



the Sopris Sun Sol del Valle

SHINE ON...

For 16 years, The Sopris Sun has been a beacon in the Roaring Fork Valley—illuminating local stories, elevating diverse voices, and strengthening community ties. As the only award-winning, independent, community-owned nonprofit newspaper in the region, we're not just reporting the news—we're helping shape the future.

Local media like ours is more than headlines. It's the connective tissue of democracy. When residents see their stories reflected, when students learn to report the truth, when neighbors show up at town hall because they read about it in The Sun—community thrives.

We've grown with our community. When we saw that a Spanish-language insert wasn't enough, we launched Sol del Valle, the only free-standing Spanish-language newspaper in the region, serving over 40% of our valley's population. Because respect means representation.

But doing the right thing comes at a cost. Our operating expenses have increased by more than 50%, while revenues have remained flat. Advertising, grants, and donations—the pillars of our funding—are under strain in today's economic and political climate.

That's why we're launching the most important capital campaign in our history. We need to raise \$300,000 by December 31, 2025 to keep pace with growing community needs and ensure our sustainability.

Right now, fewer than 10% of our readers contribute financially. That simply won't sustain us. This newspaper belongs to you. Every story we write is for you. And today, we're asking you to invest in your paper, your community, and your voice.

HERE'S HOW YOU CAN HELP

- **Become a SUNguardian**
Make a challenge gift of \$5,000 or more to inspire others and build collective momentum.
- **Become a SUNscriber**
Join the 70 supporters who give monthly—suggested at \$50—to sustain our mission. Already a SUNsubscriber? Consider increasing your gift.
- **Make a One-Time Gift**
Every dollar matters. Your contribution helps keep local news free and accessible to all.
- **Create a SUNlegacy**
Include The Sopris Sun in your estate plans and leave a lasting legacy of informed community.
- **Become a SUNbassador**
Volunteer to share our mission and campaign with friends, family, and neighbors.

Together, we can keep the light on. Shine on, Sopris Sun.

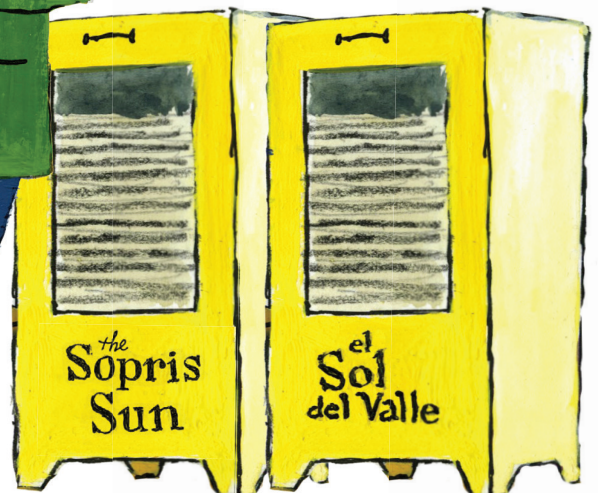


WHY THE SUN MATTERS:

- We're the only independent, nonprofit newsroom solely dedicated to local news in the Roaring Fork Valley. We answer to you—not corporate shareholders.
- We've received 50+ national and state journalism awards for reporting, storytelling, and community impact.
- We created Sol del Valle, amplifying voices from our Spanish-speaking neighbors across the Roaring Fork and Colorado River valleys.
- Our accredited Youth Journalism Program trains the next generation of storytellers—empowering students to report on the issues that matter.
- We are one of just a few media outlets certified by the Trust Project, affirming our commitment to ethics, accuracy, and transparency.
- Through our Annual Giving Guide, co-published with MountainWest Gives, we've helped raise over \$2 million for local nonprofits.
- Our Mountain Perspectives Speaker Series brings national voices to our valley, sparking civic dialogue on pressing issues.
- We collaborate with 100+ local contributors, showcasing the depth, diversity, and creativity of our community.
- Our budget has grown from \$250,000 to \$800,000 in just five years—proof of the demand and the work we do.

