

United Women in Faith 2023

Annual Report Financials

Treasurer's Report



“ I was grateful for how flexible we were in the midst of so much change”

Tamara Clark, CPA
Treasurer/CFO Finance & Asset Management

As we closed out 2023, I was grateful for how flexible we were in the midst of so much change. Despite another year of financial challenges and related critical decisions, we adapted to the budget realities so that we could fulfill our mission.

Operating Revenue

Conference Giving

We continued to experience a decline in giving in 2023. Conference Giving was \$6.9 million, a decline of \$927,000 from the prior year. We are thankful to all of our members for their giving, especially for those conferences that managed to increase their mission giving and pledge for the year! Out of 53 conferences, 26 conferences met their pledge, and 12 conferences not only met their pledge but increased their giving.

Interest & Publications Income

Interest income was \$2.2 million, a decrease of \$396,000 due to receiving less bequests. Publications income was \$483,000, a decrease of \$61,000 due to pricing increases and less sales.

Rental, Service Fee, & Other Income

Rental and Service Fee income, which includes the operations of **Brooks-Howell Home** and the **Church Center for the United Nations**, totaled 6.5 million. There was a decrease of \$503,000 which is primarily due to the Brooks-Howell Home closing its home health care department and one floor of its nursing department. Our Other Income totaled \$1.8 million, a decrease of \$561,000 compared to the prior year. This was because 2022 was an Assembly year where Other Income was higher.

In total, Operating Revenues totaled \$18.1 million, a decrease of \$2.44 million or 12%.

Operating Expenses

Programs Rendered by United Women in Faith

Our total for Programs Rendered by United Women in Faith was \$6.2 million, a decrease of \$1.6 million, as we intentionally decreased our budget to be in line with the expected Conference Giving.

Our National Mission Institution Repairs and Maintenance expenses declined by \$242,000 due to fewer NMIs requesting property grants during the year. The Mission Resource Center experienced a decrease of \$207,000 due to intentional budget reductions. The Other Programs line decreased by \$1 million because 2022 was an Assembly year with higher expenses.

Programs Rendered by Other Organizations

Our grants to other organizations totaled \$5.5 million, a decrease of \$639,000 due to budget reductions and awarding fewer grants from designated funds.

Program Support

Program Support, which includes expenses for the Church Center for the United Nations and Brooks-Howell Home, totaled \$8.5 million. There was a decline of \$1.4 million as significant operational changes and budget reductions took place at Brooks-Howell Home.

Supporting Services

Supporting Services, which includes management, general, and fundraising expenses, totaled \$5.2 million. This was a decrease of \$109,000 compared to the prior year and represents 20% of the total Operating Expenses. Although this section includes what we typically think of as non-programmatic work (finance, property management, grants, human resources, fund development, etc.), the staff who perform these necessary functions often work directly with members and carry out some of our programmatic functions.

Operating Expenses totaled \$25.5 million, a decrease of \$3.7 million or 12%.

Non-Operating Activity

Our Non-Operating Activity includes the appreciation (or depreciation) in our investments, the change in post-retirement costs, gains on the sale of property, and contributions to our endowments, such as the Legacy Fund. The value of our investments appreciated by \$11.2 million due to the market. There was an improvement in post-retirement and pension benefit costs of \$3.6 million due to our Health Fund being added as a plan asset in our retiree obligation valuation.

In total, Non-Operating Activity was \$15.9 million, a significant change from 2022 when we experienced a negative change of (\$21 million) due to the market.

Summary

Our Operating Revenue totaled \$18.1 million, Operating Expenses totaled \$25.5 million, and our Non-Operating Activities totaled \$15.9 million. Overall, we experienced an increase in Net Assets of \$8.5 million.

