PYM Annual Report for the year ending September 30, 2020

Our yearly meeting quite naturally embodies the Quaker philosophy 'Continuing Revelation.' Sometimes, rarely, a pandemic comes crashing into our lives bringing a host of new and rapidly changing needs with it. The 2019 fiscal year was all about celebrating 'the new', like our Quakers Got Talent fundraiser and PYM's Legacy Fund (an endowment that welcomes named gifts of \$1,250 and up). 2020 was entirely different. We managed turbulence, provided community supports, and moved rapidly to replace lost in-person connections with digital connections. We also distributed 1.5 million in grants.

In FY 2020 Covid response and shocks to the economy were already upon us when our nation began to grapple

with powerful, long-present, and enduring episodes of racial trauma. Political divisions deepened and we lost friends and relatives we loved to the Coronavirus and other illnesses. In this climate, Philadelphia Yearly Meeting (PYM) brought friends together for hope, resources, social justice work, emotional support, and deep conversations.

The rest of this report shares highlights, spotlights and financial details...with enormous gratitude for the Friends, meetings and communities that make our yearly meeting the place we connect with one another and God.

Christie

Christie Duncan-Tessmer General Secretary, Philadelphia Yearly Meeting

Report

A response to Covid-19 emerges

As news of a rising pandemic broke in the New Year, our crisis team assembled to prepare for an open-ended series of challenges. Within weeks, PYM was launching remote work and worship. From there, we never had time to look back. The activity of the world impacted our personal and civic lives and we responded. Meeting communities supported food banks, racial justice projects, vigils, other outreach, plus care for members and attenders. Overall, PYM prepared for and met persisting challenges throughout 2020 with a Quaker grounding in Spirit and Continuing Revelation. It was not an easy year, but difficulty brought innovation.

Sprints, Quaker Tools, Quaker Governance

The disruption of internal/external worlds started in February. To respond, we populated a Covid-response Sprint with city health experts, staff, PYM leadership and an epidemiologist. A Sprint is 'PYM Speak' for a short-term team that tackles a project and gets the job done quickly. It allows knowledgeable, talented, and busy Friends the space and efficiency to deliver particular and focused deliverables.

Our new governance structure designed this essential tool six years ago. It was our most high-impact tool in 2020.

This Sprint put structures in place to make and communicate decisions about whether programs/events could safely happen. It envisioned remote operations in the short and long terms, naming the infrastructure needed. It established Zoom resources for meetings, forecasting the convening of critical leadership gatherings and virtual clerking offerings.

Innovation guided by PYM Strategic Directions

The innovations of the last year can be seen in three particular areas that PYM's 2014 strategic directions focused on:

- Connecting Friends and meetings:
- ► Engaging our community in essential ministry; and
- Maintaining everyday Quaker life with simplicity.

You can find all seven strategies at

www.pym.org/our-structure/strategic-directions.

PYM Strategic Direction: Connect Friends and meetings to one another so that we may experience vibrant, Spirit-led faith community.

The way we currently gather and communicate virtually was brought to life by this strategy. It always prepares us perfectly for life, and especially throughout a difficult year.

In 2018 we transitioned to a new and more powerful database, Salesforce, which allowed us to launch Pardot—an email management system that integrates and streamlines communications—in the Spring of 2020. Both Salesforce and Pardot supported the security and integrity of digital worship and connectivity during the pandemic.

In November and December 2019, we rebuilt our website. It's now 23% faster, with a simplified, much more elegant, navigation. Digital engagement at PYM then grew 25%: web page views for the year rose to 239,836, a 24% increase, Web visits increased to 109,370, a 26% increase. Overall, PYM web users grew by 42% to a total of 74,529.

