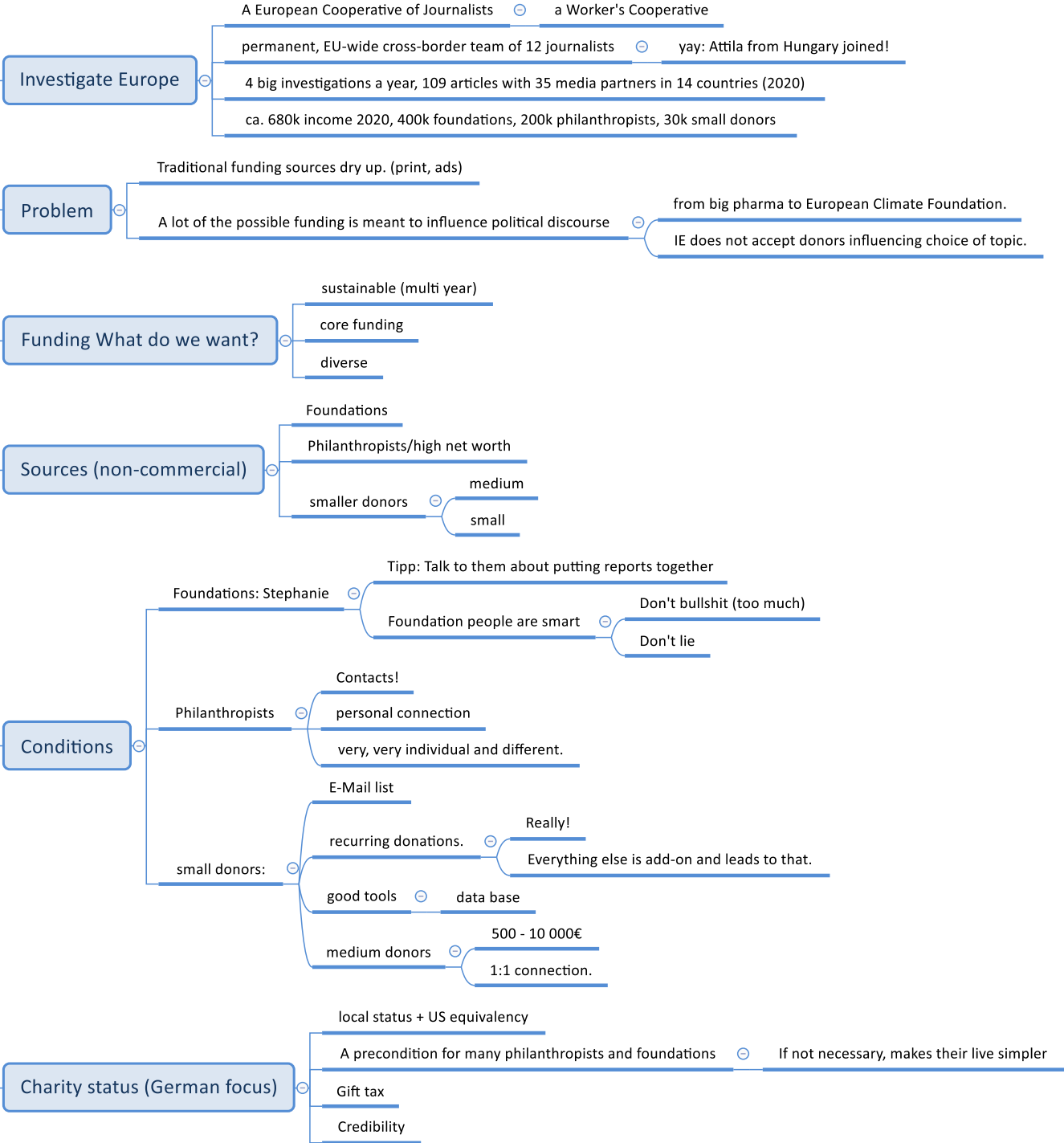# Funding non-profit journalism

Oliver Moldenhauer
Executive Director Investigate Europe

- **Investigate Europe**
  - A European Cooperative of Journalists — a Worker's Cooperative
  - permanent, EU-wide cross-border team of 12 journalists — yay: Attila from Hungary joined!
  - 4 big investigations a year, 109 articles with 35 media partners in 14 countries (2020)
  - ca. 680k income 2020, 400k foundations, 200k philanthropists, 30k small donors

- **Problem**
  - Traditional funding sources dry up. (print, ads)
  - A lot of the possible funding is meant to influence political discourse
    - from big pharma to European Climate Foundation.
    - IE does not accept donors influencing choice of topic.

- **Funding What do we want?**
  - sustainable (multi year)
  - core funding
  - diverse

- **Sources (non-commercial)**
  - Foundations
  - Philanthropists/high net worth
  - smaller donors
    - medium
    - small

- **Conditions**
  - Foundations: Stephanie
    - Tipp: Talk to them about putting reports together
    - Foundation people are smart
      - Don't bullshit (too much)
      - Don't lie
  - Philanthropists
    - Contacts!
    - personal connection
    - very, very individual and different.
  - small donors:
    - E-Mail list
    - recurring donations.
      - Really!
      - Everything else is add-on and leads to that.
    - good tools — data base
    - medium donors
      - 500 - 10 000€
      - 1:1 connection.

- **Charity status (German focus)**
  - local status + US equivalency
  - A precondition for many philanthropists and foundations — If not necessary, makes their live simpler
  - Gift tax
  - Credibility