Financial Summary 2023-2024

OPERATING REVENUE *

	2023	2022	2021	2020
CONFERENCE GIVING				
Mission Giving.....	6.49	7.31	8.21	9.17
Special Edition SMR	0.00	0.00	0.00	0.01
Supplementary Giving	0.09	0.11	0.03	0.08
Designated Giving	0.36	0.47	0.46	0.47
Total Conference Giving	6.95	7.89	8.70	9.73
INTEREST INCOME				
Investment Income (Net of Fees)	1.98	1.92	1.39	1.32
Bequests, Trusts, & Other Long-Term Gifts	0.27	0.72	0.91	0.56
Total Interest Income	2.25	2.64	2.30	1.88
PUBLICATIONS				
response magazine.....	0.21	0.24	0.22	0.25
Mission Resource Center	0.27	0.31	0.21	0.27
Total Publications	0.48	0.55	0.43	0.52

(*ALL FIGURES SHOWN QUOTED IN MILLIONS OF DOLLARS U.S.)

	2023	2022	2021	2020
RENTAL & SERVICE FEE INCOME				
Brooks-Howell Home	4.18	4.80	5.76	4.99
Church Center for the United Nations (CCUN).....	2.41	2.28	2.16	2.21
Total Rental & Service Fee Income	6.59	7.08	7.92	7.20
OTHER INCOME				
Benefit Trust	0.96	1.10	1.05	0.86
Miscellaneous Income	0.87	1.28	2.04	0.78
Total Other Income	1.83	2.38	3.09	1.64
TOTAL OPERATING REVENUE	18.10	20.54	22.44	20.97

OPERATING EXPENSES *

	2023	2022	2021	2020
PROGRAM SERVICES				
Programs Rendered by UWFaith				
Transformation.....	1.76	1.88	1.97	2.24
Position	0.31	0.29	0.32	0.27
Engage.....	0.16	0.23	0.20	0.17
Mobilize.....	0.13	0.26	0.19	0.28
Connectional.....	0.42	0.54	0.57	0.64
National Mission Institutions				
Property Insurance.....	0.69	0.36	0.90	1.26
Repairs & Maintenance.....	0.05	0.30	0.35	(0.17)
Mission Education.....	0.74	0.74	0.76	0.85
response magazine.....	0.35	0.31	0.22	0.22
Mission Resource Center	0.36	0.56	0.43	1.01
Deaconesses, Home Missioners				
Office, & Network.....	0.43	0.44	0.38	0.35
Other Programs Rendered by UWFaith	0.81	1.90	1.19	1.18
Total Programs Rendered by UWFaith	6.21	7.81	7.48	8.30
Programs Rendered by Other Organizations				
United Methodist Organizations National & International				
National Missions	1.62	1.75	1.65	1.76
International Missions	1.43	1.35	1.21	1.35
Ecumenical Organizations	0.04	0.05	0.05	0.07
Social Action Organizations	0.03	0.05	0.05	0.05
Grants from Designated Funds	2.41	2.98	1.82	2.74
Total Programs Rendered by Other Organizations	5.53	6.18	4.78	5.97

	2023	2022	2021	2020
PROGRAM SUPPORT				
Church Center for the United Nations	2.41	2.31	2.40	2.52
Brooks Howell Retirement Center Retired Deaconess, Missionary Home Operations	4.43	5.79	5.25	4.69
Retired Deaconess, Missionary Pension, & Health Benefits	1.57	1.65	2.22	3.06
Scarritt Bennett Education Center	0.00	0.10	0.10	0.10
Annuity Fund.....	0.00	0.02	0.08	0.02
Organization-Wide Program Support.....	0.11	0.06	0.04	0.20
Total Program Support	8.52	9.93	10.09	10.59
TOTAL PROGRAM SERVICES	20.26	23.92	22.35	24.86
SUPPORTING SERVICES				
Management & General				
Leadership & Management.....	4.42	4.75	4.67	4.97
Total Management & General	4.42	4.75	4.67	4.97
Fundraising				
Development Office	0.82	0.60	0.53	0.52
Total Fundraising	0.82	0.60	0.53	0.52
TOTAL SUPPORTING SERVICES	5.24	5.35	5.20	5.49
TOTAL OPERATING EXPENSES	25.50	29.27	27.55	30.35

