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Annual Plan

Free Press Unlimited

2024

**FREE
PRESS
UNLIMITED**

People deserve to know

Colophon

Text

Free Press Unlimited

DTP and design

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Foreword Ruth Kronenburg

“In every conflict, the first victim is the truth.” We have known this for a long time and hear it often. But it doesn’t lose its relevancy. On the contrary, in a world where conflict is increasing, it has once again become crystal clear that information is used as a weapon. Journalists are therefore under enormous pressure. We now live in a world where the word ‘Press’ on a helmet and a bullet-proof vest no longer protects a person, but makes them a target instead. I am shocked by the number of journalists we have lost in conflict areas in the last year, mostly in Ukraine and Palestine. Under international humanitarian law, journalists are civilians and should be treated as such by the warring parties. The disrespect of the free press, and human rights in general, is of great concern to me and to Free Press Unlimited, and we therefore call on the (world) leaders of all countries involved and on non state actors to safeguard access to information, and ensure the safety and security of media practitioners on all sides.

Through our emergency fund Reporters Respond and also through dedicated programmes, we have been able to support journalists and media organisations during conflicts and will continue to do so. Sadly, due to the rise in the number of conflicts, emergency support has become increasingly important; it now constitutes almost half of our work. The aim of this support is always to help a journalist to carry on with their important work, be it in their home country or elsewhere. Conflict and a shrinking civic space are forcing more and more journalists to leave their country and work in exile. We expect that next year, we will have to focus much of our work on supporting these journalists, and on making sure that they can continue their work safely, and efficiently, so that the citizens in their home country continue to have access to reliable information.

Even though every country has its own context and specific challenges, we see that journalists benefit significantly from connecting and collaborating with each other. It is inspiring to see how journalists from different countries, even from different continents, find solidarity and support. In the coming year we will focus



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more on cross-border journalism, where journalists combine efforts and work together on stories that the world needs to hear. Another area where we can book achievements, albeit small, is in the fight against impunity for the murders of journalists. In the last couple of years we have investigated 17 cold cases; that brought crucial new information to light, and we found strategies to use this to engage in evidence-based advocacy and litigation. At the local level we’ve been able to create windows of opportunity to contribute to justice. In the coming year(s) we will continue down this road with investigations in Brazil and Pakistan.

On another level, I am thrilled to share that, in August 2023, our organisation was strengthened by an excellent International Advisory Council. We have started to speak with them about the challenges that lie ahead for Free Press Unlimited and press freedom in general, and how to take this on as an organisation. In 2024, we will develop this further and make it more tangible. One thing is certain, innovation is essential in all areas. For example, in how we view and approach our work, it is essential that our work with our partners is on the basis of equality, free from any form of



colonial viewpoint. Our response to the emergence of AI is another important focus for next year. I am glad to have been part of a special committee set up by Reporters Without Borders to work on an AI charter for the media. But this is only the beginning, we will be developing more activities in this field.

Now more than ever, the media, and we as an international press freedom organisation, need to be ready to adapt our ways of working and thinking to whatever comes our way. The international arena for press freedom is on shaky ground, anything can happen. Whether it is a new emerging conflict or new judiciary that further shrinks the media's space to operate, we need to prepare ourselves as best as we can. One thing I know for sure is that we cannot do this alone. Collaboration, solidarity and unity are key going forward. Together, we can de-weaponize information so it is what it is meant to be: a human right to which all people deserve to have access, at all times.

Ruth Kronenburg
Executive Director

Mission and vision

Our vision

Free Press Unlimited believes that everyone has the right to independent, reliable and timely information. The basis for this vision is found in Article 19 of the Universal Declaration of Human Rights:

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek receive and impart information and ideas through any media and regardless of frontiers.”

For most people in the world, access to reliable and timely information is not a given. Yet, every person needs independent information in order to assess and understand the world they live in and, in many countries, to make informed decisions for themselves and for their communities. If people do not know what is happening around them, it directly impacts their lives, prospects and opportunities. So, how can people make autonomous decisions? In short:

People deserve to know

Our mission

Free Press Unlimited’s mission is to make independent news and information available and accessible to all people, especially to those living in countries with limited access to information and press freedom. Free Press Unlimited does this by supporting local media organisations and journalists with our knowledge, expertise, experience and advocacy. Our core values are expressed by the following keywords: Independent, Inspiring, Inventive, Dedicated and Tailored Approach.

