

STATE OF THE FIELD

a thought leaders convening on faith & giving

Wednesday, June 5, 2024




What is the Big Picture for Faith and Giving today?



The Shifting Ground of Faith and Giving

David King
Elizabeth Lynn

A photograph of a park with a large tree stump in the foreground and a blue-tinted overlay containing text. The background shows a paved path, trees, and a clear sky. The text is white and centered on the blue overlay.

Changing patterns of faith
Changing patterns of giving
Shifts affecting all sectors (not just faith)...
... inviting new imagination and partnerships



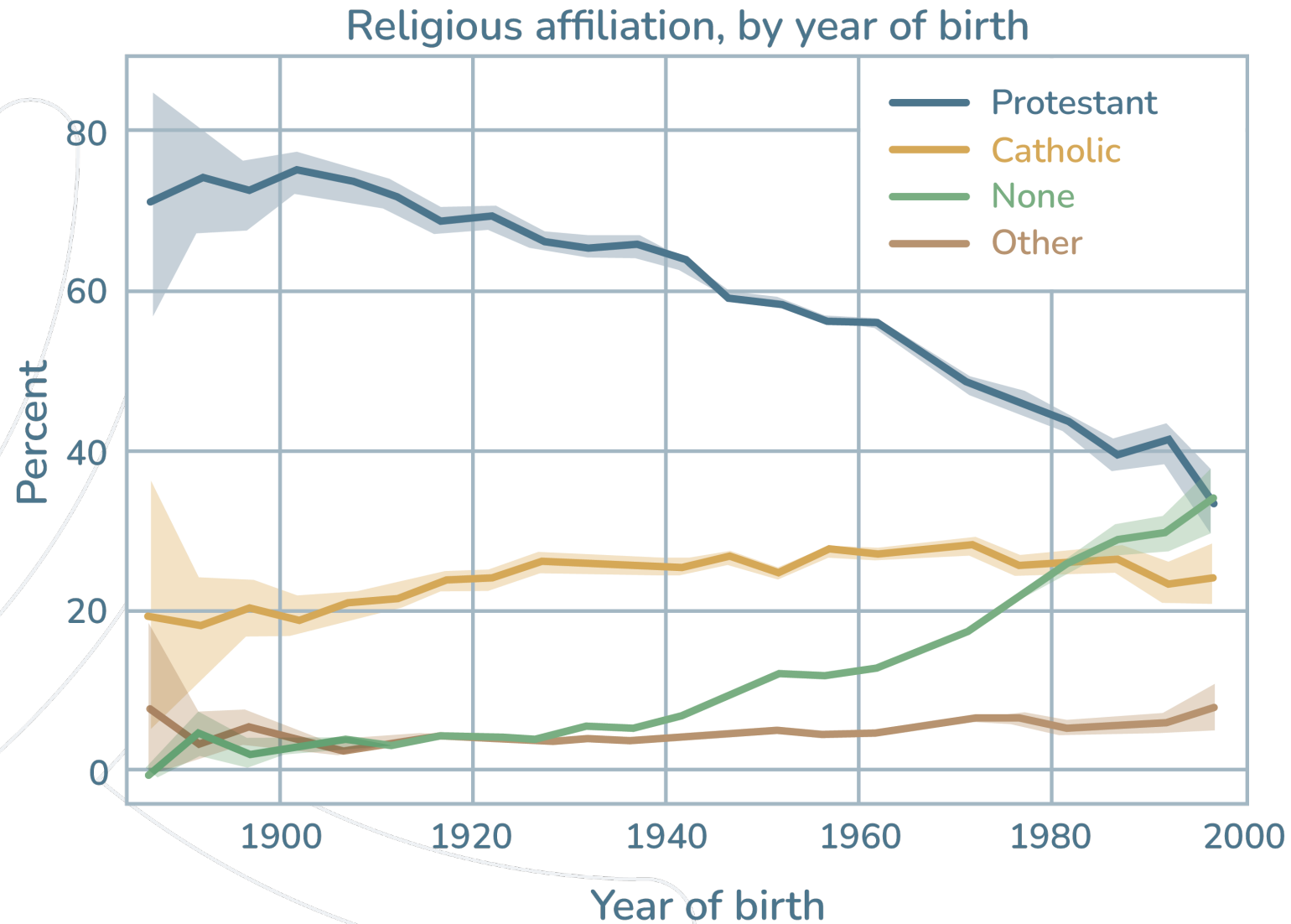
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American Religiosity: Affiliation



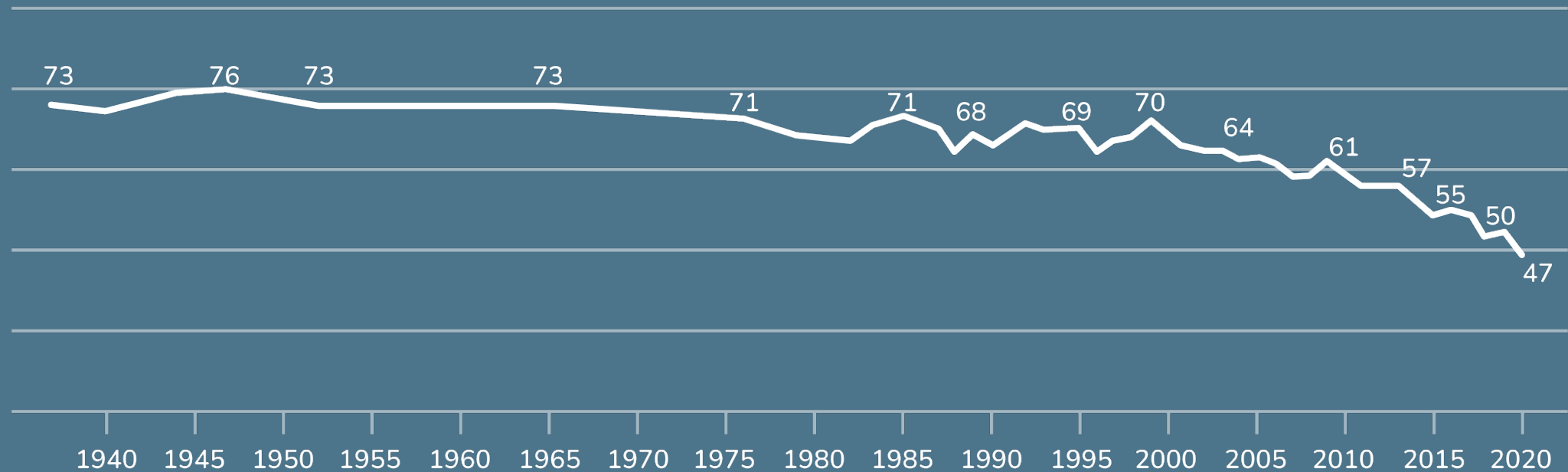
Source: Scientific American 2017

American Religiosity: 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 Religiosity: Attendance

*More than half of Americans
rarely go to church, synagogue,
mosque.*

Attending weekly: 21%
Attending seldom/never: 56%

Source: Gallup, 2024 as reported
in Religion News Service

“From the Age of Association to Authenticity”

Dwight Zscheile - Luther Seminary | August 2021



“The vast majority of congregations in America were birthed in and designed for the Age of Association.”

“They are sustained by voluntary membership,
giving, and participation—



—all of which make less and less sense in the
Age of Authenticity, especially to emerging generations.”

