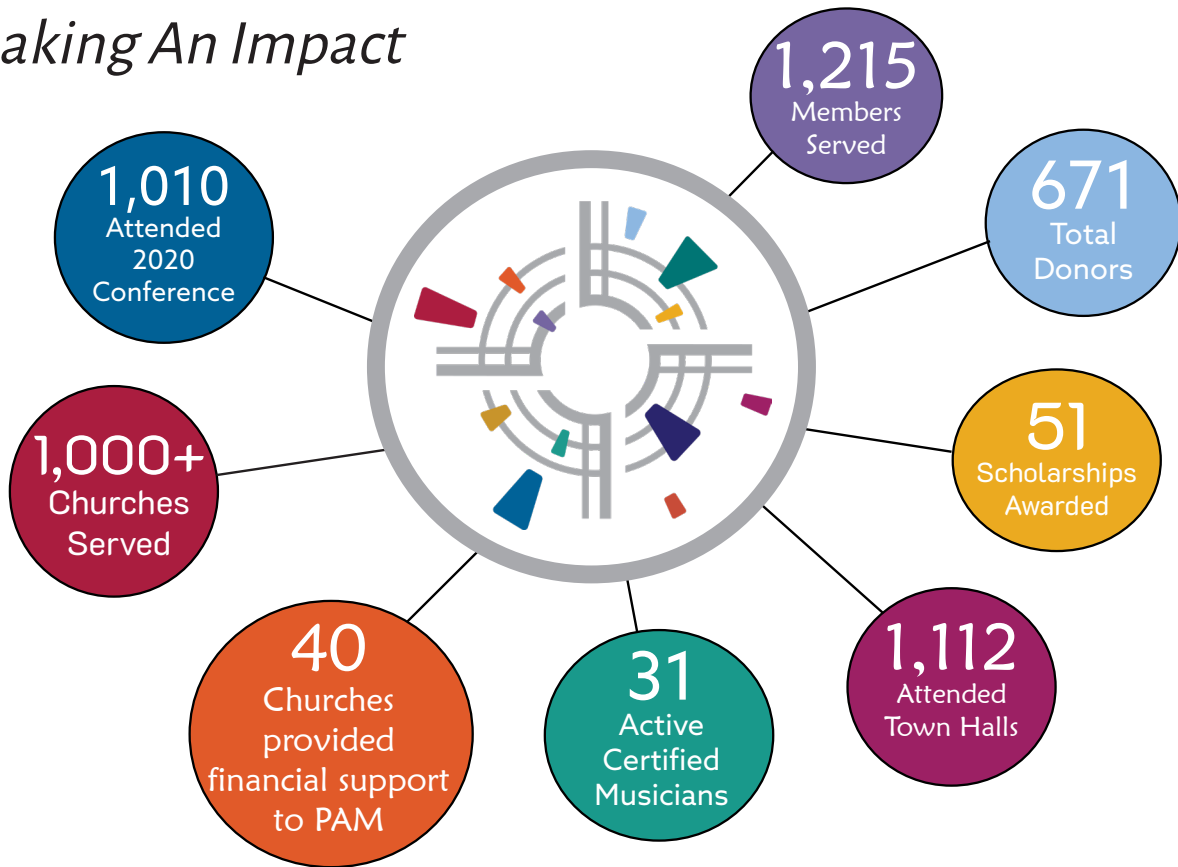
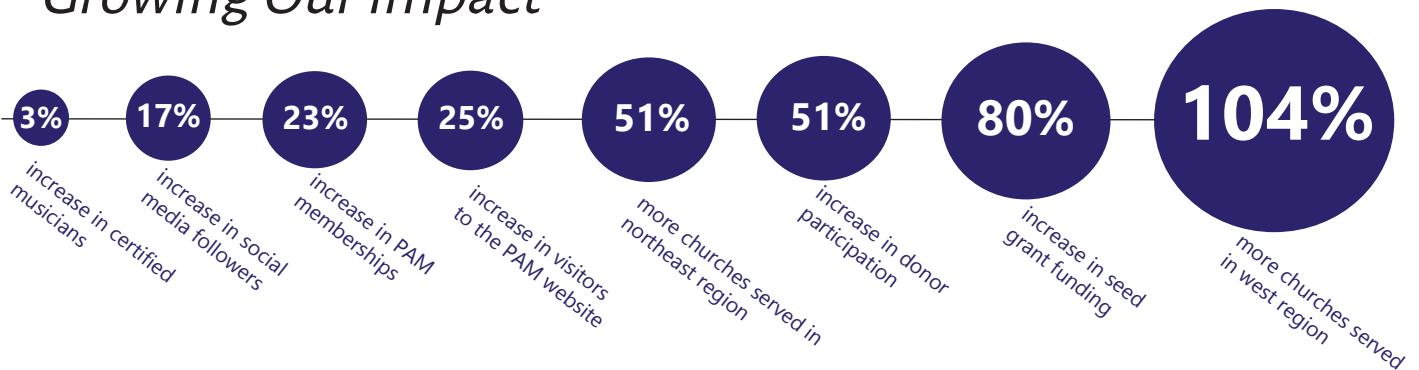


# Presbyterian Association of Musicians 2020 Annual Report

## Making An Impact



## Growing Our Impact



7  
Church-related &  
Congregational  
grants totaling:  
\$45,250

**140% increase**  
in total gifts received  
offset a  
**37% decrease**  
in program revenues

82,708  
IMPRESSIONS ON SOCIAL MEDIA  
22,169  
VISITORS TO THE PAM WEBSITE

Once again, it is with deep gratitude for our Board, members, donors, staff, and volunteers that I present PAM's 2020 annual report. As you are well-aware, PAM celebrated its 50th year quite differently than originally planned when the year began. And while 2020 was challenging and difficult, with the help of so many, this organization has found a way to continue to serve its members. As you may recall, one of PAM's strategic priorities is to expand geographic reach through new and innovative offerings. I did not think we thought we would be thrust into living into that goal so quickly, but that we did.

