



Balancing tradition and innovation

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The last few 'Faith and Finance' articles have explored how the British Union Conference (BUC) is navigating the inevitable tide of digitisation. As a charitable organisation, the BUC recognises the profound impact this wave of change is having on both cultural and economic landscapes.

Although it can sometimes seem that the church has lagged behind other sectors in embracing technological advancements, this perceived 'behindness' can come with its own set of advantages.

The Seventh-day Adventist Church in the UK and worldwide is also blessed to have a diverse demographic, which plays a huge role in its strategic decisions. Each of the cultures and ages within this mosaic brings unique perspectives and needs to the table. Diversity, while sometimes presenting challenges, is also one of our greatest strengths. The Adventist Church's rich cultural diversity and wide age range create a dynamic environment that fosters growth, change, and adaptability, which encourages a balance between maintaining cherished traditions and adopting new technologies, ensuring that all members feel valued and included.

The BUC is committed to catering

for all its stakeholders, which involves a delicate balancing act between tradition and technological progress. We strive to meet the needs of our members who are comfortable with digital tools, while also respecting those who prefer more traditional methods of communication and contribution. This approach is evident in our continued production of printed publications, which are still mailed to many of our valued retirees. We understand the importance of these tangible connections in an increasingly digital world.

Every handwritten cheque we receive through Royal Mail, every accompanying letter, and every phone call is a testament to the personal touch that remains at the heart of our community. These gestures represent more than financial support: they are expressions of faith, commitment, and trust in the BUC's mission. We deeply appreciate the time and effort that go into these traditional forms of communication, and we are

committed to honouring them, even as we embrace new technologies.

Integrating technology into our operations is crucial for the BUC's future. It allows us to streamline processes, reach a broader audience, and improve our efficiency. For instance, 7me, the app that was launched recently to all members, provides a convenient option for members who prefer to manage their contributions digitally. Platforms like this are designed to be user-friendly, ensuring that even those who are less tech-savvy can navigate them with ease. Additionally, digital communications, such as newsletters and social media updates, enable us to keep our members informed and engaged in real time.

However, our commitment to digitisation does not mean we will abandon the traditional methods that many of our members still rely on. This strategy ensures that no one is left behind, and that every member, regardless of their preferred mode of communication, feels connected to the church.