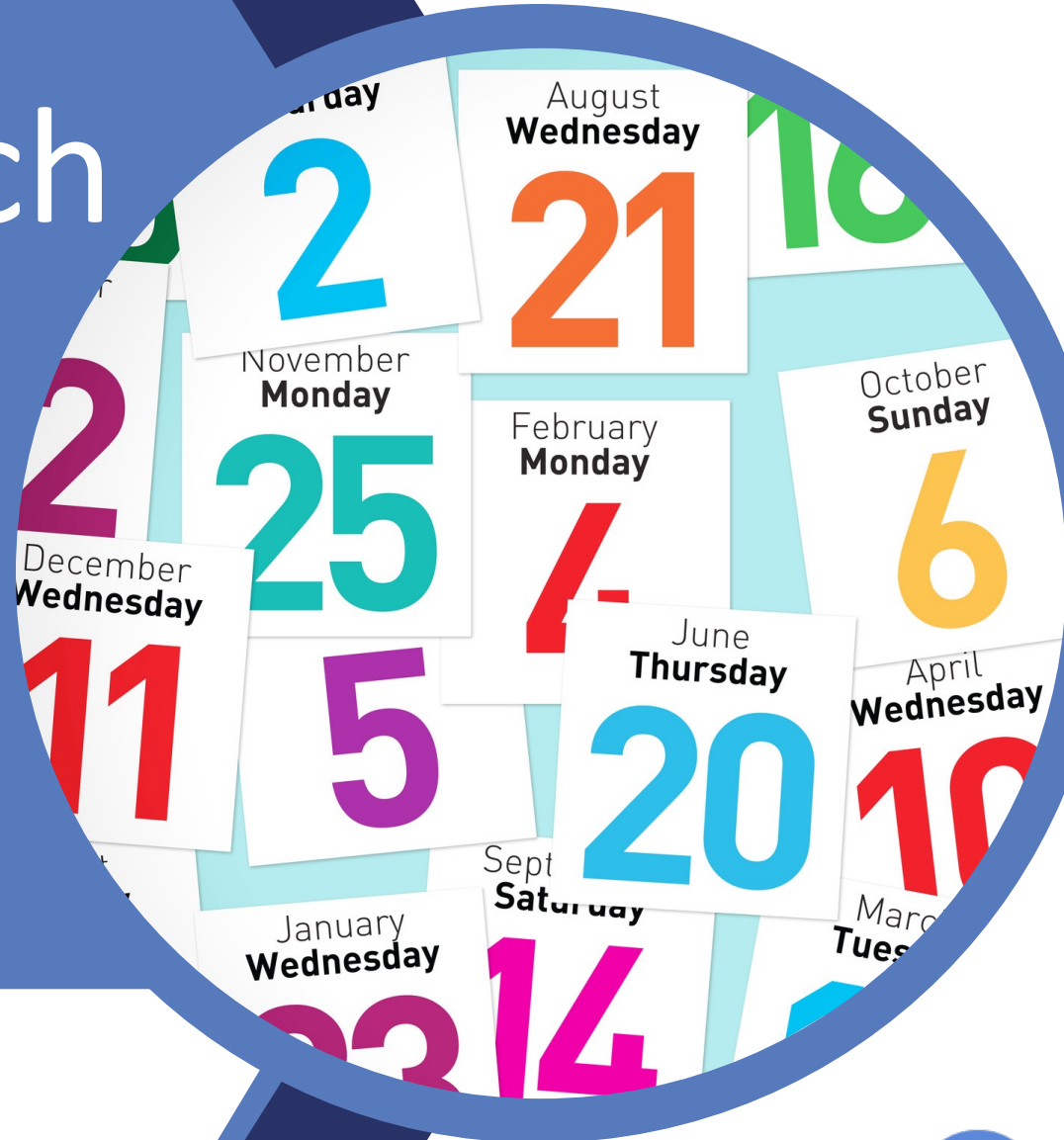




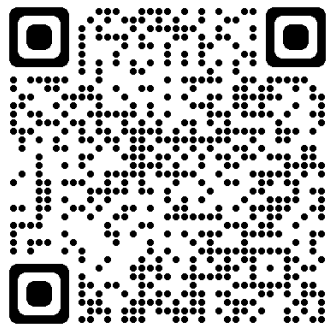
The Future of Church Funding Is Here

It's not one thing, but all things working together.



Joe Park, CFRE
CEO, Horizons Stewardship





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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.





Cesie Delve Scheuermann

Senior Ministry Strategist

Cesie has been teaching and learning about generosity for 25 years. First while attending Church of the Saviour, Washington, DC where the phrase, “God is the owner, I am the owner” became a profound realization and ongoing mantra. Cesie channeled her passion for teaching generosity principles by working with nonprofits and congregations to write grants, develop annual appeals and find creative ways to express gratitude to donors. She loves helping others find and experience the joy of generosity.





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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

The Annual Report
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INDIANA UNIVERSITY

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

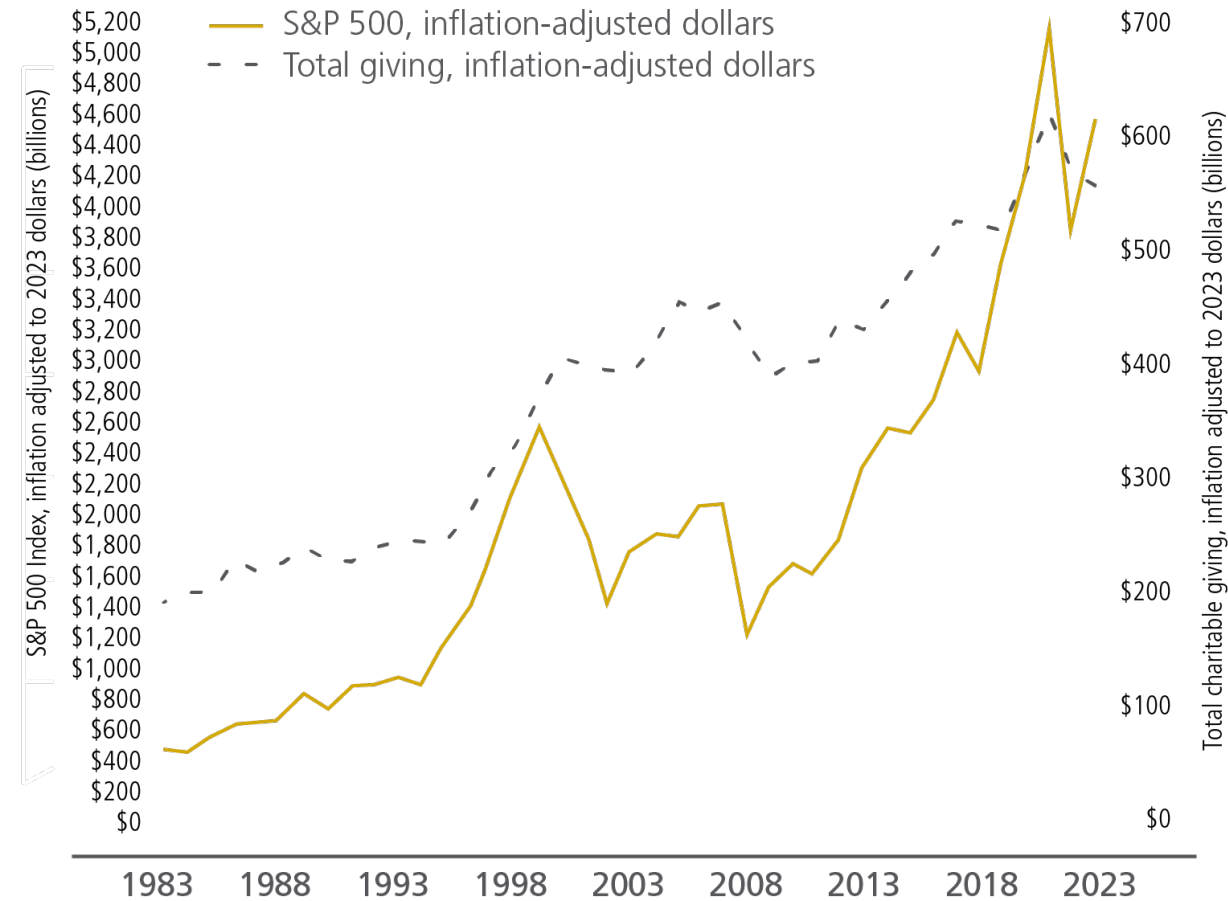
Med. HH Income	\$63.1k	\$74.2K	+15%
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Total charitable giving graphed with the Standard & Poor's 500 Index, 1983–2023

