

TheMennonite

The mission of The Mennonite, Inc., is to help readers glorify God, grow in faith and become agents of healing and hope in our world.

Financial Health

The Mennonite, Inc., is an entity of Mennonite Church USA but financially independent. We do not receive a subsidy from the denomination. Our three main revenue streams include subscriptions, advertising (in print and online) and donations. Although our subscriptions and print advertising is declining, our donors continue to support our work loyally and generously. For the past five years we have raised around \$80,000 annually, with only a modest decrease from 2010.

As a content provider and publication of Mennonite Church USA, our readership and subscribers are related to the overall size and health of the denomination. As members and conferences leave Mennonite Church USA, subscribers decrease. However, we have managed to restructure our staff to be as efficient as possible. With less than 3.5 FTE, we are able to provide daily Mennonite/Anabaptist content online, as well as a high-quality 56-page monthly magazine.

Our 2013-14 Fiscal Year showed a net gain of \$7,313. This past Fiscal Year (2014-15), we had a loss of \$2,000. However, we are working to find new revenue streams and areas for growth, as the current model of paid subscriptions is not sustainable.

Challenges and Opportunities

Challenges: The Mennonite, Inc., is impacted by societal shifts in the world of religion and publishing. Traditional ways for individuals to relate to a denomination are changing rapidly. Furthermore, many of our print subscribers are older, and younger subscribers are not filling their shoes as paying customers. Also, for a variety of reasons, including institutional budget cuts, our advertising dollars are decreasing.

Opportunities: On the flip side of this, many of our readers are moving to consuming Mennonite/Anabaptist news, theological reflections, feature stories and blogs online through computers and mobile devices. This means that while paid subscribers decrease, online readership increases. Our new website, which launched in October 2014, encourages even more engagement through social media, commenting and more. And, unlike our print advertising, web advertising is on a steady incline. Finally, we are excited that the nature of the web allows us to cast a wider net. Our website attracts people from the broader Anabaptist world, individuals interested in the Mennonite faith, people working and living overseas, individuals who grew up Mennonite but no longer attend a Mennonite church as well as people who are active members in Mennonite Church USA.

How does The Mennonite support the priorities of the Purposeful Plan?

Christian Formation: Our feature stories, columns and blogs allow readers to engage Scripture, develop Christian identity and cultivate their vocational calling. Our content also promotes the ministries of Mennonite Church USA (one of our three purposes). For example, Sunday school classes study the magazine; friends discuss articles from *TMail*, and colleagues share articles online with one another.

Christian Community: By providing an online and print forum for the voices of the denomination (also one of our three purposes) we strengthen the community of Mennonite Church USA. The Mennonite, Inc., allows individuals all around the world to engage the same material. There are some people who are Mennonites but do not live in an area where there is a Mennonite congregation, so content from The Mennonite, Inc., is their main connection to the church they love.

Holistic Witness: As mentioned above, people outside Mennonite Church USA find our website and read our magazine. We work to provide Mennonite/Anabaptist content that draws in a variety of individuals at various points in their faith journey.

Stewardship: We feature many articles that challenge our readers about creation care, financial decisions, family life and more. For example, our cover story in June 2014 featured a church in Virginia with individuals who do not pay war taxes. Our cover story in September 2014 featured Eldon Hostetler, an entrepreneur who has generously given back to the church.

Leadership Development: The majority of our readers and writers are pastors, lay leaders, church workers and Sunday school teachers. According to our latest readers' survey, this number is over 90 percent.

Undoing Racism and Advancing Intercultural Transformation: We commit to finding a diverse group of writers, columnists and bloggers. This includes age, sex and geographical location, as well as race. This guideline helps us represent the diversity among us. We also welcome first-person stories and news pieces about issues related to racial healing and reconciliation and dismantling systemic racism.

Church-to-Church Relationships: The Mennonite, Inc., keeps readers in touch with relationships of Mennonite Church USA with other denominations, for example, Lutherans and Catholics. In our Miscellany section, we include news from the larger Christian world. John D. Roth's column, "Global Anabaptism" keeps us in touch with the wider Mennonite world.

Respectfully submitted by:

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