

Finance – Town Hall follow up

As we strive to be as transparent as possible, we need to clarify the vizuals slide referencing givers and average giving.

What is the relationship between number of givers and average gift?



As it will be easier to view, these are the real numbers. As the slide suggests, givers are down and average per giver is up. The key takeaway is we have fewer people giving more.

- 2017 341 givers \$2,235
- 2018 297 givers \$2,474
- 2019 264 givers \$2,545

Another question was posed, “if our average giver is giving more why are we in a deficit?” The answer is we've lost larger donors or they're giving less. We've lost 28 folks who accounted for \$73,000 this year alone. Why have we lost them? Research shows they've passed away, moved or been unhappy with the current direction of the UMC. As Fran presents in this article “Coming Death Tsunami” St Marks is not the only church struggling with this, it's happening everywhere. And it's not going anywhere. -

<https://www.ministrymatters.com/all/entry/1868/the-coming-death-tsunami>

“The second option is to acknowledge that things are not the same as in years past, and the previous financial baseline is no longer realistic. The church makes the difficult but ultimately life-saving decision to reduce the financial baseline to one that is more realistic for the new circumstances. It is from this new and more appropriate baseline that the church can begin to build strength for the future. One of the reasons churches tend to do better after such a financial recalibration is that energy previously sapped through maintaining financial survival now can be spent for outreach and ministry.”