

FIRST UNITED METHODIST CHURCH SAN DIEGO
FY 2024 YEAR IN REVIEW
FINANCE COMMITTEE

FY 2024 was a busy and productive year for the Finance Committee. In addition to our monthly review of income and expenses for the Operating Fund, Children's Growing Center, New Life Counseling Center, East Property Fund and Ocean Beach Property Fund, we also formed subcommittees to explore monetization opportunities and a comprehensive salary survey for paid church positions.

Highlights for the year include the following:

- For the operating fund, we are trending close to the budget for revenues and expenditures as of November 30th. Total revenues are 100% of budget and total expenditures are 99% of budget. The budget that was prepared and adopted for FY 2024 has held up and a solid baseline for future planning.
- The Children's Growing Center started the year strong and lost several children due to transitional kindergarten. Church staff are collaborating with the Director of CGC to address this shift in enrollment and how we can respond to other age groups where there is high demand.
- The New Life Counseling Center continues to perform well and are at full capacity with 12 therapists. In addition to rent paid by the therapists, the Center benefits from endowments in the Foundation created to provide operational support and subsidies for individuals seeking mental health services.
- The East and Ocean Beach Property Funds are expected to come in within budget since adjustments were made for the loss of Warren Walker in Mission Valley offset by lease agreements for San Diego Master Chorale and San Diego Regional Narcotics Anonymous office.
- The subcommittee tasked with exploring monetization provided several recommendations, two of which have been implemented. They include digital ad monetization and creation of an online store so please check it out if you have not already at <https://fumcsd.myspreadshop.com>. Other considerations are offering membership through Patreon, additional livestreaming platforms, and paid in-person events.
- Under the leadership of Phyllis Sarkaria and Katherine Stone, this subcommittee participated in a salary survey utilizing the 2024 Large Church Compensation Report and 2024 Fair Pay for Southern California Non-Profits Report as data sources. Charts were designed to show the salary range for each position, including data as available for 25th and 50th Percentile, Operating Budget <\$4.5M and Attendance 1,000<1,499.
- The goal is to pay near the 50th percentile (median) for employees who have the necessary qualifications and meet performance expectations. The results were shared with the Controller/Business Manager and Lead Pastor in strategizing recruiting and retaining quality talent.
- Leonard Sonnenberg, CPA, conducted the annual financial review and issued a clean opinion for FY 2023. He did encourage the church to consolidate funds and accounts wherever possible and to create a report in the format he uses to prepare his documents.

It has been a pleasure and honor to serve as Chair of the Finance Committee this year and I want to thank my fellow committee members for their support:

Erik Kim-Holmgren, Secretary
Katherine Stone
Rick Cook
Tom Trujillo
Phyllis Sarkaria
Nanette Myers
Jerry Schiebel

Respectfully submitted,

Noel Haskins-Hafer

FUMC Board of Trustees 2024 Year End Report

To be fully transparent, your Board of Trustees (BOT) is providing our congregation with this yearend report. We have included information about the BOT funding sources, listed the BOT members for 2024 and 2025, and the projects funded by the BOT in FY 2024. We will also list those projects that will be under consideration by the 2025 BOT.

The 2024 BOT wants to thank the congregation for their financial support, their patience as we worked on major projects this year that at times caused inconvenience, and for all your questions and suggestions. *These projects are investments in our future!*

BOARD OF TRUSTEES OVERVIEW

The BOT is charged with maintaining the physical properties and buildings to support the church's ministries and daily operations. The source of funding for these projects comes from earnings the BOT receives from its assets that are under investment management by the First United Methodist Foundation and from undesignated gifts to the church.

The BOT consists of nine members nominated to serve on the BOT for 3-year terms by the Nominations Committee and then approved by the annual Charge Conference, which was held on Wednesday, November 20th.

