



QUARTERLY NEWSLETTER

JANUARY 2024



THE PRESIDENT'S CORNER

Sitting on the brink of being a \$100 million institution, the growth of the UPC Loan Fund has not been by accident. Years of strategic planning and promoting have brought the company to this moment. Aspirations and dreams became executable plans which resulted in loans funded and investments received. Becoming a \$200 million institution will never happen if we fail to plan appropriately.

What plans do you have for 2024? Let me encourage you to create plans that are easy to execute. We often quote Habakkuk 2:2 when discussing the topic of vision casting: "And the LORD answered me, and said, Write the vision, and make it plain upon tables, that he may run that readeth it." In full transparency, I have never taken time to focus on the last phrase of this verse, "that he may run that readeth it." This phrase in The Message reads as, "so that it can be read on the run." I laughed when reflecting on it from this perspective. How accurate, yet overlooked, that statement is.

Can your plan be read on the run? Can it be easily understood by someone caught up in the busyness of life? Is the plan clear enough to withstand the craziness we often endure?

Creating a savings plan is something every individual and church should do. But like the boxer, Mike Tyson, once said, "Everyone has a plan until they get punched in the mouth." Can your plan survive an unexpected bill? Be sure to create a savings plan that will withstand the unexpected. Even a plan to save just five percent of your monthly net income can result in savings success over the long haul.

Our investment team would be honored to help you create a savings plan that will benefit you and your church for many years to come. Taking time now to plan appropriately will pay many dividends down the road, especially when the marathon of life takes an unexpected turn.

Rick Lovall

President

"THE CHURCH WE ALMOST MISSED"

by Jeff and Tameka Jones

Harvest Apostolic Church
East Chicago, IN



Starting a church later in life, my wife and I had no time to waste. Street ministry combined with tent and open-air meetings were the start of our "church" ministry. We knocked doors and did undercover work in grocery stores and pharmacy parking lots seeking souls. For thirteen years we were blessed to worship in a building purchased from a UPCI pastor, but our vision was for a Church In A Day. This became reality when Harvest Apostolic Church was able to buy a couple of acres of land and enter the CIAD program process.

As we approached what we thought would be the groundbreaking on the property, our United Pentecostal Church Loan Fund representative, Kevin Prince, reached out to us with an alternate plan. He shared a real estate listing of a church building and property for sale just up the street from our proposed building project. This alternate building was three to four times larger with three times the amount of land. The following day we toured the building with all available church board members. We thank God for the Church Loan Fund's expert guidance from the very beginning of this process because it placed us in a position to immediately make an offer after viewing the property. Within two days we entered into contract. Three months later, we closed the deal and walked into our new building!

While we didn't build the land initially purchased, we realize our paths would not have crossed with the Church Loan Fund had we not purchased that land. Neither would we own our new church situated on over six acres with two parking lots. The Church Loan Fund is the missing link for apostolic churches looking to grow, expand, and even build.

We are so thankful for the Church Loan Fund staff. Without them our small congregation would not have had the recourses nor the financial and procedural expertise to accomplish what God has allowed.

When you get the Church Loan Fund, you don't just get a lending institution. You get a friend that comes along side you to help you succeed. The amount of preliminary work that Kevin Prince did was astounding. Not only did he provide numbers, statistics, and comparisons, but he also walked us through every step. We love the UPCI and the Church Loan Fund for the professional job they are doing to help churches in this capacity to ultimately reach the world.

Pastor Jeff and Tameka Jones and the Harvest Apostolic Church Family thank the UPCI Church Loan Fund!

MASTER MARKETING

Marketing Your Church Thoughtfully

With the noise of information at a fever pitch, every church needs a marketing plan. Whether it's just the Pastor in their spare time, a dedicated volunteer, or a team of professionals, every church needs to ask three fundamental questions to reach their mission field.

Why is this important? This is a simple way to ask, "what are your values?" Every church should identify and clearly communicate what they value and why it's important.

Who are you trying to reach? Identify specifically who you are trying to reach. Understanding your audience is critical to reaching them. If a church is out of touch with their community, they will struggle to make connections. Compare your current reach with the demographics of the area you are trying to serve and ask clarifying questions about any discrepancies.

How do you share? Once you know your audience, identify all the methods you use to spread the message about your values and mission. Start with internal communication to current constituents or team members. How do you cultivate a consistent culture in your team and congregation? Is it consistent with your external communications? Identify where your audience goes for information and how they interact with news and calls to action.

Establishing your Why, Who, and How will help your church go beyond likes and comments to market your church thoughtfully and establish eternal connections with eternal souls.

Logan Babb
Director of Marketing



**HAVE A STORY?
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@UPCLF  
@church.loan.fund 

636.229.7900
info@upciloanfund.org
36 Research Park Ct.
Weldon Spring, MO 63304

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THE COUNTDOWN IS OVER...START COUNTING UP!

Begin the new year strong with Church Loan Fund investments! Start counting up in 2024 as you watch your investment grow and impact communities across the continent. Church Loan Fund investments let you enjoy:

- Competitive rates
- Retirement accounts
- Education savings
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