

# Annual Report

## A year of growth for Mt. Gilead

Throughout 2023, we saw God's blessings unfold at Mt. Gilead in incredible ways. Aside from numerical growth, we are seeing evidence of God moving in the hearts and minds of people. Last year, we had a record number of baptisms, connected more people into discipleship relationships, started the Shell Expansion project, and giving was at an all-time high. God is truly at work in our midst.

Additionally, the Mt. Gilead Leadership Team spent time in 2023 establishing four Vision Lanes. These four unique Vision Lanes serve to guide ministry decisions and the future direction of the church. Everything we do as a church fits into one of these Vision Lanes.

### Four Guiding Vision Lanes

#### Belonging & Discipleship

We are a church where thousands can belong to a church family and grow into true disciples of Jesus through community, content, and spiritual growth opportunities.

#### Equipping & Serving

We are a church where kingdom workers are mobilized to reach the lost, serve in their giftedness, and make world-changing impact.

#### Kids & Students

We are a church that equips and empowers the next generation to be on-mission with Jesus, grounded in their faith, and growing in knowledge, fruitfulness, faithfulness, and boldness.

#### Community & Recovery

We are a church who loves and serves our neighbors, especially those that are in need of restoration and transformation.

## 2023 by the numbers

Here are some highlights and a look at the numbers.

### Administration

**905** Households (up 8.8% over 2022) gave for a total of **\$3,037,330.12**

**206** New givers throughout the year

**41** Percent of all giving was online

**1,772** Average Sunday attendance

**496** Online campus viewers (average)

**240** Baptisms (up 515% from 2022)

### Worship & Production

We want Sunday morning to be the highlight of someone's week, so we invest considerable resources in worship and production. Aside from adding new technology pieces to enhance our livestream last year, we also added a new laser projector for kids and students in the gym. We are so grateful for our dedicated team of worship and tech volunteers who faithfully serve week in and week out. We also hosted a fantastic *Mac Powell & Friends* concert in 2023.

1,078

## Guest Services

Sunday mornings would not be the same without our Guest Services volunteers. This year, we revised our "New Here" pathway and implemented Guest Services Huddles for all of the volunteers.

- 21** Average number of new people who make themselves known every Sunday
- 120** Number of volunteers serving in Guest Services

## Groups

Big churches are made smaller through groups. We are always trying to help people get to know one another and connect on a personal level through LifeGroups, Care Groups, and Activity Groups.

- 120+** Average attendance at Monday Night "Connections" Recovery Group
- 121** Number of Groups - LifeGroups, Care Groups, and Activity Groups
- 989** Number of people in various Groups at Mt. Gilead
- 13** Average Group size

## Family Ministry

Ministry to children, students, and their families remains one of our highest priorities as a church. While 2023 saw some staffing changes, we remain committed to connecting every child and student within our reach to a caring, Christian adult in their life. We also completed renovations in our Nursery and Preschool Hallway to accommodate growing numbers of little ones on Sunday mornings.

- \$25K** Amount raised for CIY Scholarship Fund
- 160** Leaders serving across Children's, Middle School (MS), and High School (HS) ministries
- 16** 5th and 6th grade kids went to CIY Superstart
- 65** HS students attended CIY Move @ Hope College
- 19** MS students attended CIY MIX @ Marion University
- 26** Kids went to Sky Zone on a Children's Ministry trip
- 34** Kids attended KidsSplash Baptism Classes
- 49** K-4th graders at Cookies & Canvas event
- 33** Graduating seniors were honored at Senior Blessing
- 300+** People at Mt. Gilead Pool Party at Pioneer Park
- 40+** Attended Summer Bible studies
- 4** Summer Playground Hangouts for families
- 29** Attended Kindergarten Kick-up
- 22** MS students attended Fall Retreat
- 45** People volunteered for Family Fall Festival
- 400+** People attended Family Fall Festival
- 27** Attended Preschool Happy Birthday Jesus Party
- 19** Families with babies at Baby Dedication Celebration
- 53** Bibles given to kids and students during Milestone events

## Local and Global Missions

2023 was a great year reaching out locally and globally. Most notably, we gained a new "sister church" in Poland through our partnership with Polish Christian Ministries. We were able to send a group over in 2023 to help them as they grow. Additionally, through our Christmas Offering, we gave them \$25,000 to help them hire another full-time staff member.

- 4** Times we hosted Morgan County Law Enforcement Trainings at Mt. Gilead
- 8** Months we hosted the Mooresville Senior Center while their building was being rebuilt
- 1** Jackson Center Steps for Hope Event at Mt. Gilead
- 56** Families helped during Giving Tree
- 177** Kids given a brighter Christmas through Giving Tree
- \$25K** Given to Katowice Church in Poland for additional staffing
- \$200K+** Given to global mission partners in 2023
- 500+** People receiving coats, hats, gloves, and food at our Bundle Up Coat Drive
- \$4K** Estimation of the monthly impact of groceries given through Mt. Gilead to Churches in Mission

# mtgilead ONLINE

Our digital footprint in our community is an amazing “front door” to meet people where they are. We are so thankful for the thousands of views, clicks, shares, subscribers, and mentions that help drive our mission forward.

## Website

Our website, mgchurch.org, continues to be a primary tool for us to share information, engage new people, and get the word out about everything from sermons to beliefs to events.

- 80,812** Unique page views on mgchurch.org
- 20,482** Unique visitors to our website, up 14%
- 5,627** Views on Google Maps (up 3% from 2022)

## Facebook

Facebook continues to be a great tool to share sermon posts, celebrations, and upcoming events.

- 654,383** Times Mt. Gilead was viewed by someone on Facebook in 2023
- 83,539** Page video views
- 3,268** Facebook followers

**Top post** Baby Dedication Celebration Recap

## Email

In the fall of 2023, we introduced a Family Ministry newsletter and gave our weekly eNews an updated layout.

- 49%** Weekly eNews average open rate
- 53%** Family Ministry eNews average open rate
- 2,695** E-mail list subscribers

## YouTube

2023 was another year of growth for us on YouTube. Aside from being our primary live stream environment, our channel is growing in views and subscribers from current and past sermon series. Our most popular videos in 2023 (by views) were - *James: Talk from the Brother of Jesus* (May); *Reboot: The Beauty of Baptism* (January); and *Walk With Me: Part 1* (April)

- 1,260** Subscribers (up 26% from 2022)
- 19** Average minutes spent viewing our videos on YouTube

## mgchurch.live

Our online church viewing platform is the main promoted gateway for viewing services online, although we do have a number of viewers who view services through Facebook live and directly to YouTube.

- 667** Average monthly online attendees to our online services through mgchurch.live

## Mt. Gilead App

The Mt. Gilead App is a great resource for our church, and app usage continues to grow.

- 2063** App users
- 987** Downloads in 2023, up 13.6%

As we continue into 2024, we anticipate God’s continued blessing upon us as we dedicate ourselves and our church to the purpose of helping more people become lifelong disciples of Jesus.