The BOT members for 2024 are: Nick Hubsmith, Chair; Ray Henderson, Vice Chair; Amy Moberly Secretary; Jean Service; John Delisi; Janice Lau; Janice Roudebush; Mel West; Karen Peter. The BOT members for 2025 will be: Amy Moberly, Janice Roudebush, Mel West, John Delisi, Jean Service, Karen Peter, Claudia Kay, Phil Jeter, and Kevin Crislip. Officers will be voted on in their January BOT meeting.

If you have any questions about the BOT, please contact one of the members listed above.

INVESTMENTS IN OUR FUTURE: PROJECTS FUNDED IN 2024

- **Solar Panel Installation**

1. We completed the installation of 427 solar panels, and the system was certified and connected to SDGE power grid in September. WE ARE NOW EARNING ENERGY CREDITS TOWARD OUR ELECTIC BILL! It is too early to accurately determine the full impact, but to date in a 3-week period we reduced our costs by \$3,000 over the previous 3-week period. We know it works! Total installation cost was \$515,000. We qualify for a 30% or \$154,500 rebate now that the system is certified, and we expect that rebate in 2025. This will result in a net installation cost of \$360,500. Based on projected savings on power costs, we expect a 3-year return to fully recoup our financial investment.

- **Roof repairs:**

1. Kindergarten and the Infant/ Toddler buildings at Children's Growing Center: \$4,879

- **Linder Hall Sound and Stage System upgrades:**

1. Linder Hall left and right-side speakers adding to the current single center speaker: \$30,111
2. Approved the purchase of a modular stage system. This system can be set up by one person, it is portable to Linder Patio, the Sanctuary or the Chapel for concerts and presentations: \$4,251

- **Land Care, Irrigation and Sewer repairs/upgrades:**

1. Repaired leak under Children's Growing Center playground: \$3,433
2. General maintenance and repairs of the sprinkler system for shrubs on the property: \$6,072
3. Summer tree trimming: \$5,822
4. Repaired cracks and removed root intrusion in the main sewer line of the lower Elementary Building: \$13,830
5. We lost the irrigation pressure on the west side of the property. The BOT in October approved a proposal by Landcare Logic to install a new manually controlled pressure regulator (with backflow control) in the amount of \$6,900. Due to questions, this contracted work is delayed to further investigate options and because we have now passed peak watering demands. We also do not want to initiate any major projects during the Christmas season.

- **Security and Safety**

1. Installed 2 new cameras on Linder Hall and upgraded central recording system: \$8,506
2. As recommended by our ADA subcommittee, after completing an ADA audit, and to enhance accessibility, we installed automatic door openers on 4 Sanctuary entryways, the west Linder Hall entry, and the Trotter Chapel entry: \$31,282
3. Replaced the nonfunctioning AED device in the Sanctuary, added AED devices to Linder Hall, the Music Center, and Children's Growing Center: \$6,637

- **Painting and Carpeting Projects**

1. Exterior painting of Children's Growing Center (the half-moon building): \$23,875
2. Painted and stained the exterior patio cover of CGC to include the dome over the patio and staining of the pergola wood beams: \$6,275
3. Interior window frames of CGC: \$6,475
4. Exterior metal window frames of sanctuary atrium entrance to include patching rusted areas: \$6,000
5. New seals and glazing of ceiling glass in the sanctuary atrium
6. New carpet with moisture barrier in the Cove: \$9,645
7. Interior painting of the lower Sanctuary walls and the new soffit covering the HVAC wiring, condensation lines: \$9,875
8. Carpet replacement in the UMC Middle school and High School rooms: \$3,150
9. Painting of the exterior of the Elementary Building where we have two new tenants and looking for two more: \$12,875