THE HARD TRUTH: Costs are rising. Revenue is not. We need your support—now.

WE ARE YOUR SUNS



FAQs

DONOR INFORMATION

Here are answers to common questions from our supporters. We hope this helps you feel confident in supporting The Sopris Sun.

What makes The Sopris Sun different from other local newspapers?

The Sopris Sun is the only independent, nonprofit, community-owned newspaper in the Roaring Fork Valley. We answer to our readers—not shareholders or corporate owners. We focus on stories that reflect and strengthen our local community.

Why does the Valley need a nonprofit newspaper?

As a nonprofit, we prioritize service over profit. That means our editorial choices are based on what matters to our community, not ad revenue. Our model allows us to invest in inclusive, meaningful journalism that connects and empowers.

Who reads the Sopris Sun and Sol del Valle?

Both newspapers cover the news and reach readers in the entire Roaring Fork Valley, from Aspen to Parachute, reaching over 15,000 readers combined each week.

What does it mean that you're community-owned? Who makes decisions?

We are governed by a local board of directors and rely on community input to shape our coverage. Decisions are made transparently, with community interest as our guiding principle.

Why did you launch Sol del Valle?

Over 40% of the Valley identifies as Latino, and we believe everyone deserves to see themselves in the news. Sol del Valle is the only free-standing Spanish-language newspaper in the region—created to respect, inform, and engage our Spanish-speaking neighbors.

How does The Sopris Sun make an impact in the community?

We tell stories that matter, highlight local voices, hold public institutions accountable, and foster civic participation. We've helped raise millions for nonprofits, mentored student journalists, and created space for critical conversations.

How many people do you reach each week?

Our print and digital editions reach thousands of readers weekly across the Roaring Fork and Colorado River valleys.

Why has your budget increased?

We've expanded our impact—launching Sol del Valle,

growing our Youth Journalism Program, and increasing our publication capacity. As our community's needs grow, so do our responsibilities.

How is The Sopris Sun funded?

Our funding comes from a mix of advertising, grants, individual donations, and sponsorships. We are working to grow sustainable support through monthly giving and planned gifts.

How will the \$300,000 from this campaign be used?

Funds will support editorial staffing, operational stability, distribution of both The Sopris Sun and Sol del Valle, and capacity-building efforts that ensure long-term sustainability.

How can I give, and what are my options?

You can give a one-time gift, become a monthly SUNscriber, sponsor a matching gift as a SUNguardian, or include us in your estate plans as part of our SUNlegacy circle.

Is my donation tax-deductible?

Yes. The Sopris Sun is a registered 501(c)(3) nonprofit. All donations are tax-deductible to the extent allowed by law.

Can I volunteer or help in other ways?

Absolutely! Become a SUNbassador, join a committee, or help spread the word. Contact us to find the best fit for your interests.

Where can I learn more or see financials?

You can visit our website or reach out directly for our latest annual report and financial overview. We're committed to transparency.

What's the long-term vision for Sol del Valle?

Sol del Valle is just over four years old and already making a powerful impact. Led by an all-Latino, youth-driven team, it has built trust and visibility through culturally responsive, community-centered reporting. Our goal is to grow this unique initiative into a permanent, sustainable institution. The Sopris Sun is the only rural nonprofit newspaper in the U.S. that has launched a Spanish-language paper—there's no roadmap. We're creating the model. And we're committed to ensuring Sol del Valle continues to thrive well into the future.

Why isn't the Latino community funding Sol del Valle?

Sol del Valle was created to serve—not burden—our Latino neighbors. Many readers are new to philanthropy, or face economic pressures that make giving difficult. We believe access to trusted news is a right, not a privilege. Our responsibility now is to raise awareness, build deeper community ties, and invite investment over time. There is urgency: in today's anti-immigrant climate, Sol del Valle is one of the only vetted, reliable sources of information in Spanish in our region. We need support to keep it going—and growing.