

VALUELINES

OCTOBER 2022



What's in a Name?

Have you ever wondered what it takes to complete the rebranding of a company...or why organizations even do them? As many of you know, we officially rebranded from Grace Brethren Investment Foundation to Grace Financial on July 1st of this year. Today, we would like to share with you how we made it here and why!

The first, and perhaps largest, step in our rebranding was the process of looking inward and identifying what we want to reflect about ourselves. This was much more than a name; it was a fresh focus on our identity.

Our identity is best summarized by our mission statement:

To provide funding and promote stewardship that propels ministry within the Charis Fellowship.

The mission statement is rather simple, and it is not new, but it involved weeks of team effort to ensure that all voices and perspectives were heard. Over several weeks, our branding consultant led our staff and board of directors through a series of interviews designed to unearth the core values that were central to not just the organization but were also evidenced by the people who live out those values every day.

In the future, we will spend some time digging deeper into each of these values, which include the following reflected in our mission statement: Biblical Stewardship, Ministry Partnership, Christ-Centered, and Generosity. To us, these are more than just words or a catch-phrase. These are truly the foundational values that highlight the very reason for our organization's existence. Again, this is not new. Grace Financial has always held these values, but it was a fulfilling exercise to go through the process of internalizing, not just what those values are, but why they matter to us.

Grace Financial was founded in 1955 to be a source of financing for the family of Grace Brethren churches and ministries. This continues to be the primary reason for our existence. We do not lend to churches to make a profit. We lend to churches because we value their ministry purpose in much the same way they do. We recognize that these churches need a partner who not only has the resources to serve them but also is as passionate about the advancement of the gospel as they are.

One area that became evident through this process was the importance of Grace Financial taking a step forward into social media! As we have worked through what comprises our mission, vision, and values, it has become apparent to us that we needed to ensure that we are better able to share the stories of our ministry on a more frequent basis. As a result, we have created a Facebook page to highlight more of our story. From delving into our passion for giving back, learning more about the programs we support via church planting and leadership development through our contributions, and following along with our churches as they work through their construction projects, we are aiming to broadcast these areas on our Facebook page.

It has been a true joy to "reintroduce" ourselves through the rebranding process. Over the past few months, we hope you have been able to see first-hand why this rebrand is important to us. Between mailings, email initiatives, social media and first-hand experiences, it has been a pleasure intentionally share our excitement for this mission with our partners in ministry. We look forward to God using Grace Financial in support of the Charis Fellowship in the future, and we hope you will join us along the way!

You can learn more at our website — gracefin.org,
or at facebook.com/GraceFinancialCEF.



Soto Retires After More Than 20 Years of Service

Carol Soto, who has served Grace Financial faithfully since 2001, retired in August. We are incredibly grateful to Carol for her dedicated service during the past 21 years.

Carol came to Grace Financial after previously serving as the receptionist and office manager of Ginter Electric, Inc. in Warsaw. During her time at Grace Financial, Carol brought a passion for her faith and a love for the people in the Charis Fellowship in the way she did her job.

Carol grew up in a pastor's home and was saved at an early age. After graduating from Appalachian Bible College in Bradley, West Virginia, she met and married her husband, Mark, while serving as a short-term missionary to U.S. military personnel stationed in Augsburg, Germany. Mark later pastored three churches before coming to teach at Grace College and Seminary. Carol says, "My experiences as a P.K. and later as a pastor's wife prepared me well for my role in customer service." It is the same passion that drew Carol to serve in Germany that made her a great fit to represent Grace Financial and our mission.

Her primary responsibility at Grace Financial was serving as the first contact for our investors. Whether interacting with our valued investors in person, on the phone or online, Carol has been an invaluable member of the team. On top of providing diligent service through these interactions, Carol managed countless processes behind the scenes.

Carol is married to Dr. Mark Soto who is currently pastoring Calvary Baptist Church, located in Leesburg, Indiana. They have 2 daughters and 2 grandchildren who live in the area. Carol is looking forward to having more time to spend with the family as well as on Bible study and church music.

Ryan Bowell, Grace Financial President and CEO, says "Carol is a servant at heart and a team player who would help out in any way and at a moment's notice. She will be missed, and we wish her the best in her new phase of ministry."

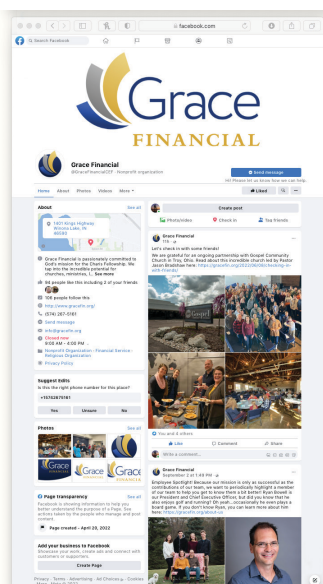
You can send a note of thanks to Carol at cjsoto@comcast.net.



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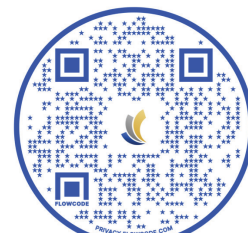
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COMMUNICATIONS



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