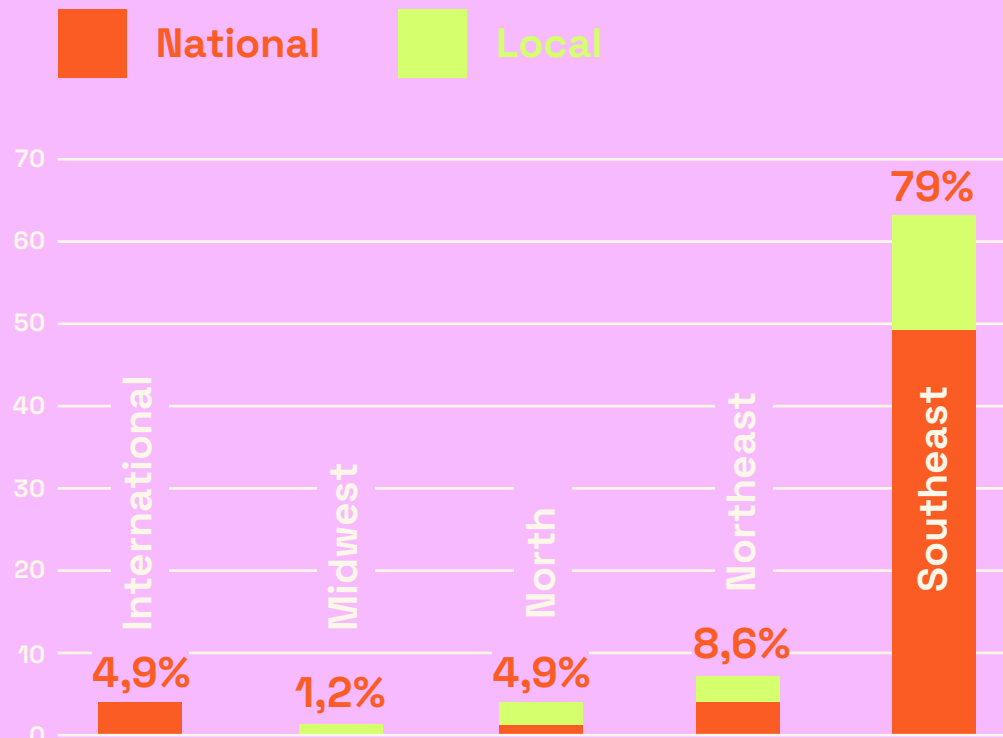
In your opinion, what type of organization should be prioritized by the fund at this moment?





UNDERREPRESENTATION

79% of the funded organizations are located in the Southeast, followed by 8.6% in the Northeast, 4.9% in international organizations, and another 4.9% in the North region, represented by only two initiatives. The Midwest had only one supported initiative.



6.1. ACTION STRATEGY

The Brazilian Journalism Support Fund's objectives for its first cycle are to decentralize funding, strengthen local media, and promote sustainable journalism. The main pillars of the strategy are:

- 1. Focus on areas with limited journalistic coverage and underrepresented communities:**
The Fund prioritizes support for organizations operating in regions with little or no journalistic coverage, as well as those serving communities that lack access to quality, contextualized information. The goal is to ensure that essential information reaches historically marginalized populations.

- 2. Medium- to long-term institutional funding:**
Unlike models that fund only specific projects, the Fund aims to provide continuous institutional support, enabling journalistic organizations to develop sustainably, with greater financial and operational stability.
- 3. Complementary mentoring and institutional strengthening program:**
In addition to financial support, the Fund will invest in the training of journalists and managers from grantee organizations, helping to improve internal processes, expand economic sustainability, and strengthen governance structures.

BY SUPPORTING ORGANIZATIONS THAT OPERATE LOCALLY, THE FUND NOT ONLY STRENGTHENS THESE INITIATIVES BUT ALSO ENSURES THAT INFORMATION OF PUBLIC INTEREST REACHES UNDERREPRESENTED COMMUNITIES

7. EXPECTED IMPACT

Based on the investment directed towards local journalism organizations, the Fund expects the following outcomes in this first cycle:

1. Contribute to the articulation of public and private resources for the sector, serving as a model for establishing donation criteria and mechanisms for monitoring and supporting journalism.
2. Significantly increase the availability of resources, providing long-term institutional support to organizations that, until now, have only had access to project-based funding.
3. Ensure more equitable distribution of resources to journalism in Brazil, expanding geographical, racial, gender, and organizational diversity among funded media.
4. Expand the quality of debates around the importance of supporting journalism and increase the number of philanthropies actively engaged with this agenda.
5. Highlight the positive impact of philanthropic support for journalism – particularly local journalism – in strengthening democratic processes.

8. CONCLUSION

The urgency of developing new funding approaches for journalism is clear, especially in local and underserved contexts where resource scarcity limits the media's ability to inform and engage communities. The growing concentration of investments in nationally focused newsrooms, combined with the lack of institutional support for independent media, highlights the need for a structured mechanism capable of strengthening journalistic ecosystems in an equitable and sustainable way.

The Brazilian Journalism Support Fund emerges in response to these challenges. Its mission is to ensure that initiatives serving underrepresented communities have access to continuous and structural support, enabling their consolidation

and lasting impact. By decentralizing funding and channeling resources to initiatives committed to public interest journalism, the Fund helps strengthen democracy and expand access to reliable and relevant information.

To realize its transformative potential, the engagement of investors, philanthropists, and organizations committed to press freedom and the right to information is essential. Journalism is a fundamental pillar of democracy, and ensuring its sustainability strengthens society's ability to stay informed, hold power to account, and actively participate in building a more transparent and inclusive future.

**THE
BRAZILIAN
JOURNALISM
SUPPORT
FUND
EMERGES IN
RESPONSE
TO THESE
CHALLENGES**

We deeply thank Carolina Munis, Maia Fortes, Marina Estarque, and Sara Silva for their generous contributions of data, insights, and essential research that supported the development of this work. Their perspectives and experiences significantly enriched the analysis and deepened our understanding of the topics addressed.

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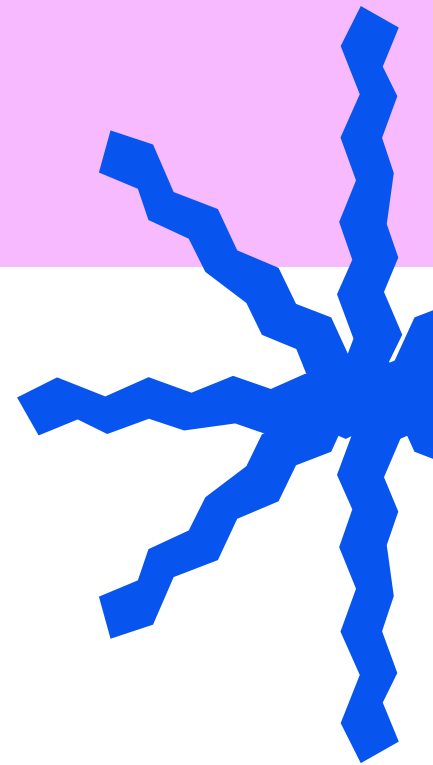
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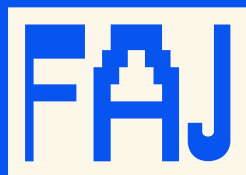
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