Goals

Free Press Unlimited works closely with local independent media partners, both individuals and organisations, that can make a difference in the countries in which they operate. We enter into partnership with these ‘change agents’ and co-develop interventions aimed at strengthening them, thereby increasing the impact of their work, and keeping them safe. Together with our partners, we strive to work towards the achievement of the following long-term goal:

Media and journalists, as independent players in civil society, constitute a diverse and professional media landscape and act as change agents on behalf of citizens. We contribute to this goal through the following three intermediate outcomes:

- 1** An enabling environment for media, conducive to freedom of expression, pluralism and diversity, is established.
- 2** Media serve the interests of the public and act as a watchdog on their behalf.
- 3** Journalists and media experts work professionally, effectively and in a sustainable manner.



Man protests against censorship. © Bogdan Khmelnytskyi

Themes

After formulating a new Strategic Framework for 2023-2026, Free Press Unlimited created more focus by trimming back the number of themes from six to three. We have chosen to concentrate efforts and focus on the following three main themes:

- 1. Safety of Journalists**
- 2. Media in Shrinking Civic Spaces**
- 3. Media Resilience & Viability**

A Theory of Change (ToC) will be developed for each of these themes in 2024.

Central to these main themes will be the embedding of two cross-cutting themes:

Equity, Diversity & Inclusion (former Gender) and Enabling Environment.

Through Equity, Diversity & Inclusion, and in light of disrupting and shifting power relations in our societies and in the media sector, Free Press Unlimited applies the lens of systemic intersectionality as a cross-cutting element. This approach includes gender but also takes into consideration aspects such as age, disabilities, beliefs and origin, depending on local buy-in and based on contextualization. The aim of all programmes developed within Free Press Unlimited is to promote equal access to opportunities and resources for anyone wishing to work in the media industry, to improve the diverse representation of individuals, their identities and their beliefs in and through the media, and to strengthen media's capacity for inclusive reporting on specific themes that profoundly affect individuals and communities.

Enabling Environment incorporates the legal, economic and political frameworks in which media operate and addresses those stakeholders and main actors, such as regulators, governments and companies, that are able to shape and influence the media ecosystem significantly. To continue supporting positive change, advocacy must be driven by national actors who understand the importance of acting at the right time, are able to develop constructive proposals and build long term relationships with stakeholders. In that respect, we believe strongly in the value of building coalitions, which is why we will continue to engage with partners to build national or cross-border coalitions to cooperate in achieving a common goal.

International partnerships



In April 2022, after 13 years, Leon Willems stepped down from the Board of Directors and into a new role within Free Press Unlimited. He is now the Senior Advisor International Partnerships. How has he approached this new role, and what are the plans for next year?

Why did you feel this particular role was the right thing to do for Free Press Unlimited?

First of all, I notice a lot happening in the international arena for freedom of expression and media development. And there are a couple of developments that are of special concern and interest. We see a heightened attention for freedom of expression, especially digital freedom of expression in relation to quality media and fact-based journalism. We see that there's significant interconnectivity between the issues that we face in these areas, and that they are global and no longer just national.

Secondly, there is a growing global understanding that change happens locally by empowering local people. Consequently, there is a need to re-envision the whole international aid architecture, which was structured in the 1960s and 1970s. In some cases we may have to change strategies or intervention models, in other cases we need to reconfirm that what we do actually matters to local people.

Lastly, we see an enormous global trend of increasing autocracy. This, and the previously mentioned factors, require us to think more deeply about the connectivity between what we do in countries.

This is where I come in. My job is to find that connectivity and ensure that we create partnerships and find the resources to work on all these areas.

What was your main goal in taking on this position?

What we see across the world is that funding by donors is basically pushing money to independent media without addressing the systemic problems. One donor



© Graciela Rossetto

gives funding to one group, and then another gives funding to another group. They're working towards people working on partial solutions. This is not the way to work towards systemic solutions. My goal was, and is, to create the awareness that this way of working needs to be reconfigured.