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



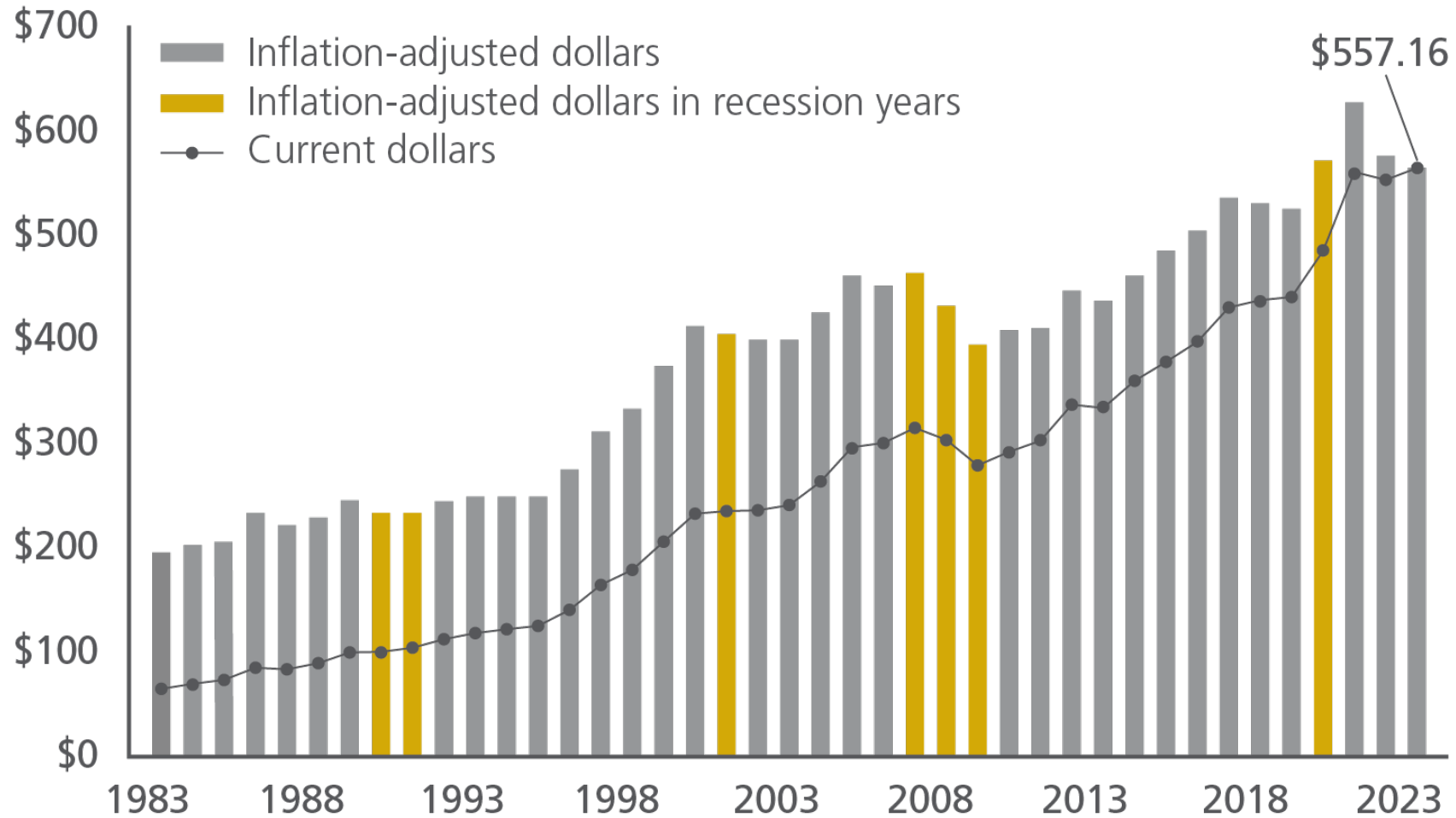
We Don't Have a Giving Problem

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



Total giving, 1983–2023

(in billions of dollars)