- **Church signage**

1. Repairs and updated wiring in the marquee sign: \$5,350

- **HVAC projects**

1. Completed the installation, testing and acceptance of the new Sanctuary HVAC system. We anticipate final sign off and acceptance of the system by YE 2024 Total cost of the system is paid for by the generous gift from the John E. Hermann estate: \$403,585
2. Replaced the HVAC unit at 2225 Camino del Rio South: \$17,277.45
3. Replaced the HVAC in the lower Sanctuary: \$15,278
4. Replaced the HVAC in the CGC Staff/Teachers break room: \$12,568
5. Approved annual preventative maintenance agreement with Brian Cox Mechanical for the newly installed HVAC systems in the upper and lower Sanctuary (start date will be determined by sign off and final acceptance of the newly installed systems): \$6,046 annually
6. Approved HVAC preventive maintenance contract with Brian Cox Mechanical for the remaining Mission Valley buildings (separate from the Sanctuary): \$18,550 annually.
7. Add condensation pumps to each of the interior air handlers inside the Sanctuary: \$5,594 (This amount was covered by the gift from the John E. Hermann estate)
8. Enclosed all the condensation and pipes in a soffit to preserve the original architectural design in the sanctuary. The funding came from the John E. Hermann estate gift: \$22,406
9. Installed two concrete pads on the East and West sides of the Sanctuary to extend the pads poured as part of the HVAC project. On the West side, this addition widens the path to enter the Southwest chancel door. On the East side, it will keep dirt from being sucked up by the HVAC system: \$3,043
10. As a result of the new HVAC maintenance implementation, the UMC roof top cooling and heating system needed replacement of the chiller pump. We used one that we had on hand! Installation cost is not included in the HVAC maintenance agreement: \$3,588.

- **Misc as assigned/needed**

1. Oversaw the sale of the Ocean Beach Parsonage to include selection of real estate agent. Approved various contracts to prepare the home for sale: Removal of asbestos \$2,815; Security for the home while vacant \$3,495; various cleaning and light repairs \$6,977 (total \$13,287). The offer accepted was \$1,850,000. Escrow and other closing costs were \$91,458 for a net of \$1,758,542. This amount will be utilized to offset Pastoral housing allowances as directed by the UMC Book of Discipline over the next several years.
2. The ADA subcommittee completed an audit of all church properties and developed a prioritized list of items for improvement. This report is submitted annually to the Conference.
3. Approved a lease of 700 sq/feet of the upper west side of the Elementary Building to San Diego Master Chorale \$3,000 per month income.
4. Formed a subcommittee to develop a “workplace violence prevention plan” as required by a new state law SB 553. The plan was approved in the September meeting.
5. One of the ADA compliance items was to implement transcription service for inside the Sanctuary. The service is based on a phone app licensed to use at a cost of \$20 per/hour each Sunday.

6. As required by ADA, a contrasting carpet stripe was installed at the top of the East and West stairwells leading up to the sanctuary: \$500.
7. Approved a complete overall of the transmission of the Church van: \$5,649
8. Approved lease of the lower Elementary Building (Quadrant 4) to San Diego Narcotics Anonymous for \$2,250 per month income.
9. Approved the purchase of 5 interior trash/recycle containers and 1 exterior trash/recycle container not to exceed \$10,000. The containers will be in Linder Hall and Linder Patio.

10. In October, the BOT voted to provide \$310,000 in Trustees Undesignated Funds to cover Dream School of the Arts capital and operating expenses through December 2024. The Foundation received \$600,000 from two gracious estate gifts from donors who were huge supporters of the arts and education. The BOT believe this appropriation of funds honors their generosity. Additionally, the BOT will contribute \$75,000 toward the FY 2025 budget while we build grant writing and other revenue generating capacity.

11. In November, the BOT approved a request from the Finance Committee to transfer \$500,000 from its funds to the annual Church operations budget to support increases in compensation related costs, utilities, worker's compensation, and property/liability insurance.