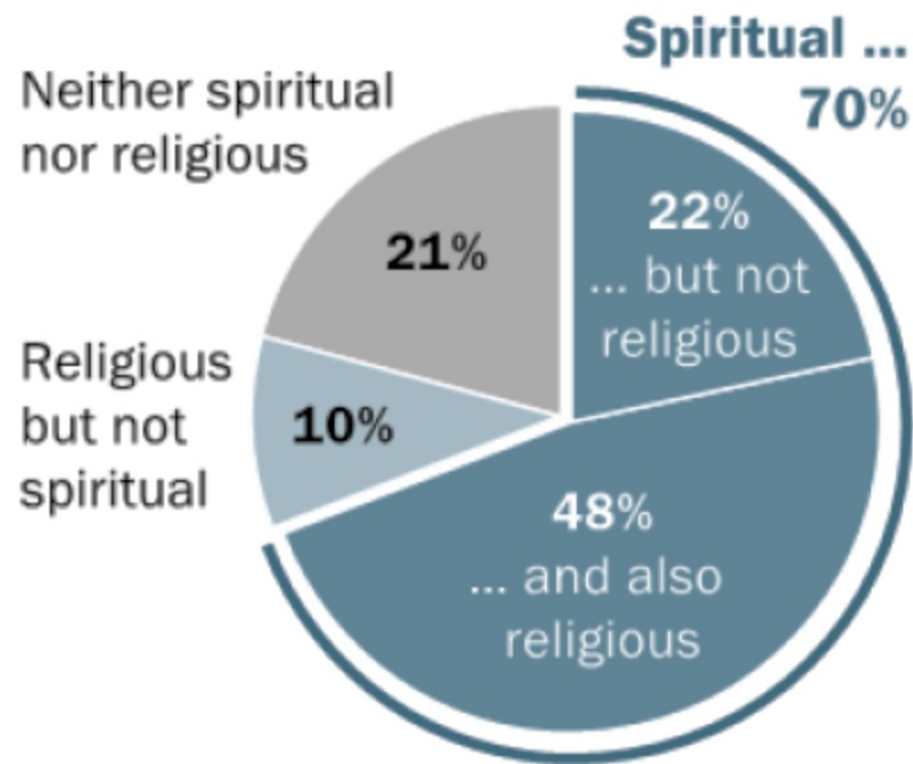
“People feel less and less of a need to affiliate with an organization to find meaning, community, and purpose;



that is understood instead as a
highly personalized journey.”

22% of Americans are spiritual but not religious

% of U.S. adults who are ____



Source: Pew Research Center, 2023

88% of people engage in a spiritual or religious activity weekly or more.

Source: Fetzer Institute, "A Study of Spirituality in America," 2023

Sign-Up Sheet

For:

Date: _____

[illegible]





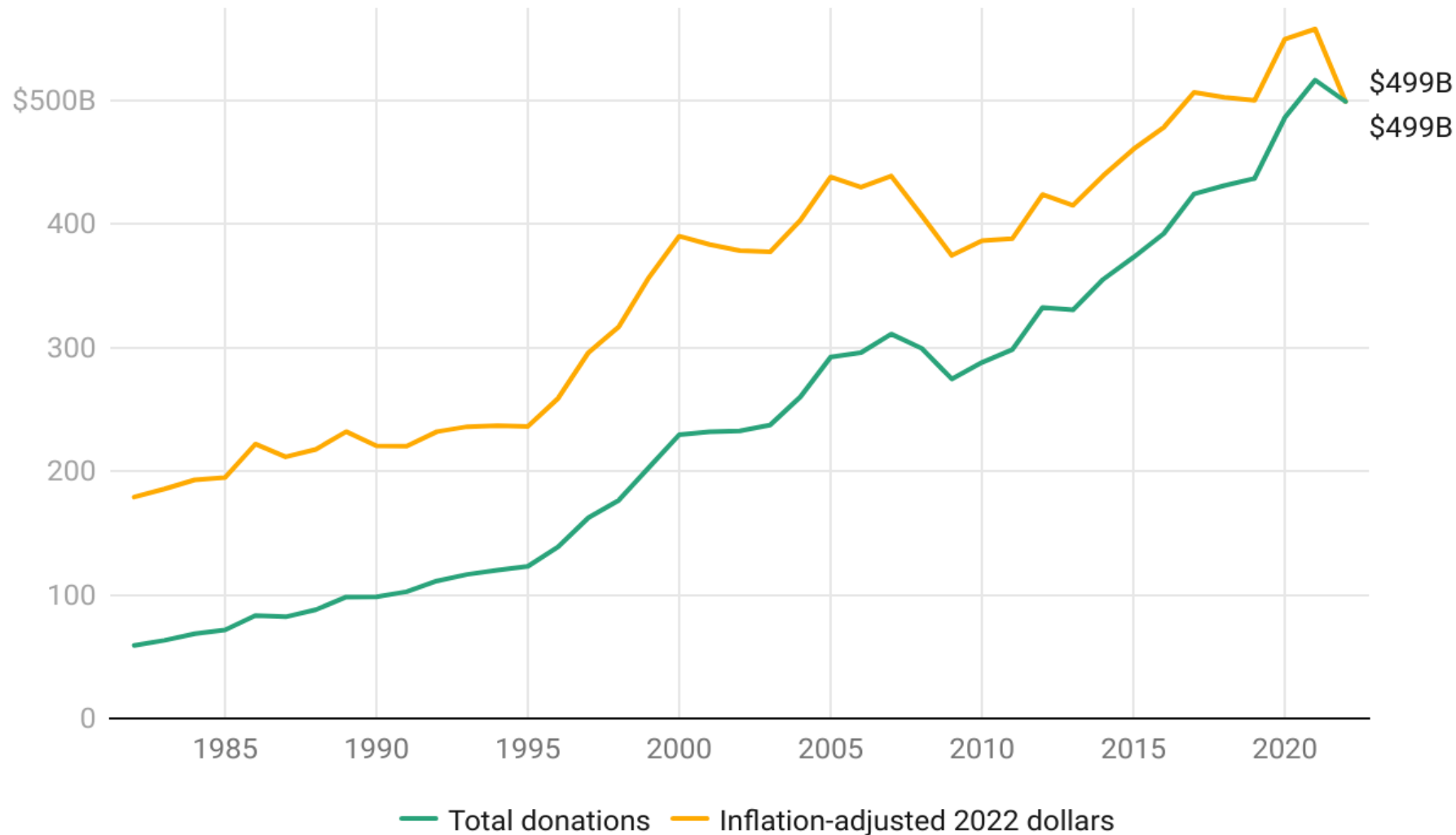
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US Charitable Giving Through 2022



The sharp decline seen in 2022 was the first decline in inflation-adjusted terms since the Great Recession

American Generosity

While U.S. giving remains at near record highs, the share of Americans who make donations is failing.