EFFECT ON NET ASSETS *

	2023	2022	2021	2020
Operating Deficit	(7.40)	(8.73)	(5.11)	(9.38)
Apprn./(Depn.) in investments.....	11.17	(22.04)	8.65	16.35
Change in Post-Retirement & Pension Benefit Costs	3.60	(1.08)	2.20	12.11
Endowment/Sale of Properties	1.18	1.23	6.41	0.99
INCREASE/(DECREASE) IN NET ASSETS	8.55	(30.62)	12.15	20.07

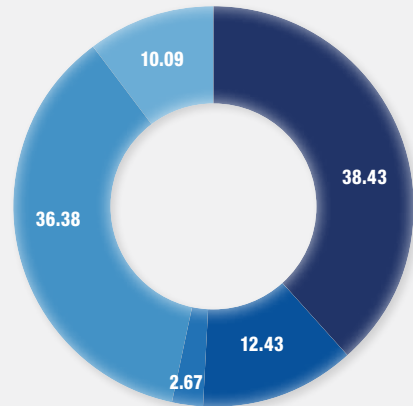
NET ASSETS *

	2023	2022	2021	2020
Without Donors Restriction	35.12	31.38	40.09	35.80
With Donors Restriction.....	69.22	64.40	86.28	78.44
TOTAL NET ASSETS	104.34	95.78	126.37	114.24

OPERATING REVENUE

The total operating revenue comes from conference giving; sale of publications; income from interest, rentals, and service fees; events; and other sources.

TOTAL OPERATING REVENUE for 2023 was \$18.09 million



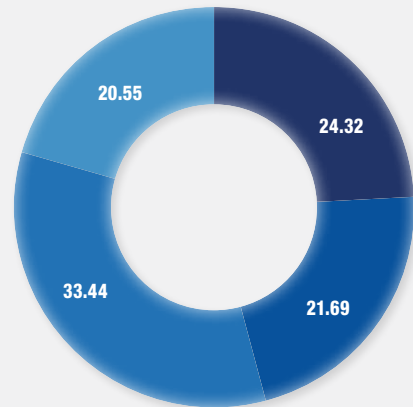
UWFaith 2023 OPERATING REVENUE

Conference Giving	38.43%
Interest Income	12.43%
Publications	2.67%
Rental & Service Fee Income	36.38%
Other Income	10.09%

OPERATING EXPENSES

The total expenses include services provided through programs rendered by the UWFaith national office. The total expenses also include programs rendered by other organizations such as the National Mission Institutions, the program support expenses at places like CCUN and BHH, and our supporting services expenses which reflect the administrative costs of running the organization.

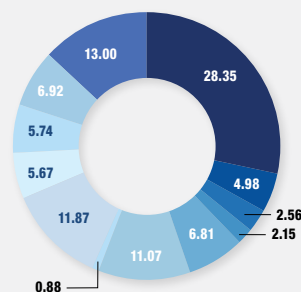
TOTAL OPERATING EXPENSES for 2023 was \$25.49 million



UWFaith 2023 EXPENSE CATEGORIES

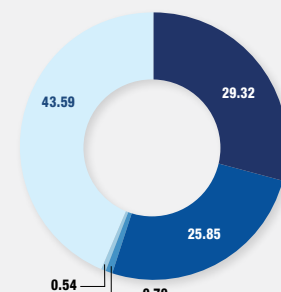
Programs Rendered by UWFaith	24.32%
Programs Rendered by Other Organizations	21.69%
Program Support	33.44%
Supporting Services	20.55%

