

# The Guardian Foundation

## **Annual Report** **Financial Year 2020/2021**



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# Our guiding principles

**We believe a free press is crucial to a functioning democracy; that everyone should be able to have their voice heard and engage with the media they consume; and in order for the media to hold power to account it must be made up of representative journalists.**

## Our vision

A world where all people can tell their stories, access the truth and hold power to account.

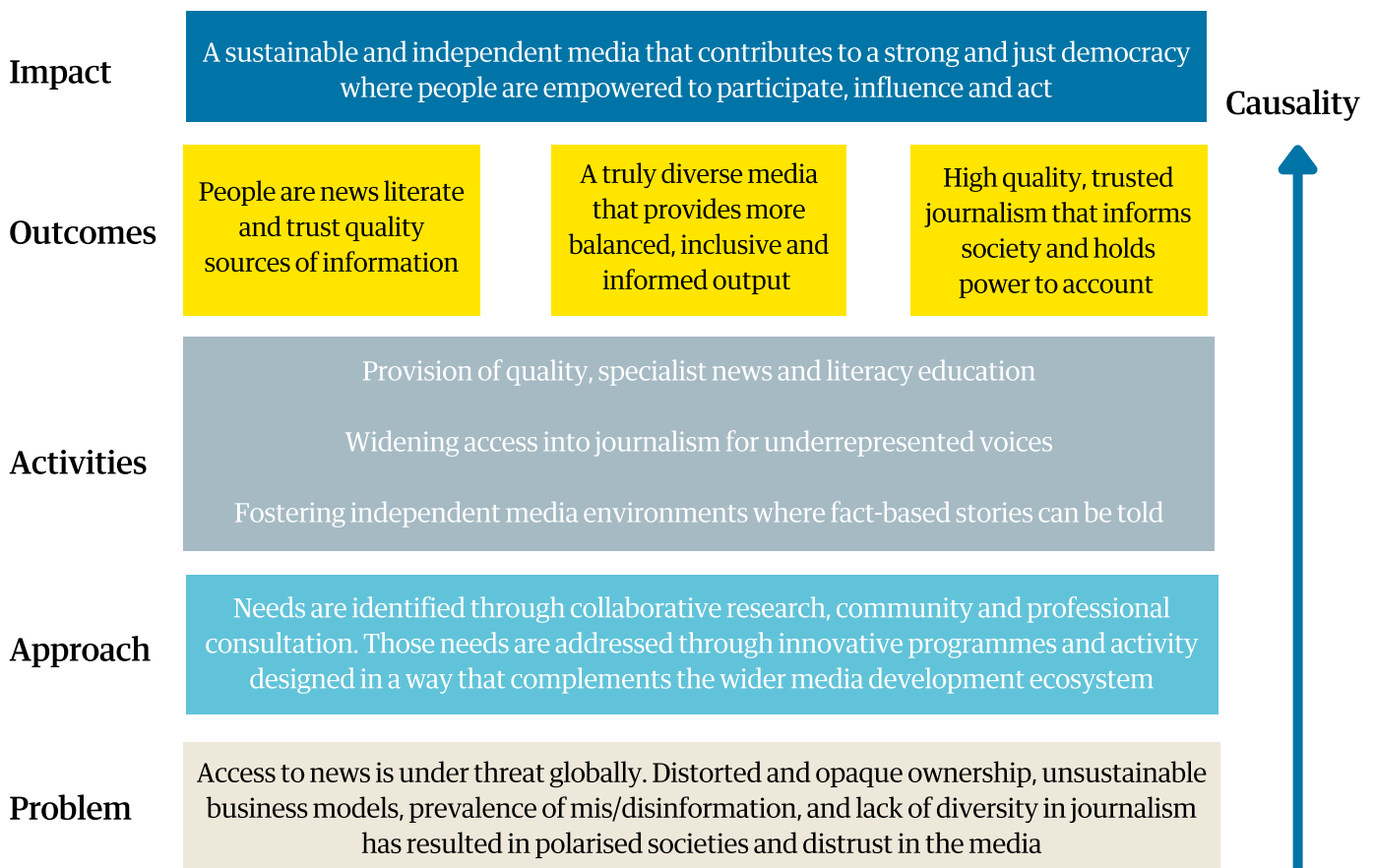
## Our mission

We support independent media under threat, promote diversity in news media and empower children and young people to engage with the news.