Decline in % of households giving to charity

(Share of Americans giving to charity 68% in 2002 → 55% in 2014)

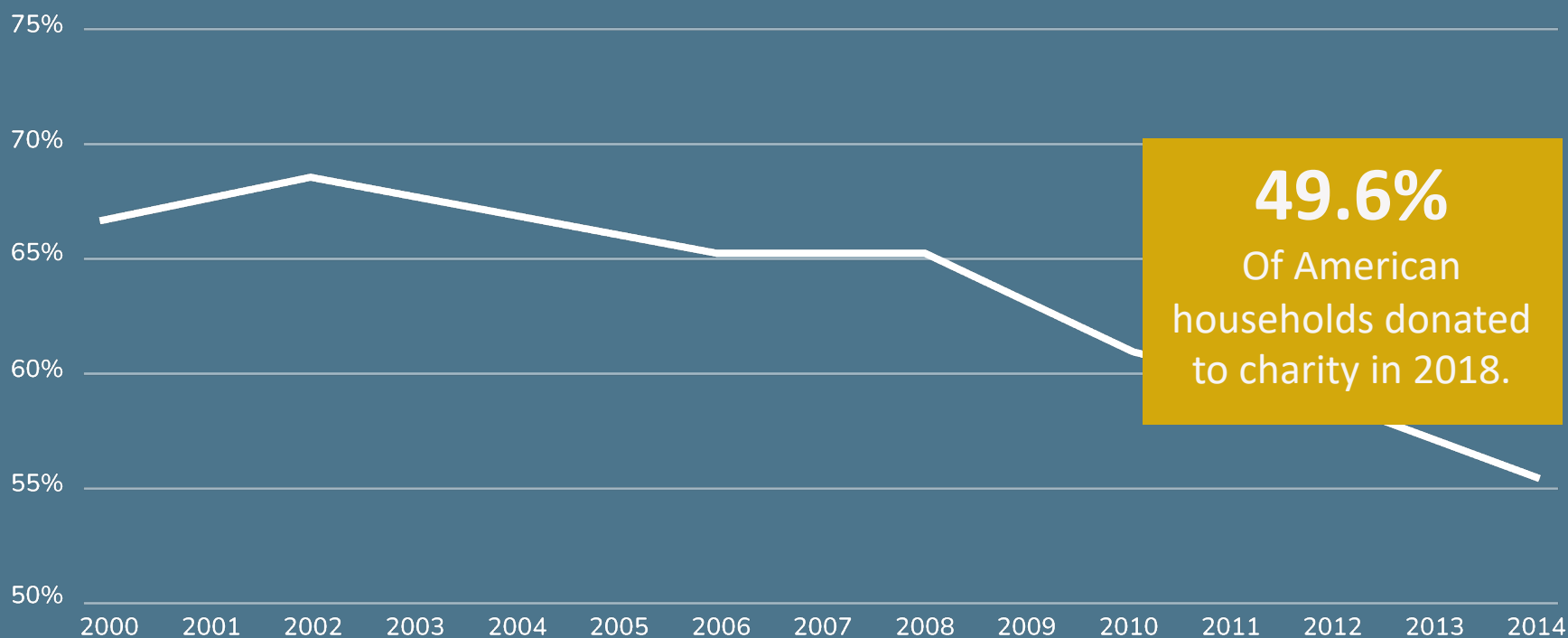
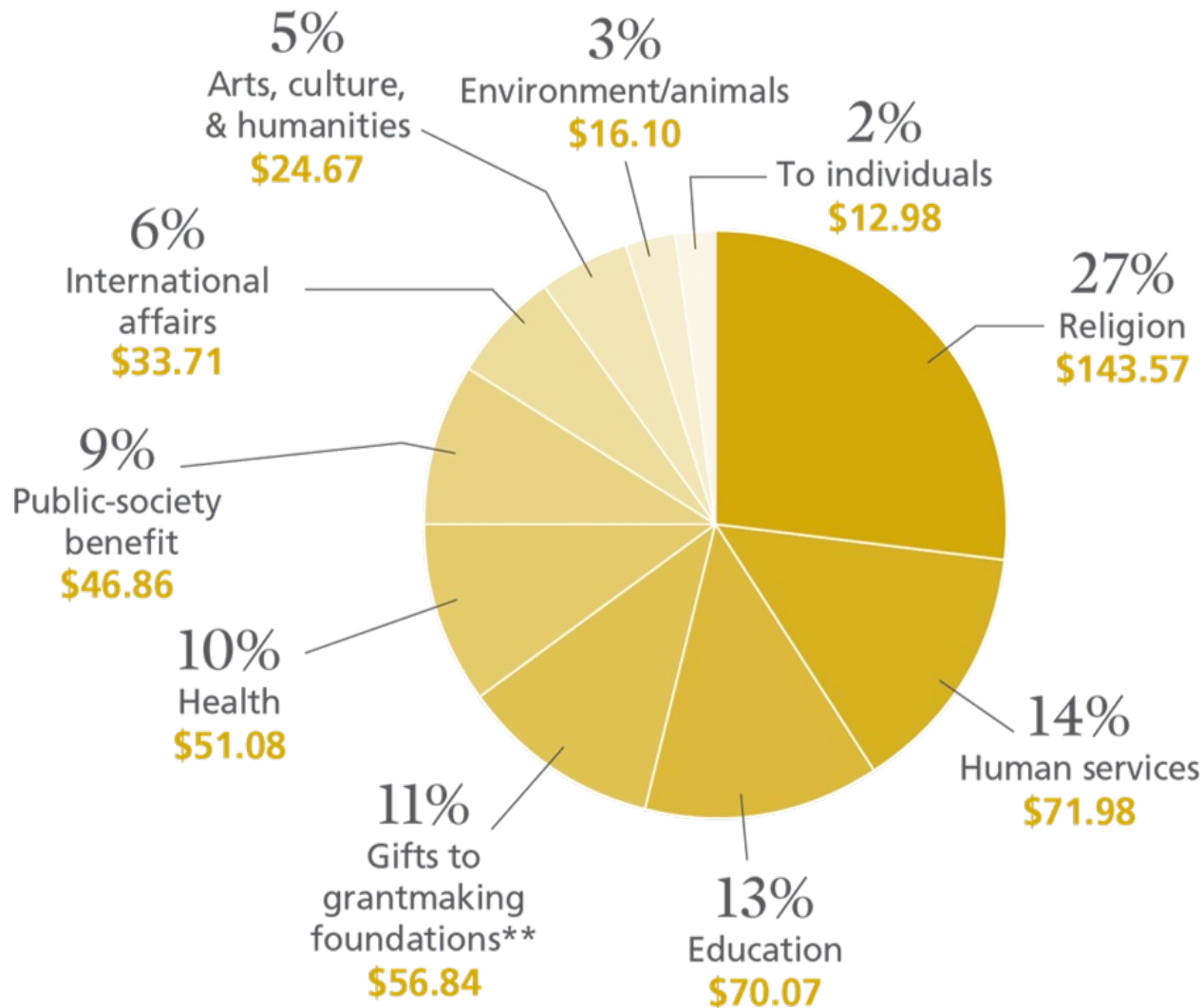


Chart: The Conversation, CC-BY-ND • Source: University of Michigan/IUPUI Lilly School of Philanthropy Panel Study • [Get the data](#)

Religion is the Beneficiary of Donor Generosity



2022 Contributions:
\$499.33 billion by type of recipient organization
(in billions of dollars – all figures are rounded)

