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Erica Allen

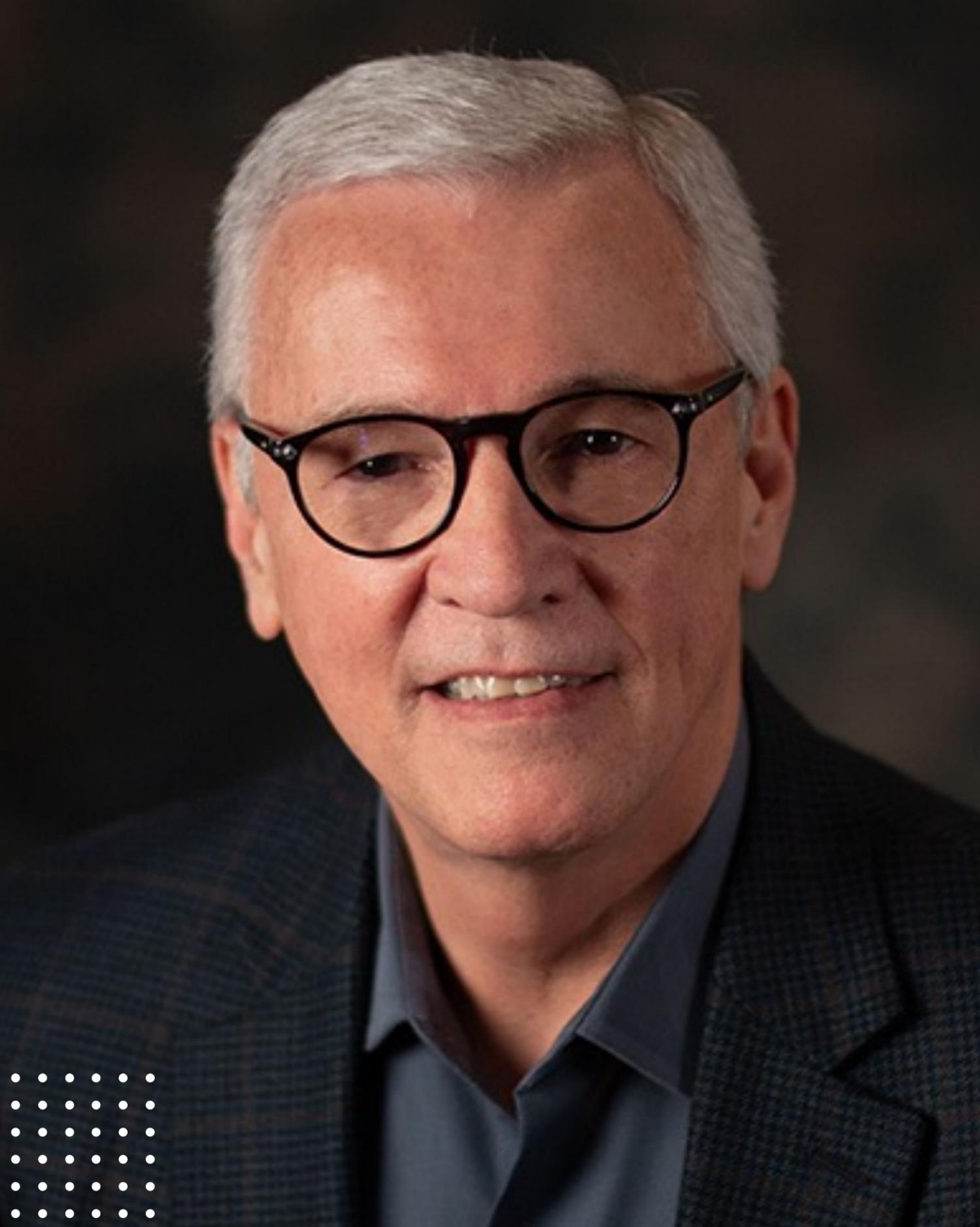


Senior Ministry Strategist

Erica exudes a contagious enthusiasm and fervent passion for the church in every aspect of her ministry. Prior to serving Horizons, she served as a resident in church planting at Providence United Methodist Church, Mount Juliet, Tennessee, one of the top 25 fastest-growing churches in the nation.

Erica also currently serves as Co-Pastor of Horizons Church, Tampa, Florida, with her husband, Chris. Horizons Church is one of the youngest churches in the Florida Annual Conference of the United Methodist Church. Through her ministry, Erica aspires to impact communities and transform people in the name of Christ in every place she serves.





Joel Mikell



Executive Vice President & Partner

Joel Mikell is a Partner and Executive Vice President at Horizons Stewardship. Since 2000, he has served the local church through the ministry of stewardship and generosity. His passion for this ministry comes from seeing churches experience profound spiritual growth and individual lives transformed through stewardship journeys built around prayer and scripture. Joel is the author of *Crafting a Theology of Stewardship* and co-author of *Church Giving Matters* and *The Ministry of Giving*.



Herman and Henrietta

Knowing Our “Why”



BREAK TIME

YouTube michaeljrcomedy





**Giving
USA™**

A public service initiative
of The Giving Institute



**THE
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Institute®**

Shared intelligence.
For the greater good.

