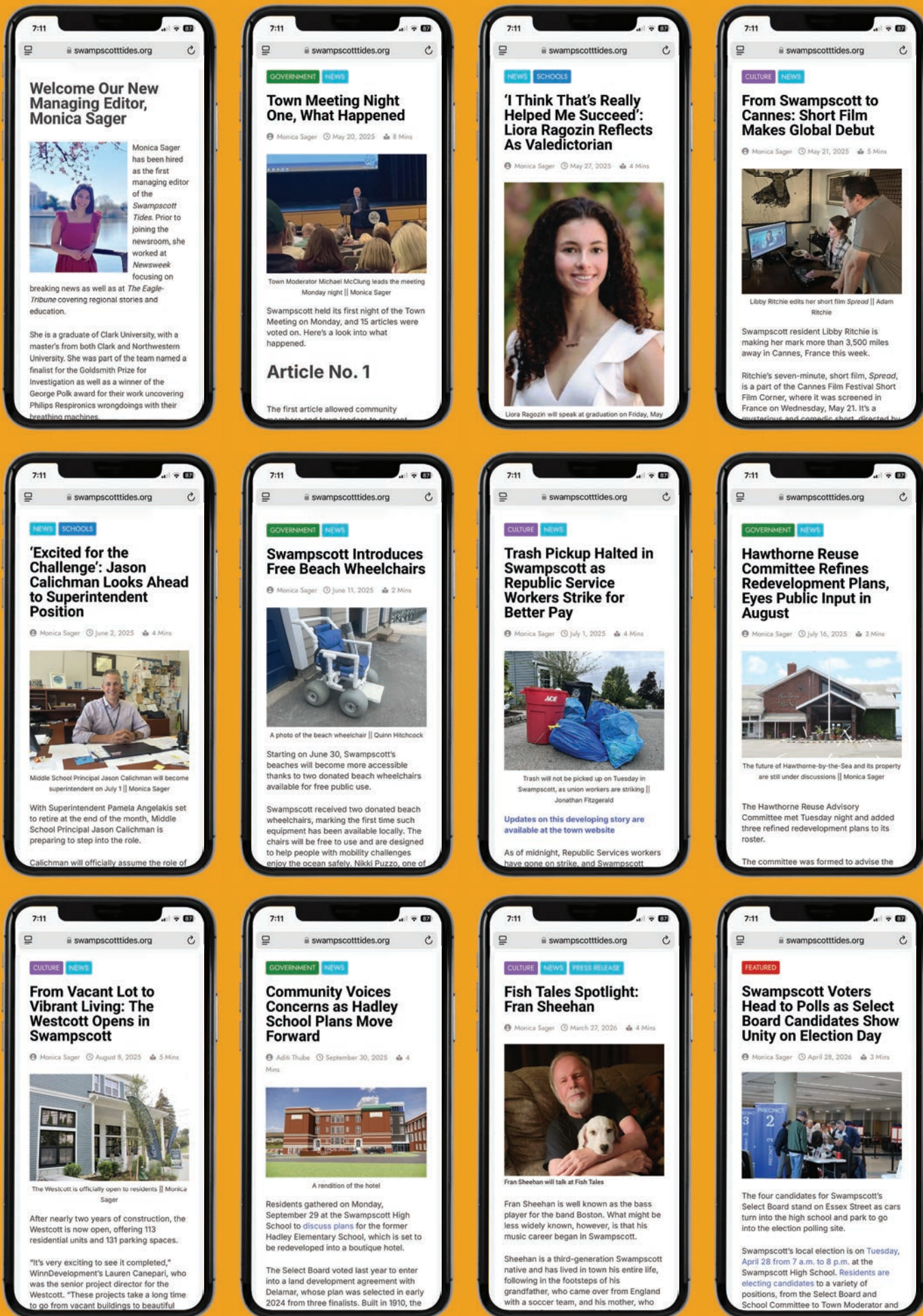


What's at the end of the rainbow?

