



SUNDAY SCHOOL PUBLISHING BOARD

Annual Report

January 2012

Mid-Winter Report





VISION STATEMENT

To provide Christ-centered resources that address the religious and educational needs of churches within our Convention, the greater Christian community, and the world.

MISSION

The mission of the Sunday School Publishing Board encompasses the three-dimensional responsibility of developing, producing, and distributing instructional, inspirational, and transformative religious curricula and materials to edify and enrich all age levels of our constituents. To accomplish this aim, Christian scholars/theologians—who themselves embrace the precepts, doctrines, and positions on biblical interpretation that are consistent with what we have come to believe—comprise the ever-expanding pool of contributors for the cause of Christ. For almost a century, our unique heritage has made us sensitive to the aspirations and hopes embedded in our historic faith, and we continue to address the future with the power implicit in our past to serve the needs of the church with fidelity.



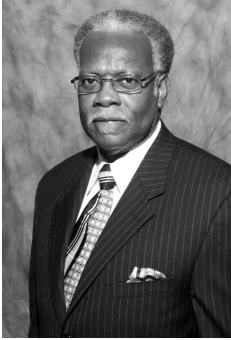
Mid-Winter Report



SUNDAY SCHOOL PUBLISHING BOARD **National Baptist Convention, USA, Inc.**

Reverend Dr. C. Dennis Edwards, *Chairman*
Reverend Cessar Scott, *Secretary*
Reverend Dr. Kelly M. Smith Jr., *Executive Director*

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Executive Director's Report



To The Reverend Dr. Julius R. Scruggs and Constituents of the National Baptist Convention, USA, Inc.:

We praise God for the opportunity to serve under the Convention's leadership of The Reverend Dr. Julius R. Scruggs. It is our belief that God foreordained this to be so and the people of the National Baptist Convention, USA, Inc., confirmed it. We pray for his strength, spirit, and leadership as we embrace the theme "Solidarity with the Savior."

We are pleased to report that the SSPB delivered growth in revenues, profit, and cash flow during fiscal 2011. Details include the following:

- While other religious publishing companies reported a decline in sales of 11 percent to 23 percent from the previous fiscal year, SSPB reported sales which represents a 2.6 percent increase from the previous year.
- We decreased total operating expenses. Expenses were lower than budget in an economic climate when other religious publishing companies reported net losses ranging from 9 percent to 17 percent.
- At present, the SSPB has no long-term indebtedness.

In addition to these financial highlights, we increased our connection with customers in fiscal 2011. This overarching initiative spans all of our sales, media, and marketing platforms and is at the heart of the SSPB's customer proposition.

- Orders for our major publications held steady in 2011. The willingness of our customers to pay more for our products is a testament to the value they hold.
- Response rates to our direct mail initiatives were strong, with campaigns either meeting or exceeding targets.
- We continued to grow our online audience as well. Monthly visitors to the Web site associated with www.sspbnbc.com increased 25 percent, and monthly page views grew by 20 percent.
- Digital revenues accounted for 12 percent of our total revenues, compared with 10 percent in 2010. Many of the new revenue streams we have developed in recent years continued to grow in fiscal 2011.

- As a part of the SSPB's mission expansion, we intend to partner with the continent of Africa, having fulfilled our partnership with the Caribbean Ministry.

New products and initiatives presented include the following:

- ***Total Praise: Songs and Other Worship Resources for Every Generation***—Much more than a hymnal, this is a landmark publication that enables the people of God everywhere to offer Total Praise!
- ***New Sunday School Curriculum***—The SSPB is continuing to provide an array of product options and services to more churches, more denominations, and more partners. We want to make it easier for our customers when they are considering curriculum resources for their faith formation classes and small groups by making more products available.
 - Fall 2011 showcased new and improved Adult Curriculum: ***Faith Pathway***—Bible Studies for Adults; ***Faith Journey***—Bible Studies for Young Adults; and ***Faith Series Teacher's Guide***—A Leadership Resource for Adult Bible Study.
 - ***The New Faith Bible Series***—Fall 2012 will showcase new and improved Youth and Children's curriculum resources.
- ***Lent and Advent Devotionals***—These daily meditations include Scriptures and prayers pertinent to lead users to Easter via an insightful forty-day journey of Lent, and Christmas via a journey through the days of the Advent season.
- ***S.E.E.D. Bible Study***—S.E.E.D. (Spiritual Elements Essential for Discipleship) continues to gain recognition and readership. Feedback has been positive.
- ***Vacation Bible School***—VBS is still the No. 1 evangelistic outreach in our churches. A new Vacation Bible School curriculum, entitled "Heaven's Kitchen," was introduced in December 2011. Development is now under way for the 2013 VBS resources.
- ***The Christian Leadership School (CLS) Manual***—The new *CLS Manual* was introduced in 2011. This manual is the basis for the Christian education program for all leadership programs throughout the Convention.

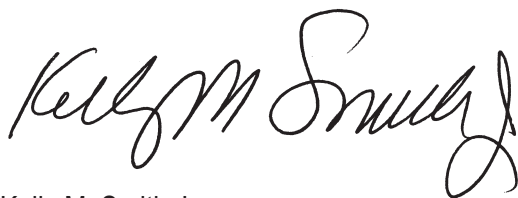
In continuous support of the Convention:

- In fiscal year 2011, the SSPB contributed \$245,559 in cash and in-kind services to the Convention and \$26,175 to American Baptist College.

- From Fiscal Year 2001 to the present, the SSPB has contributed \$4.279 million to the Convention and the American Baptist College (\$1.85 million to the Convention in cash contributions, \$689,456 in in-kind contributions, and \$331,000 to American Baptist College).
- The SSPB has also disbursed \$1.876 million in maintenance, upkeep, and capital expenditures on the Morris Memorial Building (home of the SSPB), and has covered the taxes of a little more than \$110,000 for the same ten-year period.
- The property taxes of \$11,046 and the building insurance premiums of \$77,890 are all current. Additionally, auxiliaries of the Convention have \$267,141 indebtedness to the SSPB as of January 1, 2012.
- We are looking to finalize arrangements on relocating our operations to the Baptist World Center and the American Baptist College campus.

In closing, I want to reiterate the progress made in fiscal 2011, as well as the strong long-term growth prospects for the SSPB. We ended the year with no debt. We are arguably under-leveraged by historical standards, and we believe this provides us with increased flexibility. These are exciting times in which the future shape of the SSPB will be defined. We look forward to addressing that challenge. On behalf of the Reverend Dr. C. Dennis Edwards, Chairman of the Board of Directors, other Board members, and the staff of the SSPB, I want to thank you for your ongoing support.

We offer this report in the Spirit of Jesus Christ.

A handwritten signature in black ink, reading "Kelly M. Smith Jr." in a cursive script.

Kelly M. Smith Jr.