Giving USA 2023

The Annual Report on Philanthropy for the Year 2022

Comprehensive Presentation PowerPoint

Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

Giving USA

2023

The Annual Report
on Philanthropy
for the Year 2022



**Giving
USA™**

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of The Giving Institute

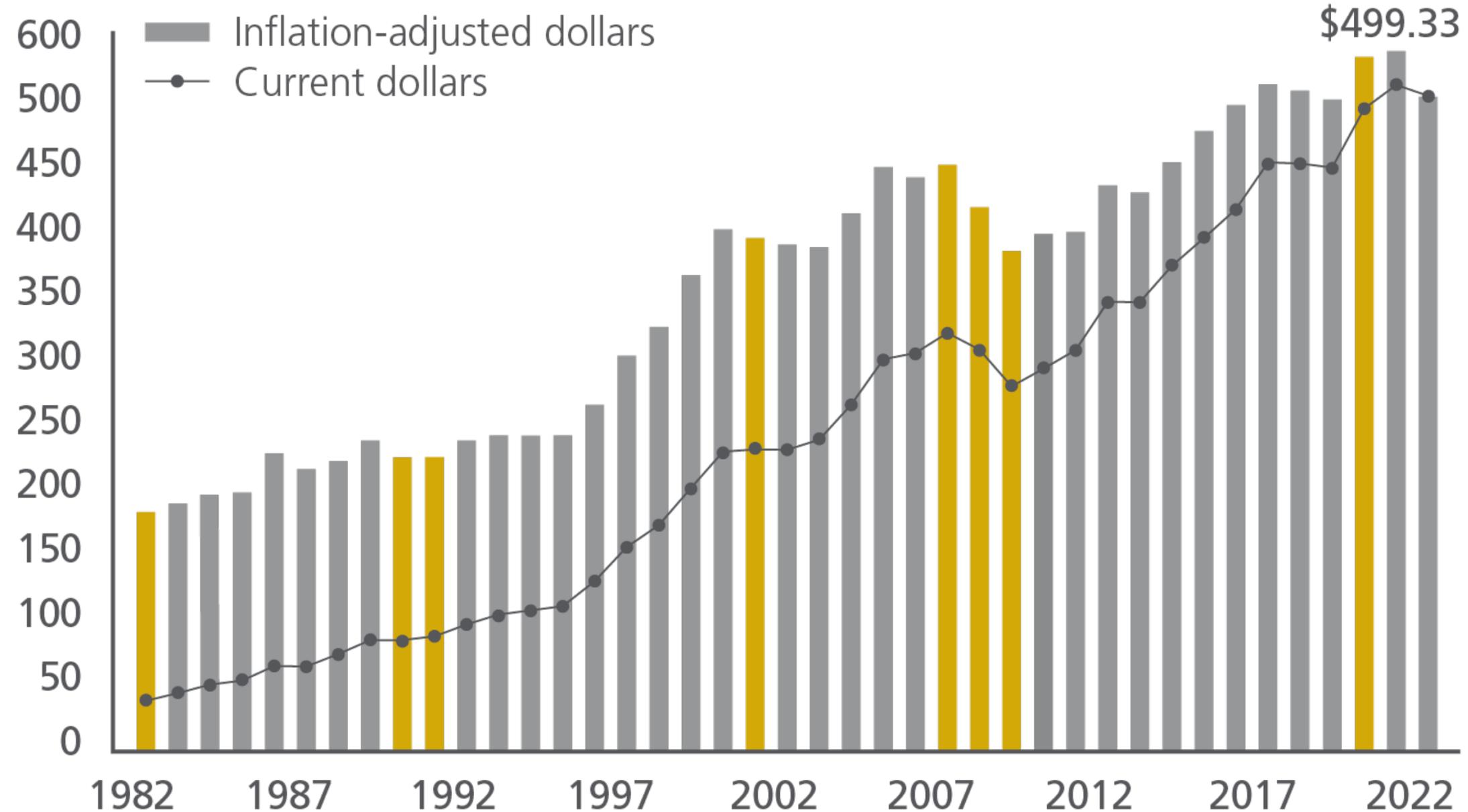
Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

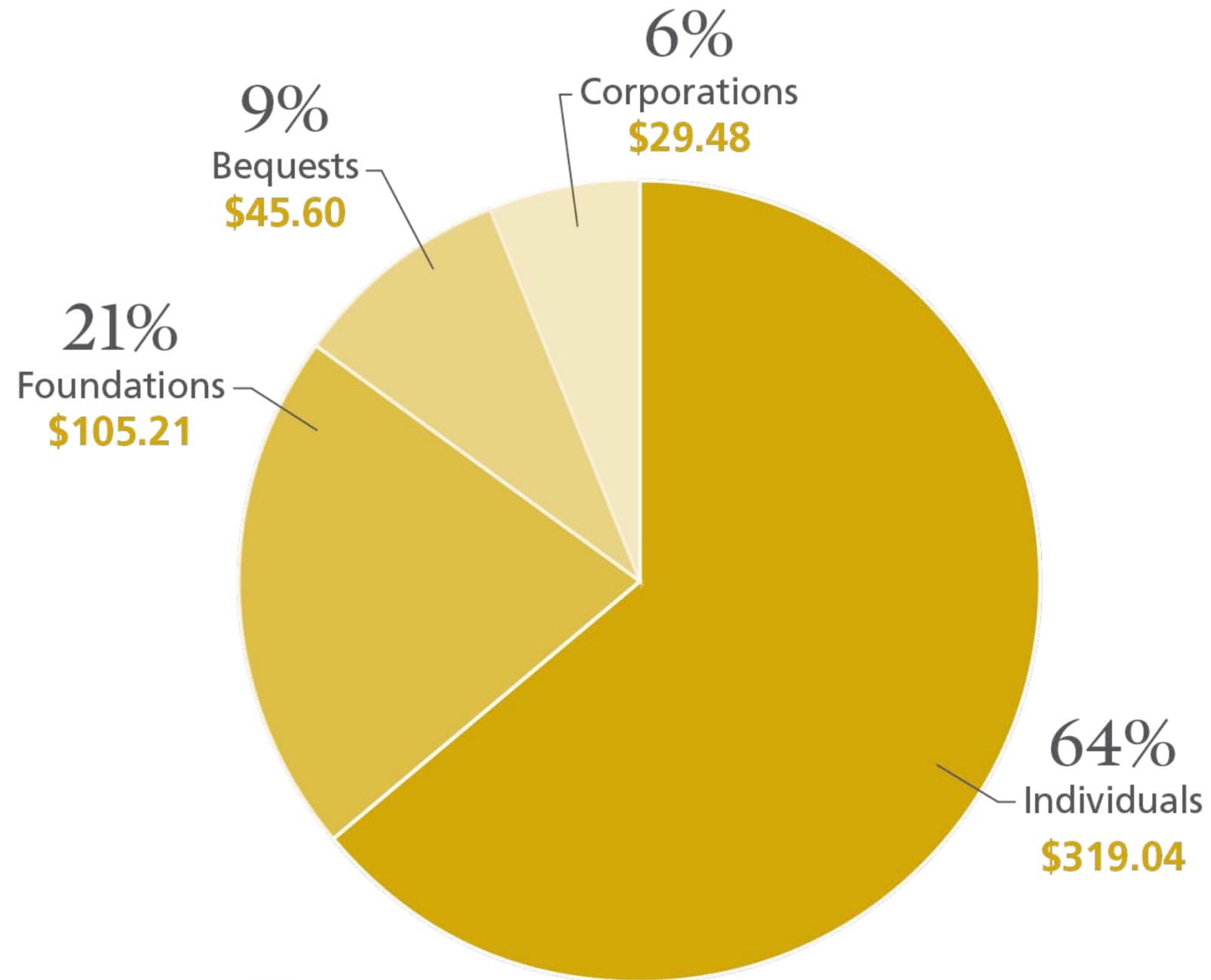
Total giving, 1982-2022

(in billions of dollars)