First, we hosted our first-ever online Worship & Music conference. Over 1,000 people participated from over 39 states and 3 countries! Over 51% more people from the Northeast Region and 104% from the West Region were able to participate in the conference. Our goal was to provide a tool with which to help you and your churches lead worship over the next 12 months. Based on your feedback, we believe we accomplished our goal.

Soon after, we convened a steering team and have since launched PAM's first of twelve proposed regions in the South Central Region (Louisiana, Texas, Oklahoma, Arkansas). We plan to establish regions across the country to allow for each region to serve the varied needs of its members.

Third, in a partnership with PC(USA)'s Theology & Worship and the Just Worship event, PAM has launched the 2020-21 Town Hall series focused on the *Call to Worship* Thematic Issues. As *Call to Worship* is PAM's official journal, each month we feature authors to share their article and converse with Town Hall participants.

Fourth, in 2020 we partnered with PC(USA)'s Financial Aid for Service to offer PAM memberships to first call pastors. Our goal was to invite new pastors to PAM, its resources, and community to best serve their congregations and church staff. Sixty-nine pastors utilized this gift, and we continue to be in conversation with this community to provide support and resources. We have renewed this partnership in 2021 and look forward to partnering with a new group of first call pastors.

Fifth, we continue to make progress toward our \$1,000,000 goal for PAM's Thankful Hearts and Voices Raise 50th Anniversary Campaign. The primary goal for campaign is to raise funds to sustain the future of PAM and its various ministries through sustainability & inclusion, flexibility & innovation, and accessibility & diversity. I invite you to join the 132 families, individuals, and churches who have pledged or donated \$282,923 to Anniversary Campaign. While a pandemic may slow us down, we are still very committed to this goal to ensure we are able to meet the needs of current AND future members.

All the above accomplishments must be credited to our community. That community includes our staff, an active Board, Advisory Council, joyful volunteers, and you, the supporters of PAM whose contributions are felt throughout everything we do.

With joy & gratitude,

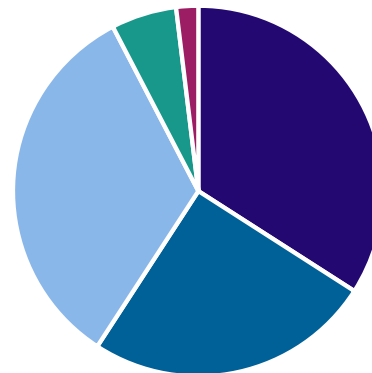


Kelly Abraham  
Executive Director

Program	2020	2019
Conference Revenues	\$185,821	\$450,117
Conference Expenses	(\$75,023)	(\$275,485)
Program - 34% <b>NET</b>	\$110,798	\$174,632
<b>Membership</b>		
Membership Fees	\$100,550	\$57,653
Membership Expenses	(\$18,895)	(\$21,106)
Membership - 25% <b>NET</b>	\$81,655	\$36,547
<b>Development</b>		
Annual Fund	\$96,309	\$38,420
Operating Grants	\$9,000	\$6,000
In-Kind	\$2,598	\$580
Development - 33% <b>NET</b>	\$107,908	\$45,000
<b>Advertising</b>		
Sponsorships/Advertising	\$31,238	\$33,747
Expenses	(\$12,664)	(\$8,795)
Advertising - 6% <b>NET</b>	\$18,574	\$24,953
<b>Retail</b>		
Revenues	\$6,505	\$11,714
Expenses	(\$246)	(\$1,758)
Retail - 2% <b>NET</b>	\$6,259	\$9,956
<b>Other Revenues</b>		
Anthem Competition	\$0	\$1,725
Other - 1% <b>NET</b>	\$0	\$1,725
<b>Other Expenses</b>		
Employee Health & Welfare	(\$173,585)	(\$160,733)
Dir's Office & Exec Board	(\$22,077)	(\$26,257)
Shared Services	(\$66,593)	(\$70,156)
National Office	(\$19,371)	(\$16,152)
Other Expenses <b>NET</b>	(\$281,627)	(\$273,297)
<b>NET Surplus</b>	<b>\$43,567</b>	<b>\$19,515</b>

## Financial Report - Operating Fund

2020 Sources of Revenue



■ Program - 34%   ■ Membership - 25%   ■ Development - 33%  
■ Advertising - 6%   ■ Retail - 2%

**PAM believes:**  
**formative and collaborative experiences**  
**with God and neighbor**  
**nurture relationships and**  
**create community.**

*Adopted January, 2020*

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**Christine Larsen**, West Region Representative  
**Karrie Rushing**, Southeast Region Representative  
**Anne Wilson**, West Region Representative  
**Adam Ward**, Southeast Region Representative  
**Kimber-lee Adams**, Northeast Region Representative

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