876 stories in 12 months focused
exclusively on Swampscott.





SWAMPSCOTT TIDES

Independent Local News

On December 9, 2023, three journalists and a corporate lawyer met at a Swampscott coffee shop to ask whether launching a new, nonprofit newspaper was something people wanted or would support.

They and other active community members were concerned that — with media consolidation and the devastating financial pressures on traditional newspapers — local news coverage in Swampscott had almost disappeared. In the vacuum, many important issues facing our town were being discussed and debated on social media, often driven more by hearsay than facts.

By the following summer, a newly-formed board and its volunteer committees had developed a strategy to introduce the Swampscott Tides and its mission to deliver a free, independent, nonprofit, digital newspaper covering local government, schools, sports, businesses, events, and culture to the people of Swampscott. We began broad community outreach including a town-wide mailing, tabling at the weekly Farmers' Market and house parties. The community response was enthusiastic and generous.

Our 501(c)(3) tax-exempt status was granted in February of 2025, instantly turbocharging our fundraising efforts and proving that a homegrown Swampscott news outlet was something valued by the community. With the financial support of 336 donors from every corner of the town, we hired a managing editor and launched SwampscottTides.org on May 9, 2025.

On the following pages of this impact report, you can read about our objectives and strategy, our fundraising progress, reader engagement, and our plans to ensure Swampscott Tides becomes a lasting, sustainable, Swampscott institution.

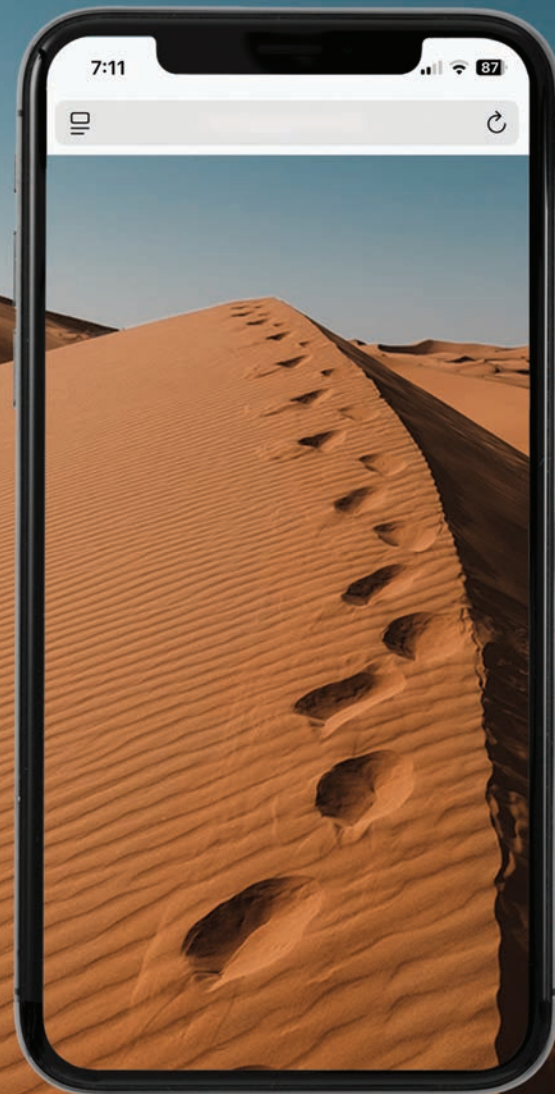
Along this journey, we've experienced firsthand that if you have a dream, and a talented team of volunteers who can transform the dream into concrete goals, the dream can come true. At the end of our rainbow, is the Swampscott Tides.

