



NPCJI Fundraising Guidelines

The National Press Club Journalism Institute encourages civic engagement and supports press freedom and media literacy through its educational programming. The Institute is thankful to its funders who support our critical mission.

At the same time, the Institute must minimize inappropriate influence, or the appearance of inappropriate influence, from people or groups promoting a particular political or social perspective. These set of guidelines on soliciting and accepting funds are designed to help the Institute achieve this goal.

An overarching principle: We will not accept donations that would in any way compromise — or appear to compromise — the journalistic mission of the Institute or its unbiased reputation. In keeping with that, the Institute will welcome contributions from donors who want to aid in our skill-based training mission. The Institute will exercise special care when considering contributions for content-based programming from corporations or interest groups, or parties affiliated with them.

Independence

To maintain its editorial and journalistic independence, the Institute's acceptance of funding will not involve a quid pro quo in programming. For example, while funders may offer input on broad content areas, topics, or potential panelists, the Institute staff and board have final control over all programming and editorial content. This is to ward off any appearance of influence or impropriety. Funders understand that once an agreement is signed, all decisions on the programming rest with the Institute and the donation is nonrefundable. The Institute has the right to refuse any money from any organization for any reason.

Vetting of funders

The Institute has the right to refuse any funds from any organization for any reason. The Institute will create a subcommittee and a process for vetting prospective funders. The Institute will clearly state that there is a review process to determine whether to accept and how to handle funds, and that outcomes are not promised.

Transparency

The advertisement of events, and announcements at events, will make transparent the independence between NPCJI and the funder, or if the funder has input, what that input is. The Institute will include this transparency in any agreement with a funder. With any outreach to funders, the Institute will include a copy of its fundraising guidelines.

All promotional material from funders must be approved by the Institute staff, the executive director, and the Institute president. Anything that could be construed to promote any product or advocacy policy that is unrelated to press freedom should be avoided.

In any programming or event, the Institute will make clear that it thanks its funders for supporting its mission, while also stating that funders have no influence on editorial content.



The NPC Journalism Institute board will be responsible for making the final decision on any issues related to funding.

Approved by the NPCJI board of directors on July 25, 2022.