

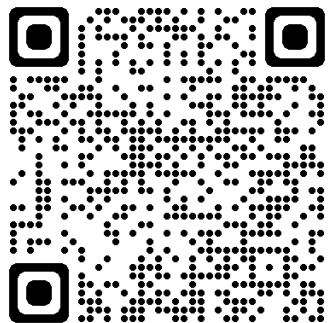
What's Going on with Giving?

Presented by:

Joe Park, CEO and Partner

Kristine Miller, Executive Vice
President/Partner





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Joe Park

CEO/Principal



Joe leads a team of 40 dedicated Ministry Strategists, International Coaching Federation-trained coaches, and support staff at Horizons Stewardship. Our mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over \$10 billion in annual, capital, special, and planned giving.





Kristine Miller



Executive Vice President/Partner

Kristine has served the church in the area of generosity for over 20 years. She previously served as the Director of Stewardship and Planned Giving in the Diocese of Michigan and has also served on the TENS Board.

Kristine and her husband live in Clarkston, Michigan. They love to travel the world and hang out with their six grandchildren.





**Giving
USA™**

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of The Giving Institute



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For the greater good.

Giving USA 2024

The Annual Report on Philanthropy for the Year 2023

Comprehensive Presentation PowerPoint

Researched and written by



LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY



Giving USA
2024

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The Impact of Economic Conditions

	<u>2018</u>	<u>2023</u>	<u>Current</u>
Stock Market	26,277	37,690	40,494
GDP Growth	2.95%	3.3 %	1.5 %
Unemployment	3.9%	3.7 %	4.1 %
30 Year Mortgage	4.55%	6.4 %	6.8%
Inflation	2.15%	3.4 %	3.0%

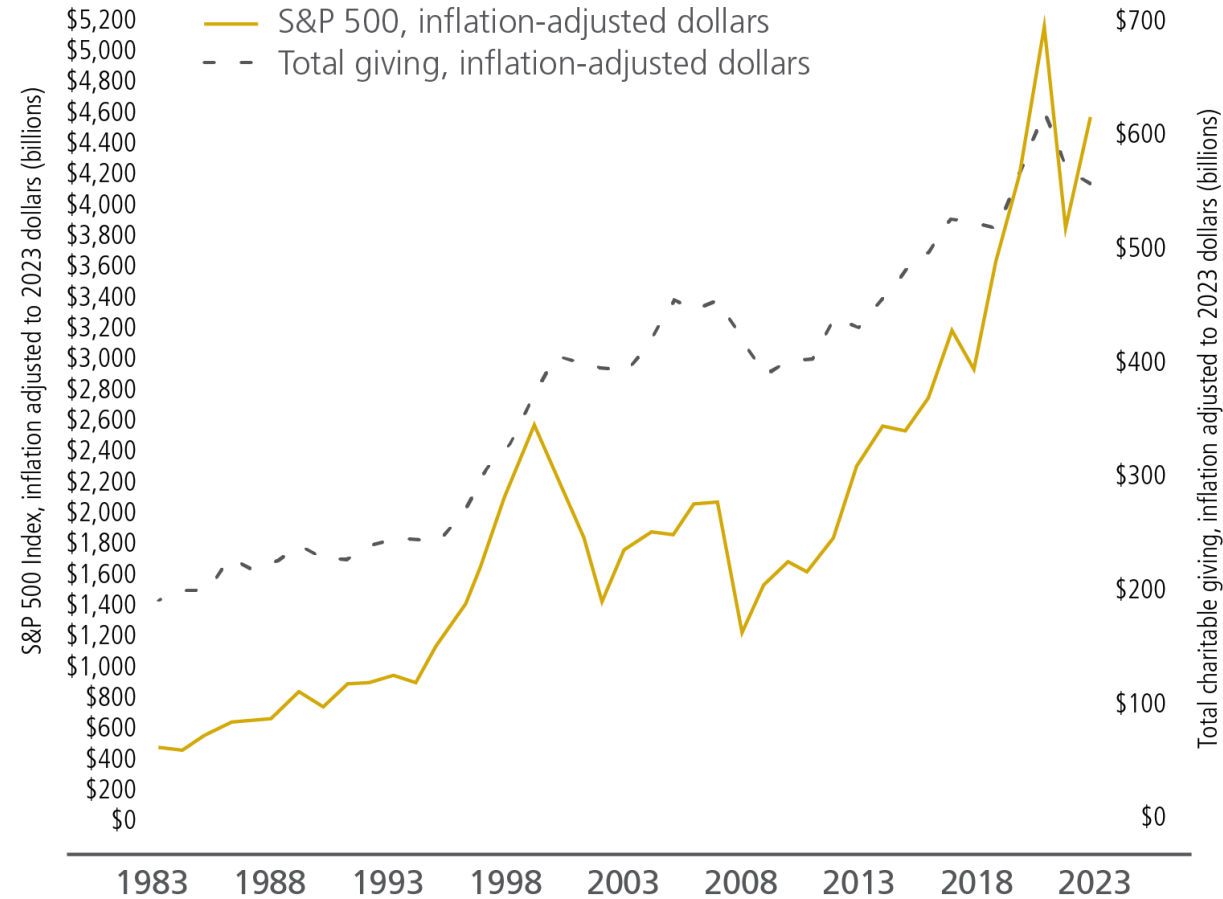
Inflation Adjusted Household Income

Med. HH Income	\$63.1k	\$74.2K	+15%
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Total charitable giving graphed with the Standard & Poor's 500 Index, 1983–2023

(in billions of inflation-adjusted dollars, 2023 = \$100)