Anne Driscoll

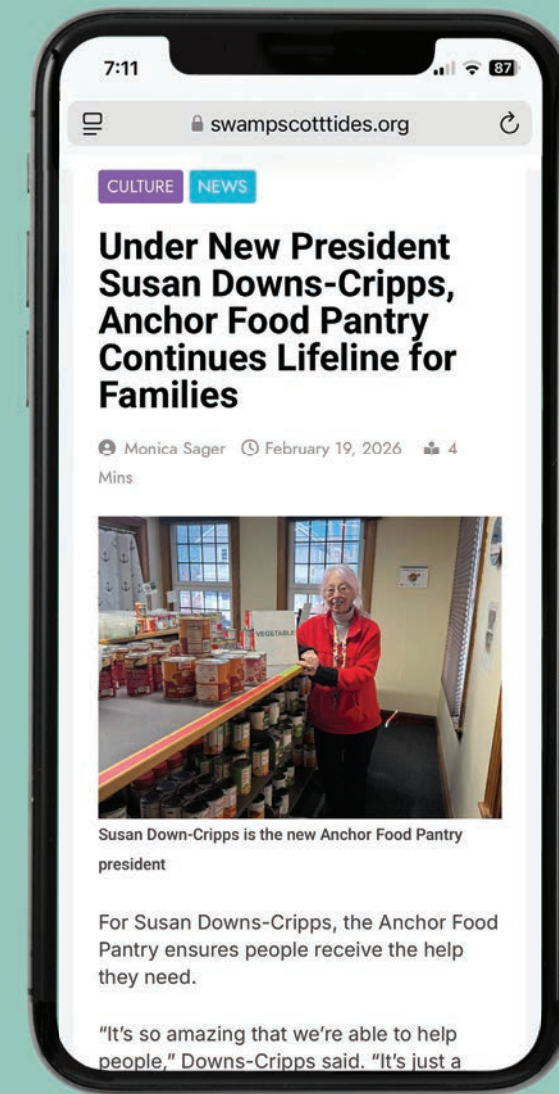
Anne Driscoll
President

On the cover: Photo courtesy of Bobby Zee

In recent years, our charming little seaside town
had become a news desert.



To fill the void, we launched an independent,
nonprofit, local news organization committed to
informing and engaging the public with fact-based
coverage of community issues, culture, and events.



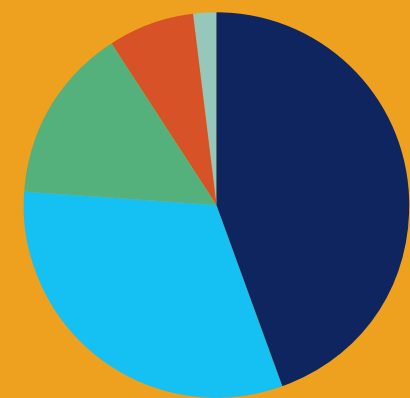
*Our commitment to readers is that our news
will be timely, independent, factual, and
free to everyone.*

Since launching Swampscott Tides a year ago, the data tells a powerful story about readership and growth.

By any measure, our first 12 months have been an unqualified success. But don't take our word for it. Check out the metrics* below. And remember that only last May, the number for each graphic was zero.

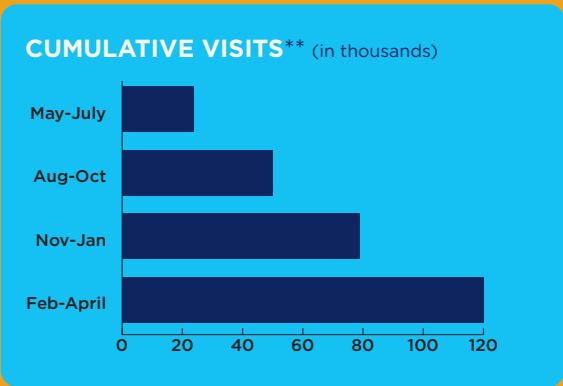
With one fulltime staffer — Managing Editor, Monica Sager — and one part-time writer along with 21 student interns, we published 876 stories covering three square miles in one charming little seaside town.

