



The **MISSION** of Hymnicity is

To equip Christians to *grasp, experience, and express* the person and work of Jesus through *hymnody*.

The **VISION** of Hymnicity is

To see hymns become a vital part of the Christian life.

Hymnicity **VALUES...**

- The centrality of the gospel of Jesus Christ
- The priority and preciousness of the local church
- Congregational, small group, and personal worship
- Songs that teach, transform, and inspire
- The importance of song leaders and planners
- The creative act

Well-known Hymns

- Not In Me (“No list of sins I have not done”)
- By Grace Alone (“Out of the depths I cry to you”)
- I'll Never Forsake You (“O soul, are you weary”)



## FOUNDERS

### David Ward

#### *Administrative & Music Director*



David has been writing and leading music for Christian congregational singing for over 25 years. He enjoys leading singing and liturgy, whether around a campfire or in a cathedral.

David studied music at Rutgers University (jazz studies, saxophone) and the Southern Baptist Theological Seminary (church music, piano) and loves to compose and perform a wide variety of music in addition to hymns. He has eight children (some of which are grown) and resides in the Nashville, TN area. When he is not busy with Hymnicity, you'll find him tent-making as a software developer or serving as a volunteer worship pastor at a small Southern Baptist church in Franklin, TN.

### Eric Schumacher

#### *Content & Marketing Director*



Eric has been writing hymns and songs for over 20 years. His passion for hymnody grew in seminary while taking a class in hymnology. Over 15 years of pastoral ministry has developed his devotion to the value of corporate worship.

Eric studied Communications at the University of Northern Iowa. He received an M.Div. in Biblical and Theological Studies from The Southern Baptist Theological Seminary. He and his wife, Jenny, have five children and reside in Ames, Iowa. Eric serves on the Board of Directors of Risen Motherhood and is an Associate Pastor at Grand Avenue Baptist Church.



## STORY

Hymnicity was born through a love for hymns and a friendship. David & Eric have both been writing songs for the church to sing together for a very long time, and their desire to continue writing and sharing their songs and their vision for restoring hymns to Christian worship led to the formation of Hymnicity in 2019.



In 1999 David fell in love with hymns when he began reading a text-only hymnal which helped him to see them for the first time as poems. In contrast to the praise songs he was leading, they became a precious resource for private devotion and later public worship as he wrote new tunes to texts which did not have a dedicated or suitable tune. The response was so popular that he founded the original website reformedpraise.org. Eventually, this site was renamed thousandtongues.org, but in 2019 when Eric & David decided to re-launch their efforts with a slightly different emphasis, they formed a new organization with a new name: Hymnicity.

We are still at our core a publishing ministry, but realize that God has called us to do more than post songs and articles – to help us remember how important hymns are in all aspects of life. In an age when modern worship songs have often taken “center stage,” we hope to help restore a love for hymns that the church has treasured for centuries as well as new songs in their tradition and form.

## THE WORK

We create ♦ We share ♦ We serve

<b>Hymns</b>	<b>Music</b>	<b>Voice</b>	<b>Pen</b>	<b>Person</b>
<ul style="list-style-type: none"> <li>• Writing</li> <li>• Arranging</li> <li>• Leading</li> <li>• Promoting</li> <li>• Free pocket song book</li> </ul>	<ul style="list-style-type: none"> <li>• Composing</li> <li>• Recording &amp; Producing</li> <li>• Artist Management</li> <li>• Free chord chart tools</li> </ul>	<ul style="list-style-type: none"> <li>• Podcast</li> <li>• Worship Along the Way audiobook</li> </ul>	<ul style="list-style-type: none"> <li>• Blog</li> <li>• Book(s)</li> <li>• Hymnals / devotionals</li> </ul>	<ul style="list-style-type: none"> <li>• Worship / hymn-sing leading</li> <li>• Concerts</li> <li>• Preaching / Seminars</li> </ul>

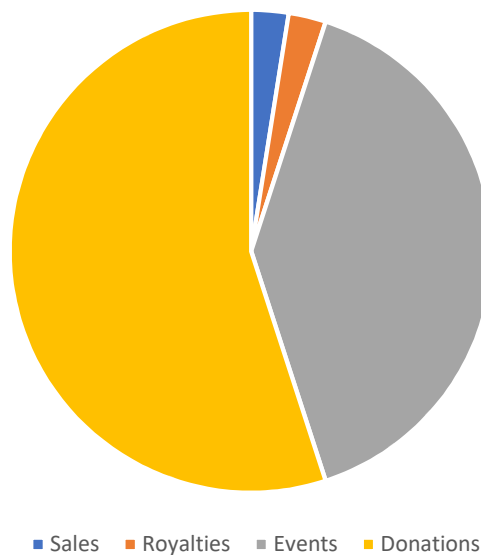


## FUNDING

We foresee revenue in the following areas:

- Sales. We sell produced music and will eventually sell devotional hymnals and our guided private worship audiobook tentatively named “Worship Along the Way.” These are important endeavors, but realistically will not earn much revenue.
- Royalties. Our licensing agreement with our songwriters is to keep a “songwriter’s share but no more than a third” of mechanical and digital royalties, chiefly through CCLI to help fund our operation. Unless a song “hits it big” it will never be a significant portion of our revenue.
- Events. We plan to visit churches, schools, or other Christian communities to lead singing, put on concerts, or preach/teach, targeting two weekends a month for each staff member eventually.
- Donations. We believe that what we are doing is valuable but not financially self-sustainable, like much music – even commercial – that is created today. In order for us to have the time to create, share, and serve, we need *patrons*.

Projected Revenue





## NEEDS

We need help in two main ways as we launch Hymnicity:

### Promotion and Booking

If you know us and believe in what we are doing, would you consider helping spread the word that we are seeking to visit Christian communities of all kinds? David is available immediately. Eric has limited availability with reasonable notice.

We could also use a booking agent who is willing to be paid by a percentage of event revenue. We cannot guarantee a specific income but are looking for someone willing and able to take a risk and grow with us.

### Donations and Fundraising

We believe that the creation and stewardship of hymns for the church is both ministry and art, so we are incorporated as a non-profit. Before the advent of the modern music industry, it was common for musicians to receive their support not by selling their music but through commissioned works or ongoing financial support, much like visual artists still do. We are prayerfully asking you to consider funding us because you believe that what we do is valuable. We are eager to add both individuals and churches as ongoing or one-time supporters and are open to two-way relationships where we might visit or in some other way assist ministries or individuals regularly.

We also believe that a dedicated or professional fundraiser would be a good option for us – someone who would spend time exploring our network of relationships, churches, and ministry partners to bring our message before those who might have the means to support us in a significant way. If you are a fundraiser or know someone who might have those skills, please let us know!

May God be glorified as we seek to equip his children through hymns!