



# Transparency Report

2024

# About The Rover

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**The Rover is a reader-funded investigative journalism project reporting from Montreal, across Quebec and beyond.**

We're an award-winning newsletter bringing you stories you won't find anywhere else. We cover politics, housing, labour, grassroots initiatives, Indigenous issues, culture and more, in English and *en français*, and we strive to highlight the people behind the headlines.

 [www.therover.ca](http://www.therover.ca)

 [@TheRoverMedia](https://twitter.com/TheRoverMedia)

 [@therover.community](https://www.instagram.com/therover.community)

 [@therovermedia.bsky.social](https://therovermedia.ssb.stream/@therovermedia)

 [@rovermedia](https://therovermedia.duckduckgo.com)



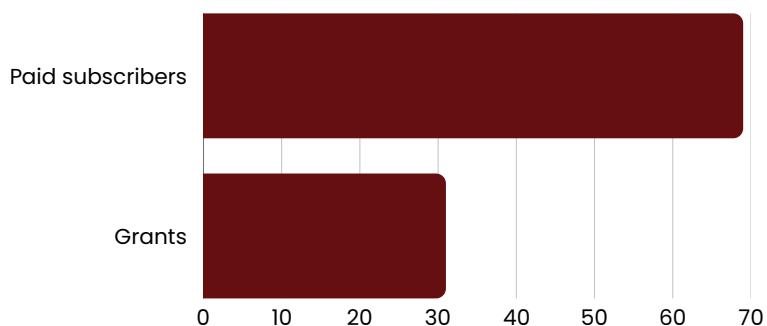
# Financial Summary

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## SUMMARY OF FUNDING FOR 2024

Source	Amount
Paid subscribers	\$119,010
Grants	\$55,000

## BREAKDOWN OF FUNDING (%)



# Income Statement

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## 2024 INCOME STATEMENT

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Revenue	\$174,010
Other Revenue	\$0
<b>Total Revenue</b>	<b>\$174,010</b>

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## EXPENSES

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Payroll	\$63,075
Freelancer Pay	\$31,465
Sales Tax	\$17,850
Operating Costs	\$38,922
<b>Total Expenses</b>	<b>\$151,312</b>

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# The Rover's Achievements - 2024

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## REAL-WORLD IMPACT

Findings from our investigation uncovering an illegal dumping scheme in Kanesatake have been used in an investigation into companies alleged to have been involved.

Our reporting into the lack of a social worker at the Lester B. Pearson High School led to the local health and social services authority filling the position, three years later.

## AWARDS



We took home the 2024 Canadian Association of Journalists (CAJ) Award for Labour Reporting for our coverage of working conditions for agricultural labourers in the Temporary Foreign Worker Program.

**CAJ**

Nomination

We were also finalists in the 2024 CAJ Online Media Investigative category for our illegal dumping investigation.



# The Rover's Achievements - 2024

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## GRANTS

### **AJIQ Bourse d'excellence: \$10,000**

This grant, offered by the Association des journalistes indépendants du Québec, financed an in-depth investigation into systemic issues in Quebec's justice system, published in collaboration with *L'actualité* in 2025.

### **Indiegraf News Startup Fund: \$45,000**

We qualified for Stage 4 of the News Startup Fund distributed by our partners at Indiegraf. This grant was awarded in the form of direct funding and services offered through Indiegraf.

### **Journalists for Human Rights BIPOC Youth Fellowship**

We were joined by two BIPOC (Black, Indigenous, people of colour) journalism fellows for six months, made possible by two direct-to-journalists grants from Journalists for Human Rights (JHR).



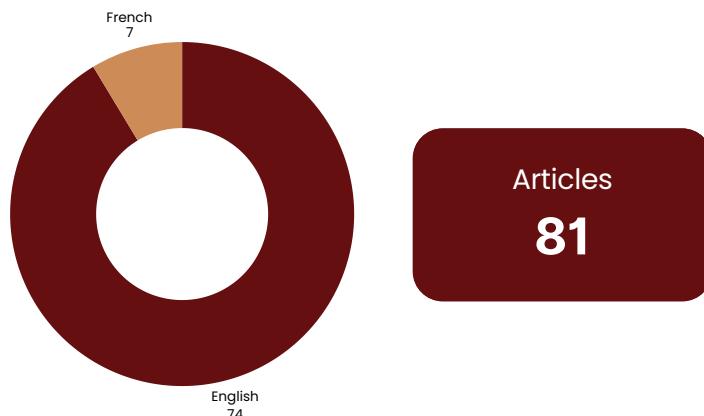
2024 JHR journalism fellow Natalia Rivero Gómez received the CAJ Award for Labour Reporting during her fellowship with The Rover.  
**PHOTO: William Wilson**



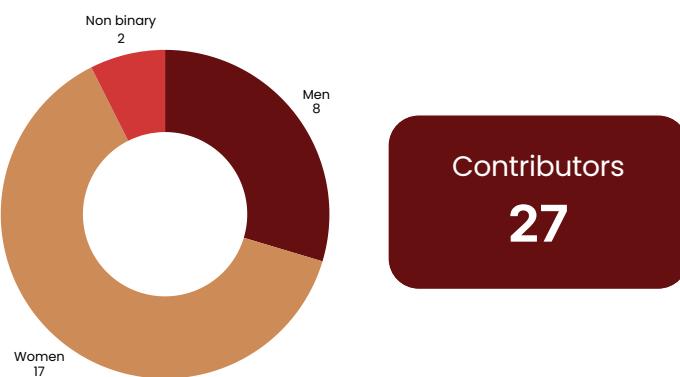
# Some Stats

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## ARTICLES PUBLISHED IN 2024



## WHO WE WORKED WITH IN 2024



## WEBSITE STATS

Active users

**73k**

Webpage views

**119k**



# Fundraising Strategies

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Our current fundraising strategies:

## **Lead Generation Campaigns**

The Rover collaborates with Indiegraf to plan and execute yearly lead generation campaigns to increase our list of newsletter subscribers.

## **Revenue Campaigns**

The Rover collaborates with Indiegraf to plan and execute yearly revenue campaigns to encourage our newsletter subscribers to convert to paid members.

## **Increasing Advertising Revenue**

Ad space is available on our website and in our email newsletter.

## **Securing Grant Funding**

The Rover supplements its income from paid memberships and one-time donations with the help of institutional funding in the form of grants. The proportion of our funding coming from grants has never exceeded one-third.

## **Partnerships**

The Rover partners with Journalists for Human Rights to host BIPOC youth journalism fellows through a direct-to-journalists funding opportunity.



# Goals for 2025

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## **Increase the proportion of articles published in French**

In 2024, French-language content made up 10% of the articles we published. Next year's goal? Double that. In 2025, we're committing to 20% French-language content on *The Rover*'s website.

## **Expand video capacities**

Audiences today increasingly engage with stories through video. Platforms like YouTube, Instagram, and TikTok have become primary spaces for discovery and community-building. By investing in video, we are not only keeping pace with the shifting media landscape but also ensuring that our work reaches wider, more diverse communities in ways that are dynamic, shareable, and impactful.

## **Expand multimedia content**

2024 marked our first foray into multimedia content in the form of our weekly podcast show, *The Midnight Choir*. Though *The Choir* was short lived, it was a tremendous learning experience that got us thinking more about using different, digital forms of storytelling. In 2025, we promise to take advantage of these different ways of telling stories, and to see how they might strengthen our written news coverage.



# Contact Information

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