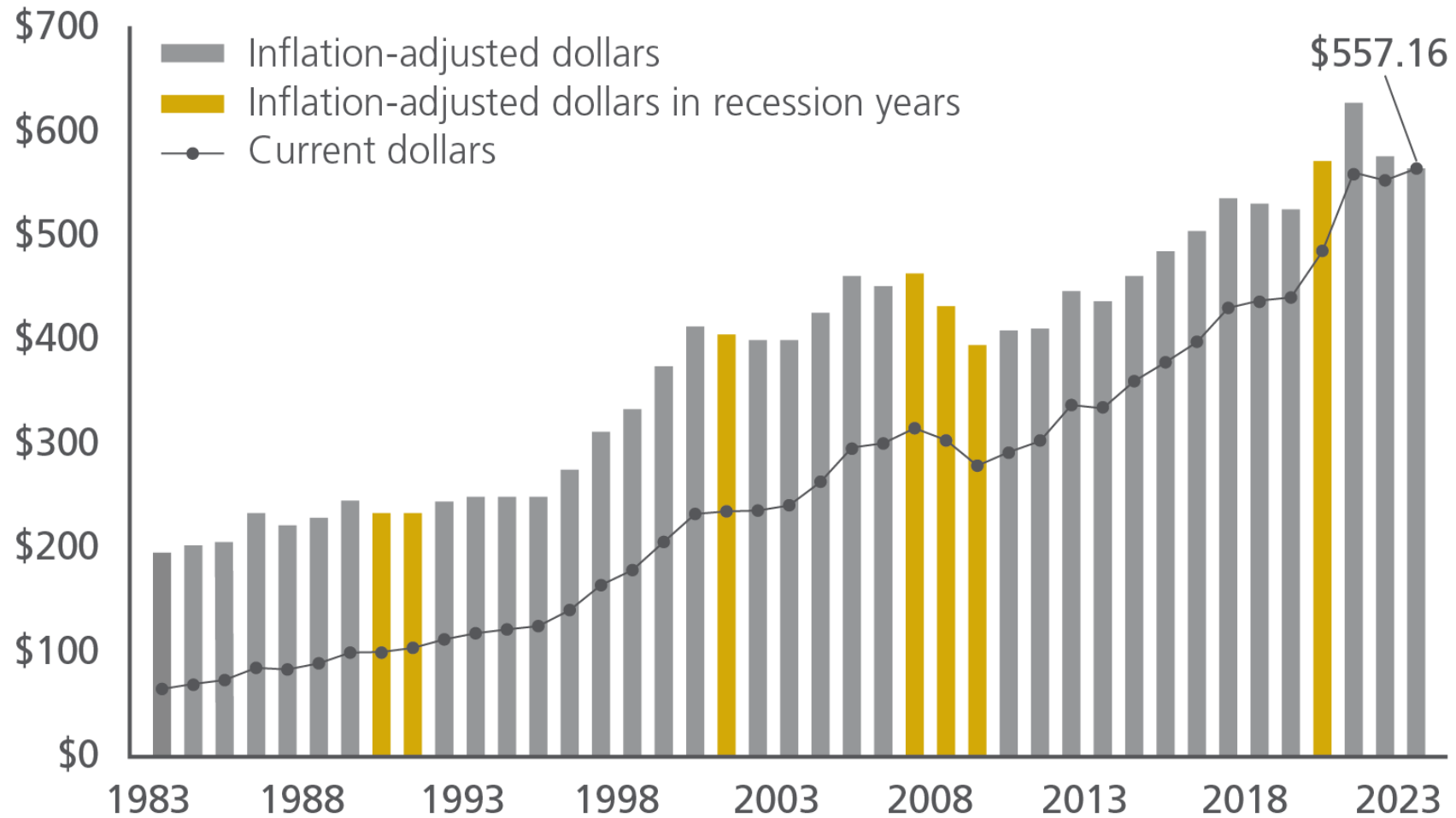
We Don't Have a Giving Problem

	<u>2018</u>	<u>2023</u>	<u>Change</u>
Total Giving	\$245B	\$557B	+ 44%



Total giving, 1983–2023

(in billions of dollars)



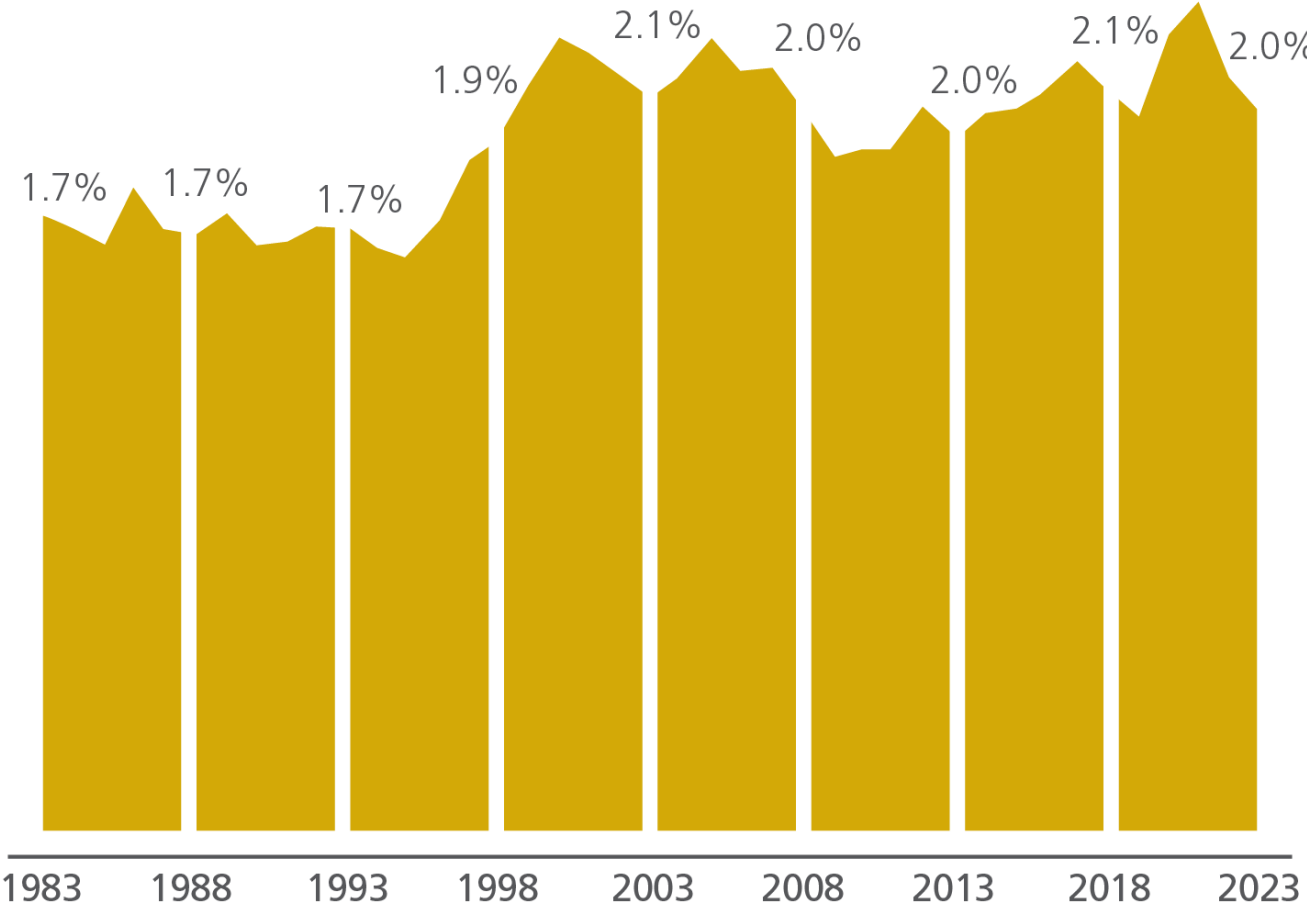
We Don't Have a Giving Problem

	<u>2018</u>	<u>2023</u>	<u>Change</u>
Total Giving	\$245B	\$557B	+ 44%
Giving/ GDP	1.8%	2.0%	+ 10%



Total giving as a percentage of Gross Domestic Product, 1983–2023

(in current dollars)



Researched and written by



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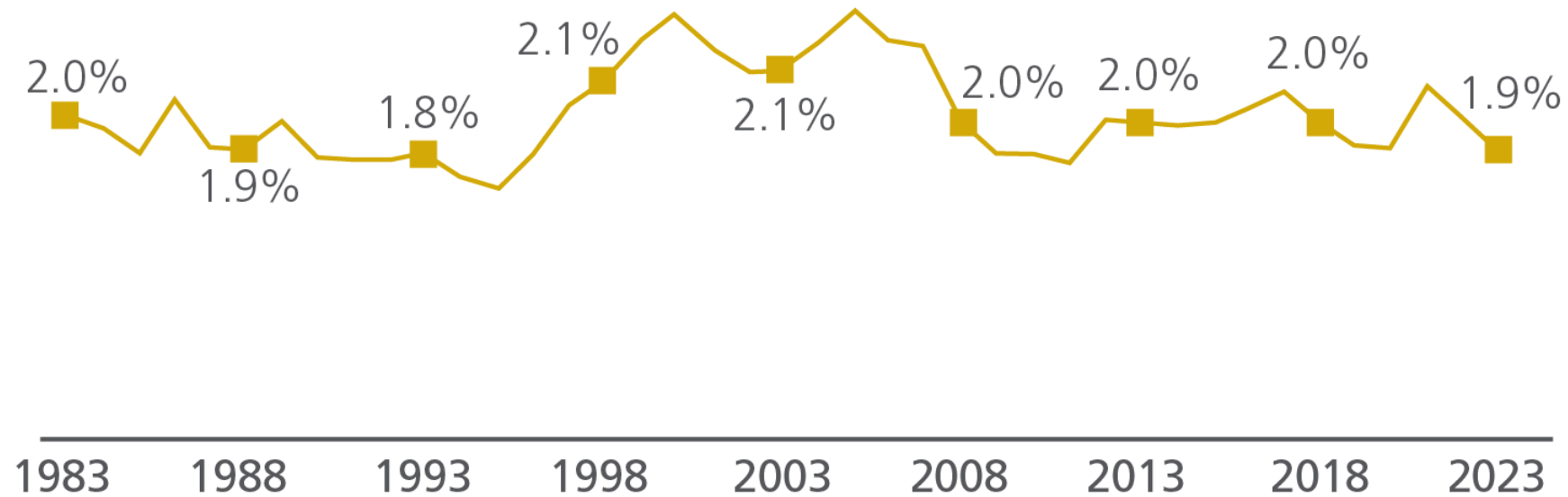
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Total Giving	\$245B	\$557B	+ 44%
Giving/ GDP	1.8%	2.0%	+ 10%
Giving/D. Income	1.9%	1.7%	- 11%



Individual giving as a share of disposable personal income, 1983–2023

(in current dollars)



We Have a Giving to the Church Problem!