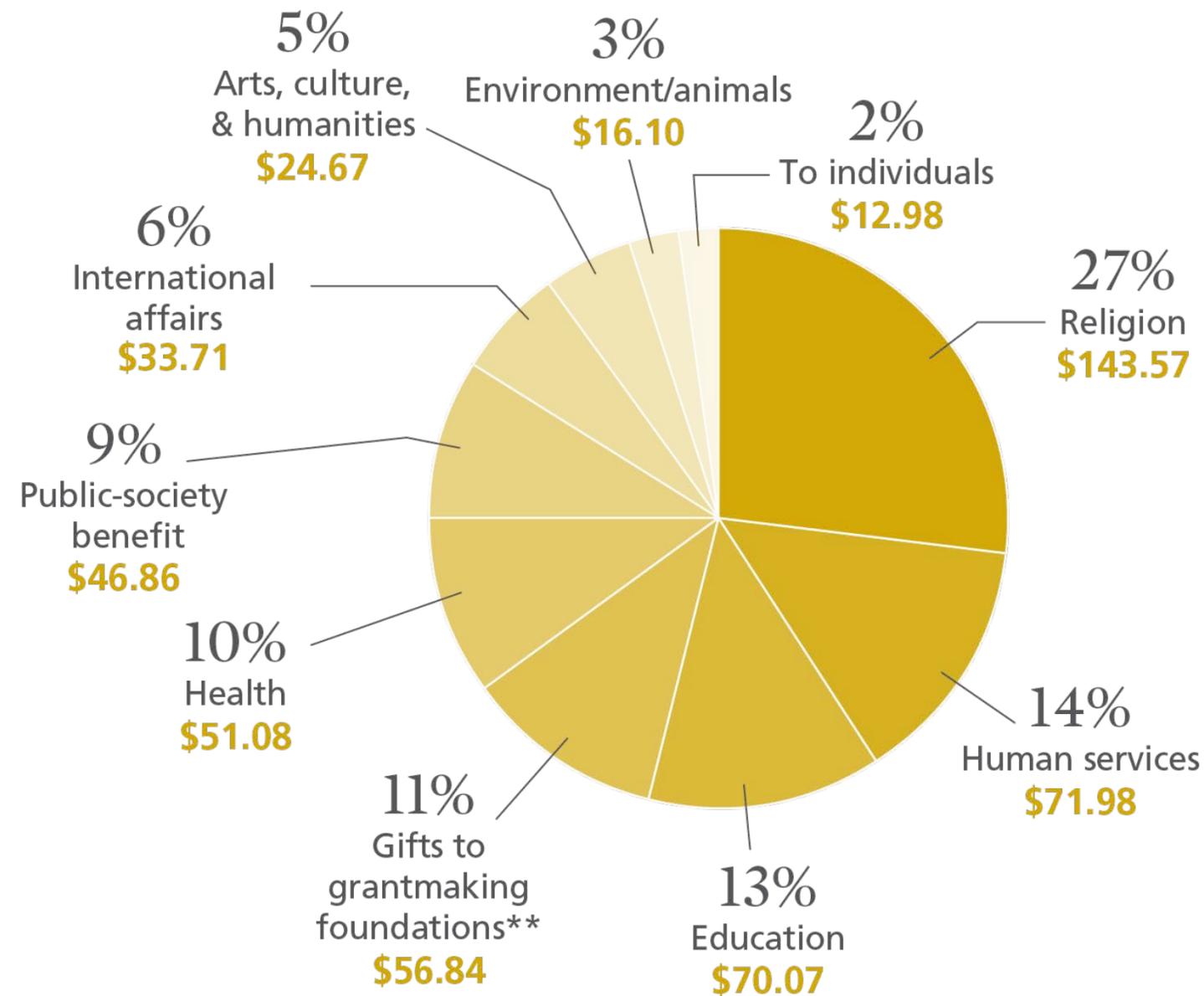
2022 contributions: \$499.33 billion by source of contributions

(in billions for dollars – all figures are rounded)



2022 contributions: \$499.33 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



