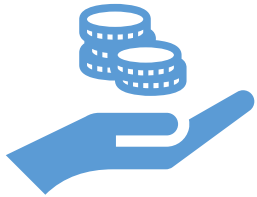




Latest Trends in Giving to Religion

Highlights from Giving USA 2025

Overview



About Giving USA



High-level report
findings



Chapter highlights

About Giving USA

- Current trends across giving sectors, including to religious organizations
- Religious organizations:
 - Includes congregations, religious media, and missions
 - Excludes religiously motivated or inspired organizations operating in other sectors
- Researched and written by the Lilly Family School of Philanthropy, IU Indianapolis
- Published by the Giving USA Foundation
 - 40th year of publication



Overall Giving and Religious Giving

Source: Giving
USA
Foundation™
Giving USA 2025



Overall Giving up by 6.3%

3.3% adjusted for inflation

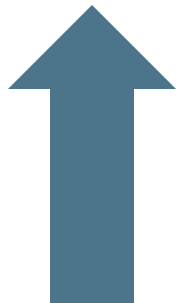
Total estimated charitable giving in the United States reached \$592.50 billion. Total giving grew by 6.3 percent between 2023 and 2024 in current dollars, and 3.3 percent when adjusted for inflation.



Individual giving up by 8.2%

5.1% adjusted for inflation

Giving by individuals totaled an estimated \$392.45 billion, growing by 8.2 percent in 2024 (an increase of 5.1 percent when adjusted for inflation).