	<u>2018</u>	<u>2023</u>	<u>Chane</u>
Giving/ GDP	1.8%	2.0%	+ 10%
Giving/Disp. Income	1.9%	1.7%	- 11%
Total Giving	\$245B	\$557B	+ 44%
Giving to Religion	\$128B	\$145B	+ 12%

We Have a Giving to the Church Problem!

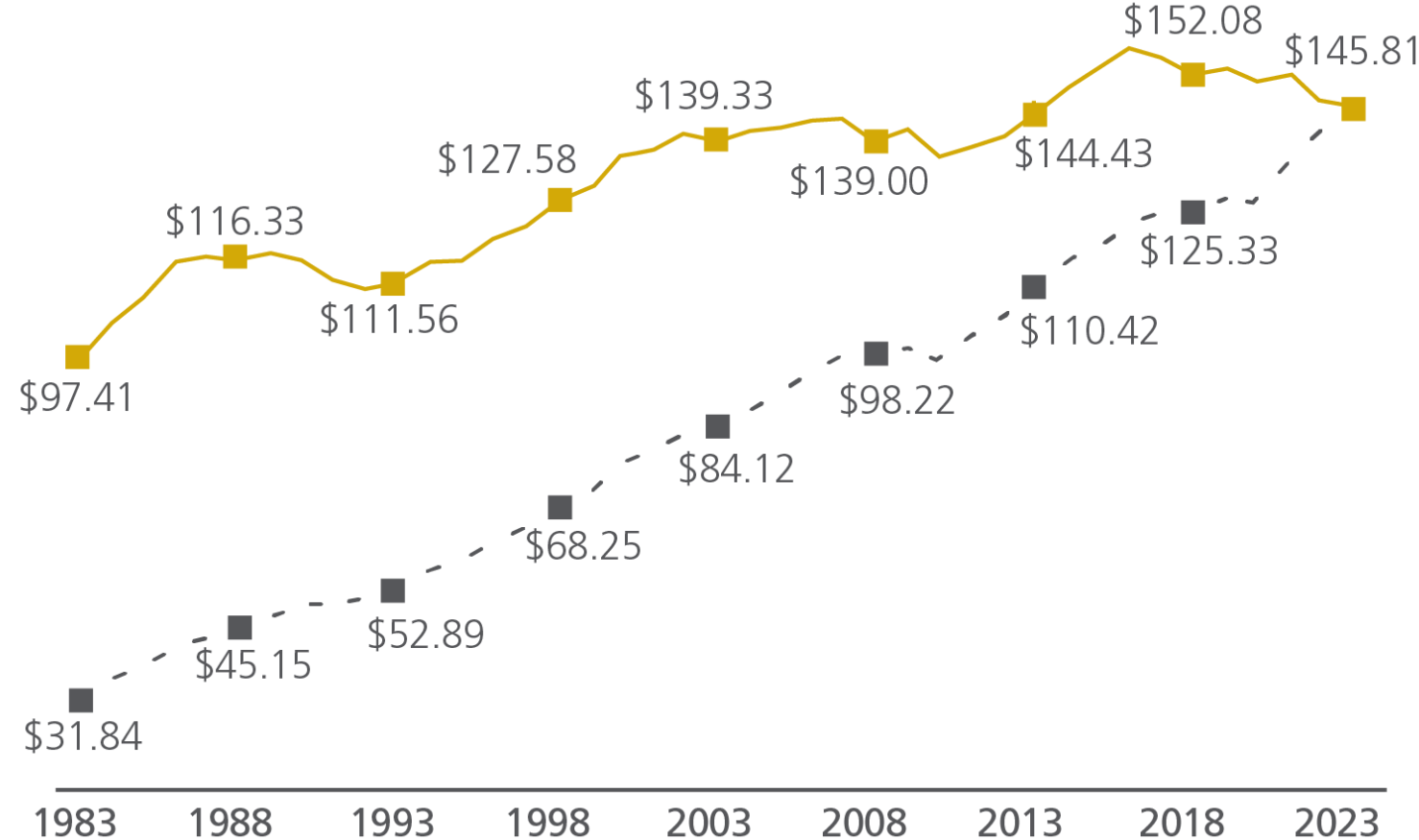
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Total Giving	\$245B	\$557B	+ 44%
Giving to Religion	\$128B	\$145B	+ 12%

Religious Giving is Up \$114,000,000,000 since 1983

Giving to religion, 1983–2023

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



We Have a Giving to the Church Problem!

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G2R Inflation Adj	\$128B	\$109*	- 15%

* 2018 Giving to Religion adjusted by inflation.

Religious purchasing power has fallen by 15% (2018-2023)



We Have a Giving to the Church Problem!

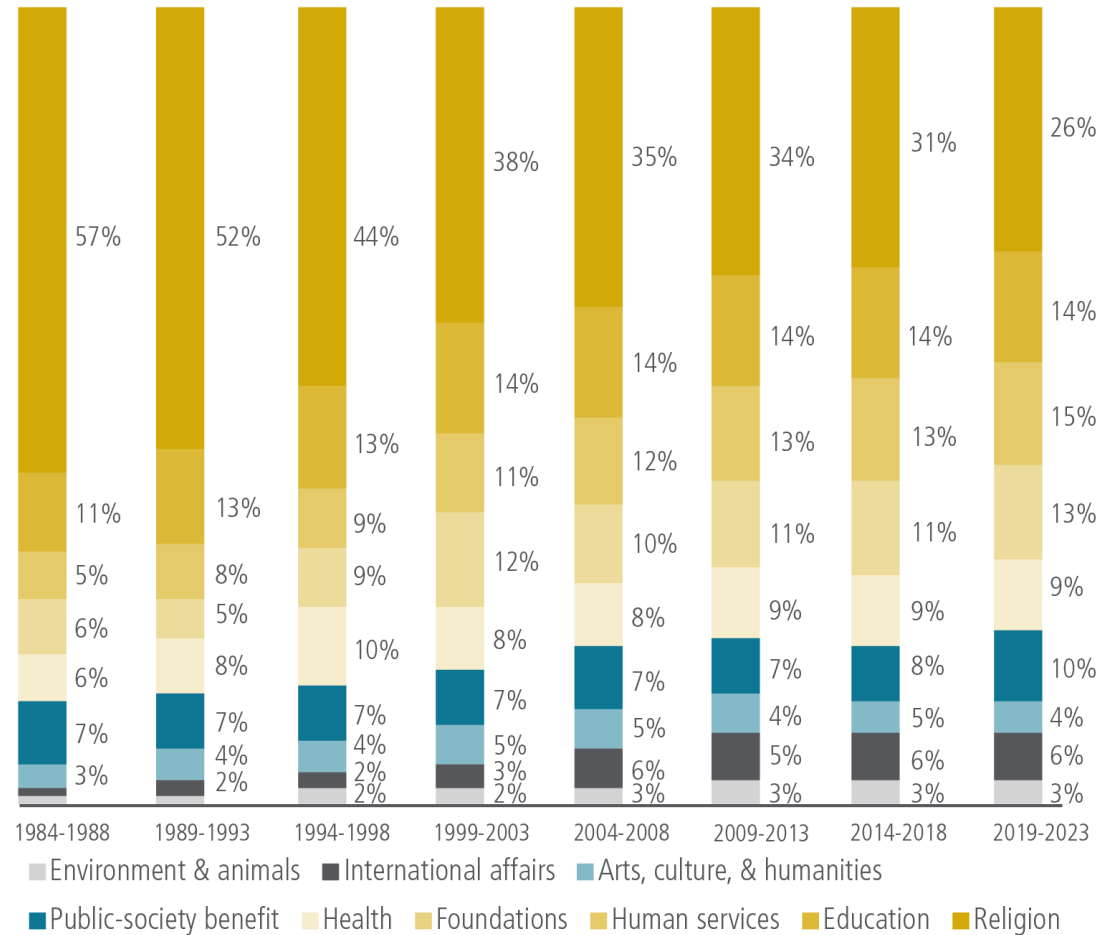
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Total Giving	\$245B	\$557B	+ 44%
Giving to Religion	\$128B	\$145B	+ 12%
G2R Inflation Adj	\$128B	\$109*	- 15%
% religious / Total	29%	24%	- 17%