When I assumed this new role, our Executive Director, Ruth Kronenburg, asked me to set up an International Advisory Council to gather input from outside of the organisation to help us think about these issues. What are we doing right? What can we modify? We're rethinking all these things internally. These processes take time, but it does mean that we will have a more collective strategy and a more collective shared idea of what we can and cannot achieve. What can we do on our own and where do we need partners? How are we going to structure and organise it all? I think Free Press Unlimited is seen as an organisation that matters in the world, and I believe that's justified. It does mean that we have to constantly rethink, reorganise, and adapt, and continuously ask for input and feedback from our partners.

INTERNATIONAL PARTNERSHIPS

And now a year and a half later, do you still feel hopeful?

I notice a general air of resignation and human rights fatigue. There's a lot of questioning about whether or not it matters what we do at the donor level. The belief that we can actually work on international solidarity is waning. So, I do what I do because I feel that we need to fight this trend, and re-inject energy. In practice this means creating partnerships, finding resources, and working on joint advocacy. To that end, I also work very closely with our policy and advocacy and fundraising team to try and combat these matters in a way that is engaging and supportive for our partners.

What challenges do you see coming up?

Free Press Unlimited has an outstanding record of collaborating with our partners in a very precise, practical way. We assist partners with immediacy and flexibility, with the aim of improving their capacity to solve problems on their own. In doing that, we see that solving the root problems depends on more collective power. One of the bumps in the road here is that journalists themselves are struggling to survive, causing them to think not in terms of the joint interests of the entire independent media industry, but only in terms of their own survival.



A house in Khartoum, Sudan is hit by an artillery shell. Sudan is one of the countries in conflict where journalists struggle to work. © AFP



This makes it difficult to organise collective power within the media industry; there's often significant competition in countries between media. There's considerable reluctance to engage in larger collectives and campaign for better media freedom and a better media ecosystem, because business interests conflict with collective interests.

How do you address these challenges?

We invest a lot in cross-border cooperation, because media from different countries that feel the same about independent journalism can learn from each other. We see that as a way forward. But many donors still provide funds for country-based strategies; it is our job to convince them that a cross-border strategy works, and at the same time address this collective issue within the media itself.

There are times that I feel we're fighting with one hand tied on our back. But I firmly believe that the awareness that we need collective solutions is present. Only the practical implementation of what that means, is not in place yet. I am extremely hopeful that the EU will engage in the collaborative efforts we make in our work with our long-standing, trusted partners. They are the first of all our trusted partners in countries of conflict and repression of independent journalism in the Sub Sahara Africa, Eastern Europe, Latin America, Asia and the MENA region, where we have worked in the past 13 years. We managed to engage in long term investment strategies aimed at building local ownership, self-reliance and growth by creating and strengthening local meaningful institutions of press freedom and independent journalism.

But I am also talking about trust-based collaboration with international partners who we are sometimes in competition with in the distribution of donor money. Those partners include: Reporters Without Borders (RSF), with whom we wrote a memorandum of understanding in 2023; International Media Support (IMS), with whom we work in the southern Mediterranean; and Deutsche Welle, with whom we worked in the past on exchanging strategies on media variability. I believe they are all promising partnerships.

And looking ahead to 2024, what are the focus points?

2024 is also the year in which the Sustainable Development Goals will be reviewed, including SDG16 that encompasses safety for journalists and access to information. This review will also examine the progress on how independent media support peaceful, stable societies. Unfortunately, I think we can say that right now, that target is further away than it was when the Sustainable Development Goals came to be. I believe this point is a make or break moment on the UN agenda. The possibility exists that people will decide that it's just too difficult, and let it slip. It is also possible that all of us can jointly raise it to a higher level, which is of course what I hope and will advocate for.

One of the matters that we discussed with the International Advisory Council was the Free Press Unlimited investment strategy. What is it precisely? And what parts of that have been successful? We also checked if we could identify parts that maybe hinted at a colonial point of view of development aid. We also asked: how do we ensure diversity and equity in our relationships with partners? Working on the outcomes of that meeting will be high on the agenda in 2024.

If we manage that, we can focus our work more on regional networking, cross-border learning, and also on influencing the global community with dedicated, fact-based research and recommendation papers. This will take our capacity for global advocacy to a higher level, jointly with our partners.

Private fundraising

In the last few years, we have focused more and more on the Dutch audience, and increasing our brand awareness. This has resulted in an increase in donations from individuals, some of them with structural support whom we call "Friends" of Free Press Unlimited, and donations from foundations or (small) businesses. In 2024 the Private Fundraising department will build on that.