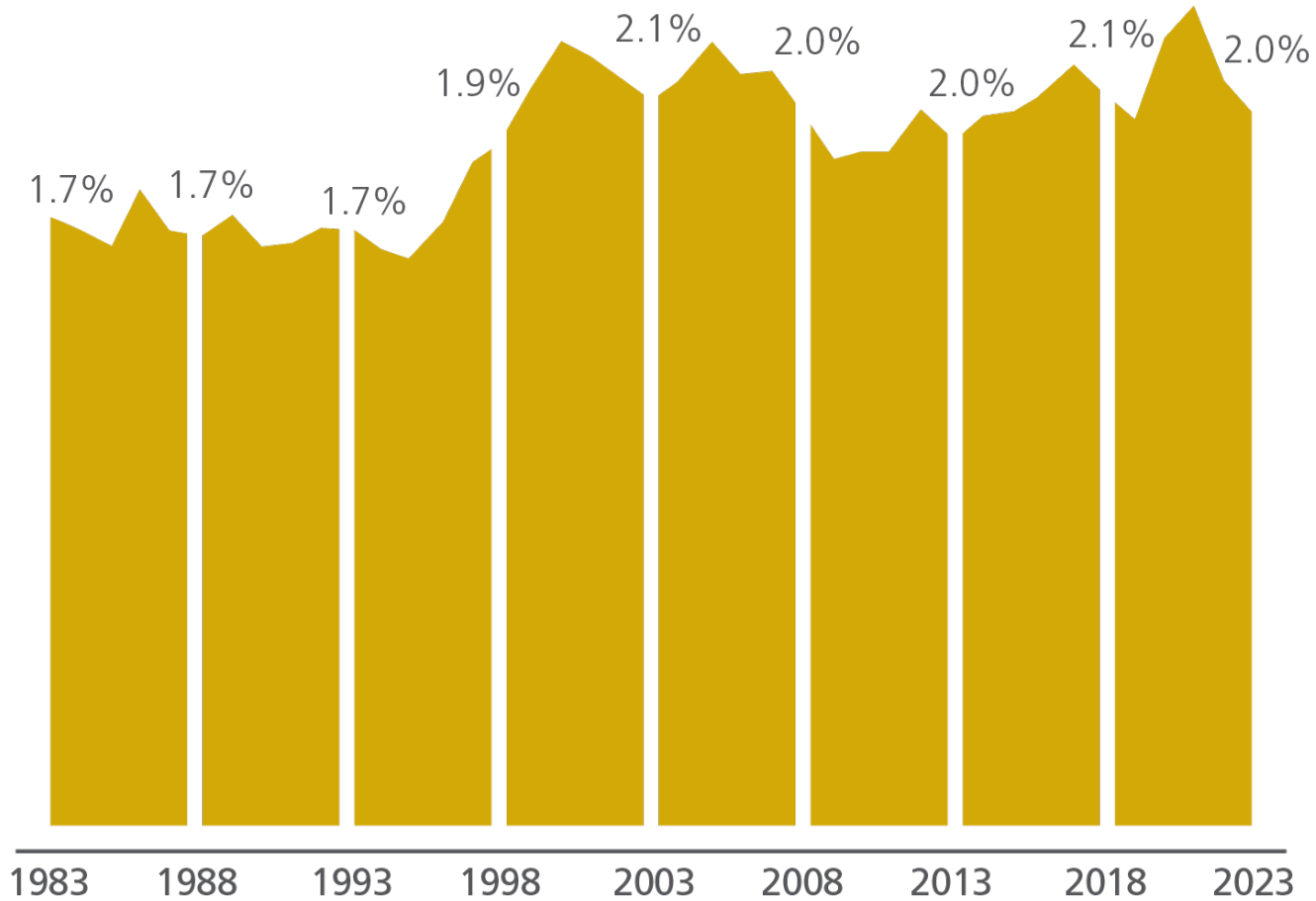
We Don't Have a Giving Problem

	<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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INDIANA UNIVERSITY



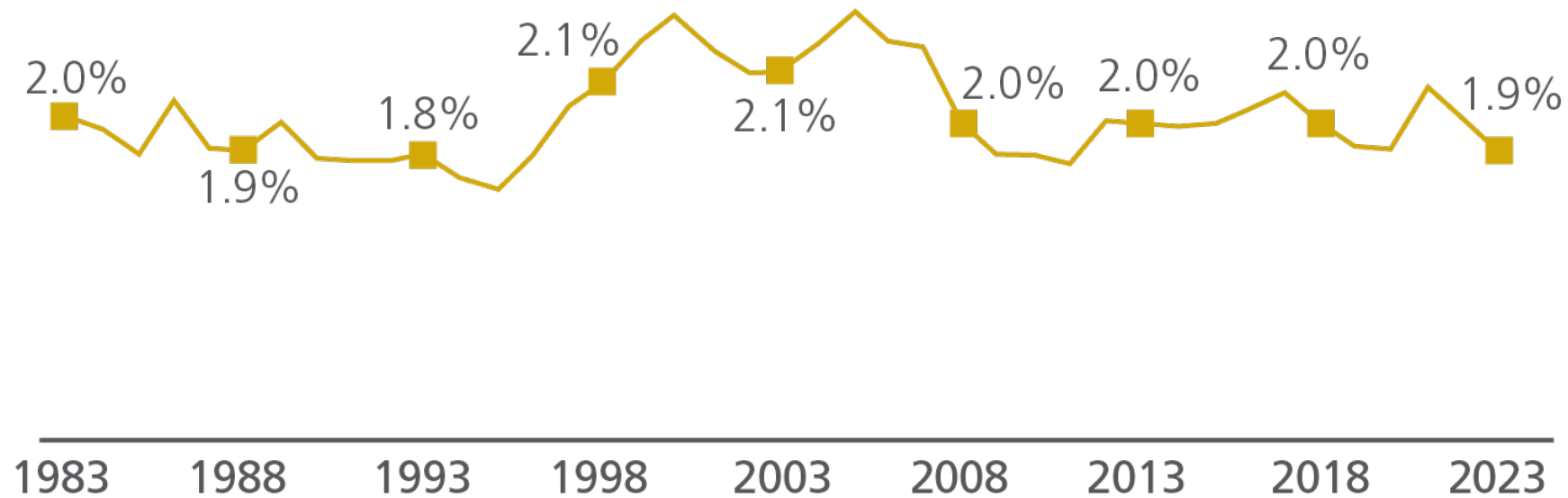
We Don't Have a Giving Problem

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

	<u>2018</u>	<u>2023</u>	<u>Chane</u>
Giving/ GDP	1.8%	2.0%	+ 10%
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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