- **Projects deferred to 2025**

1. Repairs need to be done to the south exterior arch of Sanctuary. Since the cracks are not structural, the work should be included with other patching in the ceiling arches of the Sanctuary to prevent leaking inside the structure and the stained-glass window frame. This may include a possible complete refreshment of the sanctuary exterior paint shell. Preliminary bids estimate the cost for everything listed as \$560,392.
2. Painting of the exterior of Linder Hall. We have a bid from King of the Painters, one of the preferred contractors.
3. Tree replacement in the Music center parking lot.
4. Replace the signage down by the flagpole at the sidewalk level. This sign blew over 3 years ago. We need to have a frame built to contain the signage that lists the tenants on the property.
5. Develop a bidding process policy for internal use.
6. Consider expansion of the solar system to include battery storage and solar mounted arrays on overhead parking.

FIRST UNITED METHODIST FOUNDATION SAN DIEGO
Report to Church Council
December 14, 2024

The Foundation continued to work closely with First United Methodist Church staff to provide donations in support of the aims and activities of the church. As always, we worked with our financial advisors to ensure our portfolios were positioned to balance opportunity and risk, and we were able to continue our growth from 2023. As of September 30, our assets under management totaled \$11,487,419, up from \$10,521,262 at the beginning of the year.

Specific actions taken in 2024 by the Foundation:

- a. Gifts to Church: After the large influx of donations at the end of 2023, the Foundation's annual contribution to our ministries now exceeds \$518,000, split between specifically designated program funds and undesignated funds to be allocated by the Board of Trustees
- b. Before our first regular meeting of the year, we welcomed two new board members, and voted on our new officers.
- c. We held a joint educational session with the Board of Trustees, where Rev. John Woodall, President and CEO of the CalPac Conference Foundation, reminded us of our board fiduciary duties, as well as recommended some best practices around policies and working with our financial advisors.
- d. Due to the large influx of funds at the end of 2023, we were able to secure a lower fee structure with one of our investment advisors, increasing the amount of available funding for Church ministries.
- e. Together with staff, we continue to monitor the performance of our two investment firms, ensuring that they are employing our resources responsibly and gainfully for future needs of the Church.
- f. We established our distribution policy, which codifies and clarifies the manner in which funds are provided to the Church from the Foundation.
- g. The Foundation approved an additional \$90,000 distribution to the Church in 2025 to help offset administrative and staffing costs associated with the Foundation.

We are in the process of receiving the final distribution from the Estate of John E. Hermann, and will be working with the Board of Trustees in 2025 to determine the highest and best use of these funds together. We are excited to welcome our new board members for 2025 and look forward to stewarding the many generous gifts entrusted to us.

Thank you for your continued support.

Janice Lau - President

Church Council Year End Report
Rev. Trudy D. Robinson ~ December 14, 2024

This year, we've seen a strong return and some revisioning of the ministries that serve our neighbors who are hungry, estranged, oppressed and marginalized.

- Our congregation members participate monthly in the Showers of Blessing program at St. Paul's Episcopal Cathedral helping with its meal and shower service to those who are without homes.
- The annual fund drive for the Shoes That Fit program always brings forth a generous collection.
- We have expanded our relationship with the Cherokee Point Elementary School beyond the tutoring program to partner to provide after school learning through our off-campus ministry, the Dream School of the Arts, which opened in August.
- We continue to support UM Missionaries in Tanzania.
- Our Racial Justice Endowment provides grants for, and an opportunity for the congregation to learn about, the efforts to alleviate racism and its impact in the San Diego region.
- An increased number of participants embarked on the second Sankofa Pilgrimage to the North/Eastern states, including some who came to us through our online presence.
- We celebrate our continued collaboration with St. Paul's UMC through the racial justice grants, Sankofa, and the School of Christian Studies.
- Our campus is host for many AA groups, faith-based conferences and our regular tenant, San Paulo Church.
- We support one another within the congregation through neighborhood and affinity groups that offer companions for prayer, fellowship, learning and service.
- Our Caring Hearts, Stephen Ministry programs, and New Life Counseling Center support those who are in need of one-on-one support.

