

NOT FOR PROFIT. **INDEPENDENT.** FACT BASED.



Annual Financial Report — Calendar Year 2025

(Unaudited | Cash Basis)

NJ21st is a volunteer-run civic journalism project dedicated to transparency, accountability, and public education on local and state government in New Jersey. Throughout 2025, NJ21st operated without paid staff, stipends, or compensation to editors, contributors, board members, or founders.

NJ21st publishes annual financial summaries not because readers require them, but because transparency builds trust with future readers and donors.

In 2025, NJ21st produced sustained, original civic reporting on a modest budget, supported almost entirely by volunteer labor and out-of-pocket contributions. **This report is intended to show what can be done with limited resources and to demonstrate that NJ21st can responsibly manage and scale public support as it grows.**

NJ21st's reporting reached tens of thousands of readers during calendar year 2025 through its website and opt-in email distribution. Audience engagement was driven primarily by direct readership and email subscriptions, with traffic consistently aligning with investigative and public-interest reporting. These figures are presented separately from this financial summary and are intended solely to provide context to the financial numbers below.

Contributions

Total Contributions Received (2025): \$2,119

- All contributions were from individual donors.
- No single donation exceeded \$200.
- NJ21st did not accept corporate, political, or bundled donations.
- An organizational filing-fee reimbursement related to IRS compliance was received and applied directly to administrative costs.



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Expenses

Operational Expenses

Total Operational Expenses: \$2,699.75

Infrastructure & Hosting

- Bluehost (Web hosting): \$301.65
- GoDaddy (Domains & services): \$560.00
- Google Storage: \$120.00

Security & Site Integrity

- Wordfence (Security): \$134.10
- Jetpack (Security & performance tools): \$284.00
- Meow Image Cleanup: \$40.00

Publishing & Design Tools

- Kenta Theme (Base): \$149.00
- Elementor: \$84.00
- Freemius (Licensing): \$59.00
- Automattic services: \$92.00



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Expenses (cont.)

Communications & Distribution

- Sendinblue / Brevo (Email distribution): \$96.00
- Medium (Publishing platform): \$30.00

Administrative & Compliance

- IRS filing and compliance fees: \$600.00
- Migration support (email and platform transition): \$150.00

Programmatic Support & Community Contributions

In 2025, NJ21st provided \$1,000 in direct financial support to the Plainfield High School student newsroom to support student journalism and civic education.

This contribution was made as mission-aligned programmatic support and was not used for NJ21st operational costs.

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Summary of Financial Activity

- **Total Contributions Received: \$2,119.00**
- **Operational Expenses: \$2,699.75**
- **Programmatic Donation (Plainfield High School Newsroom): \$1,000.00**
- **Total Funds Applied: \$3,699.75**
- **Operational and programmatic costs exceeded contributions during 2025. The full difference was covered through out-of-pocket support, with no carryover funds from prior years.**

Compensation & Conflicts

- NJ21st did not compensate editors, contributors, board members, or founders.
- No funds were used for personal benefit, travel, or lobbying.
- NJ21st does not retain surplus funds for private use.

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Transparency Statement

NJ21st publishes annual financial summaries as part of its commitment to transparency and public accountability. Records are maintained internally and are available upon reasonable request.

This report reflects good-faith reporting of financial activity for calendar year 2025 and has not been independently audited.

NJ21st is sustained by volunteers labor and small donor contributions. As this report shows - operational and programmatic costs continued to exceed contributions and were covered out of pocket.

Readers who value independent, local civic journalism and wish to support its continued work may do so voluntarily. This support helps cover basic infrastructure costs and allows NJ21st to expand its reporting without compromising independence.

Learn more about supporting [NJ21st →](#)

nj21st Board

Laura Kapuscinski
John Miguez
Shauna Williams