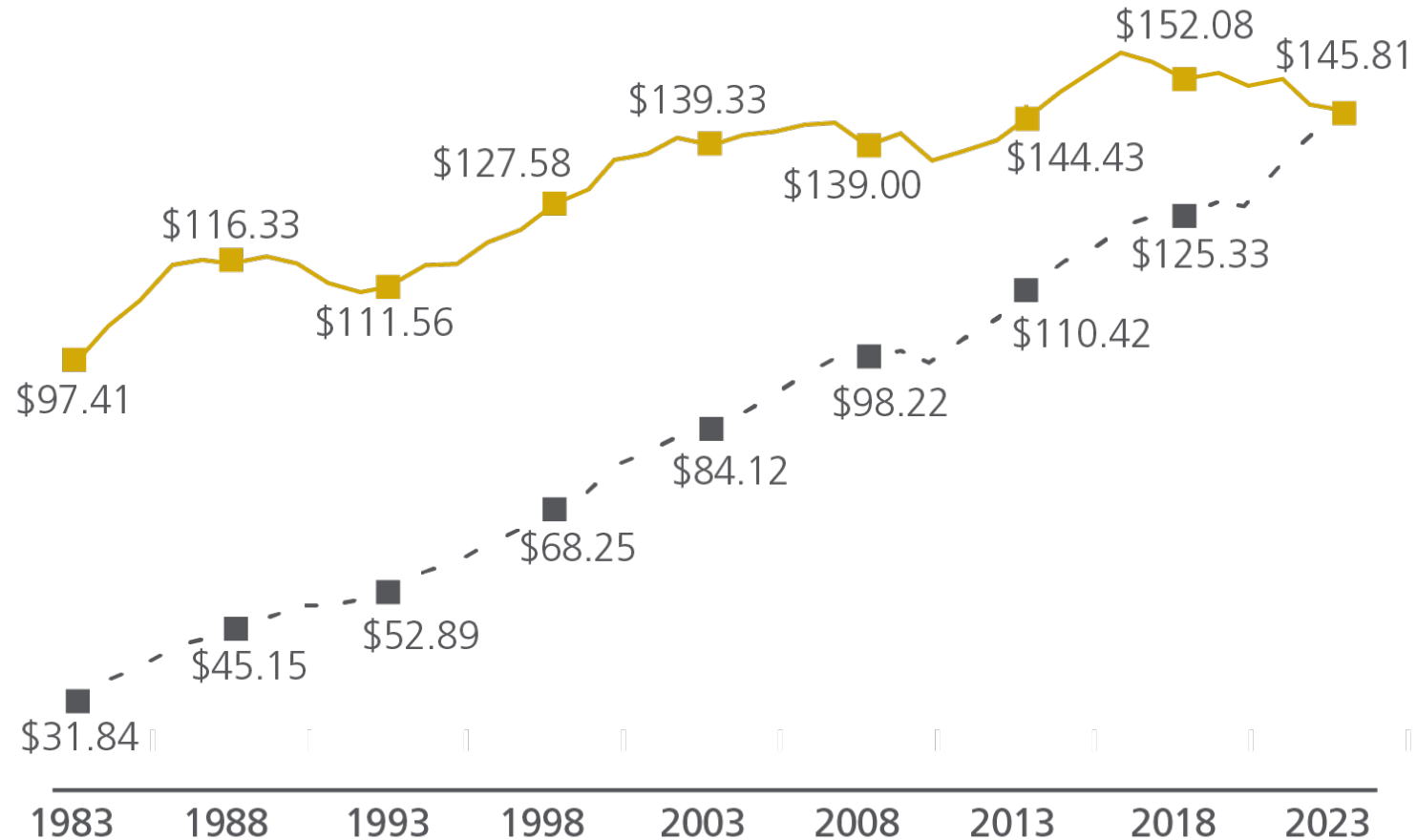




Giving to religion, 1983–2023

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



We Have a Giving to the Church Problem!

	<u>2018</u>	<u>2023</u>	<u>Chane</u>
Giving/ GDP	1.8%	2.0%	+ 10%
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Total Giving	\$245B	\$557B	+ 44%
Giving to Religion	\$128B	\$145B	+ 12%
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!

	<u>2018</u>	<u>2023</u>	<u>Chane</u>
Giving/ GDP	1.8%	2.0%	+ 10%
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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%

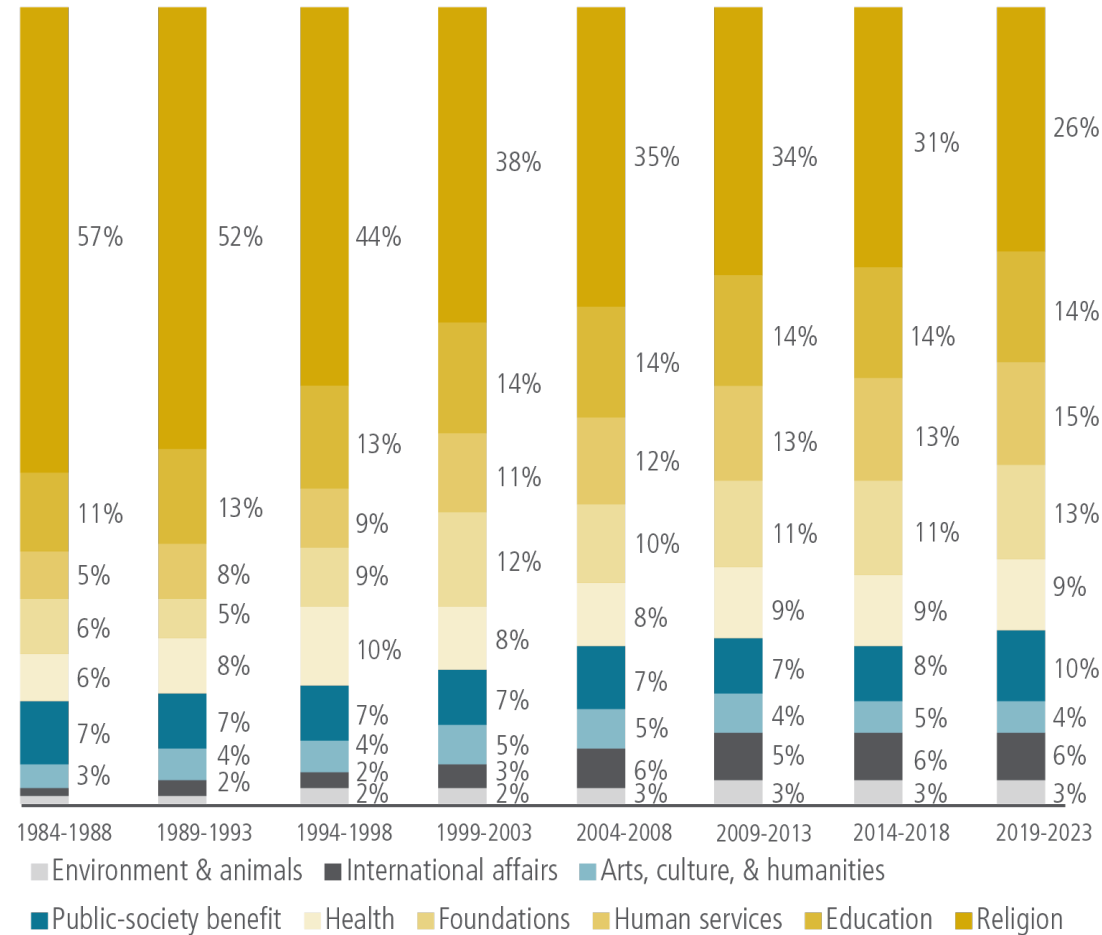
Religious purchasing power has fallen by 15% (2018-2023)





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

(adjusted for inflation, 2023 = \$100)



