



**Matthews United Methodist Church  
Endowment Committee  
Report to the Congregation  
2020 Activity and 2021 Plans**

**MATTHEWS UNITED METHODIST**

As we entered our third year, the Matthews United Methodist Endowment program found itself impacted by the pandemic and the limitations that it placed on opportunities for congregational engagement. Our annual celebration dinner was cancelled and lunches with interested congregants were delayed. Like much of the world, we turned to technology for alternative opportunities to communicate the endowment program.

- Zoom meetings allowed the committee to continue to develop and implement communications strategies that included:
  - Pre-service messages each Sunday before the start of online services.
  - Zoom lunches with interesting families to explain the Endowment program options.
  - Produced video messaging from Endowment program participants that allowed them to speak directly to the congregation about why they have chosen to participate in the program.
  - Added this video content to the Endowment section of the MUMC website and shared the videos through the year in the Celebration and Just These Lines weekly communications
  - Hosted a livestreamed Endowment program with A. J. Thomas from the United Methodist Foundation of Western North Carolina, to answer questions and discuss options to participate in the Endowment.

Our Endowment funds continued to grow as contributions to the endowment increased our invested balance to \$207,175 by the end of 2020. The additional gifts, plus strong market performance pushed the value of the endowment fund to \$251,725 at 12/31/2020, which provided for the return of endowment earnings to the church for the second year in a row.

- In 2020, the endowment fund was able to distribute \$6,655 from 2019 endowment earnings to church operations. The majority of these funds were used by the Trustees to improve and maintain our church facilities. They replaced interior lighting and furnishings in the Narthex and welcome area, and added new welcome mats at entry areas to the church.
- Based on the earnings in 2020, the endowment will distribute \$8,900 for church use in 2021.

**2021 Plans**

While the endowment program was greatly blessed in 2020, the committee begins 2021 with great hopes that we will be back in Church soon and that we can continue to communicate the objectives and purpose of the endowment fund to the congregation face to face. Working with our partners at the United Methodist Foundation, we will add more capabilities and options for planned giving to the Endowment program as we move through 2021. We will continue to use Sunday Service slides, Celebration, Just These Lines, Realm, MUMC Website, video vignettes, and mailed communications to make sure that all members of the congregation have an awareness and understanding of the program.

Thank you to all who have joined us in this effort to establish an endowment program that will support the mission of MUMC in perpetuity. If you have any questions about this information or want to learn more about the Matthews United Methodist Endowment fund, please let me or Pastor Chuck know by calling the church office or completing the "Please Contact Me" form on the website.

Your Friend in Christ,

*Terry Efird*

Terry Efird  
Endowment Committee