



## The Impact Initiative

The Impact Initiative empowers the Pulitzer Center's supported journalism to drive real-world change through civic engagement and impact design.

### Overview of the Impact Initiative

We welcome applications from former and current journalist grantees and fellows who want to see their reporting expand beyond publication and drive tangible, positive change. The Impact Initiative offers both financial support (grants of \$2,000–\$5,000) and tailored guidance to journalists eager to be more intentional about impact while upholding the highest journalistic standards. The initiative encourages journalists to strategically prepare, plan, and partner to deepen the reach and impact of their stories.

For this first call, the initiative will select former or current journalist grantees whose Pulitzer Center-supported projects were published after January 1, 2020, and focused on one of the following topics: the ocean; rainforests; transparency and governance (e.g., corruption and money flows); climate and labor; health; racial justice; or AI accountability.

### The Impact Initiative builds on the success of the Pulitzer Center's impact tracks:

- **Empowering newsrooms:** Offering practical blueprints and impact tools for newsrooms and freelance reporters around the world.
- **Advancing solutions on critical topics:** Strengthening journalism's role as a powerful resource for building knowledge and shaping public debate.
- **Driving community engagement:** Cutting through the noise to ensure that quality reporting and compelling stories not only reach the communities that need them most but serve as catalysts for civic dialogue.
- **Inspiring the next generation:** Sparking curiosity and critical thinking in students, who are our future leaders (and readers).

### What we fund

Some examples of activities that the Impact Initiative could fund:

- **Hosting convenings**, virtual or in-person, including expert panels, reading or listening groups, and public screenings that spark dialogues around a reported issue.
- **Presenting reports and insights at events** that can help orient debate, e.g., school workshops, student plenaries, legislative hearings, and people's assemblies.
- **Engaging with affected communities and target audiences** through knowledge exchange activities or citizen journalism initiatives that nurture ownership of the subject matter and catalyze grassroots dissemination.
- **Designing curricula** with educators to incorporate report findings in educational settings.



- **Building partnerships** with other media outlets and news creators to amplify reporting and reach broader, more diverse audiences.
- **Connecting with grassroots organizations** to share report findings so they can translate them into actionable tools.
- **Promote artistic interventions**—e.g., plays, live performances, street art, and photo exhibitions—that raise awareness, shift perceptions, and inspire empathy and action around a story.
- **Producing highly engaging pieces with reporting**—including short videos, podcasts, or illustrated, comic-like series—that help reach specific audiences.

### What we offer

- A grant ranging from \$2,000 to \$5,000
- One-on-one support meetings and guidance from the Pulitzer Center Engagement Team

### Who can apply

Former or current journalist grantees whose Pulitzer Center-supported projects were published after January 1, 2020, and focused on one of the following topics: the ocean; rainforests; transparency and governance (e.g., corruption and money flows); climate and labor; health; racial justice; or AI accountability.

### How to apply

- [Fill out the questionnaire](#) with your impact proposal. Include an estimated budget.
- Deadline for applications: November 9, 2025, by 11:59pm EST.

For questions, please contact [gbrenes@pulitzercenter.org](mailto:gbrenes@pulitzercenter.org)