Religious purchasing power has fallen by 15% (2018-2023)



Giving by type of recipient: Percentage of the total in five-year spans, 1984–2023*

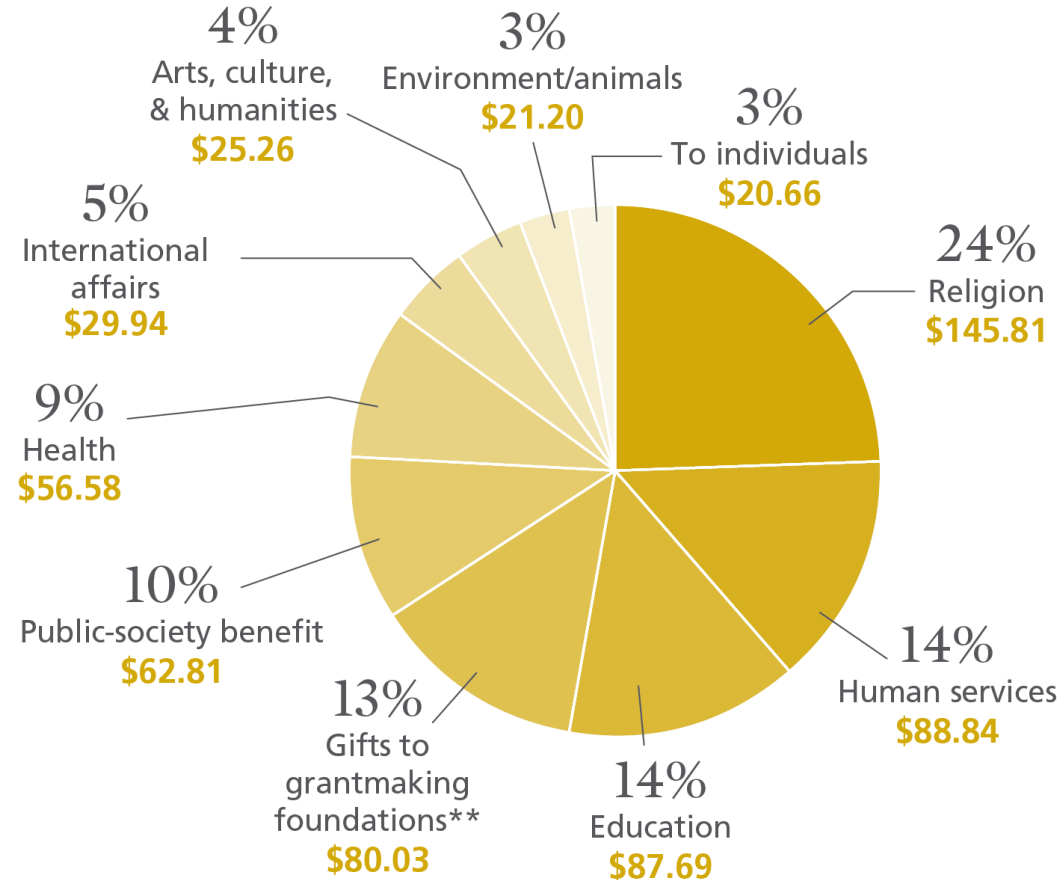
(adjusted for inflation, 2023 = \$100)



* Does not include "unallocated" or "giving to individuals"

2023 contributions: \$557.16 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



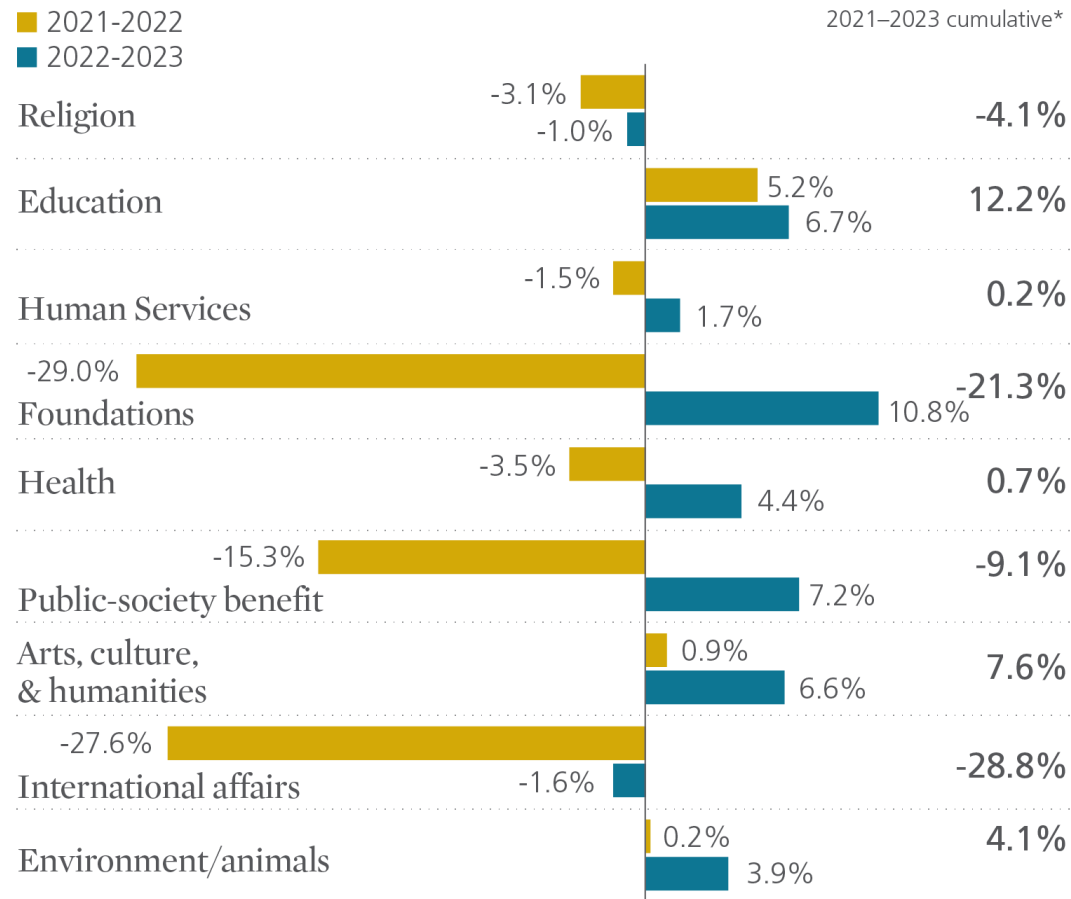
* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$61.66 billion in 2023.

** Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Changes in giving by type of recipient organization: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in inflation-adjusted dollars, 2023 = \$100)



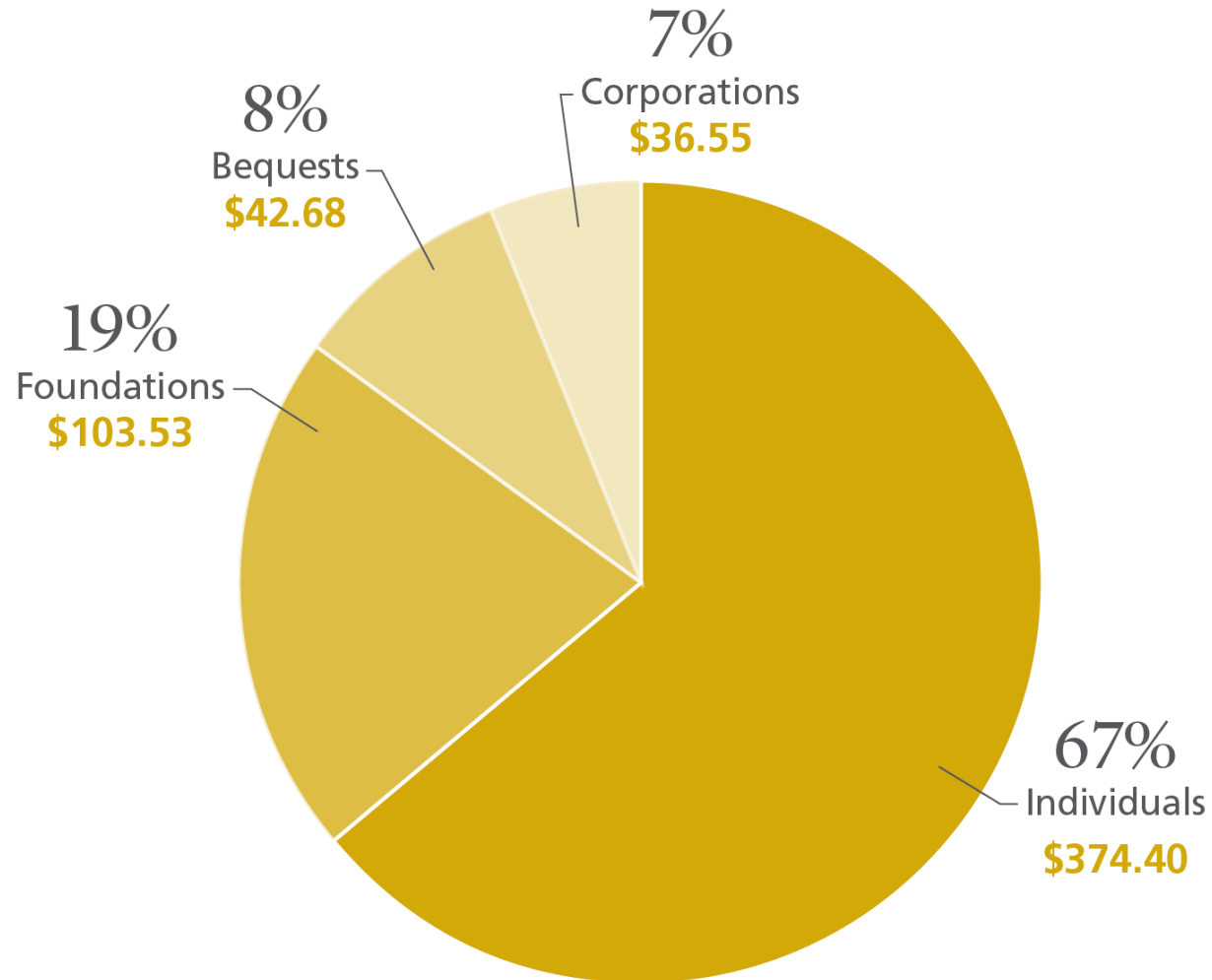
Percentage change from previous year

*The two-year change is calculated separately and is not the sum of the changes in the two years.



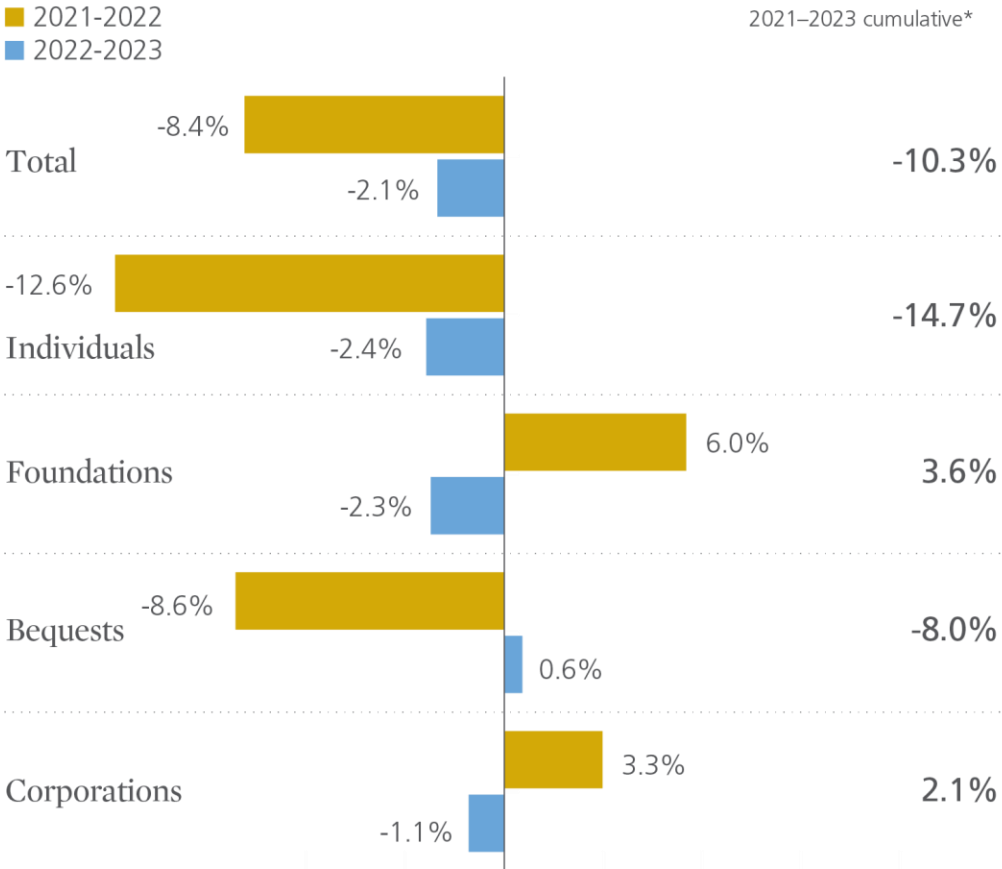
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Changes in giving by source: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in inflation-adjusted dollars, 2023 = \$100)



Percentage change from previous year

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Households By Age Group and Band