## Our values

Honesty, integrity, fairness, courage and diversity.

## Our theory of change



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# Chair's review



Journalism is under stress. It is undermined by manipulators more sophisticated than ever before, mistrusted by those who feel it deaf to their voices, crushed by dictators, challenged by technological revolution. But democracies cannot live without it.

Thanks to the support of the Scott Trust, Guardian journalists, and partners round the world, The Guardian Foundation is privileged to work in every one of these areas to keep alive the possibility of clean, trusted, truthful information in our own country and abroad. The trustees are proud to present this report and to congratulate Kelly Walls and her staff on their work through this most strange and difficult of years.

# Our board of trustees



Dame Elizabeth Forgan, Chair



Nina Blackwell



Melody Patry



Gary Younge



Geraldine Proudler



Jonathan Scott



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# Executive director's review



Against a backdrop of an unprecedented global pandemic, an escalating climate crisis and growing economic and racial inequalities, press freedom levels around the world have worsened, and the continued spread of misinformation and disinformation, particularly around Covid-19, is filling the space created by a growing distrust of mainstream media.

Reporters Without Borders (RSF) secretary general Christophe Deloire said “Journalism is the best vaccine against disinformation”. The work of The Guardian Foundation this year has taken on new importance and we have, as everyone has, been faced with new challenges. Our work, which ordinarily relies on us engaging with people and communities face to face, was impacted considerably; however our teams quickly adapted and innovated around digital delivery and were able to continue to engage children, teachers and journalists via virtual workshops, training and webinars, as well as online resources that could be used by parents during home schooling.

Our work centres around access, access to news journalism as either a consumer, or producer (although those two worlds are no longer discrete) for those who may not ordinarily have that opportunity. In many ways, the shift to digital and virtual this year opened up access. We could reach greater numbers of people, from more countries; however in some of the most underprivileged areas we found that the digital divide in homes and schools was stark, making access for some even more difficult than before. Many journalism work experience programmes for young people, which provide essential opportunities to build contacts and relationships, were cancelled, meaning those from less privileged backgrounds had yet another barrier to face.

I couldn't be prouder of our people, who stepped up to ensure we continued to run our Scott Trust Bursary and work placement programme, adapted to the tech capabilities of schools to continue our news literacy work with children, devised innovative and engaging news archive projects, supported unique local storytelling and deepened the impact of our work with local partners and journalists in Turkey by engaging those outside of the main metropolises of Istanbul and Ankara.

Thank you first and foremost to all of our amazing participants this year, your voices have told stories that would otherwise have gone untold. To all of our partner organisations, volunteers, funders, ambassadors and the continued support from our Board of Trustees, the Scott Trust, and the Guardian, thank you, we really couldn't do it without you.

**Kelly Walls**  
**Executive director**

# Our impact FY20/21

- Scott Trust Bursary
- Made in Britain
- NewsWise
- Education Centre
- GNM Archive
- Hugo Young Award