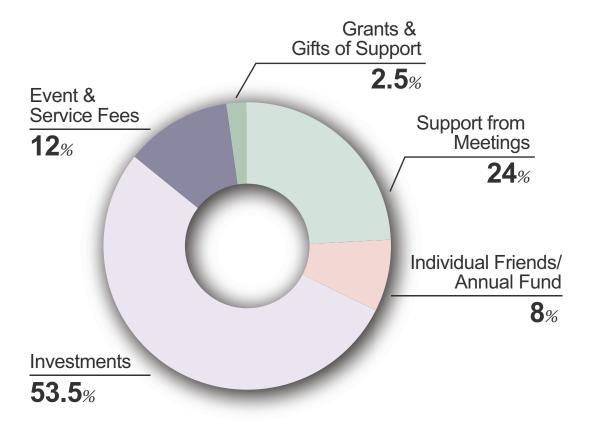
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Philadelphia Yearly Meeting

TOTAL INCOME

October 1, 2019 - September 30, 2020

PYM Fiscal Year 2020 Income \$4,085,658



PYM's Income

PYM's support and revenue of \$4,085,658 was 93% of budget and 93% of total expenses in FY 2020.

Investment income (53.5%) met expectations. Other income categories were softer than the year before. Covenant gifts from our meetings contributed 24% of total support and revenue, event & service fees 12%, individual gifts 8%, and grants & gifts 2.5%.

The pandemic affected event & service fees most directly. Arch Street Meeting House was closed to visitors and to rental activity during the important spring and summer months. PYM's annual and continuing sessions were all remote instead of in-person.

COVID-19 prevented any live fundraisers. PYM could not reprise the successful 2019 event, 'Quakers

Got Talent,' but the Annual Fund attracted new donors and many regular donors increased their gifts. The number of contributors to Philadelphia Yearly Meeting rose last year for the first time in some years with total numbers of current donor households and foundations rising from 832 in FY 2019 to 863 in FY 2020.

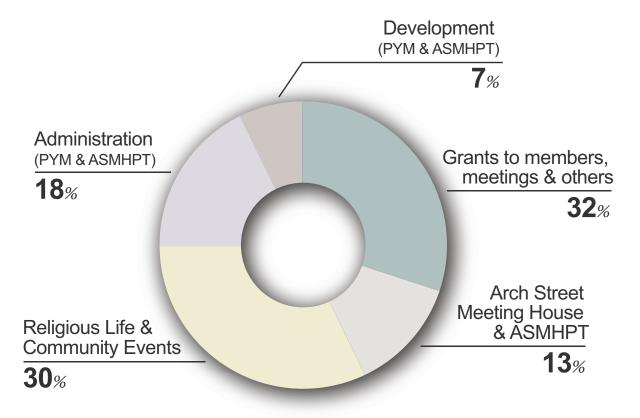
PYM received a Paycheck Protection Program (PPP) loan in Spring 2020, but the PPP loan was not recorded as FY 2020 income. The loan will be recorded as income once it has been forgiven. The Small Business Administration finalized its rules after the close of FY 2020 and PYM submitted an application for loan forgiveness in FY 2021.

Philadelphia Yearly Meeting

TOTAL EXPENSE

October 1, 2019 - September 30, 2020

PYM Fiscal Year 2020 Expenses \$4,726,534



PYM's Expenditures

PYM's total expenses of \$4,726,534 were 97.7% of budget and 107% of support & revenue. Combined program spending for PYM and the Arch Street Meeting House Preservation Trust amounted to 75% of total. Combined administrative and development expenses were 25%.

The granting program accounted for a larger-than-usual 32% of total expenses. FY 2020 grant spending was higher, given the timing of some Quaker Building grants and the level of Greenleaf grants made to aging Friends. PYM's Granting Committee distributed \$1,499,899 through nine Granting Groups under its care: Greenleaf, Aging Assistance, Committee on Friends Education, Indian Committee, Willits Book Trust, Quaker Buildings & Program, Travel & Witness, Membership Development, and Fund for Sufferings. Most grants distributed income from restricted funds according to their donor restrictions. Unrestricted funds supported membership development grants and grants to other religious organizations, using income from Friends Fiduciary's Chace Fund.

Religious Life & Community programming accounted for a lower-than-usual 30% of total expenses. COVID-19

forced PYM to create virtual programs for children, youth, and Young Adult Friends. Annual and Continuing Sessions were reimagined and delivered as virtual events.

Programs at Arch Street Meeting House and Arch Street Meeting House Preservation Trust represented a typical 13% of total. While closed to visitors, Arch Street continued work on its exhibits and successfully moved its visitor programs online, expanding their reach.

Administrative and development expenses (25% of total) include both PYM and the activities of the Arch Street Meeting House Preservation Trust. ASMHPT completed a Master Space Plan and an Exhibit Area Design Plan with funds provided by grants, updated its website and social media presence, and began a monthly newsletter for friends and supporters.