PROGRAMS RENDERED BY UWFaith



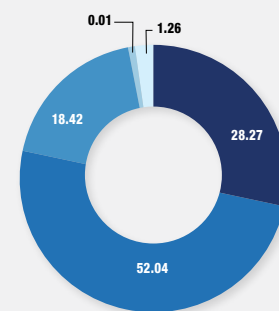
Transformation	28.35%	Mission Education	11.87%
Position	4.98%	response Magazine	5.67%
Engage	2.56%	Mission Resource Center	5.74%
Mobilize	2.15%	Deaconess, Home Missioners Office, & Network	6.92%
Connection	6.81%	Other Programs rendered by UWFaith	13.00%
Insurance (NMI Property Management)	11.07%		
Repairs & Maintenance (NMI Property Management)	0.88%		

PROGRAMS RENDERED BY OTHER ORGANIZATIONS



National Missions	29.32%
International Missions	25.85%
Ecumenical Organizations	0.70%
Social Action Organizations	0.54%
Grants from Designated Funds	43.59%

PROGRAM SUPPORT



Church Center for the United Nations	28.27%
Brooks-Howell Home, Missionary Home Operations	52.04%
Brooks-Howell Home, Missionary Pension & Health	18.42%
Annuity Fund	0.01%
Organization-Wide Program Support	1.26%

A total of 26 conferences met their pledge.

Twelve conferences met their pledge *and* increased their giving! Below is a list of the 12 conferences:

- Alaska
- Desert Southwest
- Greater New Jersey
- Holston
- Iowa
- New York
- North Texas
- Northern Illinois
- Oklahoma Indian Missionary
- Oregon-Idaho
- Pacific Northwest
- Peninsula-Delaware

Conferences with the highest giving amounts:

- Iowa
- Western North Carolina
- Virginia
- Great Plains
- Illinois Great Rivers

Conferences with the largest dollar increase compared to the prior year:

- Holston
- Iowa
- Desert Southwest
- Greater New Jersey
- New York

**Thank you to all 53 of our Conferences!
Your giving makes a difference around the world!**

Budget Narratives 2024



“We continue visioning for the future of how we engage United Women in Faith leaders from the local unit to the board of directors.”

Khia Shaw and the Transformation Homeroom

Transformation Office

The 2024 Transformation Budget will continue to support the strategic work of United Women in Faith to inspire, influence, and impact our members and the lives of women, children, and youth around the world. We do this through three priorities: positioning the organization, engaging new women and funding opportunities, and mobilizing members. The budget gives particular emphasis to these priorities as we seek to grow our membership and giving, market and promote our new brand, and continue to transform lives within and beyond The United Methodist Church.

Position

The Position priority calls for United Women in Faith to be positioned as a leading women’s Christian organization within the wider faith community and in the world. The 2024 budget continues to focus on making this happen by:

- Working with our public information officer consultant, Jennifer Farmer, to focus on media placement of press releases and op-eds that highlight United Women in Faith’s priorities and the monthly production of the *Faith Talks* podcast.
- Coordinating with marketing experts to promote United Women in Faith membership, programs, and giving on social media and in digital markets. Metrics and baselines have been developed and will undergird this expansion in 2024.
- Expanding paid advertisements, including online and direct mail, to promote our new brand and new/revitalized programs to current members, the wider church, and new audiences. This will include promoting Mission u, justice priorities, resources, Soul Care retreats and products, along with virtual events/programs through the website, brochures, and video.
- Encouraging innovation as we hire a new position director who will lead expansion efforts based on the new strategic goals.
- Supporting the new member portal that provides members with resources and inspirational content.