8

partner organisations

127

volunteers

260,610

people visited us online

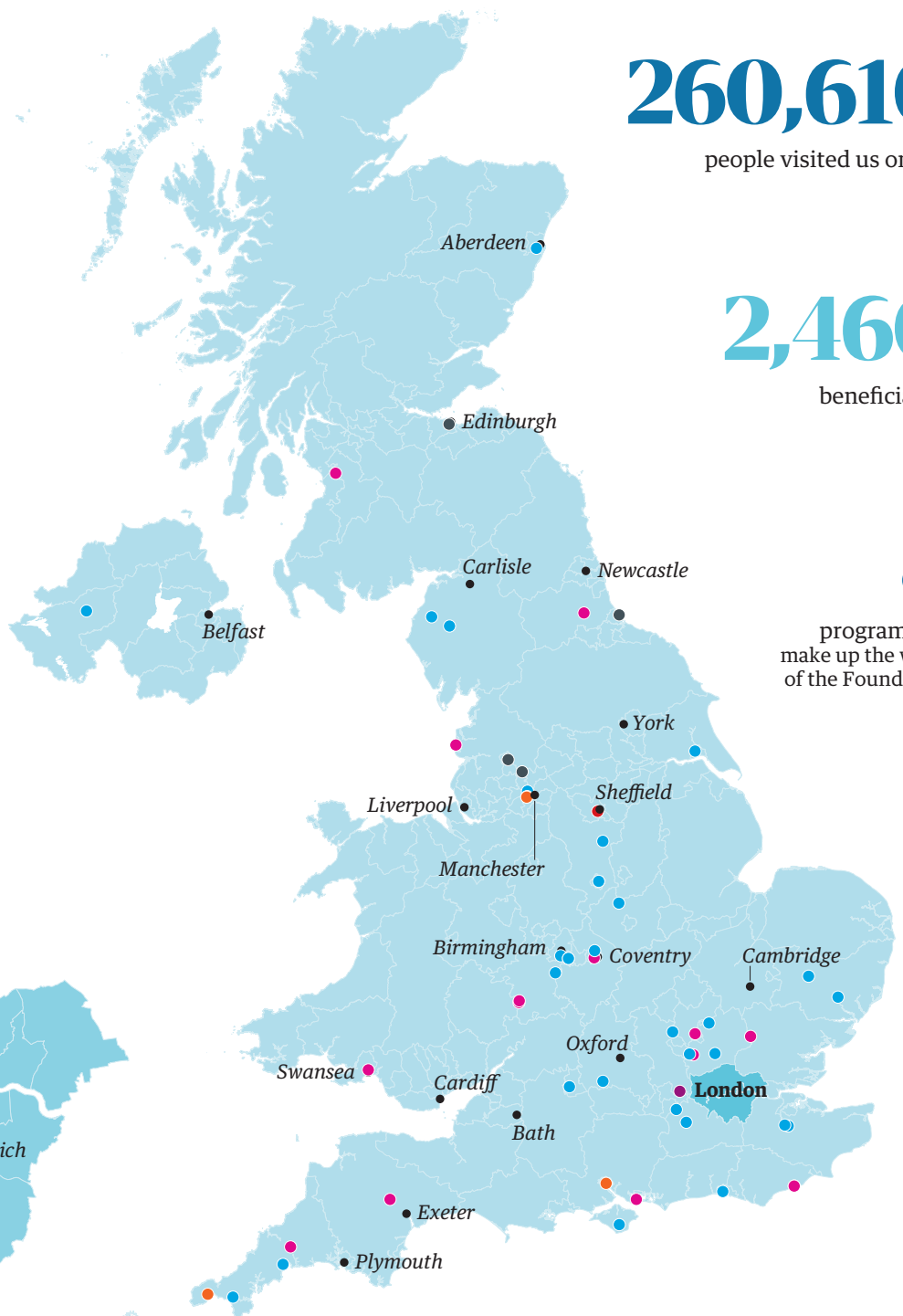
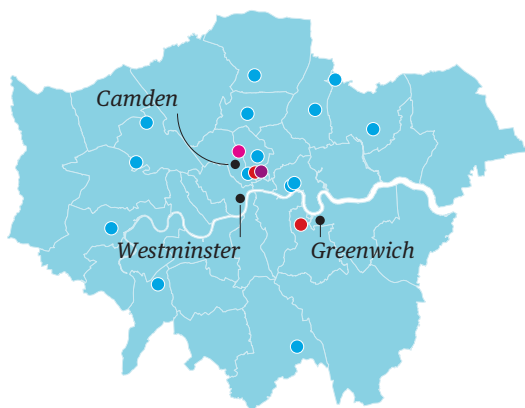
2,460

beneficiaries

8

programmes  
make up the work  
of the Foundation

## Greater London



253 Guardian articles

by Scott Trust Bursary  
recipients on work  
placements, including a  
front page!