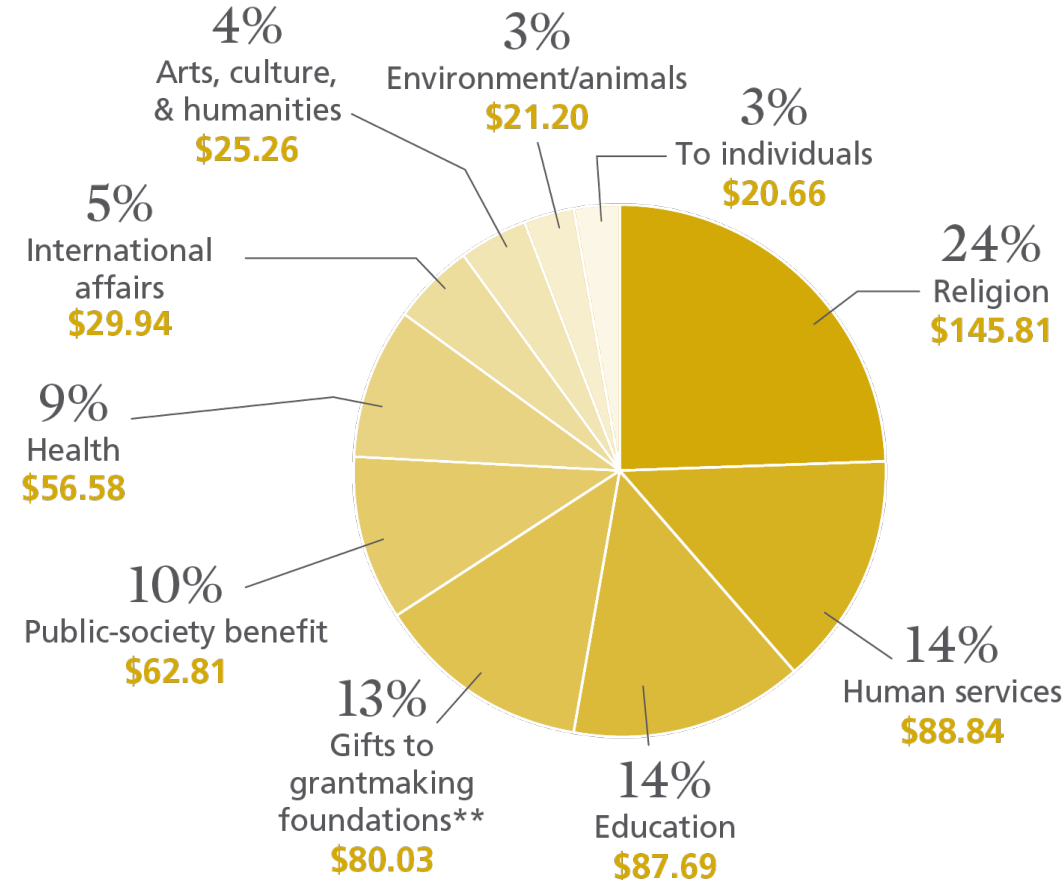
* Does not include "unallocated" or "giving to individuals"





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.

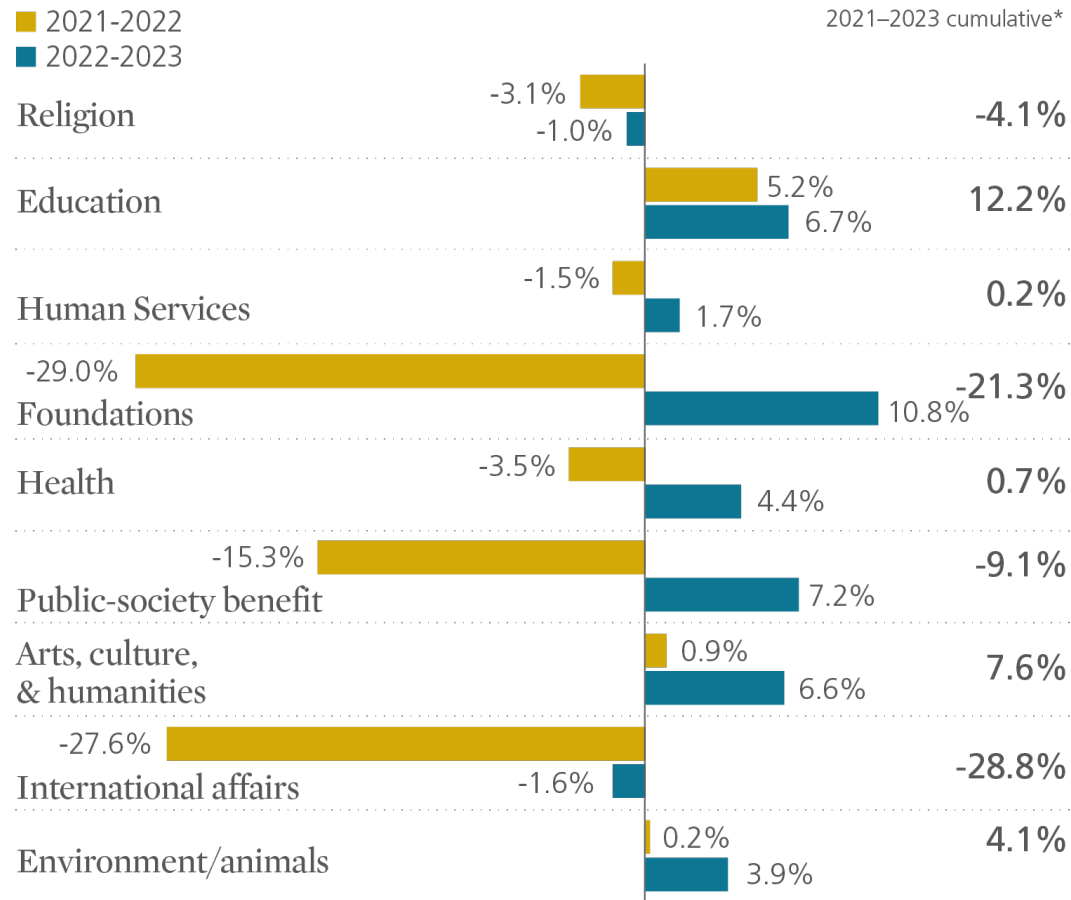
** Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.