Strategy

In line with the multi annual strategic framework, we are expanding our efforts to increase un-earmarked funding. To that end, we have doubled the capacity of private fundraising in 2023. We are witnessing a growth in awareness about the relevance of press freedom and the need for an organisation like ours. This can also be seen in the growth in income over the past years. However, the rate of growth in income doesn't match the amount of un-earmarked funds that are necessary to cover the costs of our rising (albeit limited) overhead. An increase in un-earmarked funds will also improve Free Press Unlimited's ability to innovate and stay ahead of the game, by pioneering activities where needed, or to test new tools and intervention strategies. However, funding that comes without restrictions as to where and how it is deployed, is not easy to come by and takes time, dedication and perseverance to obtain. But once achieved it will give the organisation an impulse for incorporating innovative ideas and new technologies into its work so it is of even more value to its stakeholders. Private fundraising is also an important tool for measuring public support for our cause in The Netherlands.

Objectives

In 2023 we expect to bring in around EUR 300,000 of private funding. Our ambition is to grow by 50 percent in 2024, resulting in EUR 450,000. 2024 is a transitional year, one in which the groundwork will be laid for faster growth in the ensuing years.

Actions

To obtain this 50 percent growth, we have formulated a few strategic points of action. We will first work on establishing the universal Free Press Unlimited 'fundability' story, including the communication of it at national level. To do so, we will use storytelling in social media, live masterclasses and potentially source more profiled ambassadors.

Increasingly in the past few years, we have focused on the Dutch audience, gaining more individual donors. Now we want to build on this by formulating targets and strategies for Dutch funds and foundations, and continuing to focus on increasing Free Press Unlimited's brand awareness in the Netherlands, in close cooperation with the communication department. Closely linked to this is the plan to formulate targets and strategies for Small and Medium-sized Enterprises (SME).

Our approach to programmes



Within Free Press Unlimited, Ruth de Vries and Jens Kiesheyer take the lead together in creating and managing programmes that contribute to Free Press Unlimited's mission. What do they anticipate for 2024?

How does a new programme come to be?

Ruth: There are many ways. First of all, when our programme staff travel, they keep their eyes open. They speak with local players and discuss their needs, so we can see if our ideas and the opportunities we see for programmes align with that. We also respond to calls for proposals. Often governments, including the EU, publish calls for proposals in which they ask organisations like ours to present a proposal for funding. Together with our fundraising department we form a team that will discuss each step and then write the proposal.

Besides this, our Multi Annual Strategic Plan helps to keep us on track. In it, we have defined three main themes: Media Viability, Media in Shrinking Spaces, and Safety of Journalists. We do our best to proactively develop our work around that.

Jens: Lately, with our group of team leaders, we have invested a lot of time in thinking about the future of all the different regions and programmes, and in identifying opportunities. Our aim is to move away from this more reactive way of working, i.e. where we apply for funds that are sent out from the different donors with whom we work. Together with our allies on the ground we want to proactively come up with new solutions for new programmes.

Has anything already come out of that?

Jens: There's a belief that cross-border learning is highly relevant for many of our regions. We have already experienced that with Eastern Europe and Latin America. We would like to do this as well in Asia and in the African continent where we see many of our partners working more clustered and isolated in their separate fields. Next year, we would like to



Jens Kiesheyer. © Graciela Rossetto

focus on bringing them together and to proactively promote this idea to our donors.

Our work in Eurasia is already based to a large degree on cross-border initiatives, and we will continue to build on this. We see this as a great blueprint for other regions. We work on what is known as evidence-based journalism, where journalists and scientists work together on specific scientific themes. For instance, at the time the programme started, this related to health due to the Covid-19 pandemic. Now it's also environmental journalism in relation to climate change.

Ruth: We hear from partners that they really miss meetups, which were a way for them to learn and work together, on many aspects. From creating stories, to carrying out advocacy and safeguarding the safety of journalists together. There are numerous aspects that could be elevated from a project level or country level, to a regional level.

Jens: One of our goals is to be part of a large strategic global programme again, in which we can work more freely and more focused on topics that extend beyond the regional or country scope.

OUR APPROACH TO PROGRAMMES

Is that a difficult goal to achieve?