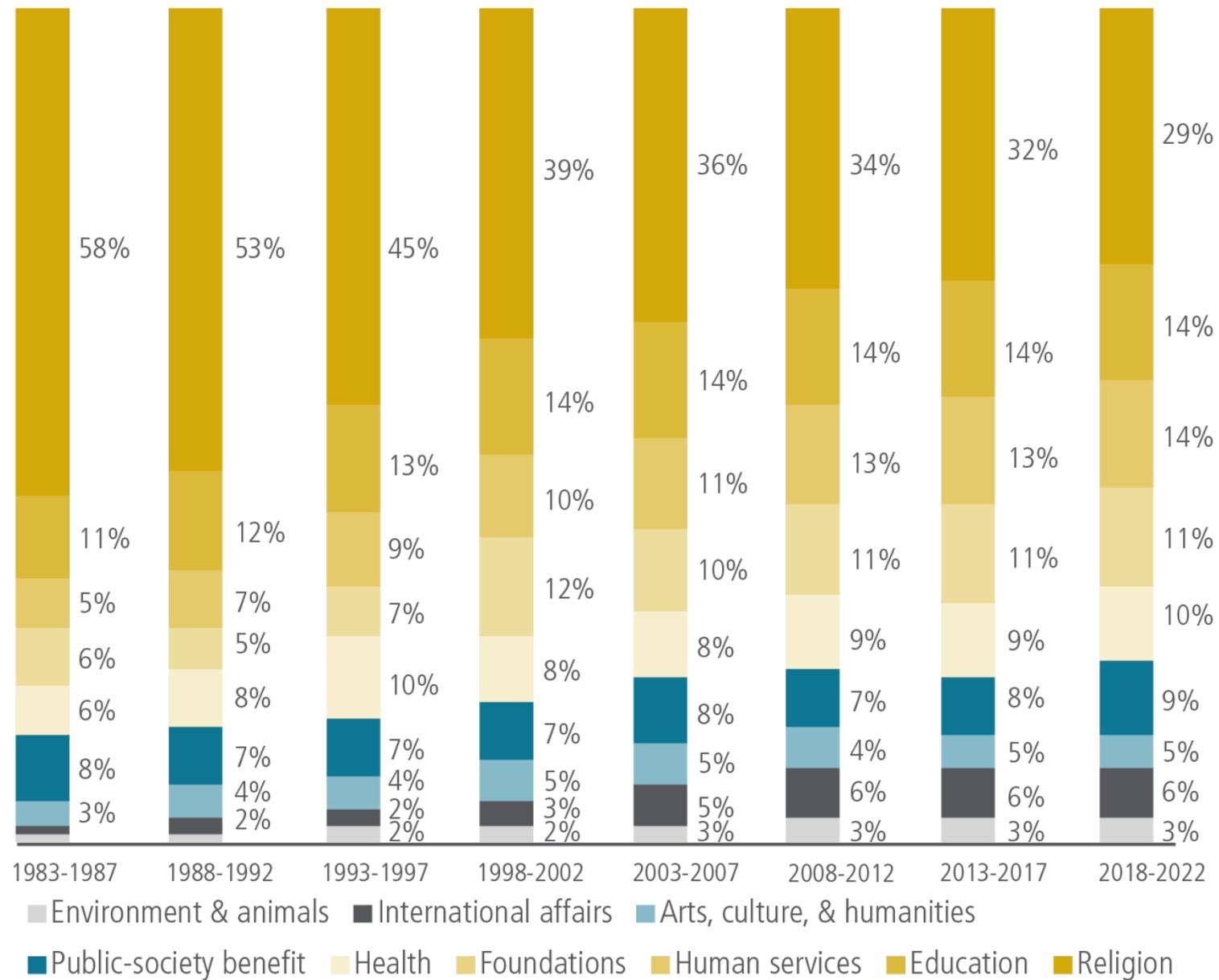
* Total includes unallocated giving, which totaled -\$28.54 billion in 2022.

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



Giving by type of recipient: Percentage of the total in five-year spans, 1983–2022*

(adjusted for inflation, 2022 = \$100)



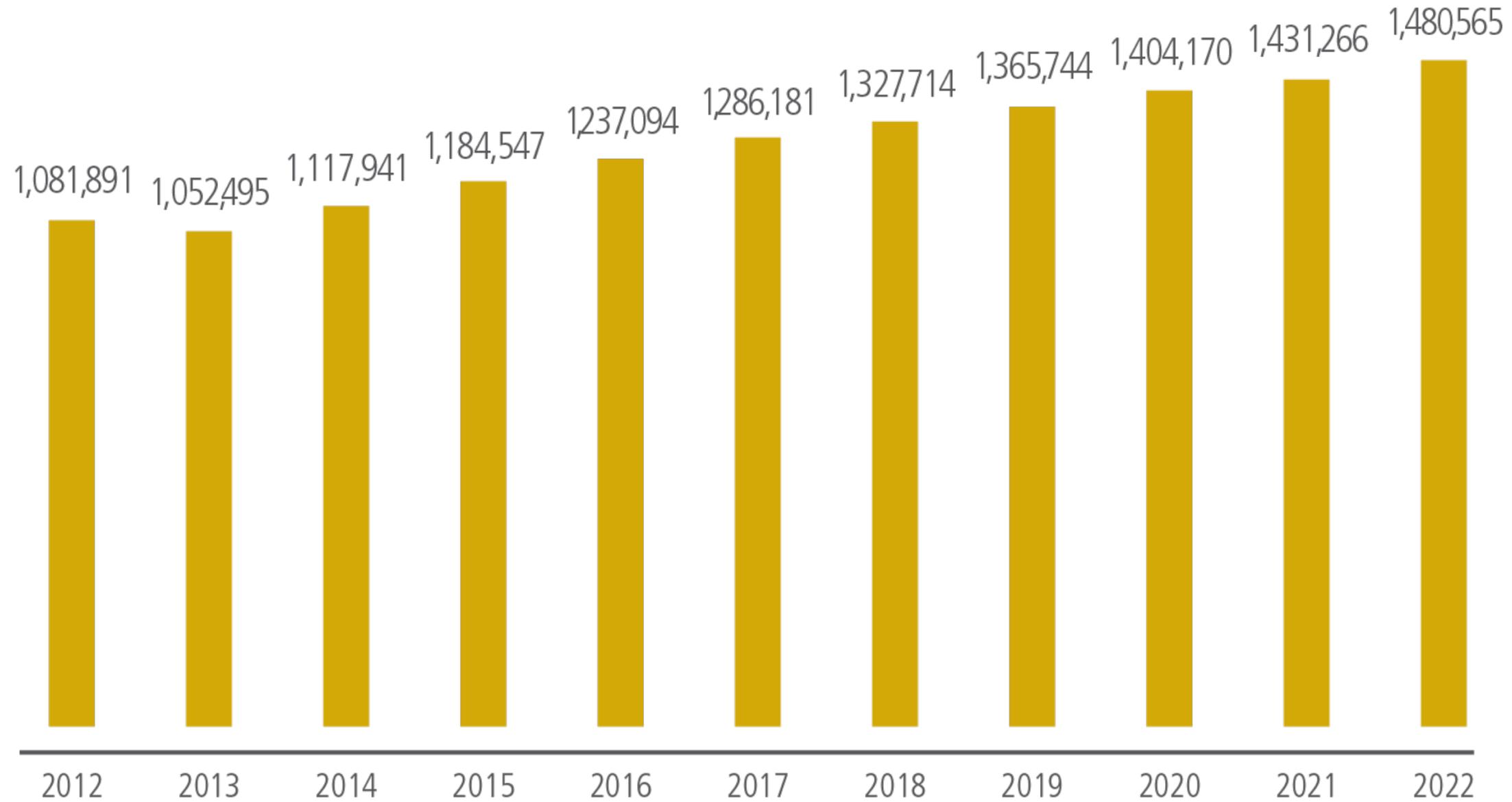
* Does not include "unallocated" or "giving to individuals"