Religious giving up 1.9%

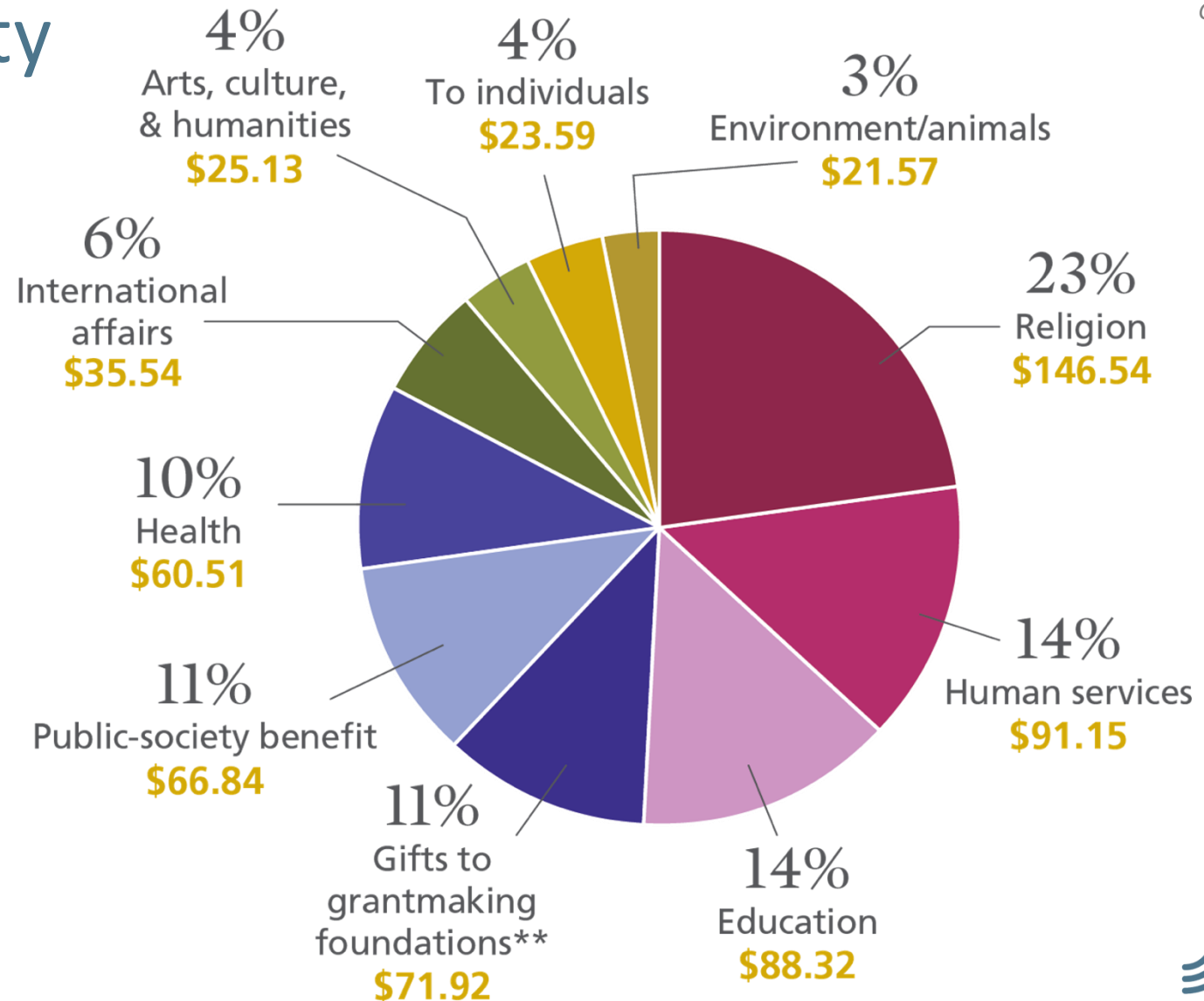
-1.0% adjusted for inflation

Giving to religion grew by 1.9 percent between 2023 and 2024, with an estimated \$146.54 billion in contributions. Inflation-adjusted giving to the religion subsector declined by 1.0 percent.

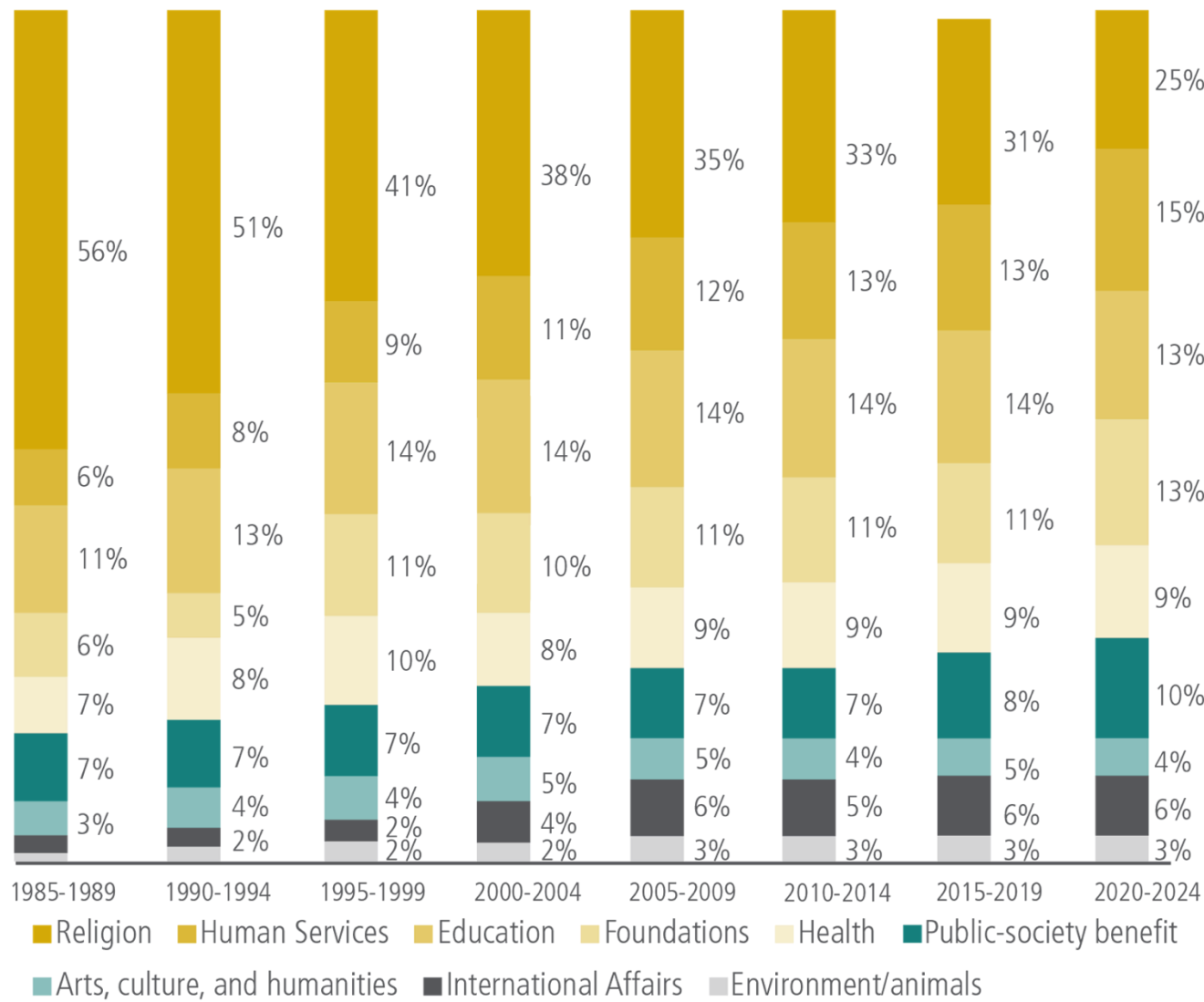
Religion is the Main Beneficiary of Donor Generosity