The Education Centre broke the record of most front pages published in one day

**What a day! What a day! There was a buzz in the computer rooms and the [student] editors loved the responsibility they were given. All your resources were fantastic. 150 front pages finished!**

**Susi Tooley**  
Penrice Academy, Cornwall



# 60,106

resources for children and young people have been downloaded



# 130,000

people watched the first  
Made in Britain film

The Archive launched an innovative volunteer project

*At a time when all our lives have been affected by the pandemic and my usual busy life has been curtailed, I have immersed myself in the task and the hours have just flown by. [...] I know when the project is complete that it will leave a big hole in my life.*

**Volunteer**

Project to transcribe Clyde Sanger's notebooks



# 154

people applied for 24 spaces in  
our incubator programme in Turkey

## Journalism development

Supporting independent media in Turkey, project participants come from all over the country and from a variety of professional backgrounds and skill levels

- Podcast project participants
- Applicants for incubator project



**Podcast programme**

**Hazal Sipahi**, a participant in our Turkish podcasting project, went on to create a successful and groundbreaking podcast discussing all aspects of sex including sexual health and sexual violence. She then went on to become a trainer with us, sharing her skills with **20 new trainees**. In addition, Hazal is working on our new journalism 'incubator' development programme and has been invited to be on the board of the **Turkish Association for the Struggle Against Sexual Violence**.

*Since taking part in NewsWise, Children have a sense of ownership of the news and independently bring up current affairs in conversation. In the school newspaper they have been developing, children chose to write stories about civic involvement, such as the impact of Covid-19 on local shops.*

**Deputy headteacher**

Landscore Primary School

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# Key figures

## FY20/21

**£885,000**

total income

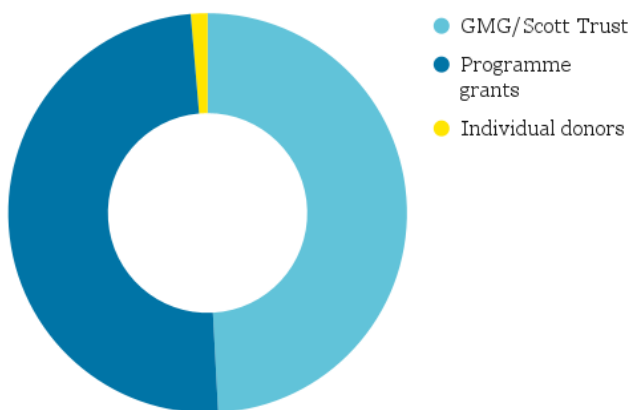
**£904,000**

total spend

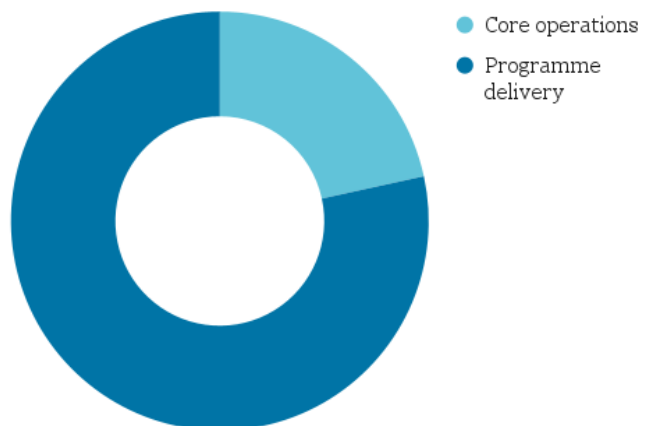
### Breakdown: combined restricted and unrestricted