Engage

The Engage priority seeks to attract and engage women for increased membership, funding, and donations. Engage work also encompasses being a reliable source for women’s spiritual growth. The 2024 budget supports expansive opportunities for membership, spiritual growth, and engagement; development of new resources and merchandise; and scaling of innovative program designs:

- Mission u is continuing its focus on flexible curricula. The 2024 emphasis is on living the kin-dom. This second-year study focuses on the invitation to posture our lives and transform ourselves. Mission u will continue the cohort model with 16 cohorts and 32 trainers and will continue to be virtual.
- Distance Learning will continue to be a supportive tool as events and trainings continue online. Expansion and building capacity are a focus which will entail using software for curriculum development.
- Newly developed programs and resources will be scaled to support districts and units for ongoing, successful recruitment, retention, and re-engagement of current and former members and new women.
- As part of the Strategic Blueprint, finding new ways to fund the work of United Women in Faith is a priority. A cross-functional team is developing a funding roadmap with implementation throughout 2024.
- The Thrive e-newsletter will continue to serve as a tool for conversation and engagement for current and potential members. Giving linked to stories will be tested in 2024.
- Soul care will continue to be a concept that we are weaving into the identity of United Women in Faith. In 2024, we will continue to support the work of Soul Care programs and this new retreat model with supportive materials and resources for event replication. Communal opportunities will be available for Soul Care retreats offered on the United Women in Faith Digital with consultants and staff supporting this program.
- All-Access Membership will continue to be supported through the new member portal. Funds will support resource and merchandise development, marketing, social media strategy, and implementation.
- Spiritual growth as part of the strategic work will be integrated in innovative ways connecting faith and action across United Women in Faith programs.

Mobilize

The Mobilize priority is to mobilize members to inspire, influence, and impact their communities and the world. The 2024 budget requests continue to support this strategic work:

- The social justice issue priority campaigns seek to equip members for advocacy and service by providing opportunities for education and building awareness around Interrupting the School-to-Prison Pipeline and the Just Energy for All campaigns. To that end, 2024 funding supports educating and activating members through direct program offerings, national webinars, capacity-building Zoom sessions, 13 Steps to Sustainability revision, and resources for members to train other members.

- Support opportunities for members to engage in local, regional, and national actions—either legislative or through other calls to action. This includes funding for consultants and partnerships to expand our capacity and reach as well as supporting social action training and organizing for members engaged in work with local partners. In doing so, members are engaged in a deeper understanding of advocacy and faith and continued development as leaders in social action.
- The work supported by the budgeted funds for Be Just Be Green, Eliminating Institutional Racism, and The Charter for Racial Justice Teams supports developing and supporting member leaders in the areas of Climate and Racial Justice through training and engagement with members throughout the organization. There will also be support for Jurisdiction Leadership Teams, all of which are committed to expanding

their work around the Charter for Racial Justice through various programs and activities throughout the quadrennium.

- Provide support as needed for the Reading Program as it expands with a racial justice/diversity, equity, and inclusion lens.
- Support and develop women as faith and community leaders in any context where they are called to serve. The Leadership Development budget seeks to train and support current elected and appointed officers from across the organization through the work of staff liaisons assigned to support the work of conference officers as well as through the Leadership Development Days event. In 2024, LDD will be offered online and will expand to include district officers and All-Access members. The work of Leadership Development will extend to members on the Influence membership track.

Finally, we continue visioning for the future of how we engage United Women in Faith leaders from the local unit to the board of directors as well as how we develop women leaders to show up in other areas of leadership in the church and the public square. This includes working with board members to support the implementation of our Program Advisory Group cohorts, virtual training for members at every level, preparation of leaders for General Conference and the post-General Conference church, and continued innovation around connecting and equipping members as leaders.



“Connections will continue to develop and maintain relationships with agency partners, caucuses, and ecumenical partners; and work on equipping members of United Women in Faith to be leaders in the church and beyond.”

Sung-ok Lee and the Connections Homeroom

Connectional Office

Connections

In 2024, Connections will be carrying out the strategic work for **General Conference**, before, during, and after this quadrennial church event. The Connectional Officer and the Director of Denominational Relations will be leading and guiding this work of monitoring/tracking legislation, coalition building, networking, and preparing United Women in Faith for participation in General Conference to take place April 23–May 3, 2024.