Individual giving as a share of disposable personal income, 1982-2022

(in current dollars)



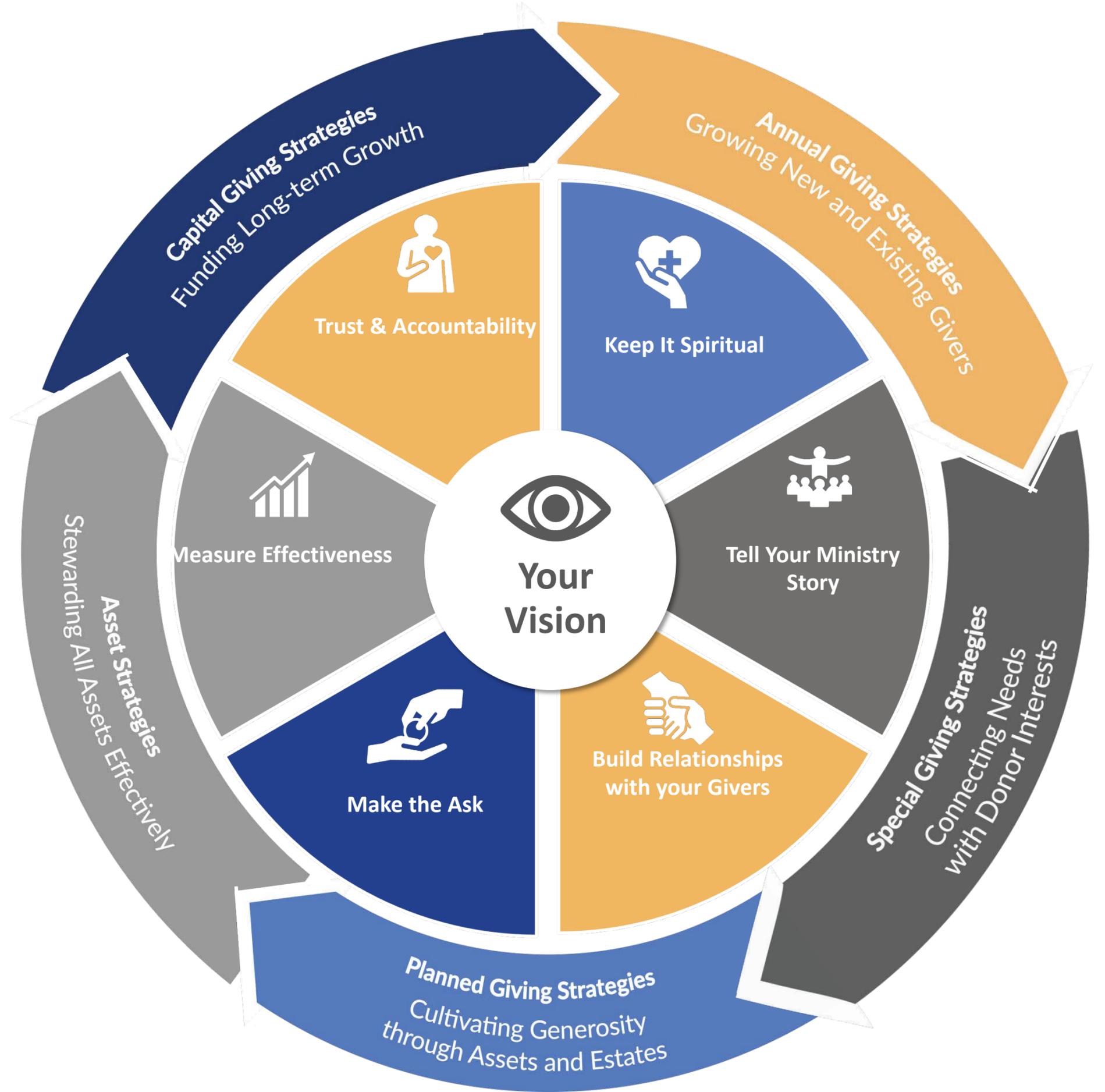
The number of 501(c)(3) organizations, 2012-2022