In all of these things and more, our congregation members and friends, online and in person, live out their faith representing First UMC of San Diego as a caring presence in our community and beyond.

This year we've begun the implementing the recommendations that came out of our year of discernment and Re-Wilding. The strides we've made are evident.

- The hiring of our new Director of Communications has been impactful.
- First UMC of San Diego have been intentional and persistent in creating an online presence through our Social Media platforms (i.e Facebook, Instagram) and our catalog of resources on our YouTube channel.
- The movement from a lecture style, in-person Bible study to a conversational podcast has expanded our reach to many people across many platforms.
- The reworking of our website for a more intuitive experience and easier access has been very well received by our congregation and our website visitors.
- In these endeavors that have provided a clearer picture of what makes First UMC of San Diego unique from other churches.
- The increased numbers of visitors notably tell us they've watched us for a while, they've enjoyed the podcast, and they've been buoyed by our posts, all before visiting us in person.
- The Re-Wilding vision has made room for more creative ways to make disciples in small groups, teach our children and youth, and worship together with new resources and in new ways.
- Other recommendations are slower to implement. We are early on in the much longer process of exploring affordable housing opportunities on both the Ocean Beach campus and the Mission Valley campus.

In the process of visioning throughout 2023, some unhealthy behaviors in the culture of the church have been exposed. I've done my best to be gracious, open and communicative to help people engage, appropriately express themselves in the process, and help to clarify all of the decisions made by the church's leadership. I am grateful for the many congregation members who have helped shape our vision, for the staff who have helped the church understand our financial realities and have paved the way for a more sustainable future, and for all of us who have done these things with a focus on the mission of inclusion, justice and compassion of Jesus Christ.

Report for Church Council, December 2024
Rev. Dr. Hannah Ka, Pastor of Discipleship

This year began with a series of exciting ventures, starting with the implementation of recommendations from the Re-Wilding Church Conference. While starting something new is never easy, with faith and hope for a fruitful season, we began our journey with enthusiasm.

Thanks to the efforts of the **Digital Presence Task Force**, our outreach extended far beyond the church walls through the *Perspectives* Podcast, reaching audiences in San Diego and beyond. This initiative led to a steady influx of new visitors, both in-person and online. It has been deeply rewarding for both staff and greeters to welcome newcomers who first engaged with us digitally before deciding to visit in person. It brings me great joy when visitors reach out, expressing their desire to become members. In 2025, I plan to establish a dedicated **hospitality team** to welcome new members in a more organized and sustainable way.

Small groups have played a vital role in connecting new visitors with our church family while continuing to discover their unique identities. A special thanks to the leaders who have sustained and grown these groups. Neighborhood groups continue to meet regularly, fostering fellowship and support, and exploring ways to grow and serve together. Leadership transitions among participants have been a joyful and natural development. Two new groups were formed this year: the North County group, initiated by lay members to connect worshippers along the I-15 and 56 corridor, and the W.E. group, recommended by the **Water's Edge Task Force**, providing space for collective care and fellowship. Discussions about adding book studies or journal-writing activities are ongoing. Two book study groups—the RIVER (LGBTQIA) and Young Adults—are meeting monthly via Zoom to engage in theological discussions. The Spiritual Journey group is currently on break, and the Parents Forum continues to provide a valuable space for parents to connect during children's and youth rehearsal times.

The redesigned website has made it easier to stay connected with all our small group meetings, and I love how the **Engagement & Discipleship Task Force's** recommendations are helping us take our **mission and outreach** to the next level. Spotlighting different mission groups each month through video clips for both pre-service viewing and social media is such a powerful way to engage our congregation—and online community—with the work we're doing.

This fall, several of our **migrant friends**, who had settled in San Diego, visited our campus around the one-year anniversary of their arrival. They expressed heartfelt gratitude for the radical hospitality extended by our congregation. Many of these guests, such as Ricardo, Hazhir, Azad, Marleny, Yeimy, Andy the Barber, and the Maos, have expressed their willingness to return and lend a hand if we open our doors to new migrants again. Please keep in your prayers our migrant guests who found refuge on our campus as they continue their journeys.