OVER
270,500
PAGE VIEWS



STORIES BY CATEGORY

- Culture: 391
- Government: 278
- Schools: 127
- Sports: 63
- Student: 17

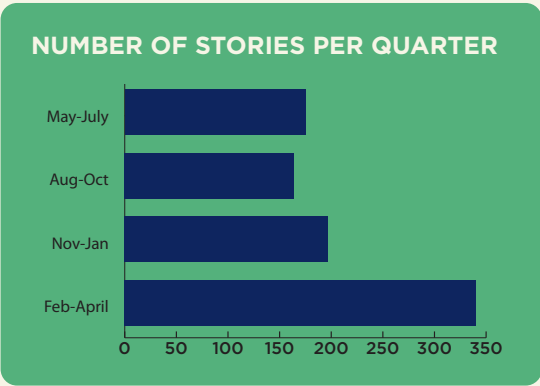


120,000
VISITORS

*All data as of May 8, 2026
**May-July column does not include May 1-May 8, 2025
Feb-April column includes May 1-May 8, 2026

Of course, we couldn't have done all this alone. We're members of the Institute for Nonprofit News (INN), an umbrella organization providing resources for its 500 nonprofit independent news organizations.

We also work closely with the Boston University Local News Network — a regional leader in providing resources and creating opportunities for local newsrooms to collaborate and learn from one another. And together with other area local news organizations, we've shared reporting on stories relevant to multiple audiences, such as the 6th Congressional District race.

