



LAKE  
INSTITUTE  
*on Faith & Giving*

*Fostering a deeper understanding of the dynamic relationship between faith and giving,  
through research, education, and public conversation.*



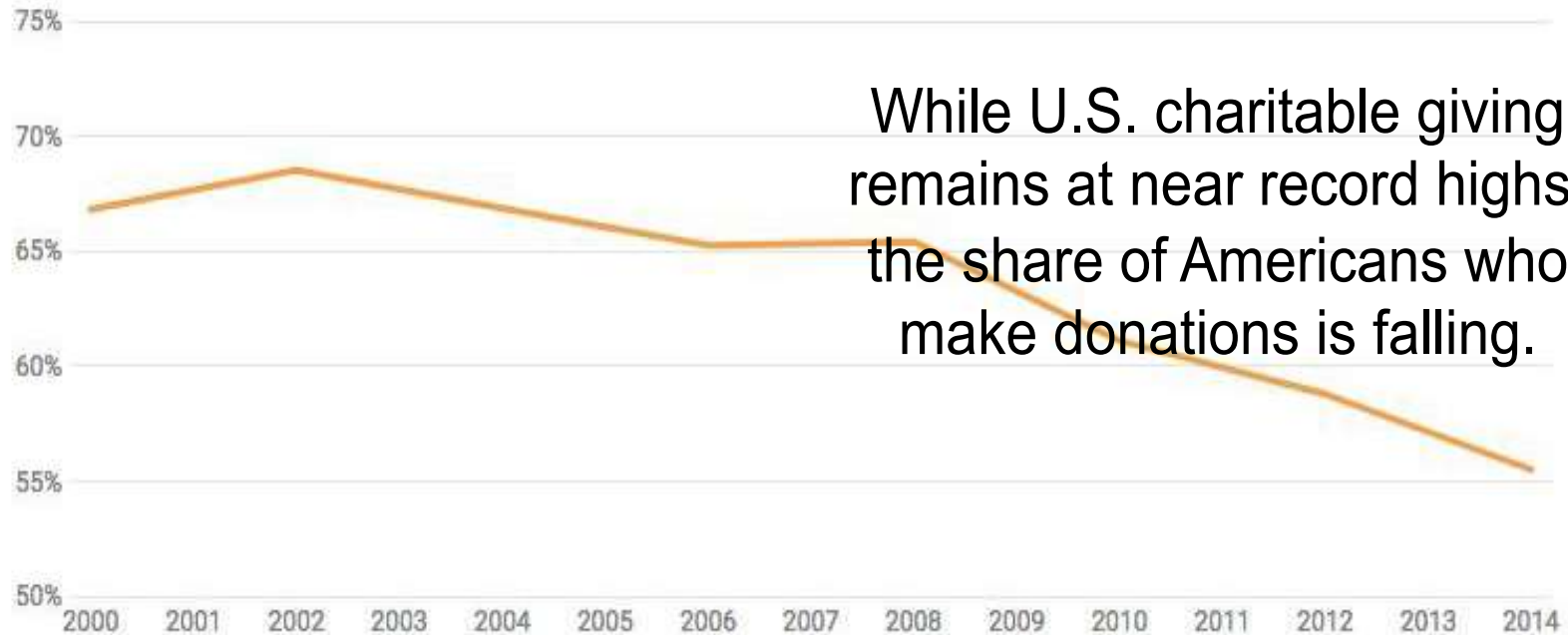
## Stewardship Kaleidoscope 2022

**49.6%**  
**of American**  
**households**  
**donated to**  
**charity in 2018.**



## Decline in % of households giving to charity

(Share of Americans giving to charity **68%** in 2002—>**55%** in 2014)