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#### Income



#### Expenditure



### Funders

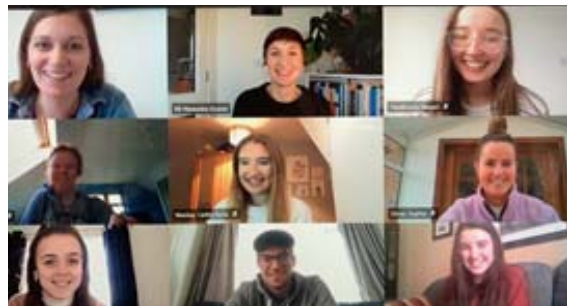
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GMG / Scott Trust  
Swedish International Development Agency (SIDA)  
Google  
Nesta  
Garfield Weston Foundation  
Paul Hamlyn Foundation  
The Swedish Institute  
Stiftung Auxilium / Porticus  
The National Archives (UK)  
The National Lottery Heritage Fund

# Our work

## What we do

NewsWise generates curiosity and critical engagement with news, equipping children with the skills and knowledge to make sense of the world. We do this by offering a free literacy programme for primary schools in areas of disadvantage across the UK. We offer free lesson plans, resources and workshops for schools, activities for families, high quality teacher training and opportunities to connect with journalists. NewsWise is delivered in partnership with the PSHE Association and the National Literacy Trust.



Student teachers from Stranmillis University College in a training session

## Review of the year

Following school closures in March 2020, the programme pivoted rapidly to provide online home learning materials and teacher training webinars. Digital engagement increased hugely, with a 163% increase in unique users and a 247% increase in downloads. When pupils returned to school we delivered virtual school workshops and training for teachers, supporting them to run NewsWise projects with their classes. We launched the NewsWise Ambassador programme, engaging student journalist volunteers to virtually interact with classes. We increased our focus on wellbeing, with a teacher webinar on talking about the news in a supportive way, home learning activities on managing feelings about news, and the Happy News Project, designed to encourage positive interaction with the news and support pupils transitioning back to the classroom. We also developed a new Initial Teacher Training session, encouraging teachers at the beginning of their careers to include news literacy in their classroom practice.

## From the participants

"I got the chance to identify fake news and I enjoyed learning the key things about writing a news report and then using it in my work." Pupil, school workshop

## Our partners



### Funding

Google | Nesta | Garfield Weston  
| Stiftung Auxilium / Porticus

Opening reserves: £221,788  
Restricted project income: £120,917  
Restricted project spend: £235,807  
Closing reserves: £106,898

### Key numbers

847 pupils reached  
29 school workshops delivered  
626 teachers trained  
57,286 downloads of resources

## Looking forward

As soon as it is safe to do so we will resume in-person visits to schools. We will continue to offer virtual workshops to some schools as this mode of delivery allows us to reach across the UK. Following the success of our webinars, we will continue to run our teacher training online. We will increase our work with families to encourage cross-generational learning about news and media. We plan to expand the place-based work trialled in previous years to deepen our impact in a specific region, building relationships in the community and increasing news literacy expertise in the area.



# Guardian Education Centre

## What we do

The Education Centre runs inspirational free news and media workshops for secondary schools, universities and charities. It aims to empower young people to access, understand, participate in and critically analyse media. Priority is given to organisations from underrepresented and diverse communities. The team also produces news literacy teaching resources as well as training, conferences and events.



Students from Cockermouth school engaged in a features workshop

## Review of the year

Following an initial pause due to school closures the team produced a suite of resources to support home learning. After consultation with teachers we developed three virtual workshops in the autumn - 'Fake or for real', 'Feature writing' and 'Make a local newspaper front' and delivered these to schools across the UK as part of a blended learning approach. We also ran a series of critical literacy webinars for trainee teachers. The team responded quickly to the announcement of school closures in January by running a series of webinars and training, with resources for teachers to deliver and evaluate our three workshops in a remote learning setting. Within two weeks of schools reopening in March we had resumed virtual teaching. Virtual delivery has enabled us to extend our reach and impact with young people from diverse and underrepresented communities.