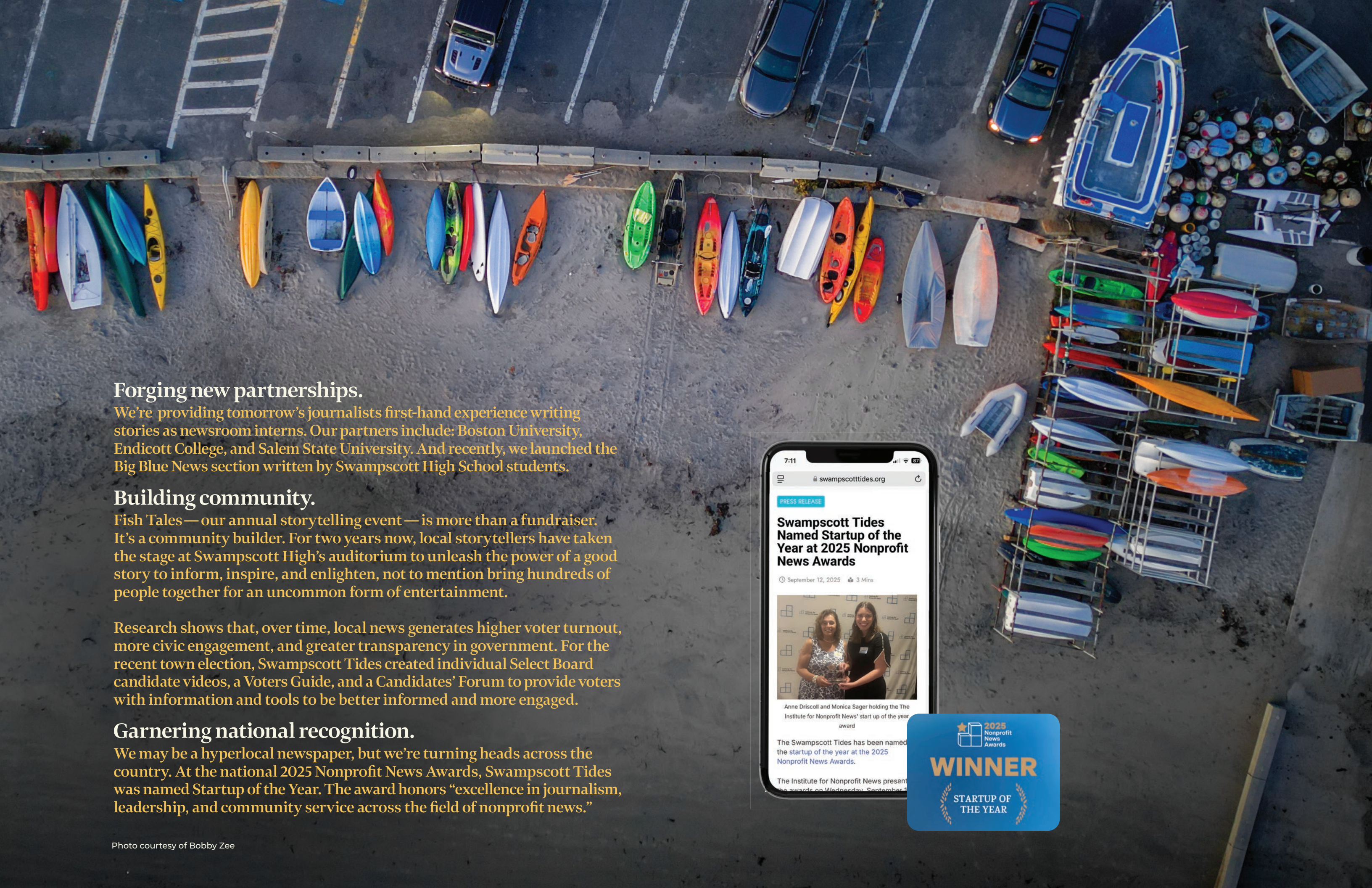


876
stories published

swampscotttides.org

1,439
Catch of the Week
newsletter
subscribers





Forging new partnerships.

We're providing tomorrow's journalists first-hand experience writing stories as newsroom interns. Our partners include: Boston University, Endicott College, and Salem State University. And recently, we launched the Big Blue News section written by Swampscott High School students.

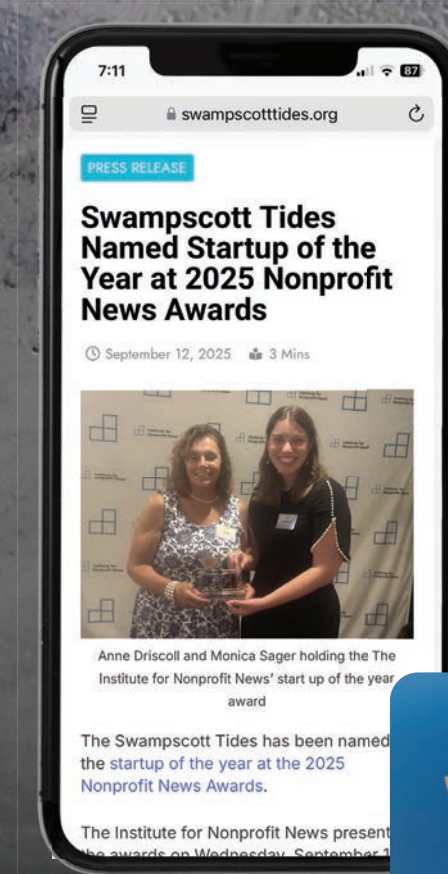
Building community.

Fish Tales — our annual storytelling event — is more than a fundraiser. It's a community builder. For two years now, local storytellers have taken the stage at Swampscott High's auditorium to unleash the power of a good story to inform, inspire, and enlighten, not to mention bring hundreds of people together for an uncommon form of entertainment.

Research shows that, over time, local news generates higher voter turnout, more civic engagement, and greater transparency in government. For the recent town election, Swampscott Tides created individual Select Board candidate videos, a Voters Guide, and a Candidates' Forum to provide voters with information and tools to be better informed and more engaged.

Garnering national recognition.