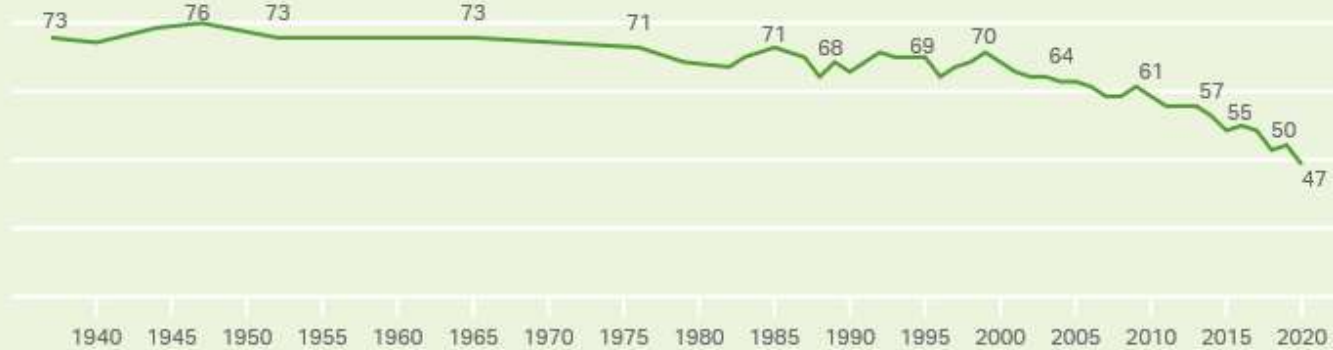


## American Religious Affiliation: Membership

### Church Membership Among U.S. Adults Now Below 50%

Do you happen to be a member of a church, synagogue or mosque?

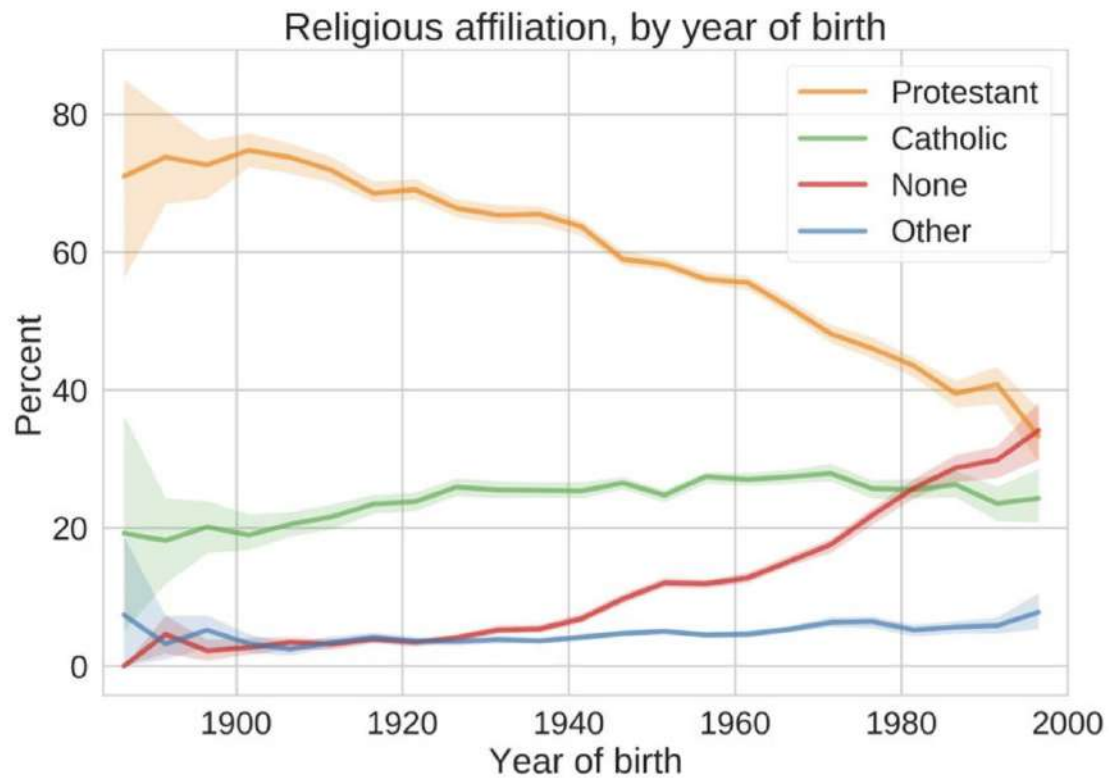
— % Yes, member.