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

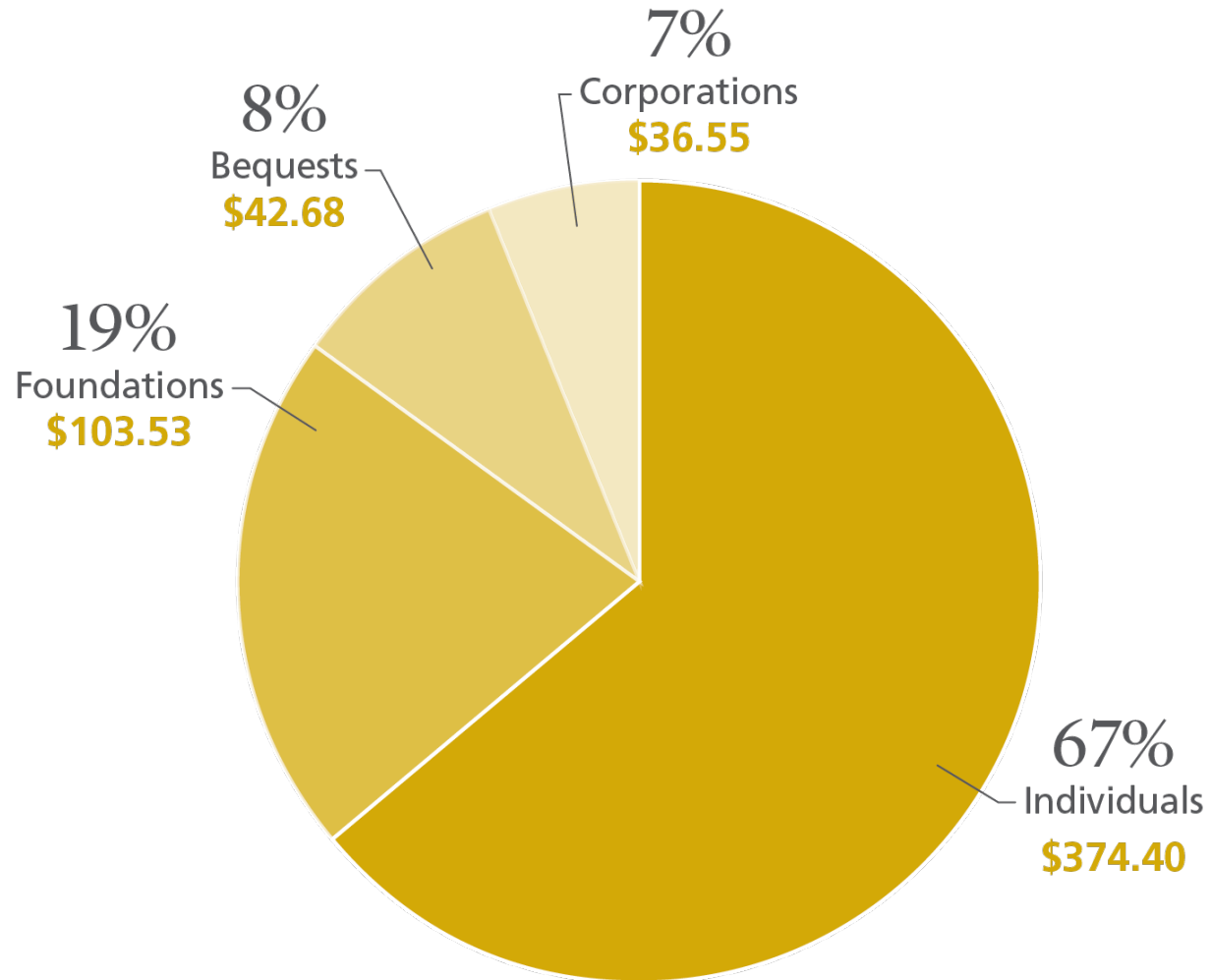
*The two-year change is calculated separately and is not the sum of the changes in the two years.





2023 contributions: \$557.16 billion by source of contributions

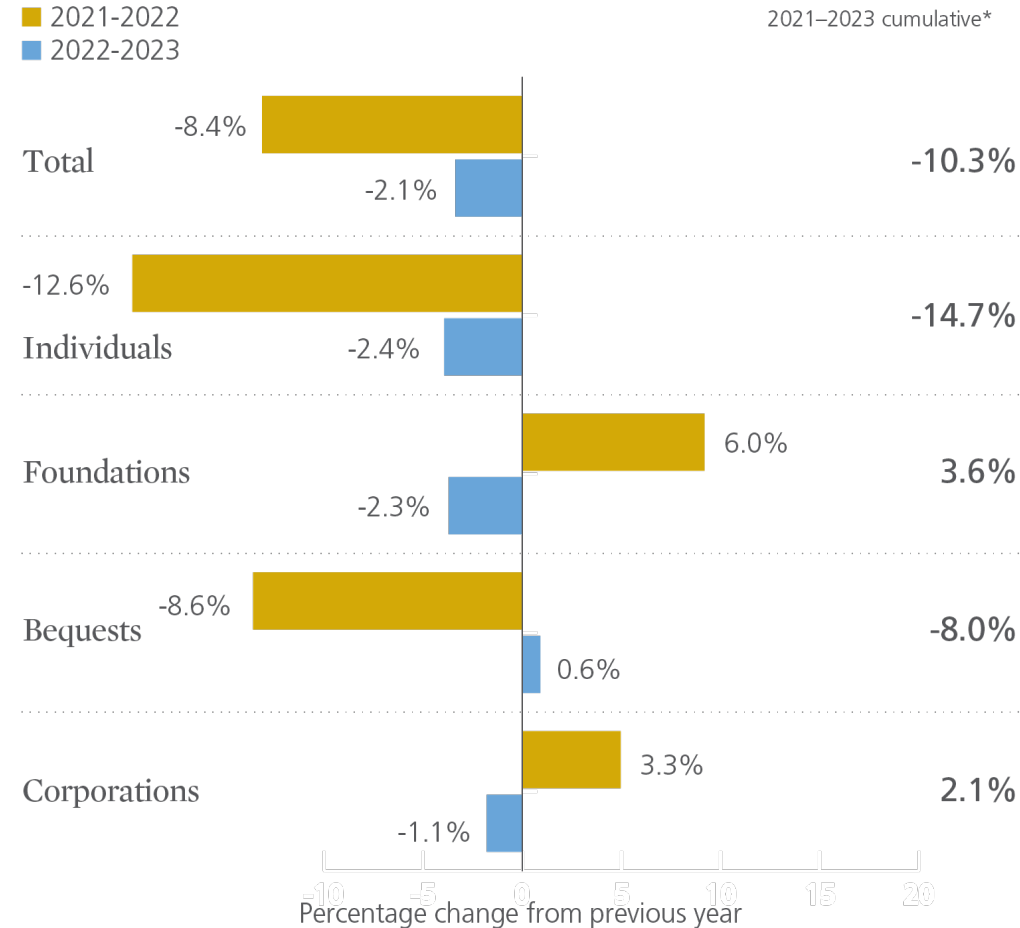
(in billions for dollars – all figures are rounded)





