

MennoMedia

— ANNUAL REPORT 2023 —

MennoMedia

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Change Service Requested



MennoMedia

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



REFLECTIONS from the OUTGOING BOARD CHAIR

I'M GRATEFUL for MennoMedia

Over the past ten years, I had the privilege of chairing the MennoMedia board. I'm grateful for the up-close view of MennoMedia's ministry and vision: **"that individuals and faith communities are transformed by engaging Anabaptist faith and values as they follow Jesus."**

This vision has become personal for a women's group at my church that has studied numerous books published by MennoMedia. The authors invite us to wrestle with the injustices around us and to grapple with what it means to live our faith and values as we follow Jesus.

I'm grateful for the talent, imagination, and passion of the staff who are immersed into creating Anabaptist resources that engage individuals and faith communities to enrich Christian faith in a complex world. The staff dream big and work hard, and we are the beneficiaries.

I'm grateful for donors who make these Anabaptist materials possible—especially legacy resources such as the *Voices Together* hymnal, *The Peace Table* children's Bible storybook, the *Anabaptist Community Bible*, and more. Thank you for your donations.

I am grateful for the powerful impact that MennoMedia is having on faith communities and individuals' lives. While I am no longer at the board table, I continue to be grateful for MennoMedia and commit to be a reader, student, and donor of these practical, engaging Anabaptist resources.



With gratitude,

A handwritten signature in black ink that reads "Lee Schmucker".

Lee Schmucker

WORDS from the EXECUTIVE DIRECTOR

MY WORD for this past fiscal year: *gratitude*.

Here at MennoMedia, we have just closed out a tight year financially. Herald Press book sales fell substantially after several years of record high sales. Adult curriculum sales never rebounded as expected post-pandemic. These and other factors led to a number of hard decisions this spring—to trim product lines, to realign workflows, to renegotiate contracts for printing, distribution, and shipping.

In the midst of challenges, we hear tremendous stories of impact. Of young people encountering Jesus through our Shine curriculum and VBS lines. Of Scriptures being studied together in groups for our Anabaptism at 500 initiative. Of families snuggling together to share Bible stories out of *The Peace Table*. Of worship teams bringing fresh expression using the resources in *Leader* magazine.

Your generosity has been tremendous this year! Year-over-year giving was unbelievably strong to help offset our losses. Because of your giving, our team has been able to accomplish so much.

I am amazed at your generosity and feel tremendous gratitude for the ways that you have shown up this year to allow our ministry to thrive as we seek to help people make sense of faith in this complex world.



With gratitude,

A handwritten signature in black ink that reads "Amy Gingrich".

Amy Gingrich

MENNOMEDIA *in* NUMBERS

2022 – 23*



17

HERALD
PRESS
BOOKS



4,921

SHINE
STUDENTS
*estimated average
per quarter*



5,875
SUBSCRIBERS
TO REJOICE!
average per quarter

3,104
SALT & LIGHT
USERS
average per quarter

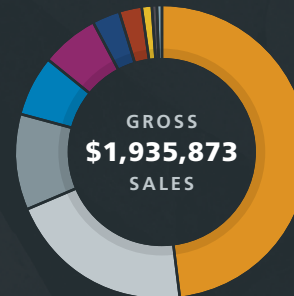
1,155
READERS OF
LEADER MAGAZINE
average per quarter



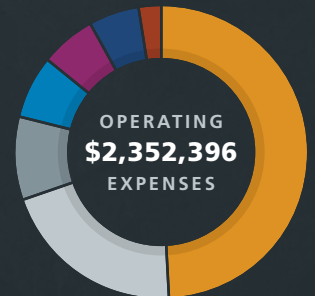
Product sales
\$1,935,873

Donations and Grants
\$734,031

Other income
\$81,522



- Herald Press books
\$931,249
- Shine curriculum
\$399,332
- Rejoice! devotional
\$206,621
- Voices Together hymnal
\$129,352
- Salt & Light curriculum
\$122,105
- Rights & royalty income
\$59,699
- Leader magazine
\$49,529
- Vacation Bible School
\$18,773
- Other curriculum
\$10,026
- Distribution sales
\$9,189