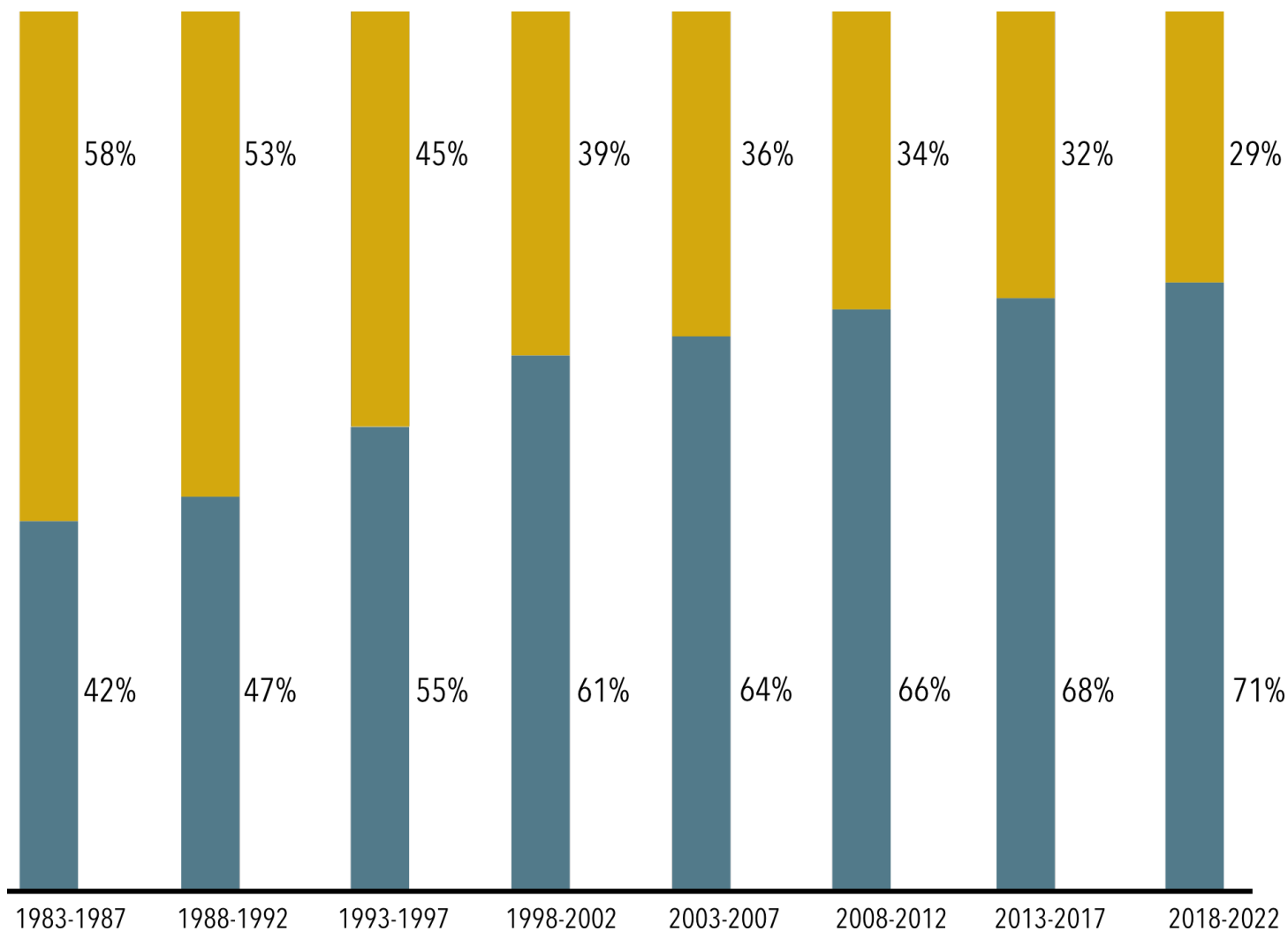
* Total includes unallocated giving, which totaled -\$28.54 billion in 2022.

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

Source: Giving USA Foundation™ *Giving USA 2023*

Giving to Religion:

Declining as a Share of Total Giving



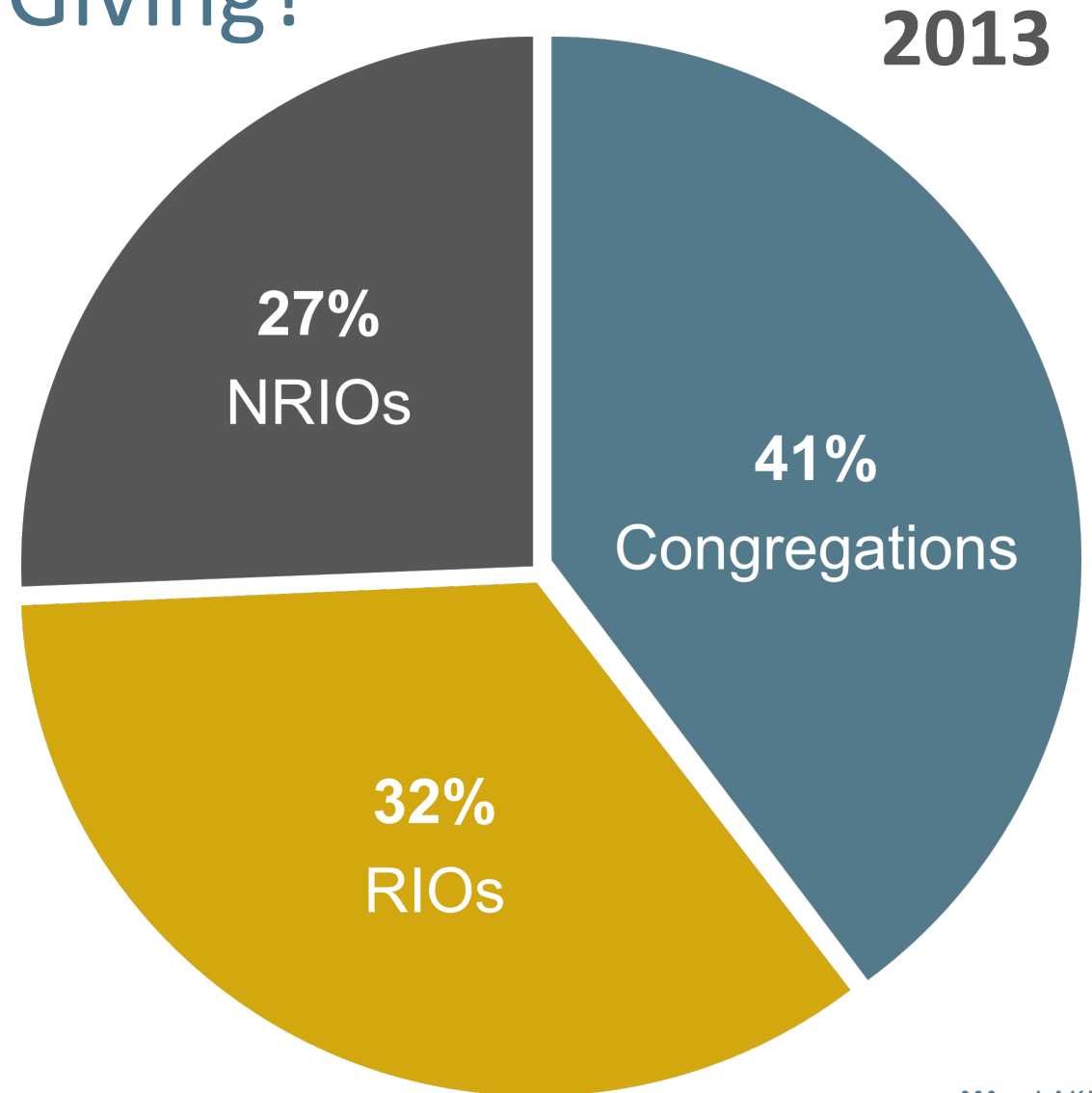
Giving by type of recipient as a percentage of the total in five-year spans, 1983-2022* (adjusted for inflation, 2022 = \$100)

■ Religion

Source: Giving USA Foundation™ *Giving USA 2023*

What Counts as Religious Giving?

In 2013, from donors' perspective, the majority (73%) of Americans' charitable giving goes to organizations with religious ties.