Based on annual aggregated data, usually based on two surveys

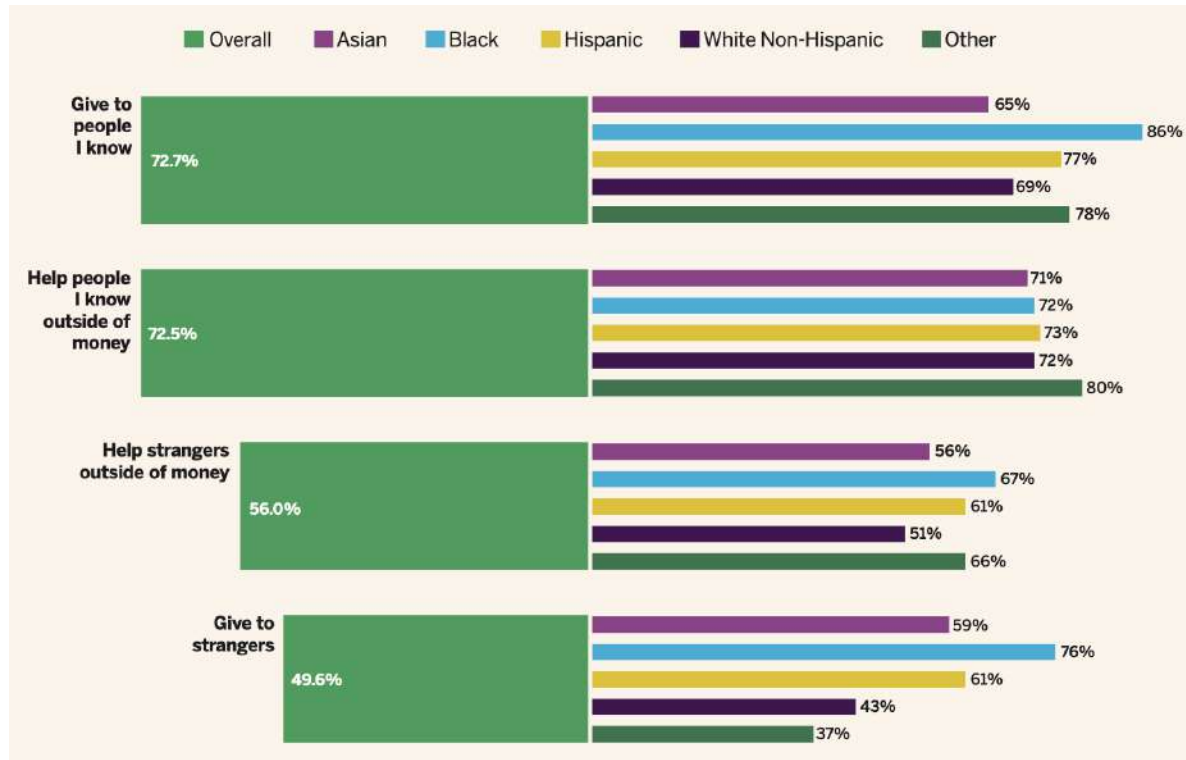
GALLUP

## American Religious Affiliation: Membership



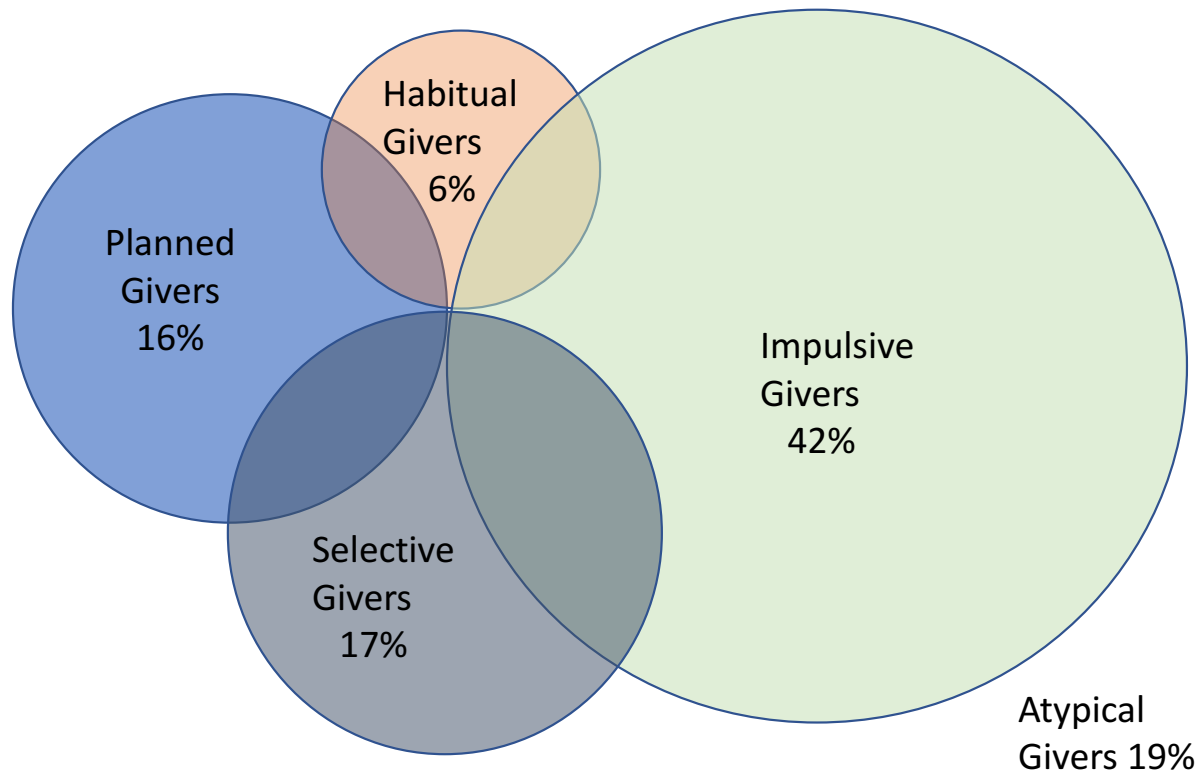
Source: *Scientific American* 2017

## Mutual Aid Across Racial & Ethnic Groups



"Source: *Everyday Donors of Color*" Lilly Family School of Philanthropy, August 2021

## Types of American Givers





# Stewardship Kaleidoscope 2022

## Updates to the Landscape of Giving *Giving USA 2022*

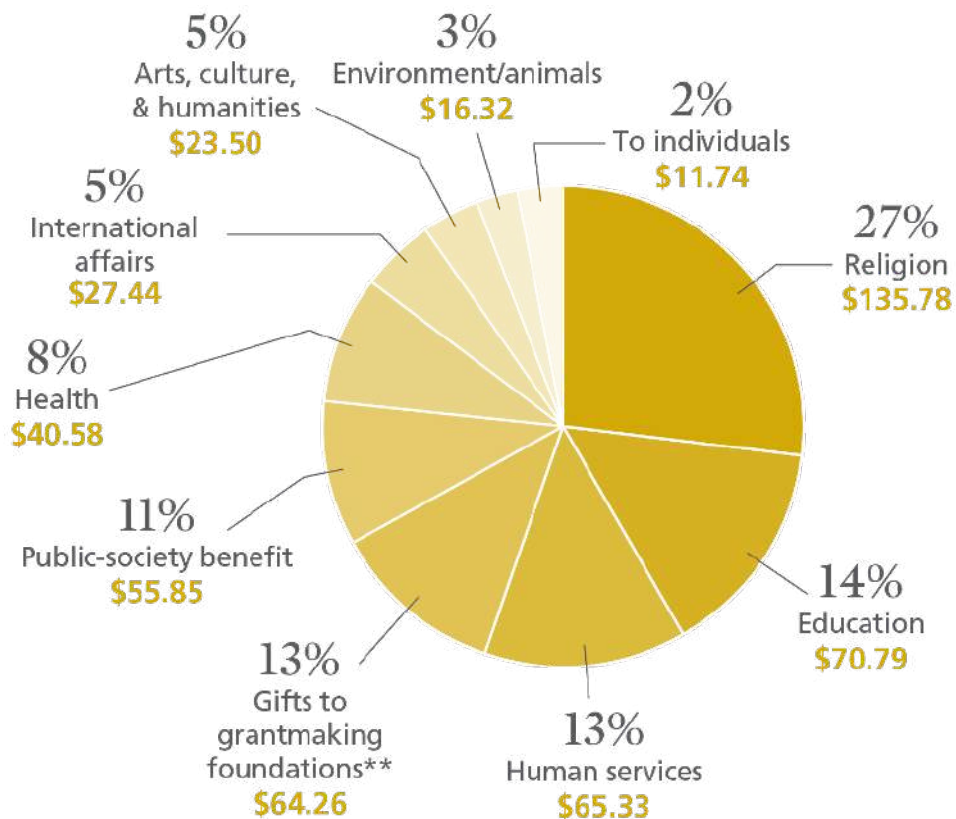




## Religion is the Beneficiary of Donor Generosity

**2021 Contributions:**  
\$484.85 billion by type of recipient organization

(in billions of dollars – all figures are rounded)





## **Giving up 4.0%**

*-0.7% adjusted for inflation*

In inflation-adjusted dollars, total charitable giving increased 8.1 percent between 2019 and 2020, and remained relatively flat with -0.7 percent growth between 2020 and 2021. The cumulative change in total giving between 2019 and 2021 was 7.4 percent in inflation-adjusted dollars.