Jens: Well, there are less funds available for this. In the last 2 or 3 years, we had to go local in order to find funding for the programmes that we are running. These smaller programmes are administratively a significant burden for the organisation. And it's short term thinking. A larger programme allows us to focus on a longer time frame which also helps us to create more change together with our partners.

Besides cross-border learning, are there any other focus points for 2024?

Jens: I think media in exile will be a major topic. With all the current conflicts, we anticipate that more journalists will leave their home countries to find safety somewhere else. We, as Free Press Unlimited, want to support journalists in such a way that they are able to continue their work, because we believe it's important for the media, even if they are in exile, not to be silenced by the fact that they are not in their own country. We try to figure out if there are innovative and sustainable ways to enable journalists to work in exile. For example, we are looking into the possibilities to collaborate with humanitarian organisations. They provide the initial necessary humanitarian aid to journalists, then we step in to make sure that these journalists have a place where they can work, that there is equipment for them to use and that there is an available internet connection.

Ruth: One good example is the media hub we created in Poland for Belarusian and Ukrainian journalists. The journalists in the hub support media houses in Ukraine with pre-production or post-production of stories. We train the exiled journalists in any required skills that they lack. However, we've also had less positive experiences, like with Afghanistan. Many Afghan journalists fled to Pakistan, but are no longer able to stay there because they do not have a work permit. It made us realise that we, Free Press Unlimited, but also other organisations like us, are really good at bringing people to safety, but once they are in their new place it is frustrating because we feel ill-equipped to give them further support. Matters like visa requirements

or refugee status are out of our hands, which makes it quite complicated.

What challenges do you see in working with media in exile?

Jens: We see that most journalists who go into exile are hopeful it's for a short period of time. But the reality is that it's a long term process. Therefore we organise gatherings where experienced journalists in exile for a while can share their stories with journalists who have just come into this unfortunate situation. The aim is to help them build psychological resilience to prepare them for what's coming. We keep thinking up new ways to help journalists remain resilient until it is safe enough to go back home to their country. After all, that's what most of them want. That's something we are looking into for 2024.

Ruth: The media houses that go into exile each face a completely different type of challenge. For instance, technological challenges: How can exiled media still reach the home audience when their outlets are banned and their websites are blocked within the country?



Ruth de Vries. © Graciela Rossetto



Ukrainian journalists at work in media hub in Warsaw, Poland.

What can be done to circumvent this? The exiled media also have to reinvent their business model. They are no longer in the same country as their consumers so advertisers are no longer interested. They must also look at the safety of their people, their audiences, their correspondents and their sources on the ground. They also have to work around the shrinking space, both in their home country, and the country in which they are residing. In fact, all our themes come together in exiled media. It's a huge challenge.

Can you name some programmes that you are excited about that will start or will continue in 2024?

Jens: There is a project, now in its third year, that we are running in Somalia with the support of the Dutch government. In this programme, media is involved in the creation of local disaster risk management strategies. This was the first time that Free Press Unlimited was involved in such a complex construct where you work with local communities and authorities

in an effort to make sure that in case of any kind of crisis, the media is part of the solution. The crisis can be anything, from a terror attack to natural disasters like floods. We believe that the media has an important role to play in these situations. Media create access to information for their audiences and help them make life saving decisions. This programme is very adaptive to contextual changes with its problem driven approach. We will continue in 2024, the idea behind it being to reproduce this model in other countries.

Ruth: I'm excited about a project that we have started in Bangladesh, where we focus on asking media houses and civil society groups to work together to compel the government to be more transparent and to hold it accountable. We have recently opened a call for proposals, and now the proposals are coming in. Implementation will take place next year. In Bangladesh, the civic space is shrinking dramatically. In addition, elections are being scheduled for early 2024, which only creates more pressure. Safety of journalists is a real concern. We hope that by strengthening the

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collaboration between the media on the one hand, and the civil society on the other hand, they can be allies in their efforts to create more space for the media to continue informing citizens.

Jens: Overall, 2024 will be an important election year in many countries, particularly Latin America, but also here in the European Union. That will be our focus, because in terms of approach and specific needs, the outcomes of these elections can change so much for us and for our partners on the ground. We will monitor this closely.