Dollars up....
....donors down



Source: Canva

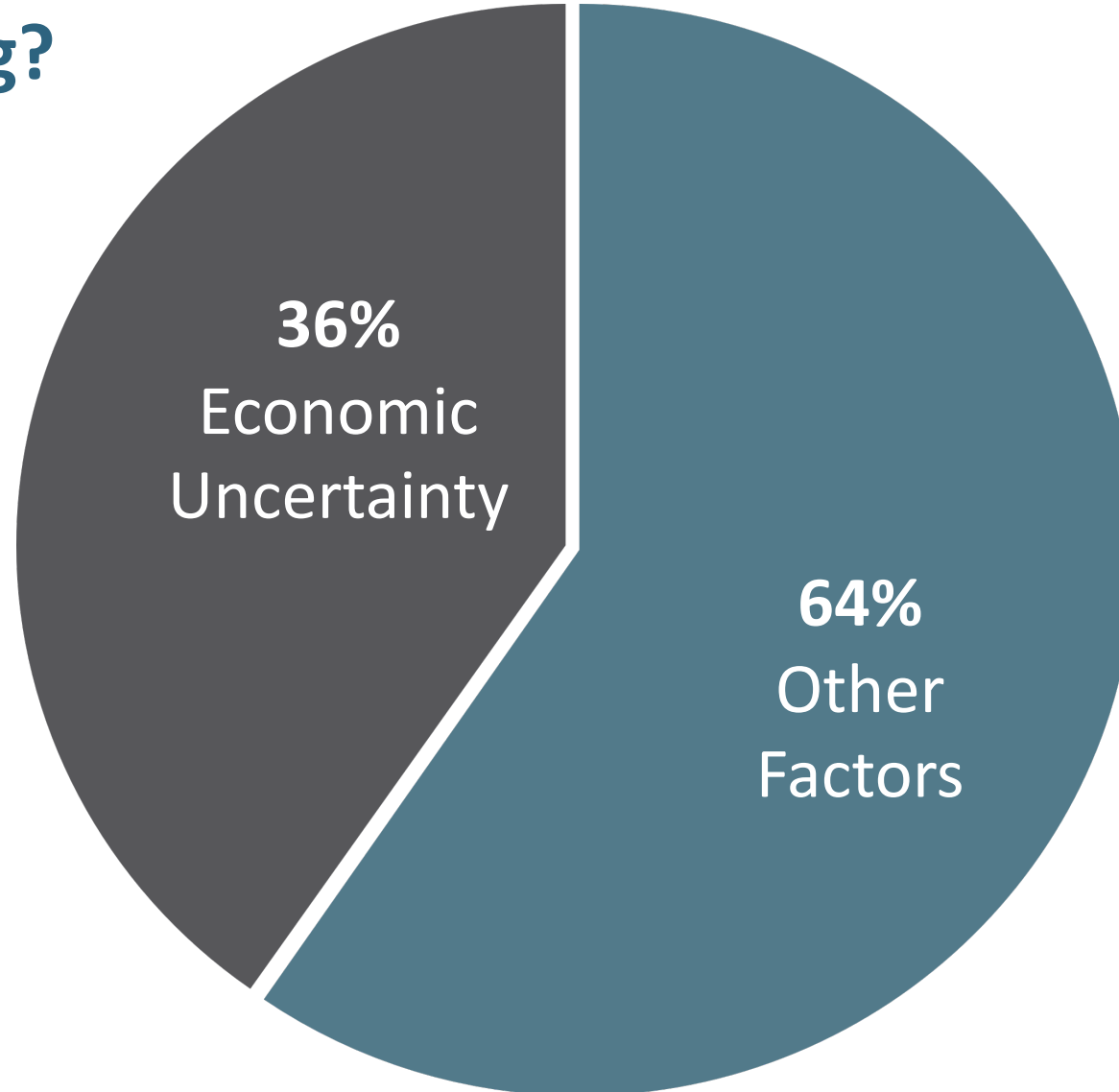
Fewer givers...
...giving more

Source: Canva

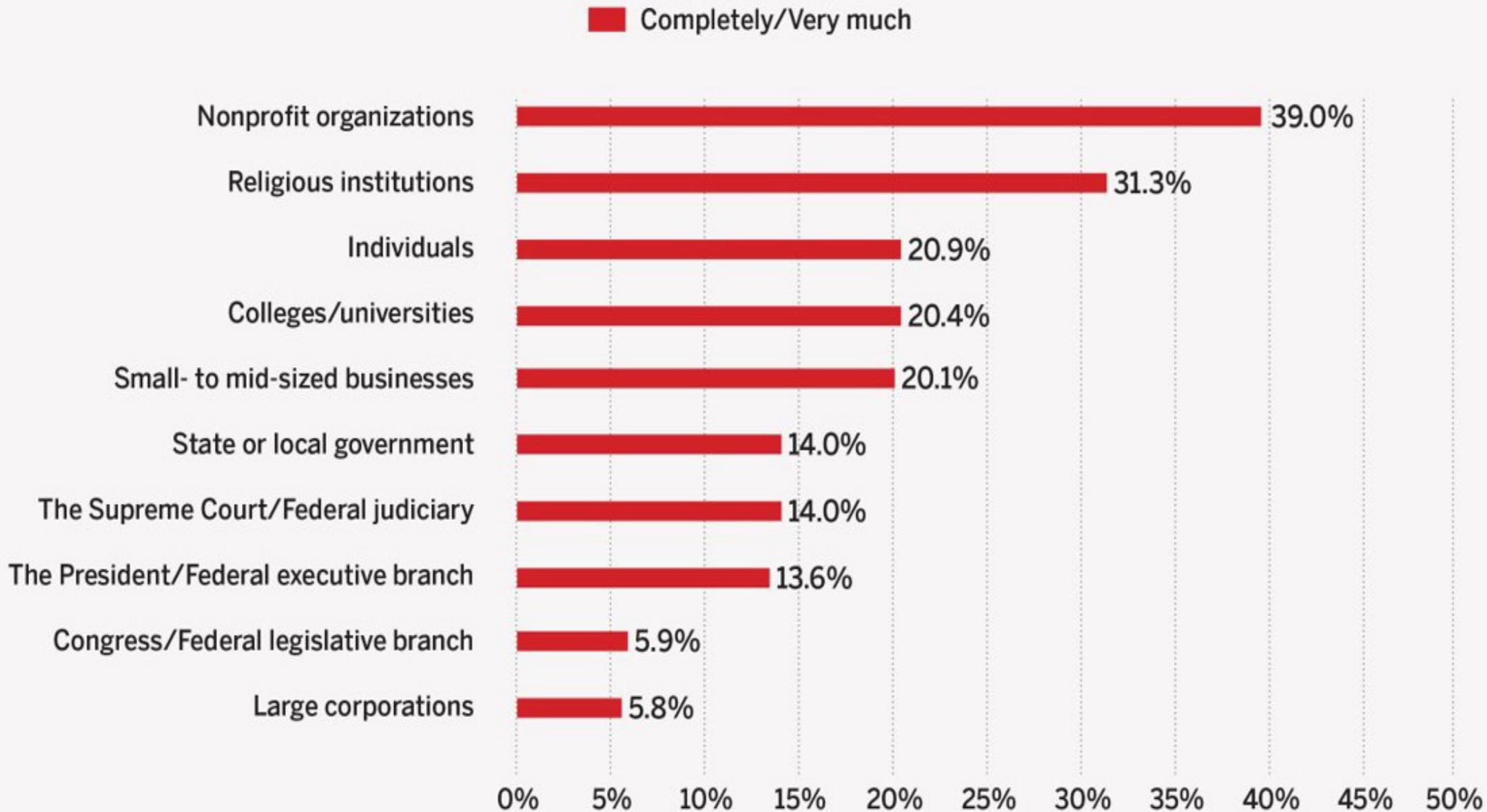




Why this shift in charitable giving?