- Product/resource development
\$1,160,515
- Promotion, sales, & marketing
\$480,145
- Equipment & admin
\$215,652
- Support staff
\$164,912
- Warehousing
\$145,634
- Development & partner engagement
\$131,746
- Travel & events
\$53,793

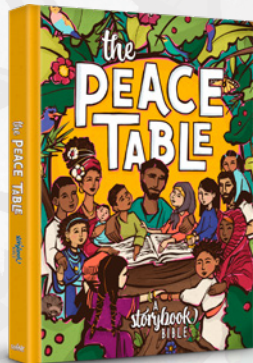
* MennoMedia's fiscal year runs from July 1 to June 30.
Amounts are listed in USD.



WHEN THE COVID-19 PANDEMIC decimated curriculum sales in 2020, the Shine team compensated by pulling all writing and editing in-house and reconfiguring the age levels for the curriculum. We stopped recruiting new writers and contracting with some of our long-time editors. It was a difficult but necessary decision.

In retrospect, that decision afforded our team the time and space to think more creatively about how we collaborate with writers and editors. We engaged in deeper conversations about the struggles and challenges facing children and their families. We took the time to dream and develop new faith-formation methods. One of the results of that time was the creation of *The Peace Table: A Storybook Bible*.

The Peace Table is truly a collaborative effort. We consulted with biblical scholars and illustrators from the very beginning of the creative process. A writing team met for theological reflection, conversation, and sharing feedback. We reached beyond our usual channels to find artists from various backgrounds and different illustration styles. We are grateful for the beauty that our collaborators have brought to this storybook Bible. On every page are the invisible fingerprints of a whole host of people passionate about sharing God's story with children.



Our central aims for Shine curriculum are to help children love Jesus, grow in faith, and change the world. *The Peace Table* aligns with and supports those aims. Children grow in faith in the context of community, and so this book supports Sunday school teachers, churches, and families in exploring central parts of the life of faith, particularly scripture, spiritual practices, and peacemaking. The book also gives specific action ideas for taking the message of the Bible into daily life. We believe that peacemaking will transform the world.

We are grateful for our collaborators and all who donated and supported MennoMedia and Shine in this project. We hope that children, caregivers, and teachers will gather around *The Peace Table* to hear God's word, ask questions, listen well, and learn how to live in community with one another and all God's creation.

Joan L. Daggett
Project Director for Shine: Living in God's Light



ANABAPTISM at FIVE HUNDRED

MOLLEE MOUA AND I are happy to report that Anabaptism at 500 is moving forward in a very good way. Since fall 2022, we worked to develop branding elements to market the initiative; developed outlines for two devotional books; finalized contracts for three children's books; collected the stories for the photobook; and developed an emerging vision for a digital app.

The most complex part of our work has been the *Anabaptist Community Bible*. Starting with our launch and planning meeting in August 2022, this has included a range of activities:

- Selecting the official name of the Bible.
- Coordinating with over 60 Anabaptist biblical scholars to write biblical introductions, supplementary essays, and Biblical Context notes.
- Arranging for Anabaptist historians to glean Early Anabaptist Witness notes from the corpus of 16th-century Anabaptist biblical commentary.
- Initiating a Bible study process that eventually included 593 Bible study groups and more than 1,600 pages of Community Reflection notes.
- Contracting with five artists to provide 40 original art pieces (in linocut style) for the Bible.
- Meeting six times with the Advisory Group for counsel and content review.
- Working with the MennoMedia design team to develop a layout templates, covers, and marketing material.

We are working through edits of the marginal notes. We are currently on schedule to meet an ambitious timeline to submit all *Anabaptist Community Bible* material for layout by early December.

We are grateful for the contributions of thousands of people for this initiative. Truly, this is a community project!



Matthew Regier, "Jonah and the Vine,"
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John Roth
Project Director