

Help deliver independent community journalism.

Newspapers are deemed an essential service in times like a COVID-19 pandemic, but it hasn't been business as usual for The Observer. Nor is it for our many advertising clients in and around Waterloo Region.

Studies demonstrate how communities with a local newspaper have better managed local governments, lower taxes, more civic engagement, better voter turn-out and direct economic impact in our communities. "Each dollar spent on stories can generate hundreds of dollars in benefits to society," says author James Hamilton in *Democracy's Detectives*.

Our ability to tell our communities' stories depends on the wellbeing of local business — we understand that many of our clients are under intense economic strain at this time.

Help two businesses with one donation.

We're asking our readers to make a charitable donation from \$5 - \$100 to The Observer through the Ontario Community Newspaper Foundation. Choose a local business that you want to support and we will apply the full donation amount as an advertising credit to a business of your choosing. You will also receive a tax receipt for the donated amount.

Thank you.

Ontario Community Newspaper Foundation

www.ocnf.org

Please select Woolwich Observer in drop-down menu

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WOOLWICH AND WELLESLEY TOWNSHIPS

www.observerextra.com/donate