

SOLUTIONS JOURNALISM FUND

ESTABLISHED IN 2020

This fund was developed to support solutions journalism and storytelling that will provide information and build awareness designed to grow support for local nonprofits and their missions. The storytelling will focus on how local charities contribute to community building, public health, the arts, and equity issues as it relates to neighborhoods, education, and the environment.

Objective:

To increase awareness and understanding of the outcomes and potential impact of local philanthropy through storytelling.

Strategies:

- The publication will produce stories about local philanthropy that encourages and enables the Tampa Bay area to become a better place.
- The publication will work with a team of writers and photographers to organize, coordinate, and create storytelling coverage and allocate editorial resources to produce these stories and images.
- Stories will highlight people, programs, and places in the Tampa Bay region.
- Stories will maximize impact by identifying thought leaders and influencers as role models for reflecting and promulgating success.

Measurement:

Reports on the number of stories produced, the audience size, and the article reach will be provided upon request.

Link to access the Solutions Journalism Fund on the Community Foundation of Tampa Bay Website:
https://cftampabay.org/give_now/solutionsjournalism/