

Annual Report

2020 certainly was challenging, but it was also life-changing. Every facet of ministry at Mt. Gilead became stronger, more innovative, and reached more people than ever before. Here are a few highlights from the past year presented by the numbers.

Administration

\$2,723,729 Giving total

1,287 Average Sunday attendance in 2020 (up 5.8% from 2019)

726 Average online campus attendance since March 15

561 Average in-person attendance since June 2

43 Baptisms

Staff

We welcomed three new staff members to Mt. Gilead in 2020. Rob Thompson became the Director of Adult Ministries, Bailey Cook joined us as Children's Minister, and Seth Helton became our Technical Director. Other staff members made transitions in responsibilities. Nicholas Huether transitioned from Children's to Student Minister (5th-8th Grade). Kent Phillips is now our Connections and Online Campus Minister. Our entire staff has done an incredible job this year.

Buildings & Grounds

Our buildings and grounds continue to be a huge asset to our community. The pandemic provided a unique opportunity to get some quick work done inside and outside. We were able to continue with classroom renovations and updates throughout the building.

31 Average number of events, classes, and activities in the building. This is down from 53 per week in 2019.

82 New lights in the gym

15 Offices renovated

Worship

Worship Ministry took on new forms and found creative ways to inspire people no matter where they are. We are so grateful for the dedication and abilities of our Sunday Morning Production Team and the technology we have in place to livestream our services.

10 Cameras with **4** operators in place for the livestream

10 People it takes to make our livestream happen every week

1 Virtual Christmas Eve Service which was the single highest viewed service in the 186-year history of Mt. Gilead

Guest Services

Sunday morning services looked different in 2020, but our Guest Services volunteers still served and found ways to make people feel welcomed at Mt. Gilead.

140 Pounds of coffee served

500 Volunteer hours served in Guest Services

mtgilead online

Mt. Gilead App

The launch of the Mt. Gilead App in February 2020 turned out to be perfectly timed. Our mobile app has become a "go-to" for all things Mt. Gilead.

1,830 App downloads

2m 30s Average time spent in app

18,461 Actions taken in the app

55,641 Times the app was opened in 2020

Website

After the launch of a new mgchurch.org, our website usage grew by 21% and new user visits grew by 41%. We also launched an online campus with mgchurch.live.

Facebook

Facebook became a great tool and the social platform enabled us to connect to our church family and share content in new ways. Our most popular sermon series on Facebook, based on shares and engagement, was "What the World Needs Now" from April 2020.

230+ Daily Devotionals

1,357,967 Number of people that saw content from Mt. Gilead on Facebook in 2020

Youtube

Our digital video content on YouTube grew exponentially in both the amount of content and the amount of engagement. From livestreams to daily devotionals, we are capitalizing on digital ministry more than ever before.

49,352 Video views, up 466% from 2019

13,750 Hours of video watched, up 891%

376 Channel subscribers, up 179%



Adult Ministry

Even while we were socially-distanced, our Adult Ministry focused on helping people gather in community, grow in knowledge, and serve in the church and community.

MG University

Adult education was still a major priority in 2020, with the MG University curriculum being redesigned with a focus on community and discipleship. MG University launched four new core classes and held three virtual classes with great participation.

354 People registered for MG University in 2020

Family Ministry

Children's and Student Ministries found new, safer ways to gather students together, communicate truth, and help kids and students make their faith a priority.

120 Leaders serving across Children's, Middle School and High School Ministries

90 High School students at *CIY Move at Camp Allendale*

42 Middle School students at *CIY Believe at Camp Allendale*

75 Students, **21** Adult leaders at Middle School Mania

115 Kids, **36** Volunteers at Vacation Bible Experience (VBX)

700+ Hot Dogs served at Family Fall Festival

Groups

2020 threw our Groups Ministry a curve ball with the inability to regularly meet in person, but community finds a way. We were able to provide our group leaders the tools they needed to continue meeting virtually, which also allowed for the formation of new virtual life groups. We also added two new Care Groups with Grief Share and Mental Health Care Groups.

100+ People involved in our Addiction Support Group

395 Adults in a LifeGroup

94 Adults in a Care Group

17 Graduating Seniors honored at Senior Blessing

42 Virtual Kids church services

16 Summer Nights Events for Middle School & High School

25 Nights of Youth Group for Kids, Middle School, & High School

8 Nights of Virtual Youth Group

60 Episodes of MG Students LIVE on Instagram

Local and Global Missions

Mt. Gilead has always made local and global missions a priority. Despite all of the uncertainty, Mt. Gilead never missed a monthly support check to any of our missionaries. Locally, it was more difficult to go into the community and serve in the ways we typically do, but we still found ways to love our community.

355 Pairs of shoes donated during Shoes for Kids

450 Coats given away at Bundle Up

500 Mooresville School staff members fed before the first day of school at 9 different locations

19 Missions supported around the world

52 Weeks of groceries provided for Churches in Mission

22 Families given a brighter Christmas through the Giving Tree

As we move into 2021, 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.