## **Individual giving up 4.9%**

*0.2% adjusted for inflation*

Inflation-adjusted giving by individuals increased by 4.6 percent between 2019 and 2020. Growth in individual giving stayed flat between 2020 and 2021, with 0.2 percent growth in inflation-adjusted dollars. The cumulative change in inflation-adjusted giving by individuals between 2019 and 2021 is 4.7 percent.



## **Religious giving up 5.4%**

*Relatively flat at of 0.7% adjusted for inflation*

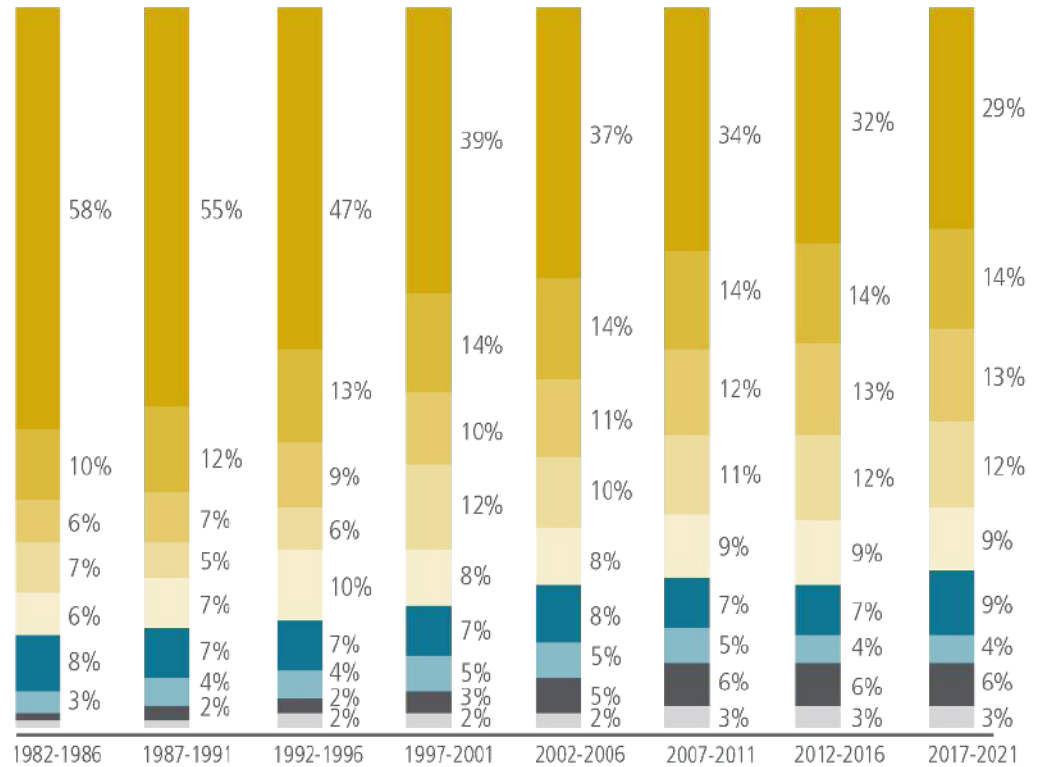
Adjusted for inflation, giving to religion declined -1.4 percent between 2019 and 2020, and remained flat at 0.7 percent between 2020 and 2021. Cumulatively, giving to religion stayed flat at -0.7 percent in inflation-adjusted dollars between 2019 and 2021.

## Giving to Religion: Declining as a Share of Total Giving

- Environment & animals
- International affairs
- Arts, culture, & humanities
- Public-society benefit
- Health
- Foundations
- Human services
- Education
- Religion

Giving by type of recipient as a percentage of the total in five-year spans, 1982-2021\*

(adjusted for inflation, 2021 = \$100, does not include "unallocated")



Source: Giving USA 2022

# Giving to Religion

- **Overall giving and giving to religion—about the same as 2020's increased giving (adjusted for inflation), despite no return to pre-pandemic congregational attendance**

# Giving to Religion

- **Online giving is a significant ongoing shift for religious giving—increasing more rapidly than for other sectors (9.4% growth in 2021), and making up a greater share of the giving (17% vs. 13%).**