## From the participants

"Thank you for this excellent session. It will really help to build news literacy." Hove Park School

"It was great to be able to have a workshop at school - especially as we live quite far from London. The workshop is a really important one for the students to understand and ensure that they are able to question where they get their information from and how reliable it is." Island Free School, Isle of Wight

"It was very interactive so we all got to say something. I liked the fact we didn't just listen to someone talking. We were actually involved." Student, Derby College

### Funding

Unrestricted project spend: £104,681

### Key numbers

894 young people took part in sessions  
149 teachers participated in workshops  
and webinars  
26 sessions delivered  
58,520 unique website users  
94,641 website page views

## Looking forward

In 2021-22 we hope to:

- Expand our virtual workshop programme to augment onsite sessions
- Extend delivery beyond schools and deeper into communities
- Develop a programme of events, online resources and masterclasses for young people from underrepresented backgrounds interested in a news media career

## What we do

The Guardian News & Media archive preserves and promotes the histories and values of the Guardian and the Observer. It collects, protects and shares records that capture the newspapers' histories and the histories of the organisations and individuals behind them.



Students at a virtual workshop

## Review of the year

The combination of the archive's first three successful bids for external support, preparations for the Guardian's bicentenary and the disruptions brought by home working, furlough and staff changes made this an exceptionally busy year for the archive. Highlights included:

- Successfully launching our first remote volunteering project and using the results to train the first ever model for the automatic transcription of Pitman shorthand
- Reworking our NLHF funded education project ready for virtual delivery on schedule in 2021/22
- Working with the LSE, Amnesty International, and the University of Bristol to recruit and welcome our digital trainees through the National Archives Bridging the Digital Gap programme
- Helping to plan and shape celebrations for the Guardian's bicentenary at GNM, The University of Manchester, and the Photographers' Gallery.

## From the participants

"We have found the staff to be incredibly helpful, attentive and thoughtful." Depositor

"VERY helpful. Much appreciated." Remote researcher

"A brilliant project, especially in this strange year. Forming friendships with the other volunteers and using skills learnt as a teenager has been very rewarding." Transcription volunteer

## Looking forward

In 2021-22 we hope to:

- Resume on-site services
- Rebuild our staff volunteering programme
- Continue to support and capture the Guardian's bicentenary celebrations
- Stabilise and improve the care of our digital records

### Funding

The National Archives (UK) | The National Lottery Heritage Fund

Restricted project income: £16,900

Restricted project spend: £11,005

Unrestricted project spend: £63,390

### Key numbers

369 inquiries answered

571 archive items digitised

30 new accessions to the archive

1,603 new records were added to the catalogue database

5 exhibition loans

71 remote volunteers recruited

3 new staff members recruited

# Scott Trust Bursary

## What we do

The Scott Trust Bursary funds three students every year through their MA in Journalism, with six weeks work experience at the Guardian, a mentor and living costs. The students also have a chance to continue on to a six-month contract with the Guardian. Recipients of the bursary come from a diverse range of backgrounds that are underrepresented in the media.



Bursary students 2020-21, from left to right: Weronika Strzyżyńska, Georgina Quach, Hibaq Farah

## Review of the year

The nationwide lockdowns throughout 2020 and 2021 had a huge impact on the students and young journalists on the Scott Trust Bursary scheme as their courses pivoted to online learning, and the majority of Guardian staff started working from home. This posed a huge challenge; however by the summer we were able to offer a unique virtual work experience programme to all three students. All three progressed on to the Guardian contract, working and receiving training online. A further three talented young journalists started their Masters with the Bursary in September, and the majority of their course has been delivered online. They have also done work experience remotely, including one student at the US features desk.

## From the participants

"The scheme has been incredibly helpful so far! [...] I love my course and have learned a lot. I've also really enjoyed the placements I've done so far."  
Year 1 student

"Working alongside seasoned journalists and editors over the last five weeks has been fantastic and something that I will take with me for the rest of my career, without exception I have been treated as a valued and respected member of every team I have been part of [...] and it has been a privilege to learn from such welcoming and passionate people." Year 2 student

### Funding

Unrestricted project spend: £50,778

### Key numbers

19 weeks of virtual work experience  
3 Scott Trust Bursary students progressed onto fixed term contracts at the Guardian  
59 bylines of students on work experience

## Looking forward

As well as pivoting the scheme back to in-person placements soon, we hope to create a vibrant alumni network from the 30+ years of graduates, and to build on the support we offer students once they have completed the scheme.