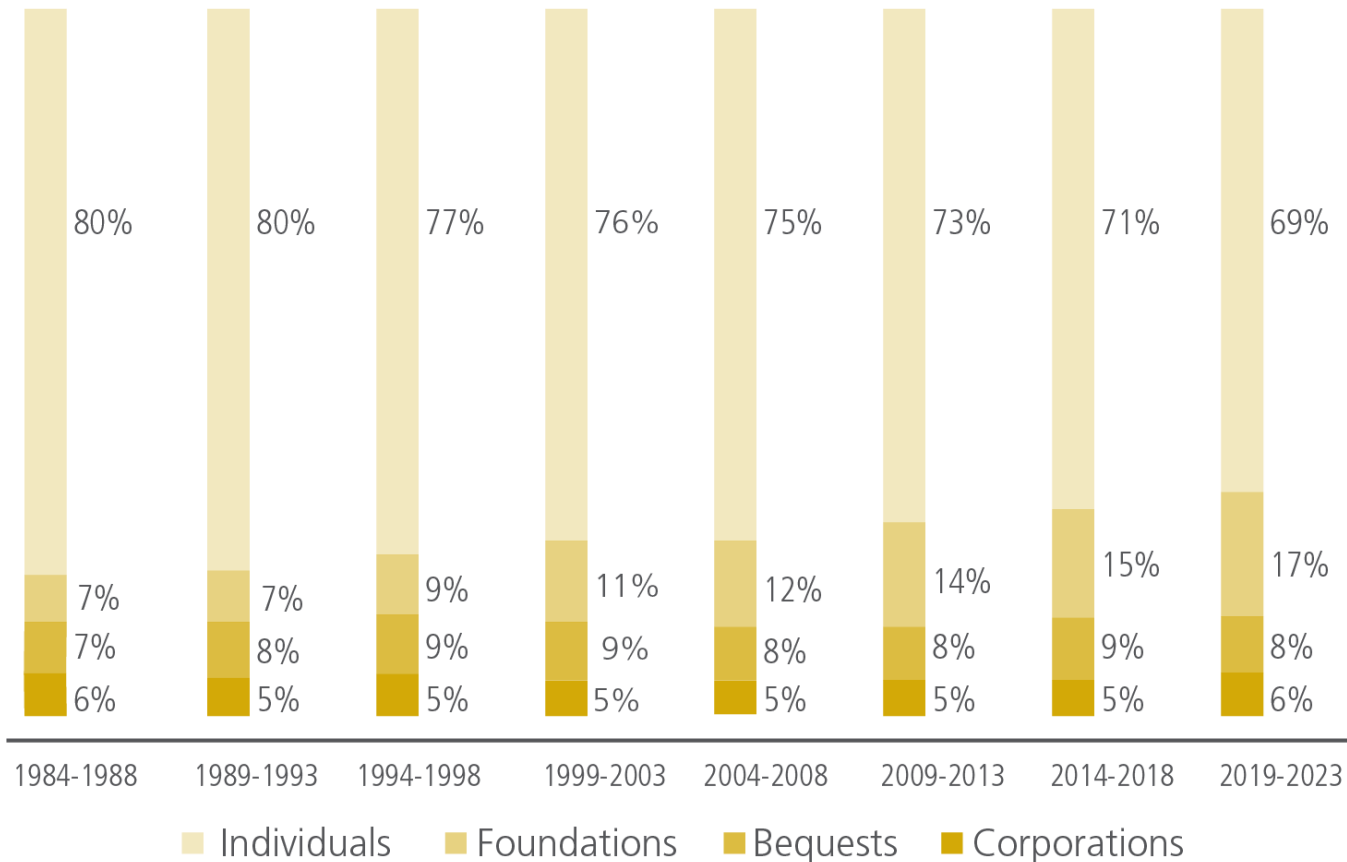
AGE	BAND 1	BAND 2	BAND 3	BAND 4	BAND 5	TOTALS
Unknown	115	91	87	24	13	330
Under 20	2	3	0	0	0	5
20-29	14	9	13	2	0	38
30-39	27	32	30	9	6	104
40-49	28	37	58	24	9	156
50-59	18	28	54	28	37	165
60-69	21	29	50	33	33	166
70+	11	24	72	38	23	168
Totals	236	253	364	158	121	1,132

Fewer Are Giving More



Giving by source: Percentage of the total in five-year spans, 1984–2023*

(in inflation-adjusted dollars, 2023 = \$100)



*Totals may not add to 100% due to rounding.

Household Giving By Band

Feb 2022 – Jan 2023

Feb 2023 – Jan 2024



BAND	HOUSEHOLDS		GIVING		AVG GIVING		% HOUSEHOLDS		% GIVING	
1	163	↑ 18.1%	\$11,567.25	↑ 16.9%	\$70.96	↓ 1.1%	16.14%	↑ 18.0%	0.29%	↑ 11.5%
2	224	↑ 1.8%	\$102,106.88	↓ 2.7%	\$455.83	↓ 4.4%	22.18%	↑ 1.7%	2.58%	↓ 5.1%
3	347	↓ 8.7%	\$799,025.24	↓ 9.0%	\$2,302.67	↓ 0.4%	34.36%	↓ 8.8%	20.15%	↓ 11.5%
4	156	↑ 0.6%	\$968,203.63	↑ 3.2%	\$6,206.43	↑ 2.5%	15.45%	↑ 0.6%	24.42%	↑ 0.4%
5	120	↑ 3.4%	\$2,083,874.66	↑ 8.3%	\$17,365.62	↑ 4.7%	11.88%	↑ 3.3%	52.56%	↑ 5.3%
Totals	1,010	↑ 0.1%	\$3,964,777.66	↑ 2.8%	\$3,925.52	↑ 2.7%	100%		100%	

Fewer Are Giving More

Share of Wealth Owned by Percent of Population

	<u>1990</u>	<u>2020</u>	<u>% Change</u>
Top 1%	17%	24.0%	+ 29%

Fewer Are Giving More

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81-99%	44%	44.0%	0%

Fewer Are Giving More

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81-99%	44%	44.0%	0%
60-80%	17%	16%	- 6%

Fewer Are Giving More

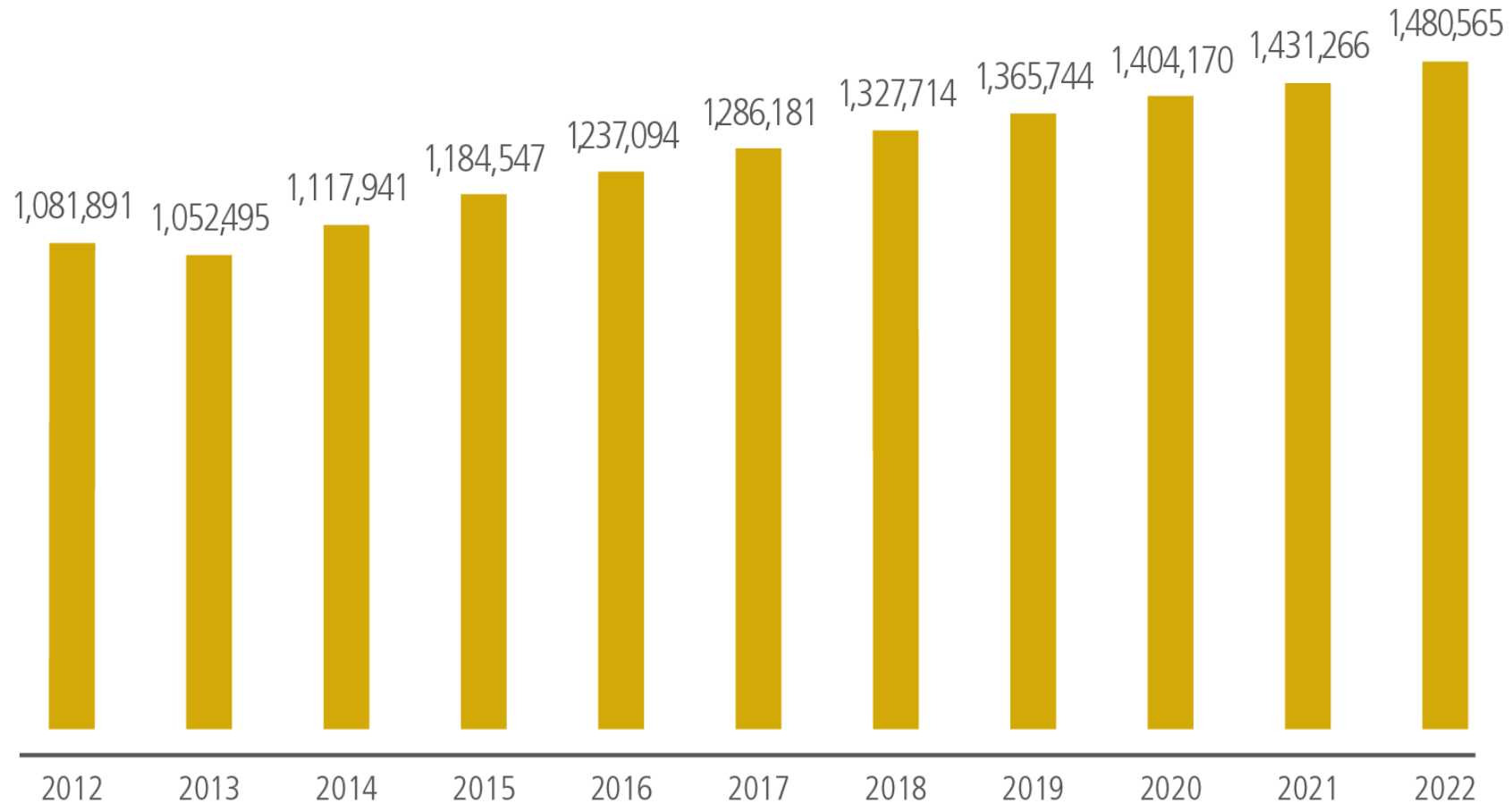
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60-80%	17%	16%	- 6%
Bottom 60%	22 %	16%	- 38%