The shortfall between PYM's total revenue and total expenses in FY 2020 was covered by cash from the PPP loan and by restricted income, accumulated from prior years, used for some FY 2020 grants.

PYM Strategic Direction: Connect Friends across the yearly meeting through effective communications and technologies

PYM's investment in website and digital connectivity allows our program staff to make space for people to come together for any kind of reason in both every kind of physical or digital space.

Some examples

- At times of maximum isolation at the beginning of the pandemic, meetings and the yearly meeting supported each other with PYM scheduled weekly audio-visual calls, plus virtual clerking and tech trainings for meetings.
- Email connectivity was critical: the "Runway" of workshops and PYM's July 2020 events depended on our database of emails to thread zoom invitations wherever and however necessary. We had 47% growth in numbers of Friends connecting to PYM's Annual Sessions web pages over prior years.
- Our all-digital Annual Sessions experience drew 382
 Friends from all geographies, a significant increase over 340 attendees in 2019.
- PYM's religious education went hybrid with at home lessons that were done "online together." A D'Olier foundation grant funded mailed care packages and projects to young people (with notes: "we miss you!"), and provided pipe cleaners, crayons, and craft items to support shared online activities. There were seeds to plant, and a copy of "Flat Fox and Fell" (think: Flat Stanley) ready to use at home.
- We anticipated traumatic events and created a crisis resource section on the PYM website. This section was made prominent on the home page during times of protest, spikes in Covid-19 deaths, and moments of turmoil.
- We launched a web-based video library for key issues: www.pym.org/annual-sessions/ annual-sessions-2020-videos-documents

PYM Strategic Direction: Facilitate PYM-wide corporate witness and social action

Here is how this strategy reads in full: As seekers of Truth, Friends expect to be called to action. Together, as a PYM community, we will witness to the Light, contributing to transformational work in the world. We will encourage and support one another in taking risks together, as we make an impact on our society. We will enhance our effectiveness by focusing our corporate action on fewer, clearer goals.

The concept of recognizing God's call to Philadelphia Yearly Meeting as a whole people is a fresh pattern for this generation. What our faithful listening means right now is that all of us – Friends, meetings and groups – are under the weight of the same three concerns identified at Annual Sessions FY 2020.

PYM's addressing racism concern was approved in 2015. The other two; Membership and Belonging, and Climate Change came into focus as yearly meeting-wide commitments last summer. All of them are critical to faith's future. Looking ahead at 2021, the whole yearly meeting expects to incorporate these three particular concerns in our lives.

PYM Strategic Direction: Simplify and focus on governance and administration

Internally PYM certainly simplified as we could. We used "our finite resources of volunteer time and energy to focus primarily on God's work and to sustain our extended community." We kept everyday commitments to Quaker life and were ready to meet those challenges thanks to a stable financial base and the Payroll Protection Program (PPP). Here's a simple list of some accomplishments we are proud of:

- Staff were supported: we maintained staff income and benefits and provided health insurance for normally non-eligible staff.
- Generous Friends gave: our community surpassed the 2020 fund raising goal, with an increased number of donors (30+) for the first time in years.
- The PYM Community was sustained through virtual connections: PYM Weekly News and Events Emails & our PYM Website drove a 25% growth in engagement. We published 184 news articles for FY2020, an increase of 16% over FY2019.

Spotlight: 2020 Arch Street Meeting House News & Grants

A new Executive Director, Sean Conolly, began working at Arch Street on June 9, 2020. Sean came to the Arch Street Meeting House Preservation Trust (ASMHPT) from Pennsbury Manor, where he oversaw the Education Department. Under covid conditions the site remained mostly shuttered, but Sean oversaw the creation of a virtual tour through the use of a Connelly Foundation grant. Arch Street Meeting House also hosted a litany of Zoom presentations on Quaker history and a socially distanced play about Lucretia Mott during the Summer of 2020.

Physical improvements at Arch Street included spectacular new LED lighting in the East Room, remotely controlled to serve a wide range of exhibits and events, as well as new exhibits on Quaker Women and the Suffrage Movement. Staff and the Board of Trustees also developed and approved an Exhibit Area Design Plan, which lays out the future of exhibits at Arch Street Meeting House, and they also approved a Collection Management Plan, which allows Arch Street Meeting House's material collection to follow the best practices for collecting laid out by the American Alliance of Museums (AAM).