# Incubator for Independent Media

## What we do

In collaboration with our Turkish partner, NewsLabTurkey, this programme is designed to support high quality independent Turkish journalism and the nurturing of this space to contribute to an enabling environment for freedom of expression and equality. Our objective is to equip our programme participants with the skills and resources to produce sustainable, ethical, professional and diverse public-interest journalism for multimedia platforms. The four components of the programme are: an incubator for independent media, a research hub, regional training academies and production of digital content.



Photo by Damla Özkan on Unsplash

## Inception and planning

In January 2021, we launched the Incubator for Independent Media in partnership with NewsLabTurkey, building on our successful New Media Academy programme from 2019-20. The programme has received funding for three years, allowing us to deliver consistent, long term impact.

The team began by creating an Advisory Board of leading media experts in Turkey, and selecting experienced trainers and journalists to deliver training at the Incubator.

NewsLabTurkey have begun publishing resources, including videos, tutorials and podcasts, to support journalists and media professionals, while the research hub has conducted research into the employment market for journalism graduates in Turkey, fact checking and website design for Turkish media outlets.

## The four components

1. Training of trainers in online workshop delivery and sessions with Guardian journalists and commercial staff, who then go on to train at the Incubator in Istanbul for 24 innovative media projects. Participants receive training, mentoring and grants.
2. Two regional hubs a year focusing on building the capacity of local journalism.
3. Free online content to support skills acquisition and promote discussion in the Turkish media sector.
4. Research into key challenges facing journalism and media in Turkey

### Funding

Swedish International Development Agency (SIDA)

Restricted project income: £178,815

Restricted project spend: £118,615

Closing reserves: £60,200

## Looking forward

A carefully selected group will be trained as trainers and have the opportunity to meet with Guardian journalists and staff. Training will be delivered virtually in the summer, followed by regional hubs later in the year. The research hub will continue to examine and publish monthly reports about the media sector in Turkey, and NewsLab Turkey will be publishing hugely valuable learning resources.



# Made in Britain

## What we do

The Guardian Foundation and the award-winning Guardian News & Media (GNM) multimedia team have partnered with local organisations across the UK on this ambitious video project that aims to elevate voices not often heard in the media. The result is top-class video journalism, examining the social challenges people are facing, and working together with local people to cover the issues that affect them.



Pam Johnson and Rachel Horne, in the Made in Doncaster film

## Review of the year

The biggest highlight of this year was the launch of the first Made in Britain film in March 2021, after more than a year in the making. John Domokos from the Multimedia team said: "We had just started production when the coronavirus pandemic hit and threw our plans up in the air. [...] It also forced us into new ways of working - using mobile phones, online tools and mixing these with on-the-ground filming when possible. It is the result of constantly adapting what we did, working with a small but brilliant team of local contributors, and a collective determination to see the film finished."

## From the participants

"Inviting people to my life via a 30-minute documentary has been terrifying and overwhelming. The exposure has meant many people from throughout my past have reached out with messages of love and support."

Our Doncopolitan Patreon campaign has grown from 24 members to 65. This translates to £3,924 per year, which may seem a small amount but we are very resourceful and will use this to develop our online platform and fund working class creatives in Doncaster." Rachel Horne, Doncopolitan

## Looking forward

Next year will be an eventful and exciting year for the Made in Britain project. At least six more films will be released, telling impactful stories and working with amazing local talent in collaboration with:

- Elephants Trail project in Bury and Rochdale
- Church Action on Poverty in Darwen
- Tees Valley Screen, part of Northern Film and Media in Hartlepool
- Screen Education Edinburgh in Edinburgh
- Cymru Creations in Tredegar, Wales
- Four Corners in London