We took a creative approach to our **church-wide gatherings** this year, pairing each with another meaningful event. In February, we combined our Lunar New Year celebration with an Organ Concert. In June, we celebrated Pride by featuring Portland-based gay singer-songwriter Bobby Jo Valentine. In August, we hosted a VBS family BBQ party, followed by ramping up the *Perspectives Podcast* in September. In November, we marked All Saints Sunday with a *Modern Day Saints* concert and conversation. In December, we are reimagining the annual Christmas Tea Party, hosted by the United Women in Faith, transforming it into *Christmas Carols, Cookies, and Crafts*. Each of these events served to connect our church family and the wider community, providing a space to heal, laugh, eat, and love together.

In 2024, First Church welcomed 29 **new members**. Looking ahead to 2025, I hope to see more lay members stepping up to welcome new visitors both in-person and online. We will offer orientation sessions to help volunteers use WhatsApp for greeting visitors, and online greeters will receive training in YouTube moderation. **Baptism** remains a central mission of our church. In 2024, we baptized nine babies and children, and on Pentecost Sunday, we joyfully welcomed five confirmands into our church family. These youth shared powerful stories of their faith during our 9AM traditional service, blessing the congregation with their heartfelt

testimonies. Preparing parents for baptism, getting to know new members through the New Beginnings class, and working with youth for confirmation have truly become the highlights of my ministry. These moments of connection and growth have been deeply meaningful, and I am honored to walk alongside individuals and families in their faith journeys.

When Bishop Dottie visited, she shared that the fifth year is when an appointed clergy truly becomes the pastor of the church. I feel that this is true for me as well. I've greatly valued the mutual learning and fellowship we share, and I am grateful for the space and trust given to me, especially when I need to raise a prophetic voice. I've also come to appreciate how a friendly gaze can be a powerful form of affirmation and care. I'm thankful for the opportunity to share my silly and sometimes vulnerable stories in **preaching and teaching**, showing how God has revealed Godself to me and how Christ continues to work in my life and inviting others to be open to God's presence and work in their lives.

In closing, I express my deepest gratitude to the congregation for your unwavering faithfulness and dedicated service. Your commitment continues to inspire and sustain the work we do together. In 2025, my focus will be on **inviting more leaders to partner with me** in advancing the various ministries we are developing as we look beyond 2024 and continue to grow together.

Church Council Report: December 2024
Rev. Brittany Juliette Hanlin, Pastor of Connection and Care

I have been in my new role as Pastor of Connection and Care for almost a year. In that time, I have been blessed to foster relationships with the congregation across generations through various ministries and pastoral care practices. I am excited for the next chapter in our journey together, First Church!

Caring Ministries

I continue to work with the Caring Ministries of the church to meet the needs of congregants facing difficult health diagnoses and challenging personal situations. As a congregation, we suffered many losses due to the deaths. I've had the privilege of officiating many of the memorial services, which helped me get to know family members while learning about their loved ones. I continue to build relationships through pastoral calls, visits, and Sunday check-ins.

The Caring Hearts Team meets bi-weekly to discuss pastoral care needs in the congregation. The team continues to show great compassion as they strengthen connections and form new bonds. The Team along with other volunteers made 103 Christmas bags to be delivered to homebound and online members.

The Stephen Ministry Leadership Team gained another leader this summer, but we are losing a leader as she moving out of state this month. Our leadership team will now consist of three trained leaders and myself as we enter into a new year. We are recruiting new Stephen Ministers for the January 2025 cohort. Of the nine active Stephen Ministers, eight have care receivers. We are noticing that people inside and outside of the congregation are seeking additional care. It is our hope to train new Stephen Ministers in January. Currently, we have one completed application. Training is 50 hours which requires a lot of time from those of us who facilitate the training and those who receive the training. Supervision continues to meet monthly.

