



2011 Organizational Profile: Global Press Institute

CONTACT DETAILS

Preferred Contact	
Name	Cristi Hegranes
Email	Cristi@globalpressinstitute.org
Phone Number	415-516-3012

ORGANIZATIONAL BASICS

- **What does your organization do? (200 word limit)**

Global Press Institute (GPI) uses journalism as a development tool to educate, employ and empower women, who produce high-quality local news coverage that elevates global awareness and ignites social change.

GPI is building a network of professional women journalists throughout the developing world who earn a fair wage for reporting on their local communities. Their unique coverage of issues overlooked by mainstream media contributes directly to the development and empowerment of their communities, brings greater transparency to their countries, and changes the way the world views their people and cultures.

- **When was it established?**

GPI was founded in March of 2006.

- **Where is it located?**

GPI is headquartered in the San Francisco Bay Area, but 99% of GPI operations happen in our independent news desks located in 25 developing countries around the world.

- **Please provide a succinct history of the organization. (200 word limit)**

In 2004, I was a foreign correspondent reporting for a newspaper, working what I thought was my “dream job” in Nepal.

But it wasn't long before I realized the problematic foundations of my profession. Most correspondents didn't speak the language or understand the culture. They lacked access to real people and often wrote from places of bias and stereotype. The reality of a place like Nepal was relegated to war, disaster and disease in the pages of our newspapers.

One day, I found myself reporting from a village in Eastern Nepal, where I met Pratima, the community matriarch. Pratima was passionate, literate and an incredible storyteller.

I realized that I had just two things that Pratima did not – journalism training and a credible global platform on which to share my work. What if women like Pratima – local women, with social, historical, political context -- were given the opportunity to receive journalism training and a professional platform to share their stories? No such opportunity existed. So I decided to create one.

In the years since, GPI has become a journalism powerhouse, offering news by local women around the world. GPI operates in 25 countries, employs 120+ women, and has received numerous honors and awards in its five-year history.



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- **Does your organization restrict services or discriminate in any form on the basis of race, religion, ethnic origin or sexual orientation?**

No.

THEORY OF CHANGE

- **What is the organization's theory of change? (200 word limit)**

GPI's theory of change is based on the idea that journalism is a development tool capable of solving two pressing global challenges: the decline of quality international journalism and women's economic empowerment.

The heart of GPI is an original training-to-employment model that teaches traditional reporting, digital literacy, and writing skills to women around the world. Each woman who completes the training program receives an offer of employment and goes on to work within GPI's global editorial network. The combination of skills-based education and long-term employment in a dignified profession empowers the women reporters and increases the quality of life for themselves and their families.

GPI is pioneering a new model of international journalism. As traditional news organizations flounder under the weight of revenue cuts, citizen media has filled many information gaps, but with significant sacrifices in quality. GPI offers an innovative middle ground that exposes readers to ethical, often groundbreaking, feature news stories on topics absent from mainstream media.

As a result, there is a high global demand for GPI's journalism, which is now syndicated to more than 100 of the world's top news outlets, including UPI, NPR, and the BBC. In 2011, GPI's estimated global readership will surpass 5 million.

- **How might a grant from the One Percent Foundation to this organization be used? (200 word limit)**

Please note: our grants are unrestricted, meaning that you may use them for whatever program expense your organization selects. We are asking this question to give our Partners a sense of what it will go for—it helps us to understand your work and to connect with what you're doing.

GPI is at an exciting point in its history. In 2012, we are poised to grow significantly. A grant from OPF would enable GPI to fulfill two of its strategic goals next year: 1) opening news desks in the Middle East/North Africa and Latin America regions, and 2) elevating our global multi-media capabilities.

In 2012, GPI aims to establish a news desk in Jordan and expand our pilot desk in Egypt. While funding for the Latin America region continues to be challenging, a grant from OPF would allow us to conduct new trainings and open desks in rural Chile and Brazil.

As technology remains a difficult commodity to acquire in many parts of the globe where GPI operates, a grant from OPF would allow us to obtain new technologies that would enable the production of podcasts, short videos, photo essays and even an SMS (text message) breaking news platform on the GPI Newswire.



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GPI has a strong track record for running low-cost, high-impact programs in every region of the world. With a current budget of just over \$100,000 in 2011, a grant from OPF would be a transformational opportunity.

- **How does your organization’s theory of change and work relate to the One Percent Foundation’s core values? (200 word limit)**

Please refer [here](#) for a description of our core values.

Like OPF, GPI is run by young adults from around the world who are committed to teaching, empowering and inspiring the global community in order to ignite social change. Many GPI journalists came to our program from difficult social situations. From former sex workers in Africa to members of the “untouchable” caste in Nepal and India, these women have embraced journalism in order to transform their own lives while also engaging their communities on issues of human rights, gender justice, arts and culture, enterprise and the environment. Together, they have given voice to previously voiceless people and issues in their communities. OPF’s commitment to respect, diversity and the power of communal action speaks to the mission and goals of GPI. We believe that in partnership we can build stronger, more engaged communities throughout the world.

FINANCIALS AND STAFF

When returning the profile, please attach your organization’s two most recent 990s.

What is the most recent IRS 990 filing year?	2010
Total revenues?	\$69,523
Total expenditures?	\$61,002
What was the year-end balance as of December 31 st , 2010?	\$8,521
What was the amount spent on salaries, benefits, and payroll taxes?	\$14,751
What was the highest paid employee (title and salary)?	\$4,100, Program Director, Asia
How many people staff the organization?	124
Full-time?	6
Part-time?	118

- **If the organization had a year-end surplus or deficit greater than \$30,000: what is the reason for the surplus or deficit?**

NA

- **Is there any other information you think is relevant to understanding the organization’s budget or financial situation?**

In order to establish strong global programs on a limited budget, GPI’s executive director does not yet take a salary. This accounts for the low salary and overhead of the organization.



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However, we realize the weaknesses associated with this arrangement and are actively working to raise money for this and other capacity-building purposes.

- If a specific program is nominated: what is the total budget for the program? How many people staff this program?
NA

ADDITIONAL INFORMATION

- **Are there any volunteer opportunities with the organization for OPF members?**

Yes! GPI offers volunteer opportunities in the following areas:

- Event planning (Chicago, New York, San Francisco)
 - Mentors – Media professionals who work with GPI reporters online for about 1 hour per month to offer story coaching and professional feedback
 - Council of Advisers – council members from a variety of backgrounds – media, international development, business, social enterprise, regional expertise – lend approximately 10 hours per year to GPI leaders and programs.
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- **Has the organization received any significant awards? (Limit to 3 awards)**
 - 2011, Kurt Schork Award, Excellence in International Journalism, GPI Zimbabwe News Desk, GPI Reporter Gertrude Pswarayi on political rape
 - 2011, Jefferson Award for Public Service, Cristi Hegranes, GPI Founder & Executive Director
 - 2009, Ida B. Wells Prize for Bravery in Journalism
 - For a full list of awards, click [here](#).
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- **Has the organization received any significant press? Where? (Limit to 3 press mentions)**
 - August 2011, Huffington Post, [Journalism's Feminine Touch](#)
 - July 2011, Business Weekly, [Ugandan Journalist Named Elizabeth Neuffer Fellow](#)
 - May 2011, PBS.org, [Journalists Boost Global Coverage](#)