### Funding

Paul Hamlyn Foundation

Restricted project income: £50,000

Restricted project spend: £16,915

Closing reserves: £33,085

N.B. The Joseph Rowntree Foundation are additional project funders, via the Guardian

### Key numbers

130,362 watched Made in Doncaster: 'I am not your subject'

1,100 gave it a like and 275 commented

The Made in Britain project will include at least 7 local organisations across the UK

# Refugee Journalism Project

## What we do

This project supports refugee and exiled journalists to re-start their careers in the UK. It is run by the London College of Communication, and includes workshops, visits, mentoring and placements. The Foundation supports the project by hosting workshops by Guardian journalists, with the aim of expanding participants' understanding of the journalism industry in the UK.



## Review of the year

As a result of the national lockdown, all activities for the project pivoted to online workshops, covering investigations, data journalism, podcasting and documentary filmmaking.

### Partner and funder

London College of Communication

Restricted project spend: £2,067

### Key numbers

Trainers delivered workshops from 3 separate countries  
19 refugee journalists participated in the project

## Looking ahead

We continue to support the Refugee Journalism Project and its development as it adapts to post-pandemic delivery.

# Podcast training

## What we do

This project provides training in podcasting to Turkish journalists, including technical skills, interviewing and pitching. Participants come from a range of professional backgrounds, skill levels and areas of Turkey. Training is delivered to trainers by experts from the Swedish podcasting company Soundtelling, who then co-deliver an English language workshop, followed by a Turkish language workshop. Looking ahead, we are planning to deliver the podcast project next year, and are exploring ways to expand to other countries and increase the support given to training recipients.

## From the participants

"I gained really precious knowledge and perspective. The training was well-structured, highly interactive. Also, this training gave me the hope and courage to produce new podcasts." Participant

## Funding and partners

Funder: The Swedish Institute

Funding: £10,858

Partners: NewsLab Turkey & Soundtelling

### Key numbers

3 podcast trainers trained  
Workshops delivered in 2 languages  
20 participants received training in producing podcasts  
Participants joined from 4 countries and 7 regions of Turkey



# Financial information

## Financial information

# Management accounts

## Unrestricted income

Unrestricted income 20/21	£'000
GMG / Scott Trust donation	435
Individual donations and trading income	12
Unrestricted income from programmes	62
<b>TOTAL unrestricted income</b>	<b>509</b>

## Unrestricted expenditure

Unrestricted expenditure 20/21	£'000
Management, administration and core operations	(257)
Awards and events	(13)
Bursaries	(51)
Archive	(63)
Education Centre	(105)
<b>TOTAL unrestricted expenditure</b>	<b>(489)</b>
<b>Movement in unrestricted reserves</b>	<b>20</b>

## Restricted income and expenditure

	£'000
Programme income	376
Programme expenditure	(415)
<b>Movement in restricted reserves</b>	<b>(39)</b>

# Balance sheet

## Current assets

	March 21	March 20	Variance
Debtors	16,267	22,269	(6,002)
Cash at bank	438,720	465,301	(26,582)
Gross assets	454,987	487,570	(32,584)
Creditors where amount is due within one year	(77,542)	(91,240)	13,698
<b>Net assets</b>	<b>377,445</b>	<b>396,330</b>	<b>(18,885)</b>

## Charity funds

	March 21	March 20	Variance
Unrestricted funds	171,368	151,143	20,225
Programme funds	206,077	245,187	(39,111)
<b>TOTAL funds</b>	<b>377,445</b>	<b>396,330</b>	<b>(18,885)</b>

# The Guardian Foundation

We are an independent charity that aims to increase access to the media for underrepresented voices. We support independent media under threat, promote diversity in the media and empower children and young people to engage with the news.

## Contact us

King's Place, 90 York Way, London, N1 9GU

Email: [info@theguardianfoundation.org](mailto:info@theguardianfoundation.org)

Phone: +44 203 3533 759

Twitter: [@gdn\\_foundation](https://twitter.com/gdn_foundation)

Facebook: [@TheGuardianFoundationUK](https://www.facebook.com/TheGuardianFoundationUK)