The three-member strong Policy & Advocacy team advocates on behalf of Free Press Unlimited, for press freedom, the safety of journalists and the viability of independent media. It does so by contributing to the development of relevant policies and international standards and by raising awareness about threats or opportunities. It works in partnerships at national, European and international level, engaging with policy makers and parliamentarians, and independently advocating towards the EU institutions, UN organisations and the Media Freedom Coalition.

The coming year we will continue our advocacy and address several challenges journalists face all over the world. Unfortunately, those whose aim is to restrict access to information, keep finding new ways to silence journalists and independent media. These may be anything from threats, violence and killings to aggressive anti-media rhetoric by politicians, and from pervasive online violence to strategic lawsuits against public participation (SLAPPs). As in 2023, we will continue to raise specific urgent cases for diplomatic action with the Media Freedom Coalition Member States through the Consultative Network in 2024.

Advocacy for stronger legal safeguards against abusive lawsuits and other legal intimidation that journalists and independent media increasingly face, will remain a priority. Legal intimidation has devastating effects on the financial viability of media and creates enormous financial pressure for freelance journalists. This in turn can have a negative effect on their mental health. Abusive lawsuits also create clear risks to the reputations of journalists and media, as the quality of their journalism is often questioned. We are part of the Coalition Against SLAPPs in Europe (CASE), where we lead the Working Group for the Netherlands. Our joint aim is for the EU to adopt strong anti-SLAPPs provisions in the EU anti-SLAPPs Directive to support journalists who are legally intimidated. Primarily by making it easier for them to request early dismissal of a case in court and to enable them to request compensation for damages.

Unfortunately, in the last decade, the space for journalists to carry out their work has been shrinking across the world. The rise of repression has led to a clear increase in requests for emergency relocation and, in the most serious instances, to journalists and independent media being forced into exile. In the coming year, Free Press Unlimited will continue to lobby states to provide emergency visas to journalists at immediate risk. Furthermore, we will advocate for states to become safe havens for journalists in exile. We aim to organise stakeholder fora in various so-called 'hub' locations, cities and countries that host a large number of journalists in exile. More awareness is needed to ensure that the different stakeholders on whom journalists in exile depend, can and will provide better support and protection.

The quest to end impunity for crimes against journalists will also remain a priority for our advocacy work. On 2 November 2023, we published a report that identifies different strategies that civil society organisations can apply when attempting to revive cases of murdered journalists. In 2024, we will use these findings to support our efforts to fight impunity. Free Press Unlimited's A Safer World For The Truth team works with multiple investigative teams across the globe, investigating cold cases of journalist murders, and engaging in evidence-based advocacy and litigation. We found that collaboration with other actors such as investigative journalists, CSOs and lawyers, is key to holding those responsible accountable. Our experiences in this project have shown us that beyond the letter of the law - according to which CSOs play no role in the prosecution of such crimes - there are strong windows of opportunities for us to contribute to justice. The information gathered over the course of an in-depth investigation into the murder of a journalist provides critical evidence for advocacy on a national, regional and international level.

In 2024, we must continue to exert pressure on big tech companies to increase their accountability towards journalism and journalists. These companies must respond more actively to journalists facing online violence. In people's timelines, quality journalism should take priority over dis- and misinformation.



Protest by journalists against violence towards members of the press and to demand justice for the murder Luis Martin Sanchez Iniguez.
© Ulises RUIZ / AFP

With the Digital Services Act, the EU has displayed leadership in the regulation of these companies. We will monitor whether the transparency and accountability mechanisms that are put in place as a result prove to be effective tools to protect journalists and safeguard journalism. As part of the leadership of the Coalition Against Online Violence, we will actively strive to join forces with the other members of the Coalition to raise awareness about the online harassment and abuse journalists, especially women journalists, face, and advocate for solid solutions.

Regarding the Dutch political environment, we will closely monitor the results of the parliamentary elections of November 2023 and the instalment of a new Cabinet. We will keep advocating for press

freedom to be a high priority on the agenda of national and international policy making.

Lastly, we aim to better identify the policy solutions that are needed to address some of the viability issues journalists and independent media are facing. That also applies to finding more effective approaches to prevent violence against journalists. For our work in this area, there are more avenues that we can consider, from public awareness campaigns to working with the judiciary and law enforcement. Unfortunately, given the current rise of authoritarian rule globally, emergency response will continue to be in high demand. However, we need to be innovative and test approaches to find more sustainable and systemic solutions to the safety challenges faced by journalists and independent media.

