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November 2020

Dear Parishioner

Several weeks ago we sent an appeal letter out to every parish in the Diocese outlining the difficulty facing the survival of Northern Cross in the context of the Coronavirus restrictions that we are all experiencing. These restrictions, rightly in place to keep us safe, mean that the traditional point-of-sale at the back of Church is not possible. Consequently, our appeal centred upon a subscription-based model offering both the customary print version alongside a digital option. We knew that if the subscription model did not take off then the paper was likely to fold: a bleak prospect to contemplate.

Today we are delighted to report that the future of the paper is looking more optimistic. This is due entirely to the positive response that we have received from parishioners right across Hexham and Newcastle. That initial appeal has already generated over 300 subscribers and means that the threat of closure is no longer imminent. Accordingly we wish to offer a heart-felt thank you to our 300+ subscribers whose support has meant that Northern Cross is able to continue.

However, the Coronavirus is, unfortunately, going to be part of our life for some time to come. In order to secure the long-term future of the paper we do need to build a significantly larger subscription base, hence this follow-up letter of appeal. In our original letter a target figure of 2,020 subscribers was proposed. While this remains the longer-term aim we are now focussing on a more realistic, and we believe achievable, target of 1,000. This figure is based upon a much more detailed financial-analysis which incorporates the substantial volunteer input now being put into the production and delivery of the paper. The 300+ subscribers to date means that we have made a good start towards the 1,000 milestone. We feel confident that with your support we will get there.



What exactly are we asking?

- 1 That you consider taking out an individual annual subscription to Northern Cross (details below).
- 2 That you help us to publicise the subscription model to friends and fellow parishioners.
- 3 Christmas is approaching: why not think of buying a year's subscription as a Christmas present for someone?

In his recent encyclical, *Fratelli Tutti*, Pope Francis highlights the importance of dialogue and of building fraternity. Northern Cross, in a very practical way, plays a unique role in building fraternity and facilitating dialogue across the Diocese. You can help this work to continue by becoming a subscriber.

We encourage you to take out a postal print subscription for £36 a year including post and packing costs. If you prefer reading it online, you could sign up for the digital edition at £20 a year.

Please email editor@northerncross.org.uk or call 01429 274 408 for more information. You can pay by cheque made out to Northern Cross and posted to: c/o WM Fortune & Son, Collingwood House, Church Square, Hartlepool, TS24 7EN or make a BACS transfer to: Northern Cross. Account number: 81602292. Sort code: 40-43-11

Thank you for taking the time to read this letter.

With all best wishes

Fr Dennis Tindall

Chairman, Board of Northern Cross