Number of Households to Equal 1 Top 1% Wealth

<u>Percent</u>	<u>Households</u>	<u>Min Wealth</u>	<u>Min Household Income</u>
1 %	1	\$11,000,000	\$570,000
81-99%	10	\$570,000	\$149,000
61-80%	167	\$220,000	\$89,000
41-59%	300	\$67,000	\$55,000
21-40%	480	\$7,000	\$28,000
1-20%	800	\$0	\$0

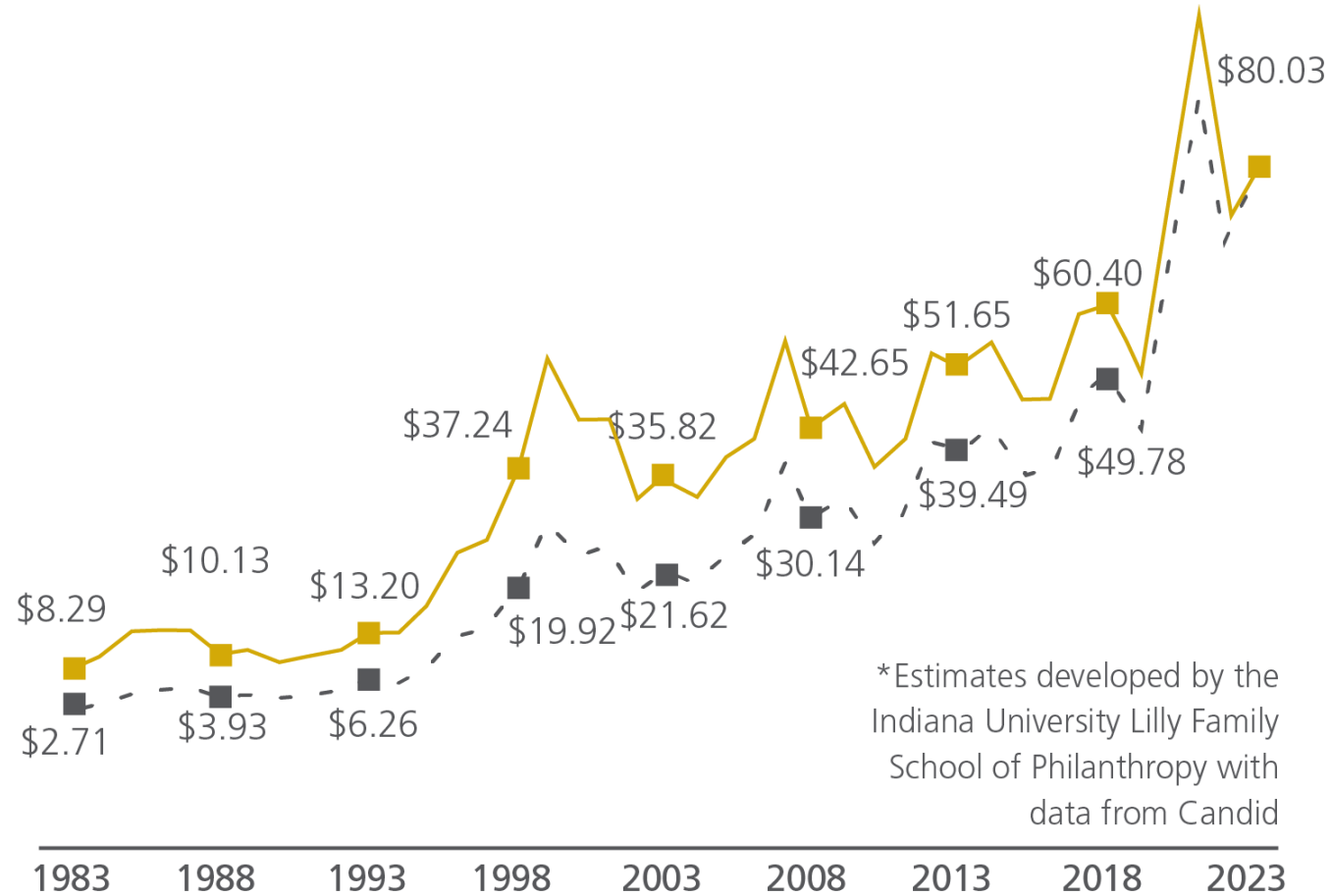
The number of 501(c)(3) organizations, 2012–2022



Giving to foundations, 1983–2023*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



*Estimates developed by the Indiana University Lilly Family School of Philanthropy with data from Candid



