



*Creating thoughtful, Anabaptist resources  
to enrich faith in a complex world*



# F Y 2 0 2 0 A N N U A L R E P O R T

J U L Y 1 , 2 0 1 9 - J U N E 3 0 , 2 0 2 0

## Reimagining our ministry

In mid-March, everything changed. MennoMedia staff went home and got to work on a process of reimagining our ministry. From Sunday school curriculum for children, Bible study resources for adults, and extra helps for congregations, we have retooled our organization to partner with you on this unfolding journey.

It's been invigorating work to deliver new content via webinars, to put out special editions of our *Rejoice!* daily devotional and *Leader* magazine, to create new resources for families under our Shine curriculum umbrella.

Now, more than ever, we want to be your partner in resourcing, networking, and sharing ministry ideas, working together to make sense of faith in our complex world.

In ministry,

Amy Gingerich  
Executive Director, Publisher



**MennoMedia Board Members:** Lee Schmucker (Chair), Chris Steingart (Vice Chair), Rafael Barahona (Secretary), Pauline Steinmann (Treasurer), Byron Pellecer, Edith Yoder

**MennoMedia.** PO Box 866, Harrisonburg, VA 22803, 800-245-7894. *Help support our mission. Donate at [MennoMedia.org](http://MennoMedia.org).*

# 5 BIG accomplishments

- 1 Voices Together**  
More than **34,600** hymnals presold, some **10,000** submissions evaluated
- 2 Shine**  
The Shine curriculum launches a **new three-year season** this fall, with updated materials to help children love Jesus, grow in faith, and change the world
- 3 Webinars**  
The **Adaptive Church Webinar series** is training hundreds of pastors and church leaders on preaching, pastoral care, anti-racism, and other topics
- 4 Digital resources**  
Increased digital resources, including a special **Leader** magazine edition on ministry in a pandemic, **Shine Connect**, **Shine at Home**, and three special editions of **Rejoice!** daily devotional
- 5 New titles**  
**20 new Herald Press books** this fiscal year, including *Hope's Table*, entries in the Jesus Way series, *Collateral Damage*, and *This Is God's Table*

# 5 BIG initiatives

- 1 Strategic planning**  
The current strategic plan leads MennoMedia into fall 2020; we have contracted with publishing consultant **Beth Lewis** to lead a new strategic planning process this fall via Zoom
- 2 Website launch**  
MennoMedia has needed a new website for many years; **this fall the new website will launch**—finally allowing U.S. and Canadian customers to purchase from the same platform
- 3 Voices Together launch**  
This fall the new **Voices Together worship and song collection will arrive in congregations**; because of COVID-19, hymnal launches and trainings will happen digitally
- 4 Podcasting**  
A **new MennoMedia podcast is in development** to help us pursue our mission of creating thoughtful, Christian resources to enrich faith in a complex world
- 5 New titles**  
**Talking about and living out our faith is more important now than ever**; this year's Herald Press titles focus on timely themes of peacemaking, racial justice, and serving the needy, among others

## Financials (7/1/2019 – 6/30/2020)

### SUPPORT AND REVENUES

|                                   |                      |
|-----------------------------------|----------------------|
| Donations                         | \$ 296,182.00        |
| Grants                            | \$ 54,000.00         |
| <b>Total Donations and Grants</b> | <b>\$ 350,182.00</b> |

|                                      |                        |
|--------------------------------------|------------------------|
| Herald Press book sales              | \$ 786,172.00          |
| Curriculum and periodical sales      | \$ 1,206,018.00        |
| Misc other income                    | \$ 130,943.00          |
| <b>Total Sales and Other Revenue</b> | <b>\$ 2,123,133.00</b> |

|                     |                        |
|---------------------|------------------------|
| <b>Total Income</b> | <b>\$ 2,473,315.00</b> |
|---------------------|------------------------|

### EXPENSES

|                       |                        |
|-----------------------|------------------------|
| General expenses      | \$ 738,880.00          |
| Program expenses      | \$ 2,040,883.00        |
| <b>Total Expenses</b> | <b>\$ 2,779,763.00</b> |

|   |                        |
|---|------------------------|
| <b>Net Income</b>                       | <b>\$ (306,448.00)</b> |
| <b>Net Income with PPP Funds*</b>       | <b>\$ (140,048.00)</b> |
| <b>Net Income w/o Hymnal Expenses**</b> | <b>\$ 32,315.00</b>    |

\* MennoMedia secured U.S. Paycheck Protection Program funding in April 2020.

\*\* MennoMedia received donations in previous fiscal years to cover all hymnal-related expenses.

Undoubtedly, this has been a tough year for MennoMedia. After the first six months of our fiscal year we were on track for another great year. Then mid-March brought the onset of COVID-19.

To respond quickly amid plummeting sales and economic uncertainty, we implemented a series of furloughs and expense cuts. In early April, our donors came through with a strong response to help stabilize MennoMedia's income streams and we secured funding from the U.S. Paycheck Protection Program. Staff were reinstated at their normal FTE and we began planning for a new financial landscape in FY 2021.

The foreseeable future looks challenging for MennoMedia—as the core of our ministry is built around delivering faith formation products to congregations at a time when many congregations have suspended these ministries. We are heartened that Herald Press book sales have continued to improve since May 2020. The release of the *Voices Together* hymnal in fall 2020 has galvanized tremendous support in the form of preorders, donations, and more.

You can see in the financials that we rely on the generous support of you, our donors. We feel so blessed to have your continued support. Thank you! Our team is working diligently to develop new resources for such a time as this, and we are grateful to have you as partners on this journey. With all the changes ahead due to COVID-19 and projections for decreased revenue this coming year, we ask you to consider MennoMedia in your ongoing support.