

With Gratitude

The Lakeville Journal

The MILLERTON NEWS

TriCornerNews.com

UPDATE ON THE COMMUNITY CONTRIBUTOR MODEL

The Lakeville Journal Company
Contributors from January 12 - October 4, 2021
Total amount received: \$14,863.31

The Lakeville Journal Co. is proud to announce
that the IRS has granted us nonprofit status

See story on page A1 and the editorial
on page B4 for more information.



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Hedwig Wells
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Can you imagine a world without your Lakeville Journal or Millerton News? For now, you won't have to. Thank you!

Dear Reader,

Late in 2019, we shared with you our story of need within the world of vanishing local journalism. You generously supported us, to date, in the amount of \$263,008.98 over two years, for our "Community Membership" model and then "Community Contributor" model. And now we are taking more steps toward sustainability.

- Your generosity made up a deeply appreciated gap in annual General Expenses since September of 2019.
- We are happy to have qualified for two PPP loans (which we converted to grants, having met the necessary criteria), in the amount of \$146,643 in 2020, then again in 2021 for \$134,577.50. contributing 35% of general expenses during this period.

- As they experienced their own COVID-19 cash needs, our steadfast advertisers needed to scale back their commitments to us. Our advertising revenue dropped over 30%. Now, advertising is better as more events are happening again, needing promotion, and businesses are mainly open.
- Effective Oct. 15, 2020, we raised the cost of the newspaper to two dollars, the first increase since

2003. This has helped.

COVID-19 awakened an awareness of the significance of our papers. Thanks to our Community's generosity and the unwavering dedication of our fine Team, we were able to remain fully functional through the pandemic. Our goal is to continue to improve our publications as we move forward.

We love our Community partnership and will continue it as a nonprofit 501(c)3 as of October, 2021.

— The Lakeville Journal Company, LLC

Support your local, independent voice in journalism by making a contribution at www.tricornernews.com/contribute or by mailing a check with your contact information to The Lakeville Journal Foundation, PO Box 1688, Lakeville, CT 06039.

In return for your Community Contribution, any contributions made now to The Lakeville Journal Foundation, a 501(c)3 organization, will be tax deductible according to the law.

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The MILLERTON NEWS

TriCornerNews.com

UPDATE ON THE COMMUNITY CONTRIBUTOR MODEL

**The Lakeville Journal Company
Contributors from
October 22, 2020 - January 11, 2021
Total amount received: \$82,533.09**

See the editorial on page B3 for more information.



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The Lakeville Journal Company

Fostering Democracy and an Atmosphere of Open Communication Since 1897

The Lakeville Journal • The Millerton News • TriCornerNews.com



This letter has been enclosed in print editions of The Lakeville Journal and Millerton News and on www.tricornernews.com. We invite all our readers to continue to keep track of our progress and we will keep you updated regularly.

Can you imagine a world without your Lakeville Journal or Millerton News?

Dear Reader,

Late in 2019, we came to you, hat in hand, to share with you our story within the world of vanishing local journalism. You generously supported us, to date, in the amount of \$164,975 in what was known as the "Community Membership" model and will now be known as the "Community Contributor" model.

- Your generosity made up a deeply appreciated 39% of annual General Expenses from September of 2019.
- We are happy to have qualified for a PPP loan (which we will convert to a 'grant', having met the necessary criteria), in the amount of \$146,643, contributing 35% of General Expenses during this same period.
- As they experienced their own COVID-19 cash needs, our steadfast advertisers needed to scale back their commitments to us. Our advertising revenue has dropped over 30%.
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COVID-19 has awakened an awareness of the significance of our papers, as we seek information about our world. Thanks to our Community's generosity and the unswerving dedication of our fine Team, we were able to remain fully functional through this pandemic. We love our Community partnership. We will continue our work, with your kind respect and support.

— The Lakeville Journal Company, LLC

Support your local, independent voice in journalism by making a contribution at www.tricornernews.com/contribute or by clipping the form below and mailing a check

The Lakeville Journal
PO Box 1688, Lakeville, CT 06039

Name _____

Address _____ Zip Code _____

Tele. _____ Email _____

In Support of our local Paper, enclosed please find my check/money order in the amount of \$_____ made payable to The Lakeville Journal Company, LLC.

In return for your Community Contribution, we regret that we cannot offer a tax deduction at this time.