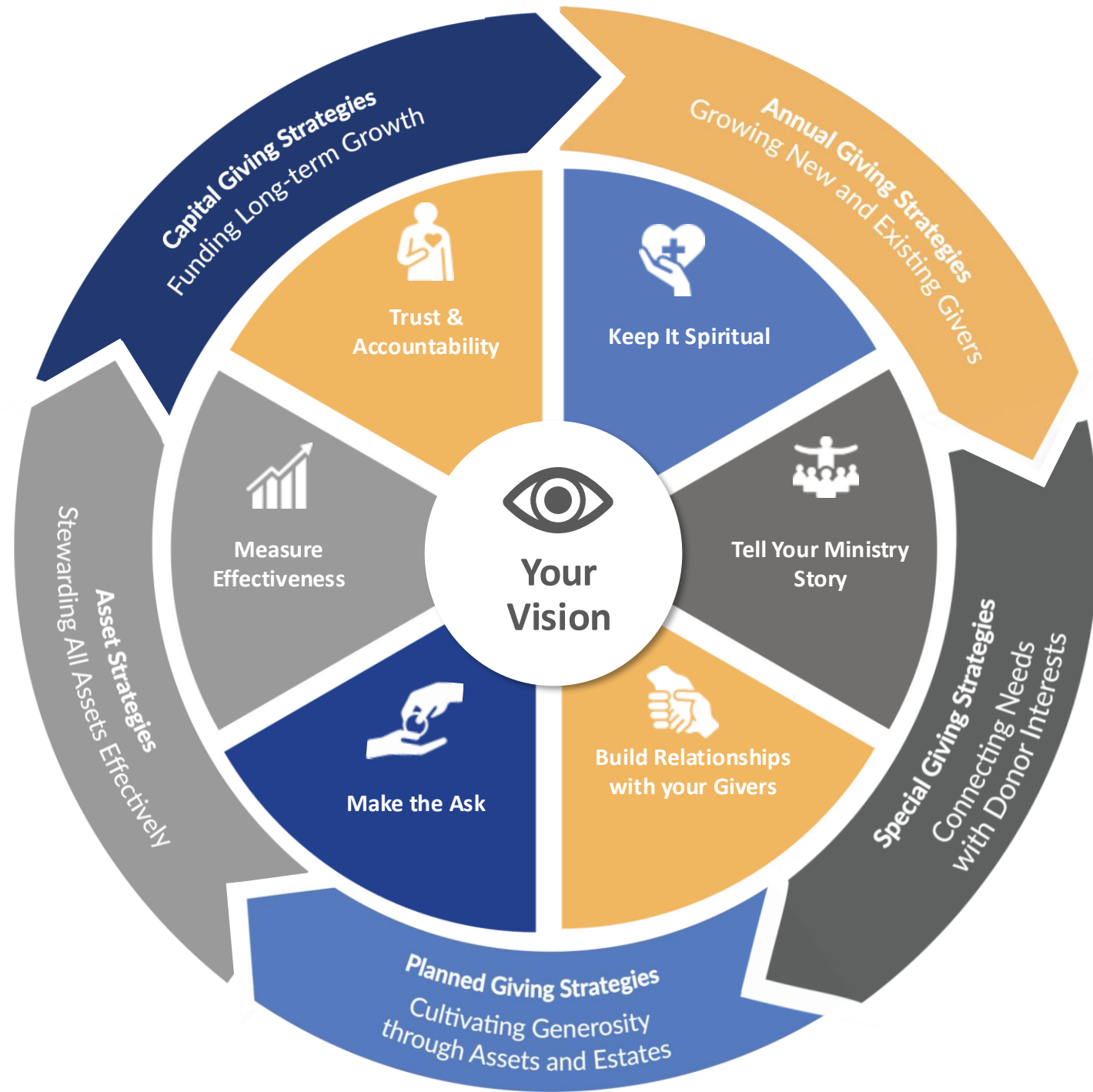
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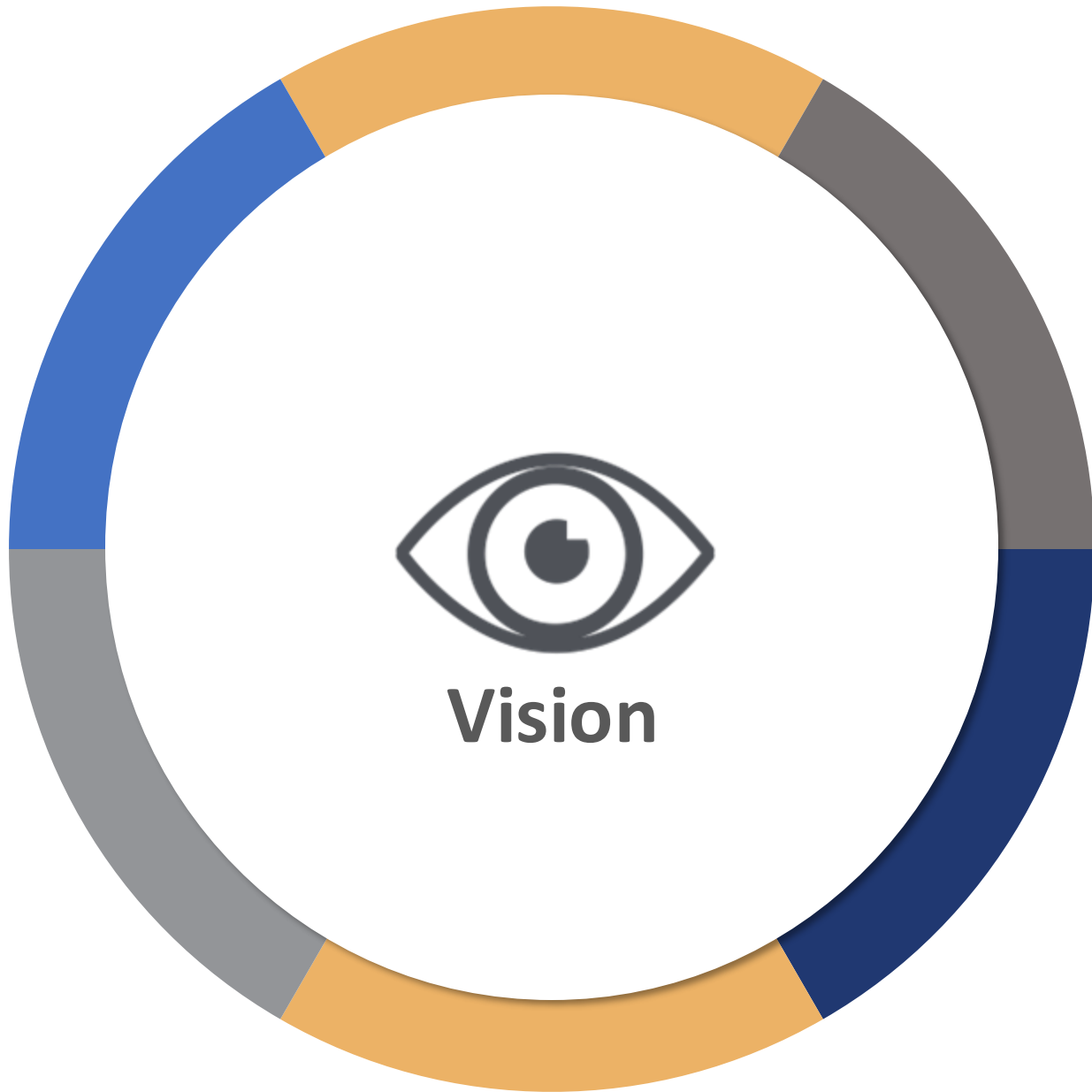
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It's not one thing.

It's *everything* working together.





Foundation

Mission: Why we exist

Core Beliefs: What we believe

Discipleship: Who we are becoming

Preferred Future

Vision: Where we are going

Goals: What is the destination

Strategies: How do we get there



Keep It Spiritual

“Never talk about people’s money apart from their discipleship!”

“Never talk about the church’s money apart from its mission!”

Lovett Weems



Tell Your Ministry Story

Telling stories is at the heart of our faith.

Jesus told stories.

People remember and connect with stories.



**Build Giver/Investor
Relationships**

Discipleship takes
place in the context of
relationships!

Resources follow
relationships!

People give to people!





Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

What to do...

- Don't limit the generosity of your members
 - Promote online recurring giving
1. [6 Ways to Engage Major Donors \(G365/articles\)](#)
 2. [Maximizing your church's website to grow giving \(G365/webinars\)](#)
 3. [What are You Asking Donors to Give to? \(G365/videos\)](#)



**Measure
Effectiveness**

Numbers tell a
story.

Numbers
represent people.



Maintain Trust and Accountability

Children's Home President Misused Funds (2023)

Indiana pastor arrested after embezzling church funds to pay credit card balances (2023)

Woman charged with embezzling funds from Tucson church (2023)

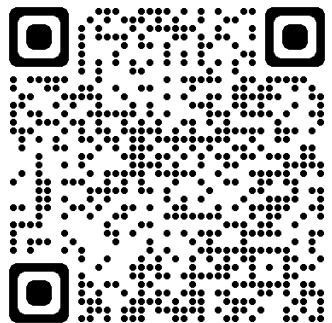
Church Secretary Embezzled Over Half a Million Dollars to Pay for Wedding

Church Treasurer, 79, Accused of Embezzling Money From North Carolina Church

A Church's Response When a Trusted Minister Embezzled Funds

Questions?





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