Prayers and Squares hosted a successful sewing workshop in November. As aforementioned, the care needs of the community have increased and the requests for prayer quilts have increased as well.

Children and Youth

We have 15 Sunday School teachers in rotation. I am very thankful for the volunteers who care for our children each week. We are still working out some kinks as the teachers and students become more comfortable with each other. This year we are using the Cokesbury curriculum: Big Faith.

I continue to lead weekly Chapel Time for CGC preschoolers. The CGC had their Christmas performance on Friday, December 6 and I had an opportunity to meet the parents of the children I work with in hopes of strengthening relationships between the CGC and the church.

The youth hosted a Friendsgiving at the Dream School of the Arts in November. Because the youth do not have Sunday School each week, I've been thinking of creative activities and events that foster faith, fellowship, and fun. This month we are scheduled to bake Christmas Cookies, January we are having a beach bond fire, March we are hosting a Strove pancake breakfast and a youth retreat in Cedar Glen.

I continue to coordinate with the Children's Choir Director to plan for upcoming worship services like the Christmas Pageant (Christmas Eve).

Teaching

We continue to record the Pastor's Podcast: Perspectives, which has been a fun pastoral ministry to develop with the ministers and communications team.

The 2025 Sankofa Pilgrimage plans are underway. This year we are heading to the Midwest (St. Louis, Springfield, and Chicago) on June 2-9, to explore the hidden and not-so-hidden history of racism in this country. I've planned the route and the itinerary, booked the transportation and lodging, and continue to research in preparation for the pre-study and the pilgrimage.

Worship

Worship and preaching responsibilities as assigned for 9:00 and Tapestry services.

First Church SD

Awareness & Engagement

NOVEMBER 2024





Awareness & Engagement Dashboard (November)

AWARENESS

ENGAGEMENT

	1 Month	3 Month	12 Month		1 Month	3 Month	12 Month
Organic Search: Impressions	25.5K ↓	78.8K ↑	376.6K	Organic Search: Clicks	1.4K ↑	3.4K ↑	18.4K
Organic Search: 1 st Page Terms	210 ↑	182 ↓	326	Paid Search: Clicks	85 ↓	299 ↓	1.5K ↓
Paid Search: Impressions	777 ↑	2.1K ↓	11.9K ↓	Web: Engagement Events	7.4K ↑	23.5K ↑	94.9K ↓
Web: New Visitors	2.8K ↑	9.3K ↓	39K ↓	Social: New Followers	92 ↓	387 ↑	1K ↑
Web: Visits/Sessions	5.2K ↑	16.6K ↓	68K ↓	Social: Post Engagement	4.2K ↑	11.5K ↑	41.1K
Social: Reach	29.9K ↓	136K ↓	520.8K ↑	YouTube: New Subscribers	93 ↑	192 ↑	677 ↑
Social: Profile Visits	1.9K ↑	5.6K ↓	28.8K ↑	YouTube: All Video Views	27.8K ↑	66.7K ↑	265.7K ↑
YouTube: Impressions	580.4K ↑	1.2MK ↑	3.8M ↑	YouTube: Livestream Views	3.7K ↑	10.2K ↑	44.5K ↓

Arrows indicate growth or decrease when compared to previous period. For example, 1 month is Nov vs Oct 2024.

