

Review of 2013 Financial Stewardship and Mission and Service Giving

Dear Friends,

First of all, thank you, each of you for supporting the generosity of the members of the church in 2013. Please take a moment to pause and share gratitude for all that was given. We are thankful for God's work carried out across Canada and around the world with these gifts in 2013.

1. Congregational stewardship AND the Mission and Service of the church are both supported generously and are declining slower than membership.

\$26M in annual gifts to Mission and Service (this is down \$1M from 2012)

\$ 2M in bequest gifts allocated to 2013 M&S

\$28M total M&S Revenue in 2013

2. There are strong levels of generosity in areas of directed giving to M&S partners and funded ministries.

\$1.97M in emergency response

\$0.50M to Extra Measures and through Gifts with Vision

\$0.25M from the UCW to Morogoro

\$0.15M to the M&S endowment fund in the Foundation

\$2.87M to M&S funded organizations beyond the unified fund.

Also

\$3.3M in bequest gifts were received for M&S - double the prior year

3. There is significant opportunity to increase participation levels in both Congregational Stewardship and the Mission and Service of the Church. The strategy to strengthen stewardship across the church for 2014 includes: a focus on increasing participation in giving for the local church AND M&S stronger engagement of field staff in supporting the M&S giving program concretely connecting the people of the church to the ministries of M&S

Thank you for your role in this generosity

David Armour

Director of Philanthropy

United Church of Canada

2013 Review of Financial Stewardship in The United Church of Canada

Now to him who by the power at work within us is able to accomplish abundantly far more than all we can ask

or imagine, to him be glory in the church and in Christ Jesus to all generations, forever and ever. Amen.

(Ephesians 3:20-21)

The God of mission has a church. Each United Church congregation and ministry is an expression of this

understanding and together we live it out. The United Church of Canada has a generous and mission-focussed

people. We give as an expression of our compassion for the world, with a desire to build community, and to

express our hope for God's world. We gave very generously again in 2013 for God's mission.

This generosity is a

reflection of strong stewardship practices across the whole church and is a response to the God of mission who calls us into relationship with one another to heal the world. Gifts for Mission and Service enable us to support United Church's global partners in 28 countries; community and justice work across Canada including 76 community ministries and 44 chaplaincies; theological education and ministry support at six theological schools and four education centres; faith formation and leadership development for broad ministry including over 100 outreach programs for youth; leadership in all 13 Conferences; and grants for 102 congregations.

1) Stewardship continues as generous support of both local ministry and mission AND the Mission and Service of the whole church. In 2013 a total of \$26,057,500 was donated in annual giving (this is down \$1,009,259 from 2012 results). Combined with \$1,971,000 of M&S bequests allocated to 2013, we close the year with a total of \$28,028,500 as 2013 Mission and Service Results.

a) For the mission and ministries of our local churches:

United Church research into congregational stewardship practices and M&S giving trends confirms that people are driven by a strong sense of faith. Eight in ten people indicate that supporting their local church and local mission is a priority. United Church people give 64% of their charitable gifts to the church. Priority is given to the local church with 74% of these total gifts for the church allocated to the local church.

b) For Mission and Service:

I. Together we gave **\$28,028,500** for 2013 United Church Mission and Service.

II. **Congregational gifts for Mission and Service in 2013 total \$26,057,500.** This includes gifts from United Church Women in 2013 of \$1,568,537, direct gifts of \$889,961 from individuals, and onetime gifts of \$511,165 from sales of property or locally received bequests,

III. **Bequests in the amount of \$1,971,000** were applied to the 2013 Mission and Service total.

2) In 2013 the members of the church gave very generously in a number of ways to M&S funded work beyond the single unified fund.

a) Humanitarian Crises

United Church compassionate response to **humanitarian crises** in 2013 was inspiring:

I. In total **\$1,924,113 was given for emergency response** to the work of M&S partners over and above M&S giving!

II. This includes, \$186,530 for Flood Crisis Recovery in Alberta, \$180,858 for the Syria Refugee Appeal and \$1,536,717 for relief and long-term reconstruction after Typhoon Haiyan in the Philippines - most of which was matched by the government.

b) Bequests

Within the total **bequest giving** of \$6,138,133 received in 2013 for the wider church, **\$3,368,115 was gifted for Mission and Service.** Given the volatility of bequest revenue from year to year these donations will be allocated to annual M&S revenue over the next four years starting in 2014.

c) Extra Measures and Gifts with Vision

For special projects with M&S partners that are over and above M&S giving such as **Extra Measures and Gifts with Vision**, the United Church's giving catalogue, the people of the United Church are embracing a generous way to give gifts that changes the world. In 2013, people gave over \$458,269 for *Gifts with Vision* projects and gave \$47,632 to Extra Measures. This is a **new total of over \$505,892 given over and above to our M&S partners.**

d) UCW

The **UCW 50th anniversary project raised \$268,956** to enable Canadian women to support Tanzanian women, resulting in healthier pregnancies, safer births, and healthier babies. We join the UCW in celebrating the women that have received midwifery training with M&S global partner Morogoro Women sTrainingCentre.

e) United Church Foundation

The **M&S Endowment** within the **United Church of Canada Foundation received gifts of \$166,960.** The revenue of this fund plus other gifts provided **\$101,330 to the M&S total.** In addition, grants of **\$735,400** to support work that is funded by M&S giving, totalling grants of **\$836,730.**

3) In the face of diminishing membership and declining giving to the M&S Unified Fund, there remains significant opportunity for growth by increasing participation levels in stewardship both locally and to the Mission and Service.

a) Fortunately the decline in Mission and Service annual giving since 2007 remains slower than the decline in membership.

b) **With 60% of households under pastoral care giving to the local church, there is opportunity for stewardship growth amongst people currently not giving to the local church.** There is great potential for growth in annual, emergency, gift-giving and legacy giving. Data gathered for the 2012 Yearbook

indicates a slow and even decline in membership and identifiable givers to the local church.

c) While commitment to Mission and Service amongst leaders in the church is high as eight in ten give for

Mission and Service, only 44% of people who give to the church also give for M&S. **The area of greatest potential for M&S is to connect the other 56% to M&S.**

d) **Pre-authorized Remittance (PAR) continues as a strong engine of growth.** Again in 2013 more congregations started using PAR. Giving to the church **AND** M&S through PAR continues to facilitate higher monthly giving than the national average.

- e) The strategy to strengthen stewardship across the church for 2014 includes
- I. **a focus on increasing participation** in giving for the local church AND for Mission and Service;
 - II. **stronger engagement of field staff** in supporting the M&S giving program alongside congregational giving,
 - III. **more actively pursuing opportunities** for the people of The United Church of Canada to concretely connect to the ministries of Mission and Service

Gratitude changes us.

Generosity is the fruit of gratitude.

The generosity of the people of The United Church of Canada changes people lives here in Canada

And around the world, for God s mission today and into the future.

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