Source: Giving USA Foundation™
Giving USA 2025

2024 Contributions:
\$592.50 billion by
type of recipient
organization
(in billions of dollars – all
figures are rounded)



Giving to Religion: Declining as a Share of Total Giving



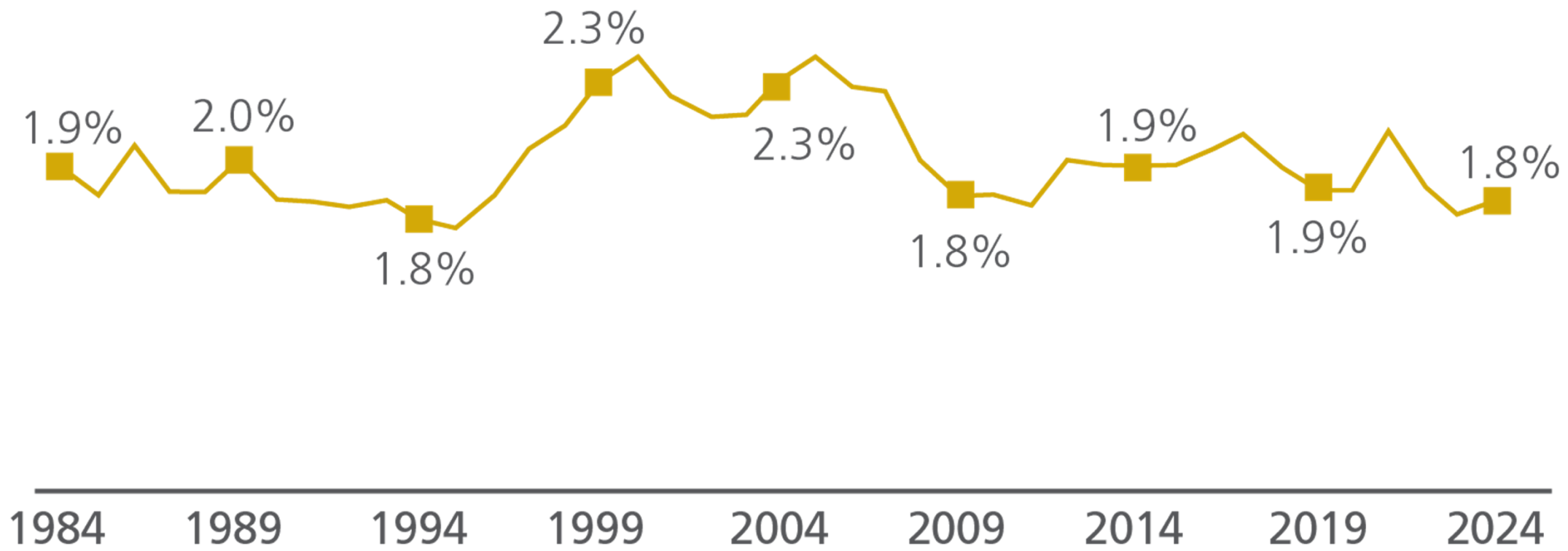
Giving by type of recipient as a percentage of the total in five-year spans, 1985-2024*
(adjusts for inflation, 2024 = \$100, does not include "unallocated" or "giving to individuals")

