

Fundraising Guidelines

The Education Writers Association raises revenue from an array of sources to ensure organizational and financial health in furtherance of its mission to strengthen the community of education writers and improve the quality of education coverage to better inform the public. Those sources include grants from nonprofit, nonpartisan philanthropic foundations; event sponsorships from nonprofit and for-profit organizations; event registration fees; member contributions; in-kind donations from educational institutions; occasional fee-for-service contracts; and various forms of sponsored messaging.

In all fundraising, EWA is guided by a commitment to the organization's core values of quality, community, professionalism, and diversity. We aspire to raise revenue from organizations with diverse perspectives and are committed to public disclosure of our funders and sponsors.

Foundation grants represent EWA's single largest category of revenue. While the merit of all potential grants and funding arrangements is considered case-by-case, our approach to securing philanthropic support is guided by the following:

- EWA prioritizes grants that provide funding for its strategic organizational priorities and initiatives.
- EWA accepts grants that provide support for various types of programming related to particular topics in education or its coverage, with preference for grants with a broad topical focus.
- EWA retains sole editorial control over its programming, guided by a commitment to reflecting diverse perspectives and voices, irrespective of funders' grantmaking agendas or viewpoints on issues.
- EWA seeks to avoid funding arrangements likely to 1) raise questions about EWA's political impartiality or independence from undue funder influence, or 2) run counter to EWA's commitment to nondiscrimination on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, age and disability.

With respect to potential funder influence over EWA-produced programming, EWA makes clear to all grant funders and event sponsors that EWA is responsible for editorial decisions relating to its events and programming. Staff have the authority to discuss content with EWA's financial supporters and consider suggestions. However, supporters are not permitted to make funding conditional on the appearance of certain speakers in EWA-produced sessions and should refrain from requesting that particular speakers be featured in EWA programming.

Apart from EWA-produced programming, EWA may enter into financial agreements with EWA event sponsors who wish to organize and present sessions that the sponsors are responsible for and control. These sponsor sessions are clearly labeled as produced by the sponsors. EWA is not responsible for determining the speakers or topics covered in sponsor-produced programming.

EWA staff members seek suggestions for the content of its EWA-produced programs from its members, supporters, board members, and others. Many of those consulted have no financial relationship with EWA. Suggestions for topics, formats and speakers come from many sources and specific sessions often represent an amalgam of ideas. For EWA-produced programming, EWA staff is responsible for making all decisions regarding session topics, speakers, speaker replacements, and session scheduling.

EWA is not prohibited from featuring its financial supporters in EWA-produced programming at its events. However, EWA invitations for such appearances will be driven by staff understanding of EWA member needs and interests. This includes identifying and booking replacement speakers or modifying sessions in the event of speaker cancellations.

Uncertainty over potential funders or funding arrangements may be referred to the EWA Board of Directors Finance Committee or, when appropriate, the Steering Committee or full board.