The work of following up on General Conference decisions will take place, including any decisions on regionalization. If legislation on regionalization passes at General Conference, the office will guide our work to support the ratification at annual conferences the same year.

Connections will continue to develop and maintain relationships with agency partners, caucuses, and ecumenical partners; and work on equipping members of United Women in Faith to be leaders in the church and beyond.

Connections will guide the jurisdiction quadrennial meetings of United Women in Faith starting April 19 through June 23, 2024. This will include shepherding the election process to take place for national leadership.

Connections will continue to coordinate cultivation requests for national speakers at annual meetings for United Women in Faith; and support members and units to stay connected to the organization as units reorganize from disaffiliations up until 2023. The Connectional Officer will continue to guide the Governance Committee’s work of decisions on policy and bylaws.

International Mission

United Women in Faith national staff members will continue working with the United Methodist Women leaders in the priority countries on leadership development, economic empowerment, and skills building in the areas that they select and design projects to address these needs and determine the implementation process. The office will continue to fund international scholarships and grants.

Country Teams Strategy

In 2024, national staff will continue coordinating the nine country teams as they train local women in their church and community, conduct post-training assessments, and prioritize identified needs. The focus remains on a country team model which includes national staff, regional missionaries, Women's Desk coordinators, youth representatives, and other local women leaders. Grants will be provided to support the Women's Desk coordinators in priority and other strategic countries. In addition to Training for Transformation, project design, and proposal writing, training will be provided to the teams to enhance their program planning skills. Other training needs will be also assessed and addressed as needed.



Membership Engagement

Funds will be dedicated to continuing innovation around a plan to engage our members in international work. This will include cross-cultural exposure and mission opportunities. Funds will also support efforts to gather information and tell the story through *Voices From the Field* and other similar programs. Based on the success of the 2023 iteration, more such gatherings with Regional Missionaries will be considered in 2024. The Regional Missionaries will be in the United States attending the five Jurisdiction meetings in 2024.

Church Center for the United Nations (CCUN)

The work at CCUN will be increasing given the return of the CCUN Chaplain from medical leave. Participation with Ecumenical Women, UN-Commission on the Status of Women, UN-Permanent Forum on Indigenous Issues, and Thursday morning prayers, in addition to collaborative work with the General Board of Church and Society and the General Board of Global Ministries. The work of space rental and maintaining our special consultative status at the UN continues with the administrative work of the reservation specialist.

Office of Deaconess & Home Missioner (D/HM)

The Office of Deaconess and Home Missioner is an office of The United Methodist Church administered by United Women in Faith. The community of D/HM has been increasing in numbers in the past three to four years. In 2024, the D/HM office will engage in the following work:

- Deaconess and Home Missioner Education – This includes expenses such as professor and academic advisor stipends; mental health professional stipends, and scholarships for D/HM candidates and community.
- Consecration – This includes orientation, training, and consecration service, with travel and housing.
- Other programs and administration needs – Fenton Memorial Deaconess Home, self-care retreats, financial planning, cutting-edge grants, D/HM coaching, and a nurture and care team; intercultural competency and racial justice training to provide opportunities; and Safe Sanctuary training and background checks as they enter the D/HM relationship.
- DisAbility Ministries Committee – The Office of Deaconess and Home Missioner has the responsibility for funding one staff member for this committee of The United Methodist Church through 2024.
- Church and Ecumenical connections – The Office of Deaconess and Home Missioner engages in multiple conferences and meetings and holds membership in professional organizations which include DOTAC, DIAKONIA, and NADHM.
- Three consultants work with discernment planning, inquiries, maintaining contact with current candidates and discerners, and serve as liaisons to those in process as they take their core studies and discern their call.
- A consultant works with the weekly newsletter, organizes our D/HM interviews, organizes the D/HM coaches and programs related to coaching, serves as a liaison to our office for candidates who have completed their core studies and are awaiting consecration, and acts as the registrar for the Fenton Memorial Deaconess Home.
- The Office of Deaconess and Home Missioner works with two coordinators who assist those transferring their deaconess relationship from the Philippines and supporting the new deaconess/home missioner movement in Africa. Each of these coordinators also receives a stipend.

