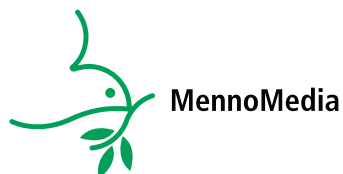


MennoMedia  
PO Box 866  
Harrisonburg, VA 22803  
*Change Service Requested*

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
HARRISONBURG, VA  
22802  
PERMIT #22



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



*with*  
**hope**



*Annual Report* **2021**

## From the Executive Director

From worship patterns to fostering connection, offering faith formation classes to engaging the community, the pandemic upended much of what we called church.

Much like the people in the Emmaus road story in Luke 24, we have moved (and continue to move) from profound disorientation to radical reorientation as we enter a second fall under the pandemic's shadow.

At MennoMedia, we see it as core to our mission to help churches, pastors, leaders, and families engage these complex times as people of God, to equip people with resources for going deeper in their Christian faith.

This fall we release a new suite of free "What Now?" resources for church leaders and pastors to nurture community and support the mission and ministry of congregations in this unique time. We reimagined the age groupings for the Shine curriculum to better meet changing attendance patterns in churches. We continue to post helps for churches as they use the new *Voices Together* collection. We remain committed to new digital initiatives such as the *~ing* podcast and the weekly *Salt & Light* Bible study teaching videos.

We at MennoMedia want to be your partner in engaging this changing world and in providing practical, effective, Anabaptist resources to help you grow in faith.



With hope,

*Amy Gingerich*  
**Amy Gingerich**  
Executive Director

## LEADERSHIP TEAM



**Meg Smeltzer-Miller**  
Finance Officer



**Joe Questel**  
Director of Marketing and Sales

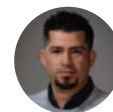


**Joe Hackman**  
Director of Development and Partner Engagement

## BOARD OF DIRECTORS



**Lee Schmucker**  
Board Chair



**Rafael Barahona**



**Chris Steingart**



**Pauline Steinmann**



**Edith Yoder**

## MennoMedia Gross Sales 2021\*

(7/1/2020 – 6/30/2021)

**\$2,829,751**

■ <i>Voices Together</i> \$1,095,898	■ Herald Press books \$1,054,458	■ <i>Rejoice!</i> daily devotional \$197,404	■ <i>Salt &amp; Light</i> curriculum \$152,083	■ Shine curriculum \$123,061	■ Profit sharing income \$92,254
■ <i>Leader</i> magazine \$50,908	■ Rights & royalty income \$33,101	■ Other curriculum \$11,369	■ Distribution sales \$10,833	■ Vacation Bible school \$7,579	■ Other periodicals \$803

**HERALD PRESS SALES SURPASSED \$1 MILLION FOR THE FIRST TIME SINCE 2011.**

## Financials\*

	2020	2021
	(7/1/2019 – 6/30/2020)	(7/1/2020 – 6/30/2021)
<b>SUPPORT AND REVENUES</b>		
Donations and grants	\$ 350,182	\$ 434,717
Paycheck Protection Program funding	\$ 133,668	\$ 32,732
Herald Press book sales	\$ 786,171	\$ 1,054,458
Curriculum, periodical, and hymnal sales	\$ 1,205,195	\$ 1,731,359
Miscellaneous other income	\$ 130,211	\$ 158,747
<b>Total Income</b>	<b>\$ 2,605,427</b>	<b>\$ 3,412,013</b>
<b>EXPENSES</b>		
<b>Total Expenses</b>	<b>\$ 2,756,161</b>	<b>\$ 2,959,403</b>
<b>Net Income</b>	<b>\$ (150,734)</b>	<b>\$ 452,610</b>

\* MennoMedia's fiscal year runs from July 1 to June 30.





6 categories 26 content creators 575+ subscribers 100% free

In August, September, and October, MennoMedia is releasing a monthly “What Now?” toolkit addressing pressing topics faced by congregations and pastors.

Six new resources are posted each month to nurture community and support the mission and ministry of congregations across North America in this unique time.

**“Thank you so much for the excellent resources that will help us as congregations to process the past and navigate the future.”**

—Susan Allison Jones  
Wilmot Mennonite Church  
New Hamburg, Ontario

*Made possible with generous support from our foundation partners.*

## Sunday school that lights the way . . . to a brighter tomorrow

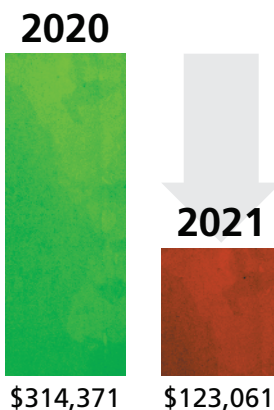
Of all our product lines, Shine has been especially hard hit by the pandemic. Many churches simply canceled Sunday school for much of the last 20 months. From fall 2019 to fall 2020, sales dropped 60% for Shine student books. This fall we have seen sales begin to recover for the PreK–K and Junior Youth age groups. For elementary ages, sales of the student books remain below even last year’s totals.

It’s only through the very generous help of individual donors and congregations that we are able to continue to produce the Shine curriculum. While we had anticipated that many congregations would return to Sunday school this fall, the rise of the delta variant has again brought more uncertainty for congregations.

**Churches and individual donors raised \$129,013  
for Shine between December 2020 and March 2021.**



**Net Sales of  
Quarterly Shine Products**  
(FY July–June)





# MennoMedia is

**19** employees  
in 10 states

**150+** contractors  
across Canada  
and the U.S.

## Supported by

**54** first-time  
donors

**142** donor  
churches

**457** individual  
donors and  
businesses

Representing **38** states and provinces

## Our mission

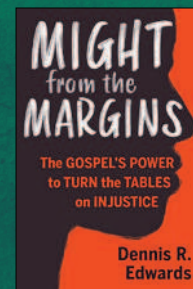
*Engaging faith communities and individuals in going deeper with thoughtful Anabaptist resources to enrich Christian faith in a complex world.*

—APPROVED BY MENNOMEDIA'S BOARD OF DIRECTORS, MAY 2021

## Our priorities

- Develop a suite of resources for the **500th anniversary of Anabaptism**
- **Expand the Leader brand** to equip pastors and leaders
- **Develop Shine children's curriculum** for a new kind of church
- **Enhance digital initiatives and platforms** to meet changing congregational and individual needs
- **Build an anti-racist and culturally inclusive organization** at all levels

## Recent releases



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