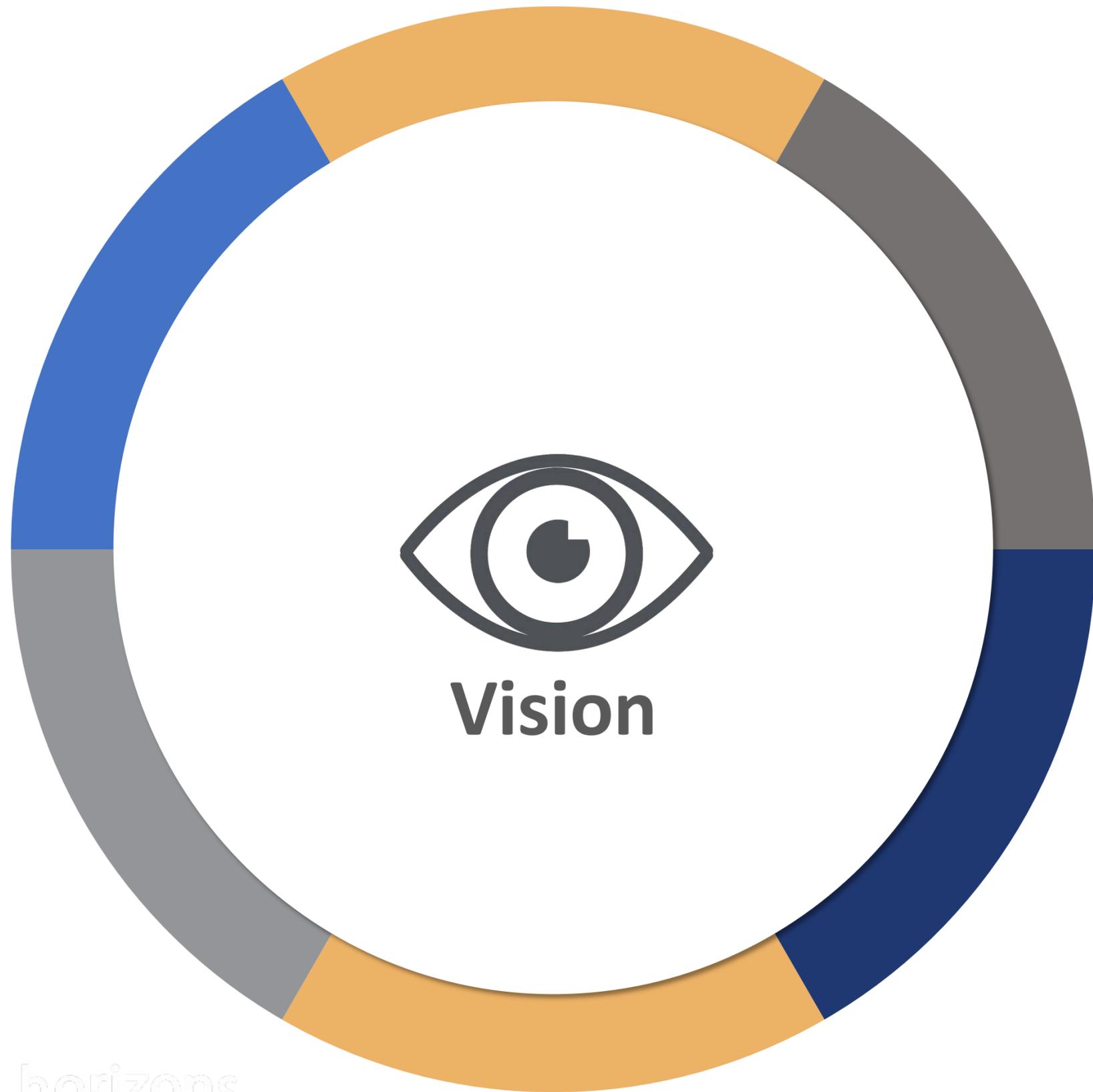


What do you see in these charts?

It's not one thing.

It's *everything* working together.





Vision

Foundation

Mission: Why we exist

Core Beliefs: What we believe

Discipleship: Who we are becoming

Preferred Future

Vision: Where we are going

Goals: What is the destination

Strategies: How do we get there



Keep It Spiritual

“Never talk about people’s money apart from their discipleship!”

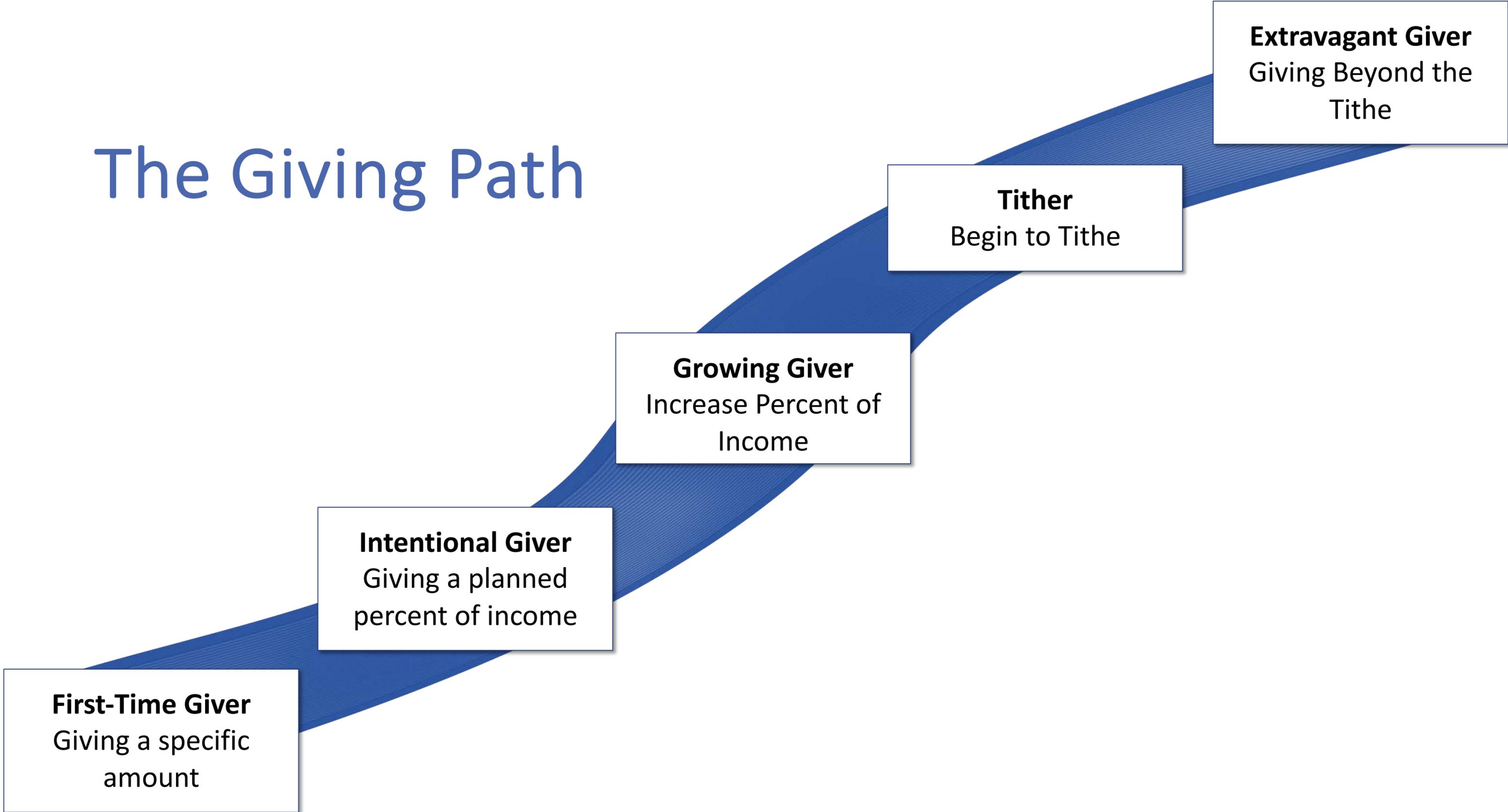
“Never talk about the church’s money apart from its mission!”