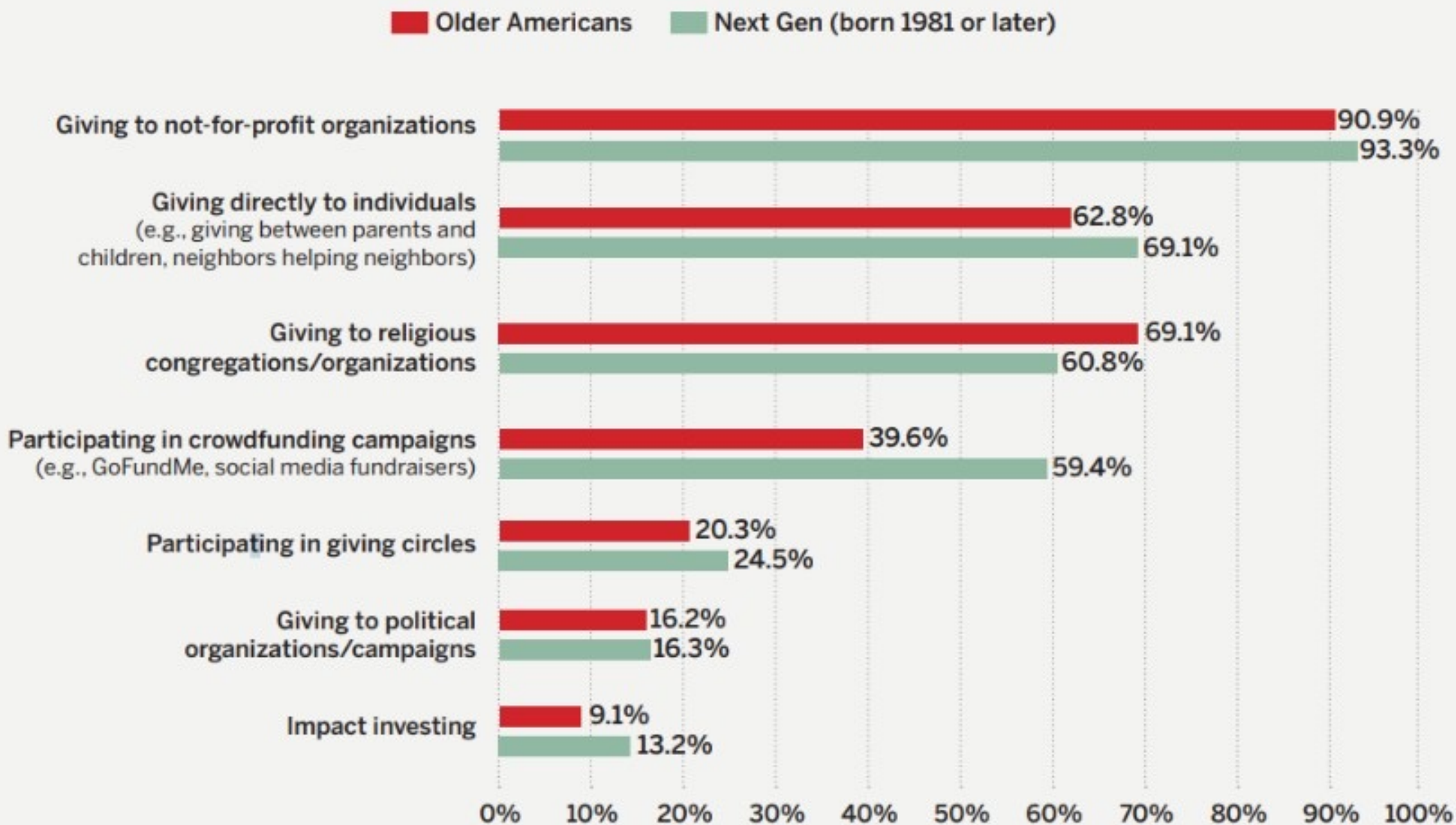
How much do you trust the following entities to generally do what is right?



Source: Lilly Family School of Philanthropy

“What Americans Think About Philanthropy and Nonprofits”

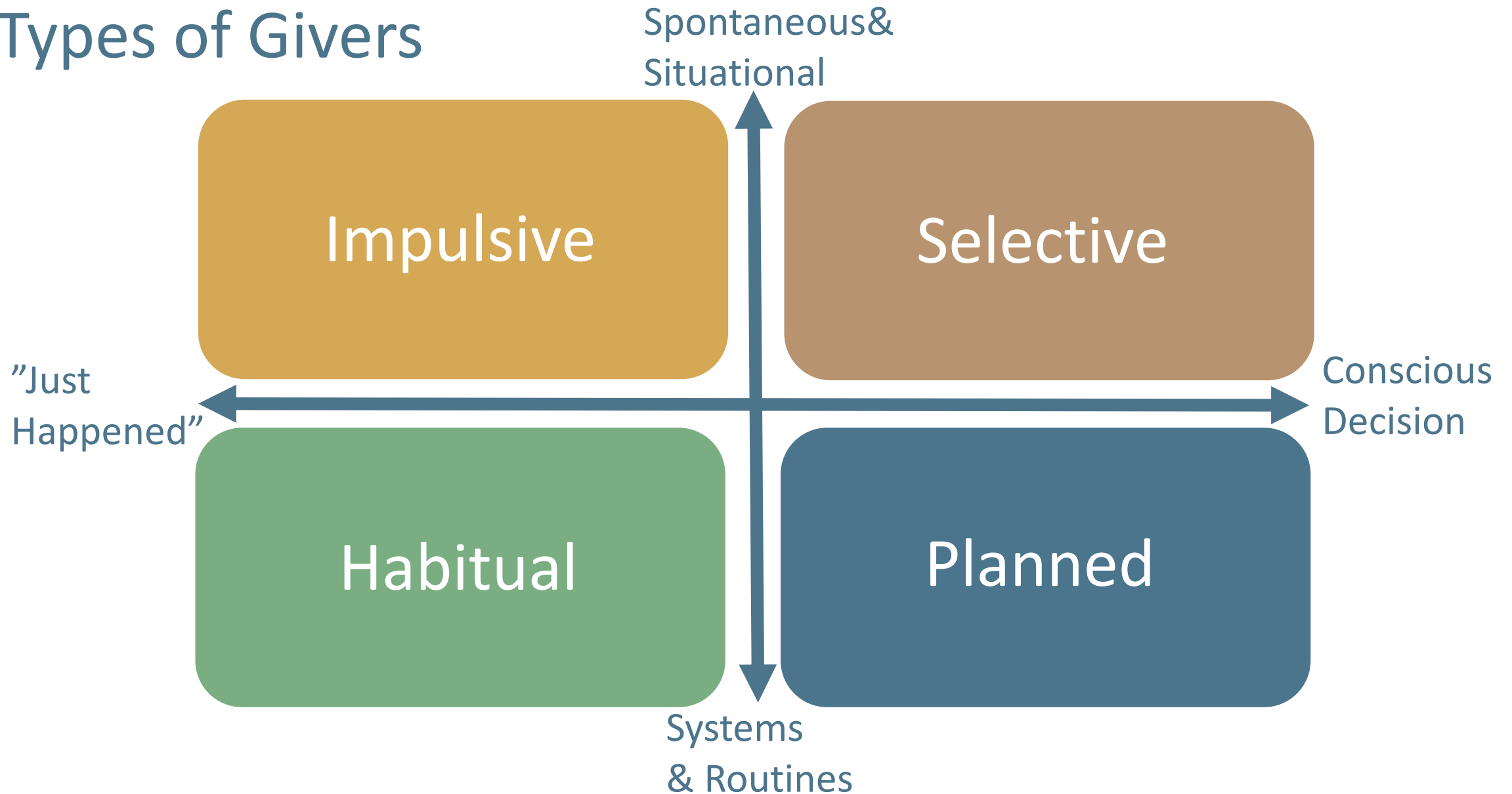
When you think of charitable giving, what does this include?