Budget Free Press Unlimited - 2024



The budget is drawn up in accordance with the in 2017 revised Dutch Accounting Standards for Fundraising Institutions (Richtlijn 650). This means that the income is representing the total budgeted grant amount value for projects and other funding. The expenses are presented in three categories and include the following:

1. Programme costs: All direct programme costs budgeted for the Media support objective.
2. Fundraising: An allocation of 14,9% of all non-directly attributable costs, 4,4% of the total income.
3. Management & Accounting: An allocation of 10,5% of all non-directly attributable costs, 2,9% of the total expenses.

Although 87% of the total budgeted income of EUR 27.068.000 is already contracted in 2024, this is slightly lower than the 99% in 2023. We expect to be awarded for some proposals and strategic lines during the course of 2024 in order to reach this 99% again.

We have managed to budget with no deficit, however achieving this depends on our extra efforts in raising un-earmarked funding.

The portion of Dutch MFA in our total funding declined 13% compared to the budget of 2023 and is therefore with 33% very reasonable in terms of dependency. The contribution of the EU will increase from 19% in 2023 to 27% in 2024.

Ratios	2024	2023
Objective expenditure / total income	92,6%	93,5%
Objective expenditure / total expenses	92,6%	93,6%
Fundraising costs / fundraising income	4,5%	3,6%
Management & administration / total expenses	2,9%	2,8%

BUDGET FREE PRESS UNLIMITED - 2024

INCOME (in €)	2024	2023	variance
Various governments - Radio Tamazuj	742.000	1.295.000	-553.000
Various governments - Radio Dabanga	2.460.000	2.455.000	5.000
Various governments - Eurasia	2.000.000	1.270.000	730.000
Various governments - Ethical Journalism Syria	2.155.000	2.045.000	110.000
Various governments - Bangladesh	960.000	920.000	40.000
European Union - IMS/ Near South	589.000	540.000	49.000
Dutch MFA / EU - Safety for Media Professionals	2.270.000	2.430.000	-160.000
Anonymous donor - Good News For Democracy	3.285.000	3.000.000	285.000
Dutch MFA - Western Balkan	703.000	885.000	-182.000
Dutch MFA / EU - Somalia	704.000	845.000	-141.000
Dutch Embassy - Great Lakes	218.000	840.000	-622.000
Dutch Embassy / EU - Venezuela	1.026.000	840.000	186.000
Dutch Embassy - Jordan	665.000	630.000	35.000
Dutch Embassy - Pakistan	0	380.000	-380.000
Dutch Embassy - Costa Rica	239.000	310.000	-71.000
Dutch Embassy - Congo-Kinshasa	292.000	295.000	-3.000
Department of State	238.000	0	238.000
Anonymous donor - Nicaragua	467.000	600.000	-133.000
Various donors	4.200.000	0	0
Other	117.000	210.000	-93.000
Income from government subsidies	23.330.000	19.790.000	3.540.000



INCOME (in €)	2024	2023	variance
Dutch Postcode Lottery - Structural	900.000	900.000	0
Dutch Postcode Lottery - A Safer World for the Truth	0	570.000	-570.000
Dutch Postcode Lottery - Mind the Children	0	45.000	-45.000
Other	1.755.000	0	1.755.000
Income from Lottery organizations	2.655.000	1.515.000	1.140.000

UNESCO / UNICEF	217.000	0	217.000
Various donors - Media Lifeline Ukraine	141.000	585.000	-444.000
Ford Foundation	178.000	0	178.000
Other	0	135.000	-135.000
Income from other non profit organizations	536.000	720.000	-184.000

Various contributions	47.000	60.000	-13.000
Other (unearmarked)	250.000	200.000	50.000
Income from companies	297.000	260.000	37.000

Contributions from various private donors	250.000	200.000	50.000
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TOTAL INCOME	27.068.000	22.485.000	4.583.000
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EXPENSES	2024	2023	variance
Programme costs	25.071.703	21.034.222	4.037.481
Fundraising	1.203.858	802.426	401.432
Management & administration	787.439	633.352	154.087
TOTAL EXPENSES	27.063.000	22.470.000	4.593.000

Result before financial gains and losses	5.000	15.000	-10.000
Financial gains and losses	-5.000	-15.000	10.000
Balance income and expenses	0	0	0

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