Lovett Weems

Practices, Strategies, & Habits

- 1. A written Theology of Stewardship, Giving, and Generosity (SGG)**
- 2. A Discipleship Path that embraces SGG**
- 3. A sermon/teaching series and small group focus on SGG every year (uncoupled from funding a budget)**
- 4. Teaching proportionate/percentage Giving**
- 5. A biblically-based personal money management offering**
- 6. A Generosity Team**

The Giving Path



THE GIVING PATH

Transforming

Give beyond a tithe
(10% + of income)

Centered

Begin to give a tithe
(10% of income)

Deepening

Increase the percentage of
income

Growing

Give a planned
percentage of income

Exploring

Begin to give a specific amount.



Tell Your Ministry Story

Telling stories is at the heart of our faith.

Jesus told stories.

People remember and connect with stories.

Practices, Strategies, & Habits

- 1. A Case For Generosity**
- 2. Connecting giving to ministry impact and life-transformation in worship**
- 3. Include stories of ministry impact in all communication channels (website/social media /newsletters /giving statements)**
- 4. Allowing committed givers to share their giving journey**
- 5. Use narrative or graphical representations (MAP/MSP) of the impact of your ministry as opposed to line-item spreadsheets**

A Case For Generosity

What is a Case for Generosity?

A Case for Generosity is a brochure that helps answer the following eight questions.

- 1 What is the mission and vision of your church?
- 2 What are the three or four vision initiatives that you hope to accomplish in the next three years?
- 3 What is your church currently doing at a WOW level?
- 4 Where is your church really making a difference inside and outside the building?
- 5 What are your ministry dreams that aren't being funded now?
- 6 Why should people give to your church?
- 7 What are the various pathways to give to your church?
- 8 What are the (current) opportunities for Legacy Giving such as Planned Giving/Gift Planning?