Source: Giving USA Foundation™
Giving USA 2025

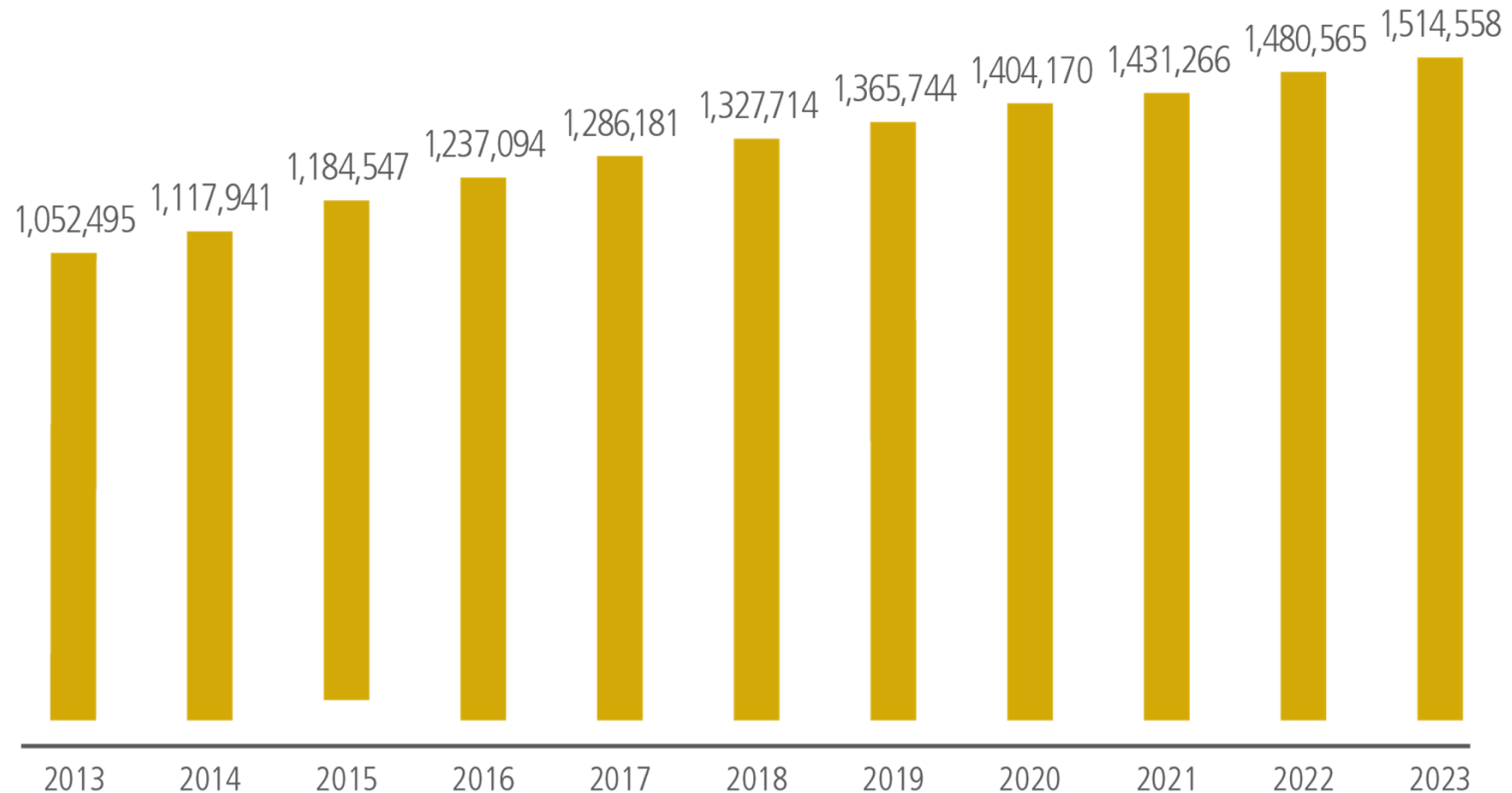


Individual giving as a percentage of disposable personal income, 1984-2024

(in current dollars)



The number of 501(c)(3) organizations, 2013–2023



Source: Giving USA
Foundation™
Giving USA 2025



Changes in Individual Giving

- Median giving to congregations declined from \$910 in 2021 to \$600 in 2024
- The median giving among the top 1% of givers increased 47% from 2021
- Giving among Evangelical Protestants in the U.S. declined in both amount and frequency between 2021 and 2024
 - One third of evangelical Christians did not contribute to their church

Sources: Giving USA Foundation™
Giving USA 2025, MortarStone,
Infinity Concepts and Grey Matter
Research

Changes in Congregational Giving



Congregational income has increased, but not at pace of inflation



One third of congregations rely exclusively on participant contributions for funding



Congregations with offering online giving received higher per-capita income

Changes in Religious Identity and Practice

- Between 2013 and 2023, the proportion of religiously unaffiliated Americans rose from 21 to 26%
- The proportion of Americans identifying as Christian was at 62% in 2023-2024 (71% in 2014 and 78% in 2007)
- Membership in a house of worship declined to 45% in 2023 (73% in 1937, 70% in 1999)
 - Religious service attendance also declined generally for Christian groups, but increased among Muslim and Jewish Americans
- 80% of Americans report feeling that religion's role in American life is diminishing

Sources of Hope

- Religion remains the largest slice of the giving economy and giving to religion continues to remain a priority for millions in the U.S.
- Online giving has been a way for congregations to increase their giving income overall
- Some congregations are pursuing innovative strategies around their buildings and community presence
 - New partnerships and sources of revenue



Discussion

What do these trends mean for congregations, clergy,
and lay leaders?