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

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



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





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



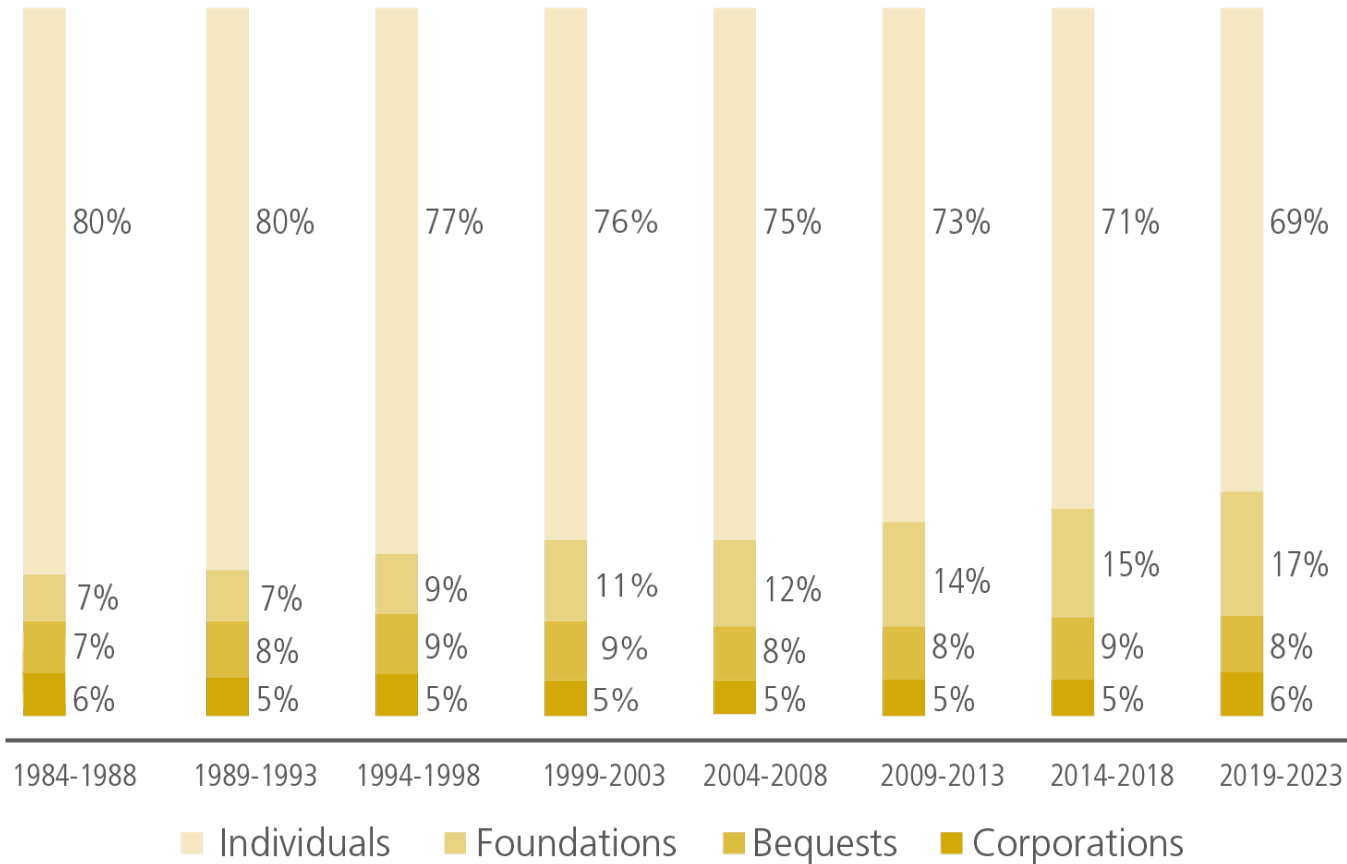
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Giving by source: Percentage of the total in five-year spans, 1984–2023*

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



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





Theology of Generosity



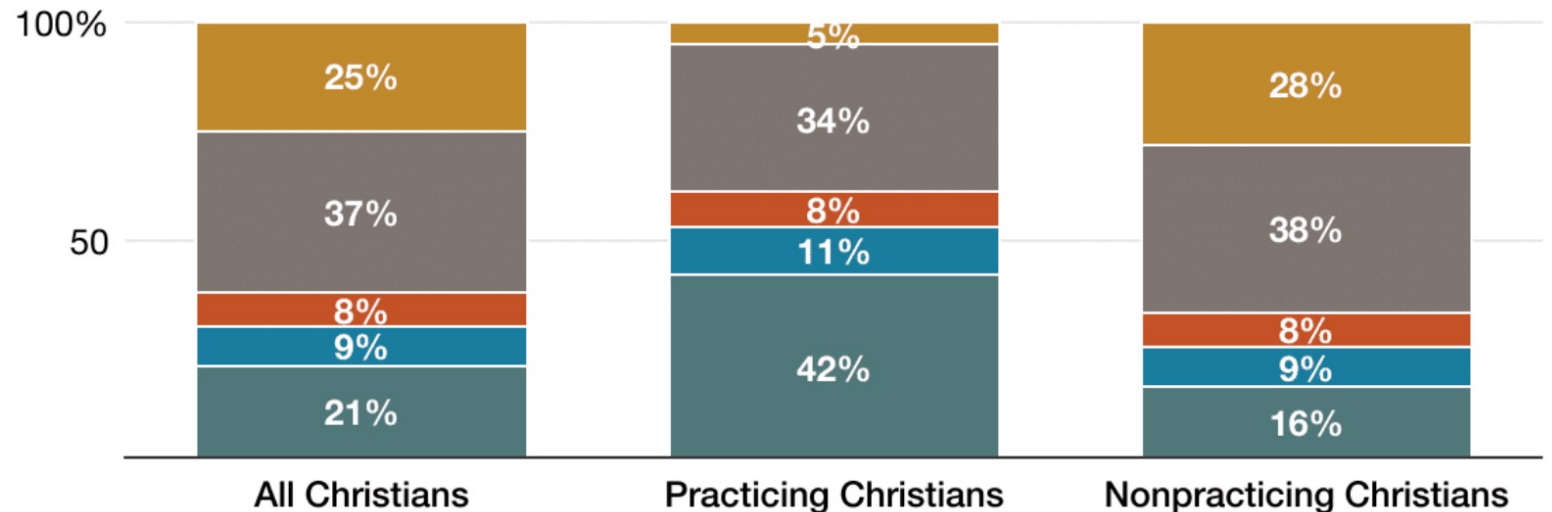
U.S. CHRISTIANS' ANNUAL GIVING



Is there a set proportion or amount of your annual income you give to your church or ministry?

Base: Christians

- Yes, I set my giving at 10% or more of my income
- Yes, I set my giving at less than 10% of my income
- Yes, but I give a different set proportion or amount each year
- No, the amount I give varies
- No, I do not currently give financially





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

Share of Wealth Owned by Percent of Population

	<u>1990</u>	<u>2020</u>	<u>% Change</u>
Top 1%	17%	24.0%	+ 29%
81-99%	44%	44.0%	0%