We may be a hyperlocal newspaper, but we're turning heads across the country. At the national 2025 Nonprofit News Awards, Swampscott Tides was named Startup of the Year. The award honors "excellence in journalism, leadership, and community service across the field of nonprofit news."



To ensure that Swampscott Tides is free to all, we created a revenue model that forges a responsible and measured path to sustainability.

Here’s how:

Building

May 2024-Dec 2024

- Establishing a new nonprofit organization including governance structure, board development, policies
- Introducing the concept to the community
- Launching fundraising through a series of house parties
- Applying for nonprofit status

Funding secured: \$45,000

Launching

Jan 2025-Dec 2025

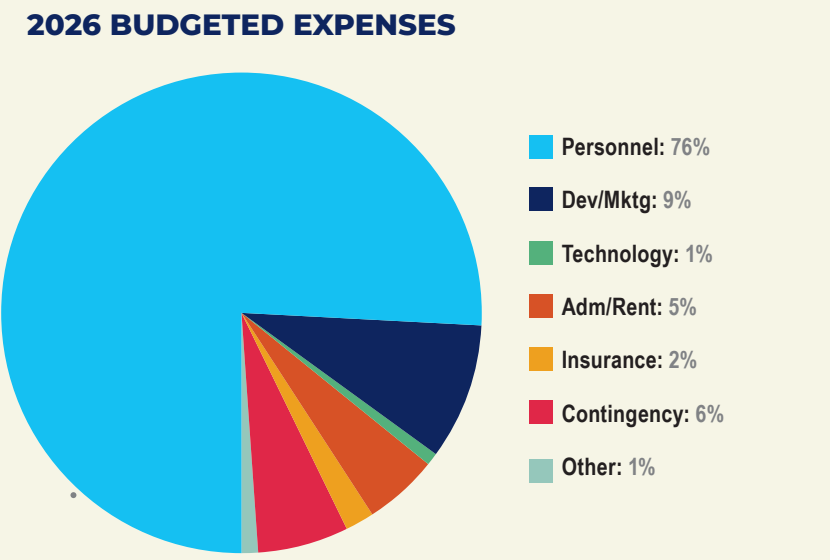
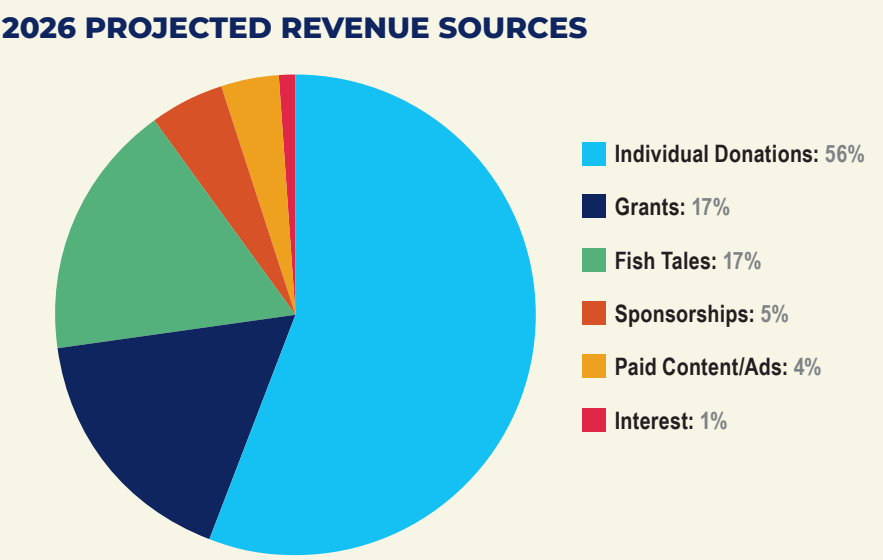
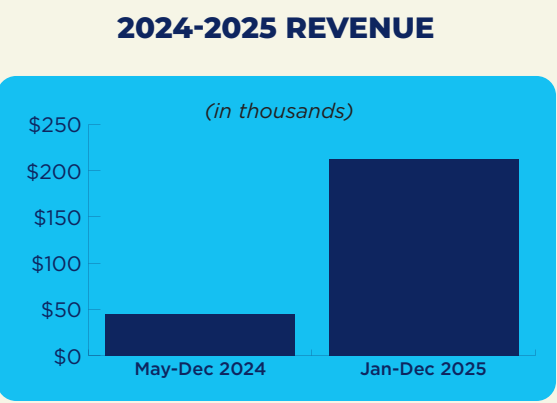
- Securing nonprofit status
- Expanding fundraising to Fish Tales storytelling event and major gifts
- Investing in technology
- Hiring Managing Editor
- Opening newsroom
- Launching Swampscott Tides
- Establishing an educational newsroom

