

1,050 CHURCHES SERVED



1,380 MEMBERS SERVED



592 TOTAL DONORS

2024 ANNUAL REPORT

78 SCHOLARSHIPS AWARDED



62 ACTIVE CERTIFIED CHURCH MUSICIANS

DEAR PAM FRIENDS AND MEMBERS,

As we reflect on 2024, we are filled with gratitude for another year of growth, service, and impact. Our commitment to equipping and investing in next-generation leadership, deepening our understanding of varied worship styles, supporting members in their roles, and building a community where all are included and respected has guided our work. Additionally, we remain steadfast in ensuring the financial stability of this organization for future generations.

Our flagship Worship & Music Conference saw a 2.6 percent increase in attendance from 2023, with the highest adult registration recorded since 2011. Thanks to generous donors, we awarded 78 scholarships totaling \$36,871 to support participation in the conference and PAM membership, with 9 percent of these scholarships awarded to minority applicants. Additionally, we hosted nine regional events, serving over 200 members, and our First Call Community provided memberships and vital resources to worship leaders through two in-person events, benefiting 22 congregational leaders. These initiatives would not have been possible without the generous grants from PC(USA)'s Financial Aid for Service and First Presbyterian Church of Dunedin, Florida.

Collaborations remained at the heart of our mission, as we continued to partner with organizations both within and beyond the PC(USA), including the Office of Theology and Worship, Stewardship Kaleidoscope, the Association of Smaller Congregations, MorningStar Music Publishers, and Rider University. These partnerships have enriched our work and expanded our reach.

Financially, PAM has remained strong, with over \$1.5 million held across eleven restricted funds. Four of these funds permanently support six faculty positions at the Worship & Music Conference, while two provided 30 scholarships to PAM events in 2024.

We are especially proud to announce the establishment of two new scholarship funds to assist new and small church

attendees at the Worship & Music Conference. Furthermore, PAM was awarded its first-ever grant from the Lilly Foundation Inc., securing \$1.2 million in support of the Nurturing Children Through Worship and Prayer Initiative—a five-year program focused on incorporating children into worship.

Generosity from individuals and organizations has been integral to our success. In 2024, the Dana Mitchell Fund reached its goal of permanently funding the Worship & Music Conference Administrator faculty position. We received support from 52 churches and organizations, along with contributions from 540 individual donors. The impact of giving was remarkable: our Scholarship Fund received \$17,000—a 22 percent increase from 2023—while gifts to the Annual Fund totaled \$88,065, a 19 percent increase from the previous year. In total, PAM received seven grants, amounting to over \$1.26 million.

None of this would have been possible without the dedication and generosity of our members, donors, board members, committees, regional leaders, and conference planning teams. Your unwavering support fuels our mission and allows us to continue serving and strengthening worship communities across the country.

As we look ahead, we remain committed to our goals and vision for the future. Together, we will continue to grow, innovate, and ensure that PAM remains a vital resource for worship and music leaders for generations to come.

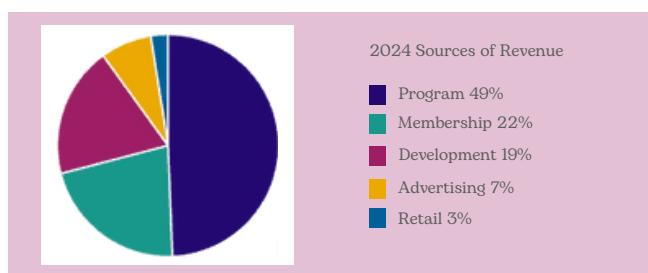
With gratitude and anticipation,



Kelly Abraham, Executive Director

2024 FINANCIAL REPORT

We are pleased to share that for the sixth consecutive year PAM has maintained operating income while continuing to serve 1,050 churches nationwide. Membership grew to 1,380, marking a 3 percent increase from 2023, a testament to our expanding reach and engagement.



	2024	2023	2022
Program			
Conference Revenues	\$506,730	\$486,986	\$443,291
Conference Expenses	(\$259,335)	(\$242,653)	(\$263,445)
First Call Community Expenses	(\$998)	(\$529)	\$0
Program - 49%	\$246,396	\$243,803	\$179,846
Membership			
Membership Fees	\$122,789	\$118,835	\$116,615
Region Office Support	\$3,039	\$3,039	\$3,039
Region Membership Allocation	(\$6,295)	(\$6,380)	(\$530)
Membership Expenses	(\$11,932)	(\$7,672)	(\$17,632)
Membership - 22%	\$107,601	\$104,783	\$98,453
Development			
Annual Fund	\$88,020	\$77,792	\$57,120
Operating Grants	\$10,000	\$10,000	\$32,591
In Kind	\$3,064	\$1,082	\$4,721
Development Expenses	(\$5,795)	(\$4,155)	(\$1,393)
Development - 19%	\$95,289	\$84,719	\$93,039
Advertising			
Sponsorships/Advertising	\$48,825	\$42,505	\$39,790
Expenses	(\$11,635)	(\$12,974)	(\$10,187)
Advertising - 7%	\$37,190	\$29,531	\$29,603
Retail			
Revenues	\$12,683	\$13,386	\$16,882
Expenses	(\$125)	(\$1,219)	(\$1,450)
Retail - 3%	\$12,558	\$12,167	\$15,432
Other Expenses			
Employee Health & Welfare	(\$304,039)	(\$209,336)	(\$171,311)
Director's Office & Executive Board	(\$40,010)	(\$49,933)	(\$38,848)
Shared Services	(\$115,874)	(\$104,678)	(\$96,444)
Region Start-Up Expenses	\$0	(\$1,500)	(\$3,500)
National Office	(\$31,373)	(\$22,292)	(\$21,998)
NET	(\$491,295)	(\$387,739)	(\$332,101)
Net Surplus	\$7,739	\$87,265	\$84,272

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