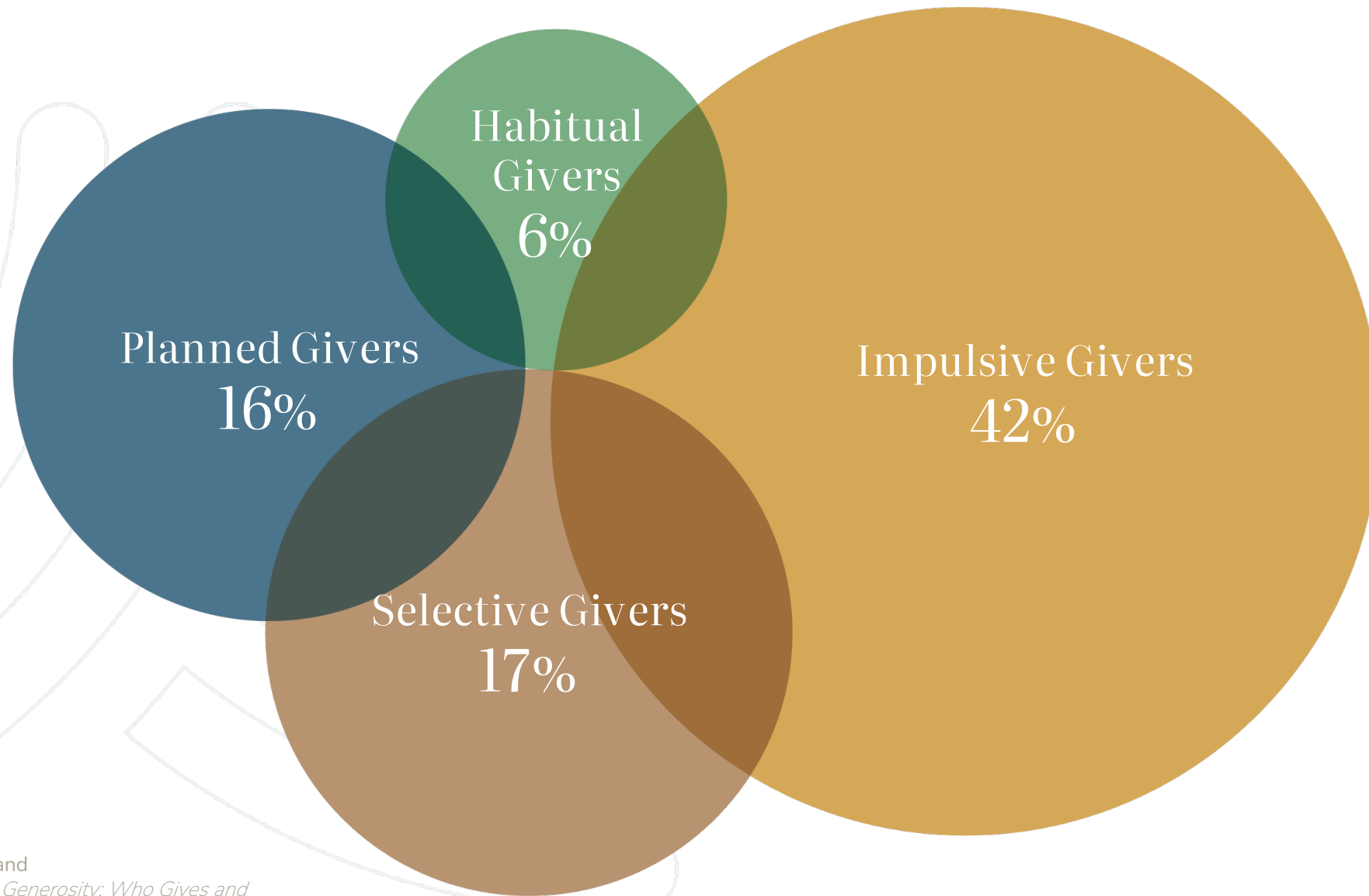
Source: Lilly Family School of Philanthropy

“What Americans Think About Philanthropy and Nonprofits”

Types of Givers



Expressions of Generosity



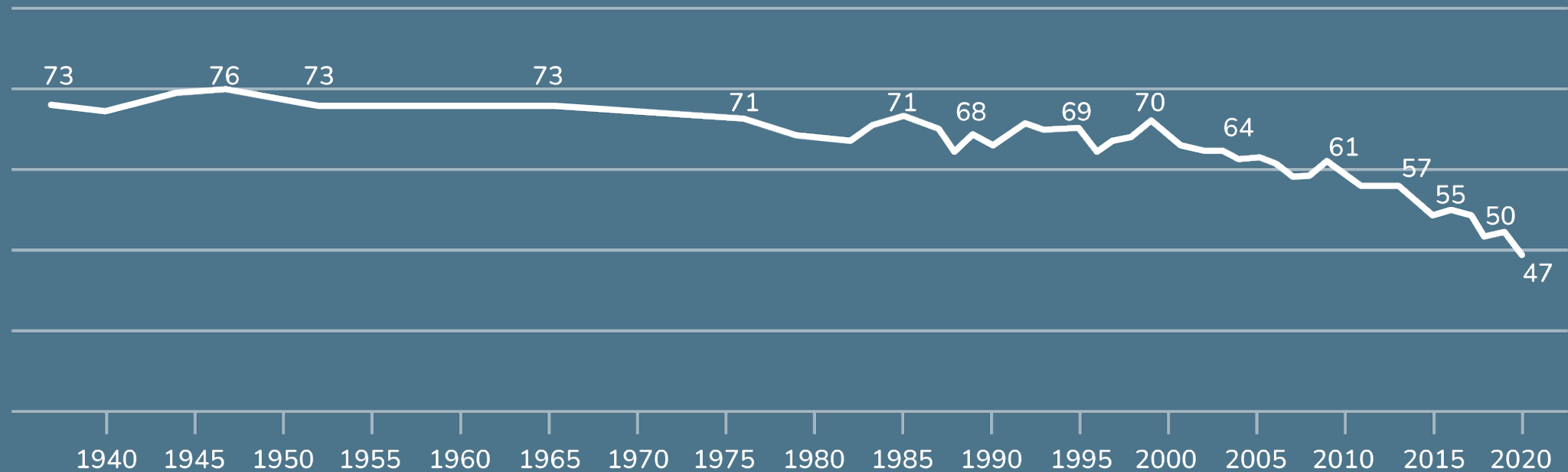
Source: Herzog and Price, "American Generosity: Who Gives and Why", 2016