The Office of Deaconess and Home Missioner intentionally connects with other agencies in The United Methodist Church and supplies tables at conferences that future deaconess and home missioners may attend to raise our visibility and educate others on the deaconess and home missioner relationship.



“Operations seeks to provide the structure and support that allows United Women in Faith to serve women, children, and youth around the world while building capacity to equip the next generation of women leaders.”

Mollie James-Vickery and the Operations Homeroom

Operations

We have seen incredible change in society, The United Methodist Church, and United Women in Faith in recent years. These changes have provided us with the opportunity to build our virtual skills, design hybrid events, create online communities, and find new ways to connect with new women. Our 2024 Operations budget builds on that work while maintaining and optimizing systems and processes that support our strategic goals and provide a sustainable hybrid culture for our staff and members. The Operations office continues to create print and digital resources that complement and enhance one another; design events that are in-person, virtual, or hybrid to meet the needs of our members and shift quickly in response to public health concerns, making the best use of the technology we have; identify what is needed and equip member leaders to do the same; and build a workplace that reflects the values of our members and honors their stewardship and trust in our staff. Most of all, Operations seeks to provide the structure and support that allows United Women in Faith to serve women, children, and youth around the world while building capacity to equip the next generation of women leaders.

Communications

Communications informs and interacts with members by utilizing various channels of print, social media, websites, e-blasts, texts, and videos. It continues to support members with print and digital resources for programs, education, and information to support leaders.

Communications also creates content and strategizes best practices with colleagues for sharing their communications.

The new webstore is fully functional and offers new shipping options and download experience. The two-year pilot for Mighty Networks is completed and Communications is preparing to launch an online space for digital resources, community building, and interest groups.

Events Management

The spring of 2024 brings jurisdiction events. Events Management is excited to be mentoring these teams in venue contracting, weekend designs, registration, website builds, marketing strategies, worship writing techniques, leader contracts, budget planning, and more.

The Events Management director and team are now also the staff liaisons for the conference vice presidents. Events Management continues to enhance presentation, manage all logistics and planning for board meetings, Mission u events, Leadership Development Days, online events such as *Faith Talks*, *Voices From the Field*, and more. Events Management was key in working alongside the Spiritual Growth and Engage leads to run pilot events, train leaders, and create the new Soul Care Retreat Manual, which was released in the summer of 2023. Collecting quality survey data and reporting for events is an EM specialty, which we continue to offer for events across the organization.

Human Resources

Human Resources continues to manage the employee life cycle and administer employee benefits. HR is also responsible for the reservations and maintenance of Grace employee apartments, the planning and implementation of employee recognitions, staff-in, the employee bi-weekly newsletter, and live meetings. HR continues to find new and innovative ways to support staff in the hybrid environment to facilitate a healthy work/life balance.

Information Technology

IT personnel, and the associated software and hardware they select and support, serve all homerooms and staff, providing training and troubleshooting our systems, statistical analysis of member data, and project work to complete the four goals in the Strategic Blueprint. As a remote-first organization, the IT staff are critical to keeping the lines of communication and information sharing open and accessible across the United States. Where known, increases in monthly and annual charges are included; otherwise, a 3% inflator is used to cover likely increases. A small budget is assigned for consulting hours for work that cannot be completed by IT, likely to be used for joint IT-FAM projects underway to modernize and optimize our accounts payables, remittance, and shipping.

Organizational Development

Organizational Development continues to serve as a resource for United Women in Faith's strategic planning process and work to move the goals and key objectives forward. Organizational Development also supports efforts in the areas of reinforcing culture, strengthening skills through peer coaching circles and other learning and development initiatives, as well as providing support to the board's Planning and Assessment Committee to carry out functions as outlined in the bylaws.