CURRENT SUBSCRIBERS (OCTOBER 31)

Facebook: 2.6K

Instagram: 423

YouTube: 2.8K



FIRST CHURCH
FIRST UNITED METHODIST CHURCH
of SAN DIEGO



Additional Stats & Recent Activities

Perspectives Pastors Podcast

- 44 episodes produced January – November 2024
- 15,456 views across all trackable platforms

Patreon

- Found at: <https://www.patreon.com/fumcsd> & promoted through the podcast
- Launched on Nov. 22; currently have 8 members – 5 free and 3 paid
- Membership levels: Paid membership is primarily for those not participating in our church outside of Perspectives & those who want to contribute directly to our digital efforts

Free (\$0/month): Interact with others by answering the questions posed in each podcast episode

Silver (\$5/month): Free benefits, plus:

- Member shout-out on future episode
- Suggest future topics & questions
- Inspiration & questions from Tapestry services
- Recorded Q&A sessions with the pastors

Gold (\$10/month): Free & Silver benefits, plus:

- Live Q&A sessions
- Behind the scenes content
- Topic sneak peeks

Online Store

- Found at: <https://www.fumcsd.org/shop> & promoted through website, social media, YouTube, and pre-service slides
- 53 sales from June – November 24

Website Refresh

- Launched September 4 – we're now able to include forms through the site for better engagement

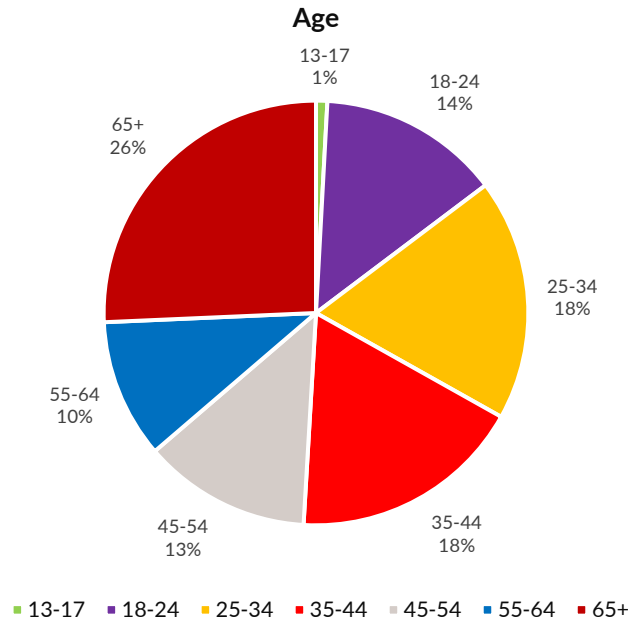
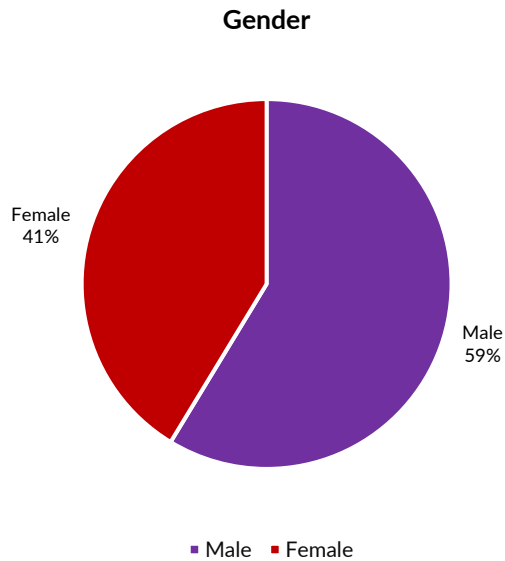
YouTube

- Silent Night recording that was published last year is now getting a **spike in impressions, views, and subscribers!**

Audience (November)



Age & Gender from Facebook, Instagram, YouTube; Location from Facebook, Instagram, Google Analytics (website)



Cities	Views
San Diego	2,771
Los Angeles	937
Chula Vista	114
El Cajon	80
Escondido	61
Santee	61
Long Beach	42
San Jose	38
Oceanside	32
San Bernardino	32
Moses Lake	21
Seattle	21
Riverside	19
Rancho San Diego	18
La Mesa	11

Represents: Facebook/Instagram subscribers, YouTube video views, website visitors

Excludes cities outside of western U.S.