Arch Street Meetinghouse Trust received a PHL Arts Aid Covid-19 grant created by City Council and the Cultural Alliance in support of its work.

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Foundation donors are listed in bold.

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LEGACY FUND

Created in 2019, the Legacy Fund is a named gift with a minimum contribution of \$1250. It is a way to honor people you love by supporting a faith that shines its light in our world. It is also a way to tell stories of Quakers through the accomplishments of each honoree.

Each year we highlight the new Legacy Fund honorees in our annual report of gifts, next to a full list of all honorees. This means that from one year to the next, the list builds, and eventually, there will be many names of people who have contributed to our faith or our lives.

The Legacy Fund endowment is permanently restricted and income goes into the annual fund. The inspiring life stories of the named honorees are shared and honorees become, in effect, perpetual contributors to annual fund support for PYM programing, operations & initiatives.

> Anne H. T. Moore, 2019 Francis Nicholson, 2019 Kirk Norris, 2019 Charles W. Ufford Jr., 2019

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Biographical sketches for gifts received in FY 2020



Beatrice Lands Child Gift from her son. John Child

Beatrice served faithfully for years as clerk of Darby Meeting. Her legacy rests in the meeting community she cared for. Modest and faithful to Friends, Beatrice served on the board of the Hickman Home for the Elderly for many

years and was clerk at Darby Meeting until she passed away.



David C. Geliebter Gift from his wife. Mignon Adams

David served as deputy director of the New Jersey Division on Civil Rights in the '70s. A civil rights activist, a volunteer for a women's shelter. Assistant Director of Development at the Franklin Institute in Philadelphia, and Vice President for

development for Valley Forge Educational Services. David became a convinced Friend as a young man. Ever an active Quaker, he served on many committees and on the boards of Friends General Conference and Pendle Hill.



Robert L. Post Combined gift from Members and Attenders at Haverford Meeting

In preparation for Robin's 100 birthday party, Haverford Meeting asked Robin what he wanted the community to give him. He requested a communal Legacy gift to PYM. Feisty and brilliant, he had a wicked Scottish accent

when he felt like it (from childhood years in Scotland), and a knack for acting. Robin was a professor for Physiology/Molecular Physiology and Biophysics at Vanderbilt University. He was famous for identifying the sodium and potassium ATPase active transporter of cell membranes (basically responsible for homeostasis and transport of calcium and other metal ions in cells). He was honored with the 1983 Cole Award from the Biophysical Society.



Steven F. Stalonas Gift from his wife, Linell McCurry

Linell notes that her husband Steve is still "remembered as a charismatic teacher of Quakerism and the bible." He "brought to life the intimate faith experiences of early Friends and shared their power to help us recognize

the divine presence in our own lives."

Spotlight: Friends Counseling Service 2020

Friends Counseling Service (FCS) offered spiritually sensitive psychological counseling via Zoom and in person to a total of 38 members/attenders in PYM last year. Nine counselors provided individual psychotherapy, couples counseling, and family therapy for a total 407 appointments accessed by 17 constituent meetings in nine Quarters.

Counselors in FCS are mental health practitioners who are licensed and insured in the states where they work. All are active members of PYM. Janaki Spickard Keeler (email: friendscounseling@pym.org) is the staff support for FCS and is a licensed clinical social worker. One counselor, Deborah Cooper, led a popular 5-week workshop over Zoom on mindfulness skills. The series was offered again in FY2021.

Spotlight: Development News

Despite all the problems with mail delivery, the pandemic, and our inability to meet in person, PYM still surpassed our annual fund goal of \$300,000, reaching a total of \$322,519 from 863 contributors. Here are some 'fun facts':

- > 57% of funds raised came from 63 donors
- ≥223 donors gave more than once
- ≥24% of PYM's gifts are made on-line
- ▶ 103 recurring donors supported 12% of the annual fund
- ▶ Donors who gave once had average gift sizes of \$260
- ► Recurring donors' average gift was \$380
- ▶ PYM collected close to \$300,000 in credit card gifts for monthly meetings - covering all transaction costs.