Funding secured: \$212,000

What’s on the horizon

2026 and beyond

- Building a financially sustainable organization: Establishing diverse revenue streams including ads, paid content, sponsorships, foundation grants, major gifts, and expanding monthly donor support
- Expanding readership and awareness
- Hiring additional staff which could include a second journalist, freelance writers, and part-time administrative support
- Hosting informational forums on critical community issues
- Establishing metrics to measure reach, retention, and community impact
- Incorporating investigative reporting into the newsroom



We were very pleased when we learned that the *Swampscott Tides* was going to help fill the void in the local news landscape. We look forward to receiving the weekly Tides “Catch of the Week” so we can have a more in-depth understanding of local developments and events from an objective, unbiased news source.

— Cliff Charney and Loretta Connolly

It's so important to me to have balanced news coverage of all that's happening — literally in my backyard. I so appreciate the *Swampscott Tides* for doing the hard work of making sure we continue to have this essential resource.

— Nancy Wolinski

As a Realtor, I'm constantly asked, “What's happening in Swampscott?” The Tides is a great resource for me. I support it because a town that knows itself is a town that thrives — and that's good for all of us who live, work, and raise families here.

— Linda Hayes

What Swampscott Tides means to our readers, supporters, and volunteers.

The breadth of coverage is impressive, its content well written, and staying current with what's happening in our town is very important to us.

— Ralph and Janice James

After many years of silence, I am so grateful to support the comprehensive, non-biased local Swampscott news that *Swampscott Tides* provides. I read it avidly every Friday, and feel as though we finally have the reliable information source we need to make good decisions about Swampscott's future.

— Jill Sullivan

Before the *Swampscott Tides* came into being, we never knew what was happening in the town. Now we feel more connected to events, activities, and issues in Swampscott.

— Ruth and George Rooks

One measure of value for a local newspaper is the relevance of the stories, the articles, and the information it offers to those it seeks to reach. The Swampscott Tides consistently provides meaningful news and, in short time, has become a community asset worth supporting.

— Joe Markarian and Kathy Carr

Swampscott Tides serves as the vital connective tissue of our town. It fosters civic engagement and holds local officials accountable while documenting grassroots events. Swampscott Tides cultivates our shared identity.

— Jo Ann Simons

Thank you for providing Swampscott with professional journalism and unbiased news!

— Jennifer Buras

As a member of many community groups, we are so grateful to have the *Swampscott Tides* — a local town news outlet — to talk about our upcoming events, and then to report on the festivities with photos. This creates a deeper sense of community.

— Margaret Somer



DONATE

To donate, click [here](#)
or go to swampscotttides.org
and click the DONATE button.

With each breathtaking sunrise, there are new stories unfolding at Town Hall, inside our schools and businesses, on our athletic fields, and within Swampscott's vibrant, small-town culture.

Now, thanks to the support of 336 donors, our sponsors and grant givers, the time and talent of over 50 volunteers, and a small but mighty editorial staff, Swampscott Tides is here to tell them.



SWAMPSCOTT TIDES
Independent Local News