

# 2022 by the numbers

# Annual Report

## 2022 by the numbers

### A year of growth for Mt. Gilead

Throughout 2022, we saw God's blessings unfold at Mt. Gilead in incredible ways. **Here are some highlights and a look at the numbers.**

### Administration

- 868** Households (up 1% over 2021) gave for a total of **\$2,790,650.12**
- 201** New givers throughout the year
- 64** Percentage of giving online
- 1,504** Average Sunday attendance (up 4.2% over 2021)
- 478** Online Campus average
- 39** Baptisms (up 6% over 2021)

### Buildings & Grounds

2022 was a milestone year for our main campus facility. We can officially say we have completed all interior renovations on the youth side of our building. We also updated our aging heating and air conditioning units and completed a large roof repair. We are still using our building to benefit our community, hosting everything from soccer referees to mission groups. We host over 40 events a week in our facilities.

### Worship & Production

We are continually grateful for all of our worship and production volunteers. Without the number and quality of volunteers we have, Sunday mornings would be very different. This year, we were able to update some more behind-the-scenes pieces of technology that allow our in-person worship and our livestream to function successfully each and every Sunday. We also welcomed some great artists in concert — Michael W. Smith and the Gaither Vocal Band!

### Guest Services

Sunday mornings would not be the same without our Guest Services volunteers. This year, we also introduced a new **Event Hub** and **Guest Central** area to better serve and connect with guests.

- 250+** Pounds of coffee served on Sunday morning
- 101** Different volunteers in Guest Services

## mtgilead ONLINE

### Mt. Gilead App

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

- 1782** App users
- 862** Downloads in 2022, up 13.4%

### 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.

- 56,775** Unique page views on mgchurch.org
- 19,236** Unique visitors to our website, up 4.4%
- 5,461** Views on Google Maps (up 209% from 2021)
- 4m 38s** Average session duration on mgchurch.org, up 8.7%

### YouTube

2022 was a year of growth for us on YouTube. Aside from being our primary livestream environment, our channel is growing in views and subscribers from current and past sermon series. Our most popular videos in 2022 (by views) were - *22 Days of Prayer: First Things First* (January); *What's On Your Mind: The Honest Truth* (August); and *The Fragrance of Life* (January)

- 1,000** Subscribers (up 20% from 2021)
- 19** Average minutes spent viewing our videos on YouTube

### Facebook

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

- 771,998** Times Mt. Gilead was viewed by someone on Facebook
- 384** New Likes on main page up 36%
- 23.5K** Page visits, up 165%

**Top post** Michael W. Smith concert recap post

### Email

Our Thursday evening e-news is performing extremely well and proving to be a great way to communicate everything happening at Mt. Gilead.

- 40.1%** E-news open rate

## 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.

- 50 Average attendance at Monday Night Recovery Group
- 65 Number of Groups - LifeGroups, Care Groups, and Activity Groups
- 686 Number of adults in a group

## Family Ministry

One of our highest priorities at Mt. Gilead is our ministry to children and students. Equipping the next generation to know Jesus is one of our greatest joys. Throughout 2022, we did experience staff changes, but still saw growth in our youth and children's ministries.

- 105 Leaders serving across Children's, Middle School (MS), and High School (HS) Ministries
- 75 HS students attended CIY Move @ Lee University
- 32 Middle Schools students went to Kentucky Kingdom
- 25 Kids went to Sky Zone on a Children's Ministry Trip
- 100+ People at our first ever Family Movie Night
- 18 MS students attended CIY MIX @ Marion University
- 40 Kids attended Kids Baptism Classes
- 26 5th and 6th Grade Kids went to CIY Superstart
- 57 K-4th Graders at Cookies & Canvas event
- 127 Students at Middle School Mania
- 145 Kids at Vacation Bible School, 58 Leaders
- 35 Graduating seniors were honored at Senior Blessing
- 3 Summer Playground Hangouts for families
- 300+ People at Mt. Gilead Pool Party at Pioneer Park
- 40+ Attendance at Preschool Happy Birthday Jesus Party
- 13 Families with babies at Baby Dedication Celebration
- 53 Bibles given to kids and students during Milestone events

## Local and Global Missions

Mt. Gilead enjoys many strong partnerships with local and global mission partners.

- 1 New therapy dog at Mooresville High School because of a donation from Mt. Gilead
- 2 New mission partners - Polish Christian Ministries & Stability First
- 18 Number of Local & Global missions that Mt. Gilead supports every month.
- 25K Dollars given to Stability First for a men's recovery house in Morgan County
- 40K Dollars given to Hippo Valley Christian Mission in Zimbabwe for a new Christian high school
- 75K Support dollars raised for refugee and church planting efforts in Poland
- 200+ Volunteers at five locations for ServeMoore Day in August
- 474 Coats given away at Bundle Up
- 52 Weeks of groceries provided for Churches in Mission
- 27 Families given a brighter Christmas through the Giving Tree

As we continue into 2023, 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.