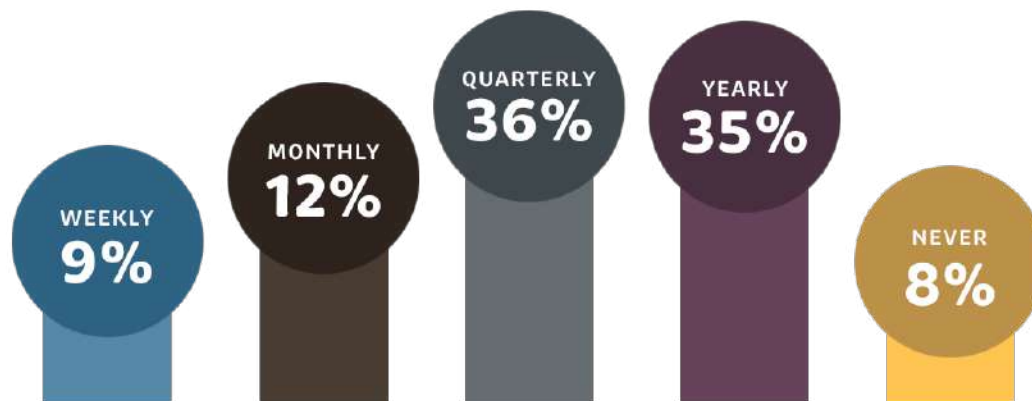


Moral Formation...

... Nonprofit Organization



## FREQUENCY OF TEACHING ABOUT GIVING



National Study of Congregations' Economic Practices  
Lake Institute 2019

# Stewardship Kaleidoscope 2022



Compassion



Justice



Improvement

Participation



**Four Traditions of Philanthropy**





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## Stewardship Kaleidoscope 2022

### **LAI** Principle

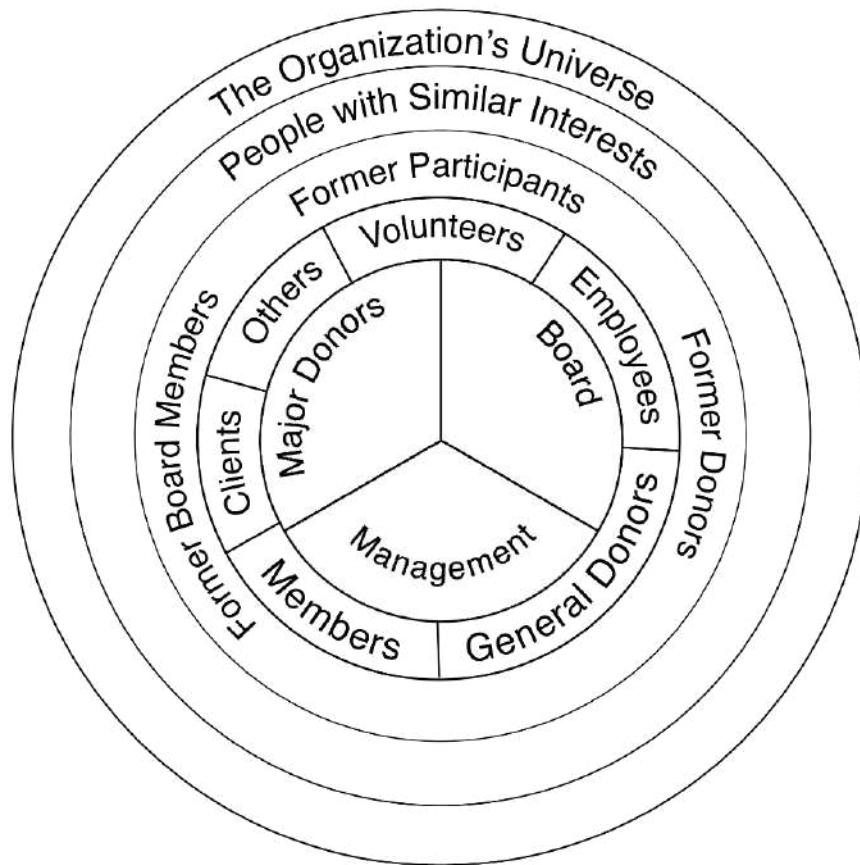
**Linkage  
Ability  
Interest**

**Donor Research  
and Acquisition**

### **LIA** Principle

**Linkage  
Involvement  
Advocacy**

**Donor  
Development**



## Constituency Model

Think through who your constituencies are:

Starting at the center with those who know the most and are most essential, moving outward from there.

How might you connect differently with your different constituencies?



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