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

Fewer Are Giving More

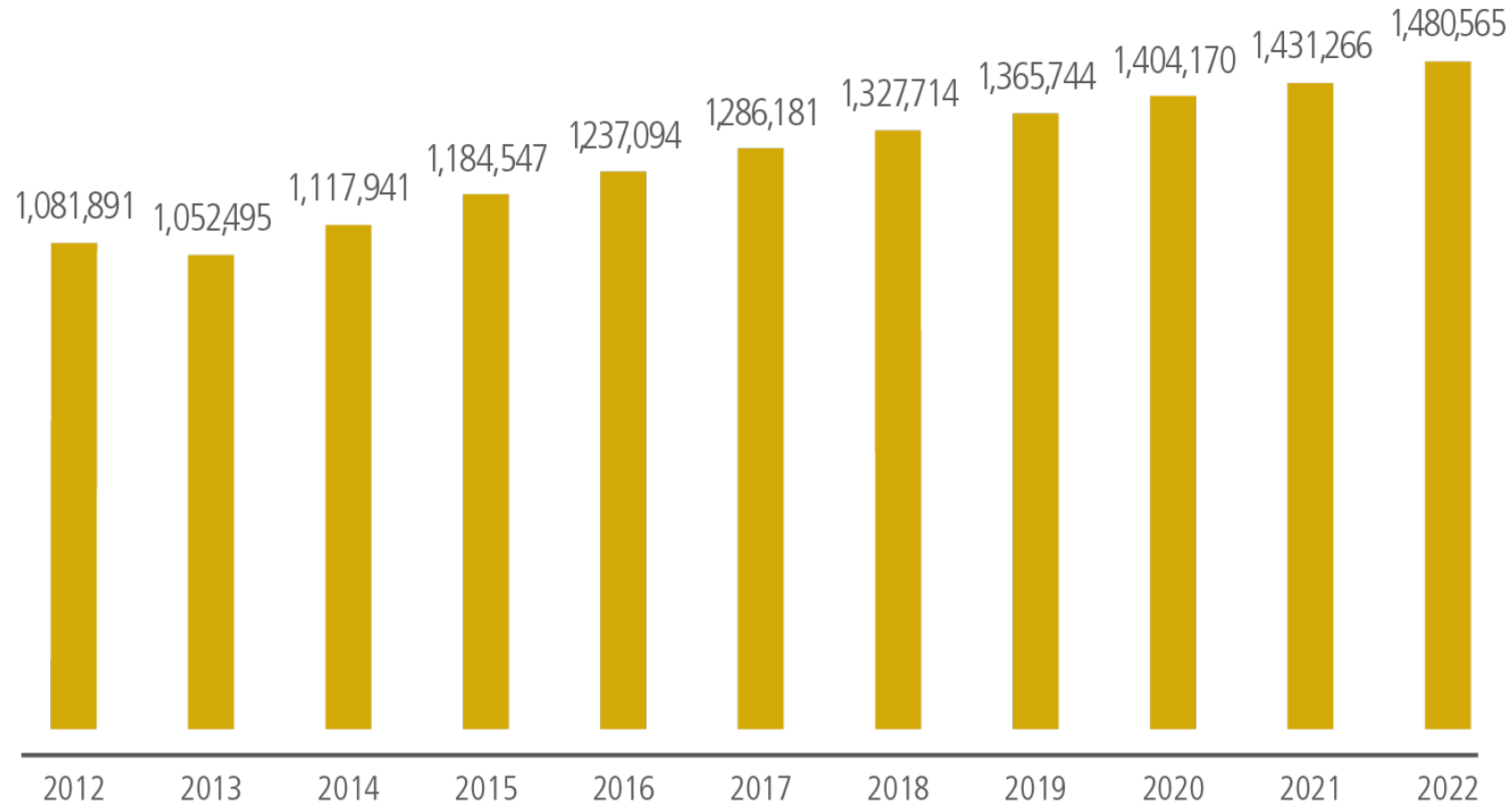
Share of Wealth Owned by Percent of Population

	<u>1990</u>	<u>2020</u>	<u>% Change</u>
Top 1%	17%	24.0%	+ 29%
81-99%	44%	44.0%	0%
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

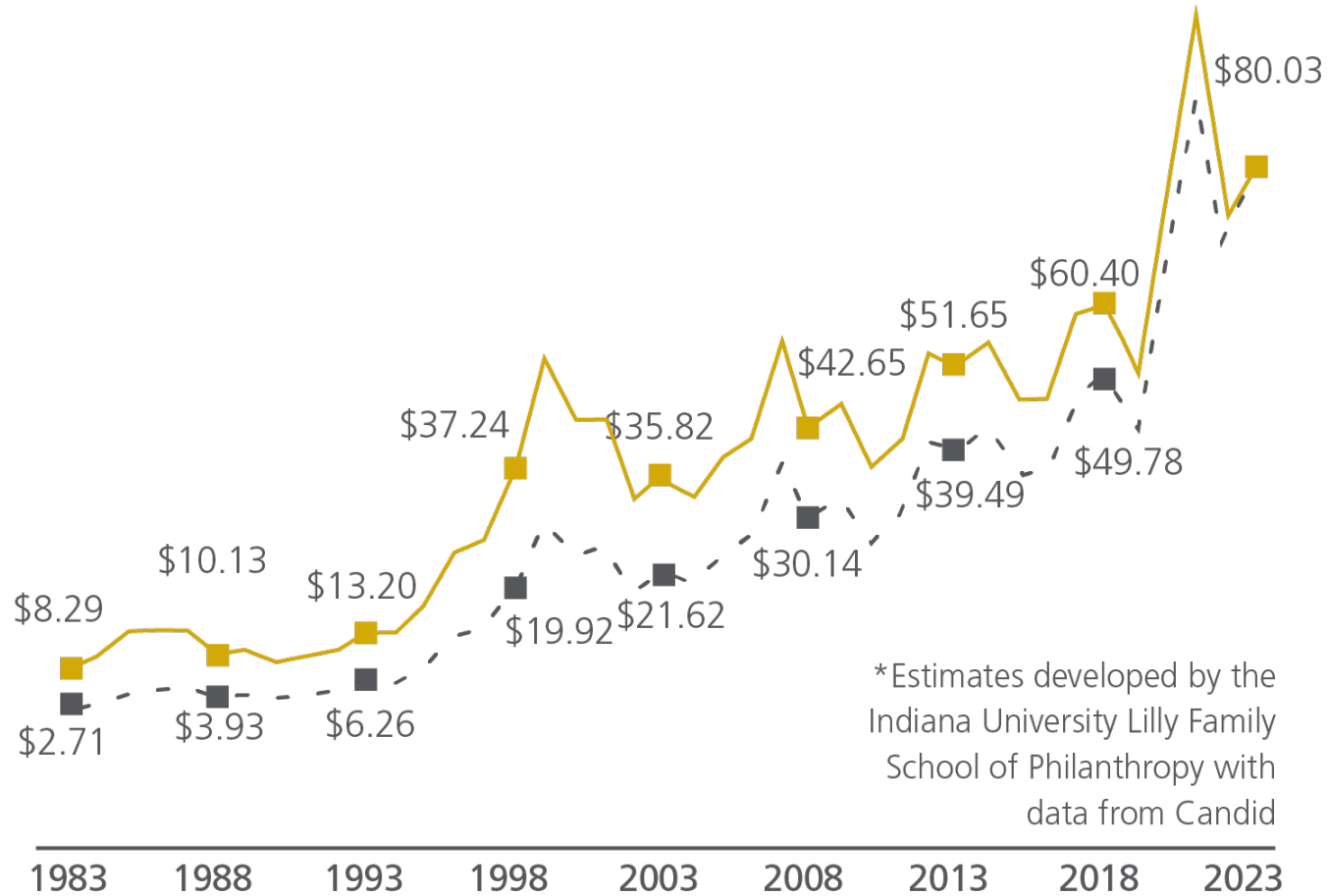




Giving to foundations, 1983–2023*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



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