American Religiosity: Membership

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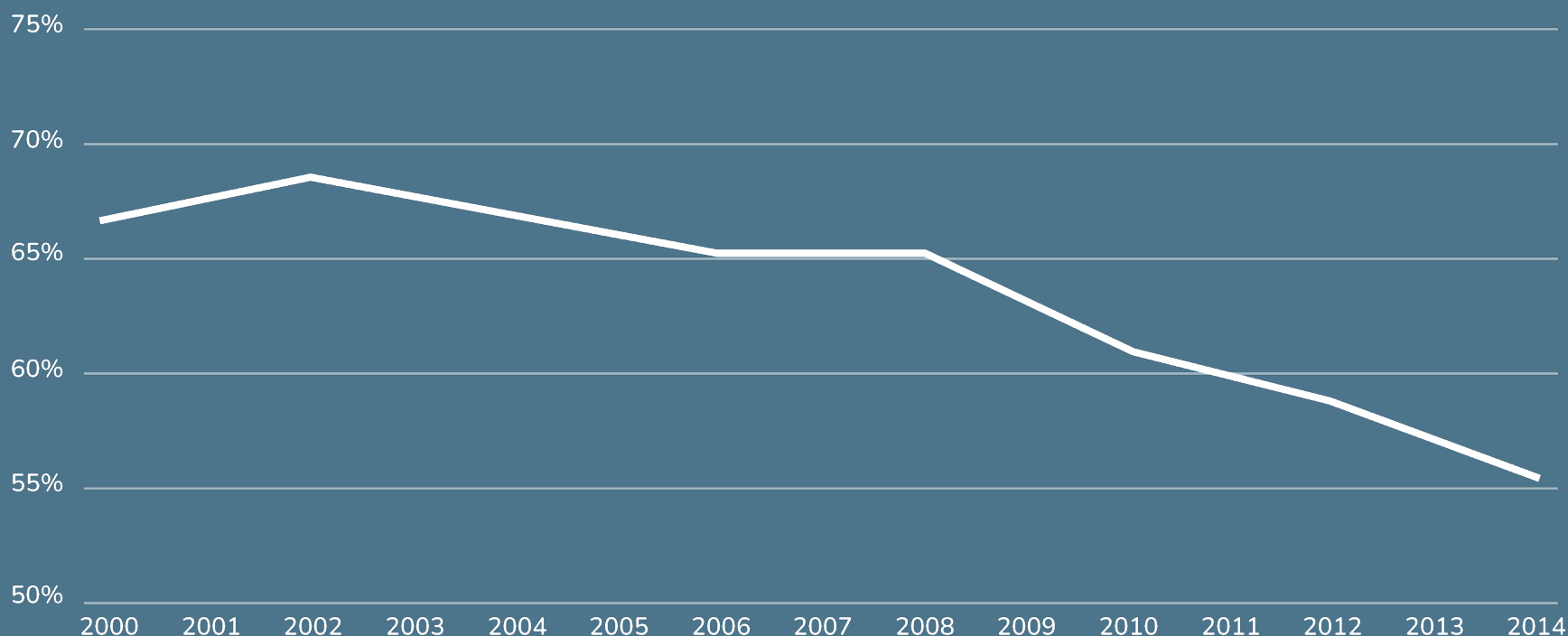


Chart: The Conversation, CC-BY-ND • Source: University of Michigan/IUPUI Lilly School of Philanthropy Panel Study • [Get the data](#)

“Those who self-identify as religious give the majority of charitable donations in America.” (Schnable, 2015)

People of Faith:

Give more often

Give larger amounts

Volunteer more

Give more to religious and secular causes

No Affiliation	Affiliation
\$695	\$1,590



Changing patterns of faith

Changing patterns of giving

Shifts affecting all sectors (not just faith)...

... inviting new imagination and partnerships

A close-up photograph of a woman with dark hair and a young girl with pigtails, both smiling warmly. The woman is hugging the girl from behind. They are outdoors, with a blurred background of trees and a person in a blue shirt.

Celebrating and Supporting
America's Spirit of Generosity

A close-up photograph of a woman and a young girl. The woman, on the left, has dark hair and is smiling warmly at the camera. The girl, on the right, is wearing a blue shirt and is also smiling, with her arms around the woman. The background is a soft-focus outdoor scene with greenery and sunlight.

Research
Policy
Communications
Faith & Giving

Celebrating and Supporting
America's Spirit of Generosity

A photograph of a park. In the foreground, there is a blue rubber safety mat. In the background, there is a playground with various equipment, including slides and climbing structures, surrounded by green trees and a clear blue sky. The text is overlaid on the blue mat.

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The Bridgespan Group

Collaborating to accelerate social impact



Elevating the Role of Faith-Inspired Impact in the Social Sector

By Jeri Eckhart Queenan, Peter Grunert, and Devin Murphy

Collaborating to accelerate social impact

January 2021



aspeninstitute

BUT WHAT IF THEY PREACH?

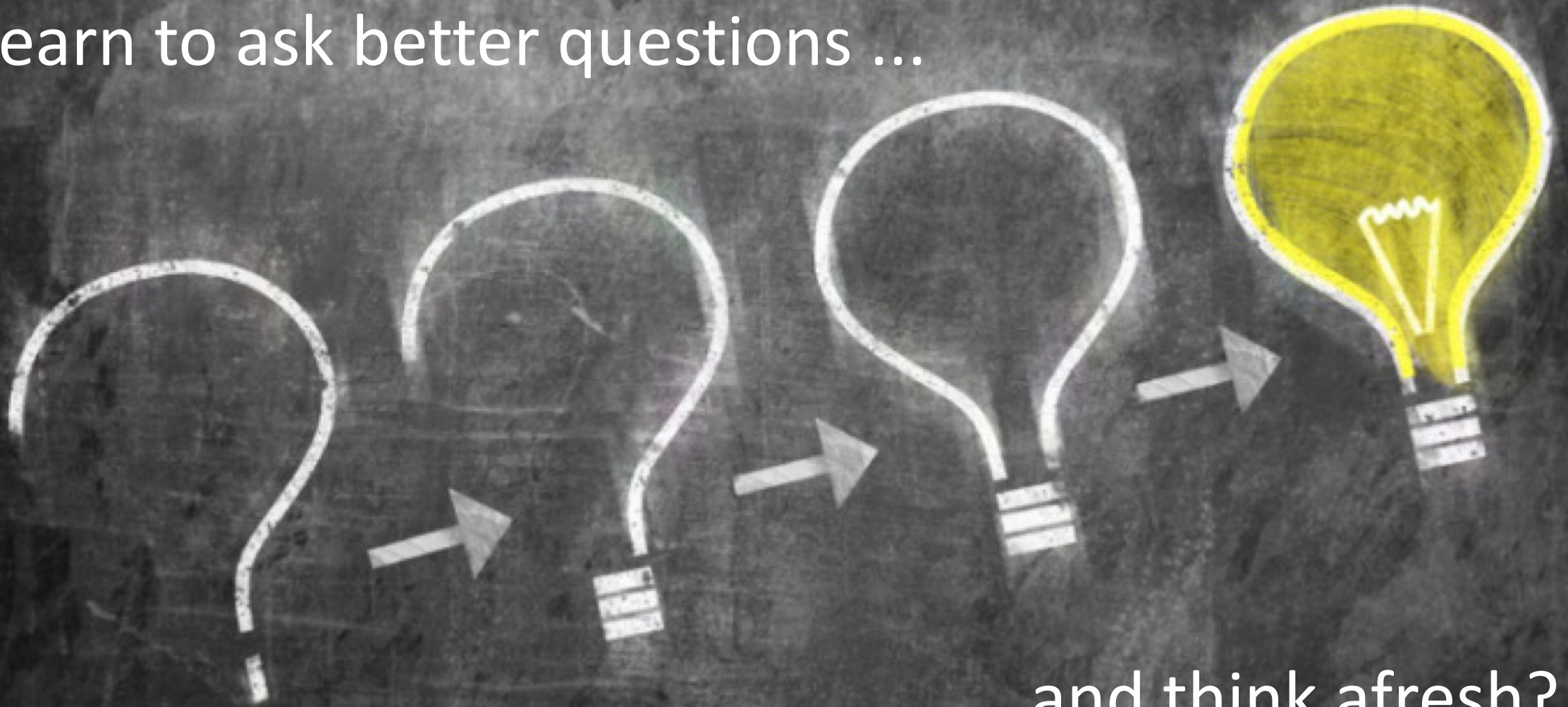
**A GUIDE FOR FUNDING
FAITH-INSPIRED GRANTEEES
WITH BOUNDARIES AND INTEGRITY**

Allison K. Ralph

The Inclusive America Project

September 2021

How can we, together,
learn to ask better questions ...



... and think afresh?