Booklet
Cover



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Letter from Our Elders

Where We've Been...Where We Are

Mission & Vision

Theology of Generosity

Current Accomplishments

Future Impact

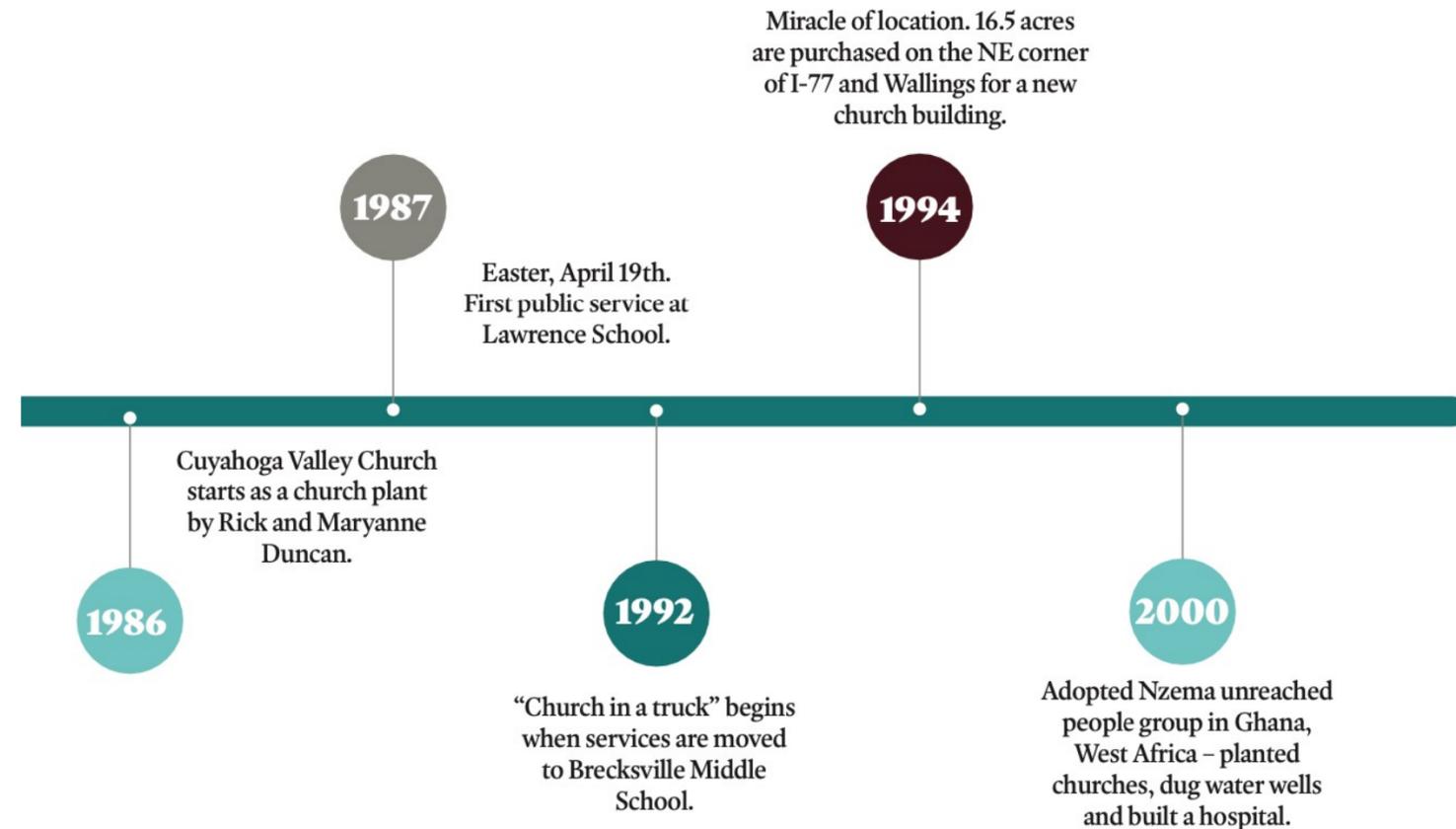
Creative Ways to Multiply Giving

More Information



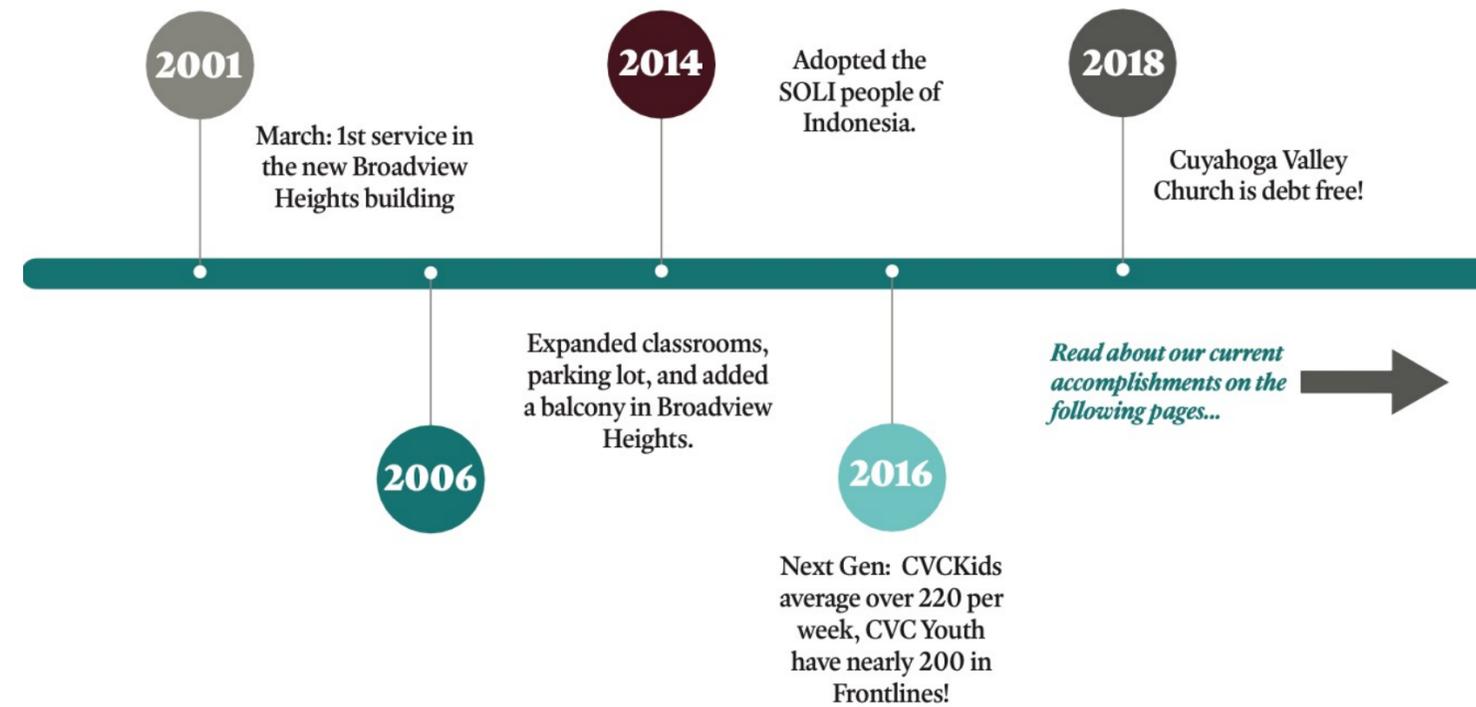
Timeline

Where we've been...



Where we are...

Timeline



Mission and Vision

Our Mission & Vision

We take the good news of Jesus Christ to a world in desperate need of hope, healing, and transformation. Our mission simply stated is, "Inviting people to new life in Christ."

At CVC we are passionate and intentional about continuing our efforts to make an impact regionally and globally for Christ through our discipleship strategy – Invite, Equip, Send.

Our next step as a church is trusting God to help CVC equip our communities to be faithful, fruitful disciples who are abiding in Christ, serving the Lord according to their gifts, and sharing the love and message of Jesus.

Theology of Generosity

Theology of Generosity

We believe that the evidence of our growth as disciples of Jesus will reveal itself in six areas which we call the “Fruit of New Life”. The fruit of new life is best understood not by our activity, but by our identity, not by what we do, but by who we understand ourselves to be. As we grow in Christ, we will see ourselves as a: Beloved Child, Self-Feeder, Servant, Investor, Discipler, and Missionary.

Therefore, at CVC we will passionately pursue the equipping of our communities to become faithful, fruitful disciples who are abiding in Christ, serving the Lord according to their gifts, and committed to sharing the love and message of Jesus. By doing this we are strategically cultivating communities of disciple-makers who are like groves of life-giving trees locally and throughout the world.

Said another way, we want to become a unified family of believers who are motivated by the Great Commandment and devoted to the Great Commission.

For more information on the CVC Theology of Generosity, please contact Brenda Leisinger at bleisinger@cvconline.org.

Opportunities

Opportunities...



Brunswick Campus

God amazingly expanded our kingdom impact when First Baptist Church of Brunswick generously gave us their facilities. Today we have a rapidly growing location that is already making a positive impact in the local community with new families attending this campus, new LifeGroups being launched, and community outreach efforts taking place.

Broadview Heights Environment Improvements

Our prayer is to provide a welcoming and safe environment where we can "Invite people to a new life in Christ and they can grow in their knowledge of Jesus Christ and his plan for their life. However our building is now feeling "tired" and needs some updates.



CVCYouth Event Subsidies

The two major events for CVCYouth - Winter Retreat and Summer Camp - cost just short of \$100,000 each year and 85% of the cost is passed along to the families of those who attend. Scholarships have been available for some CVC families with economic need but much more are needed.

Current Accomplishments



Current Accomplishments

2019

Largest CVCKids Sport Camp in the history of the church with 1,328 kids attending and 317 volunteers. CVKids Sunday School averages 262 children.

2020

COVID resulted in a significant expansion of our online ministry. CVC GO increased to 250+ people. First Baptist Church Brunswick donated their church and 3 acres of land to CVC.



More Accomplishments

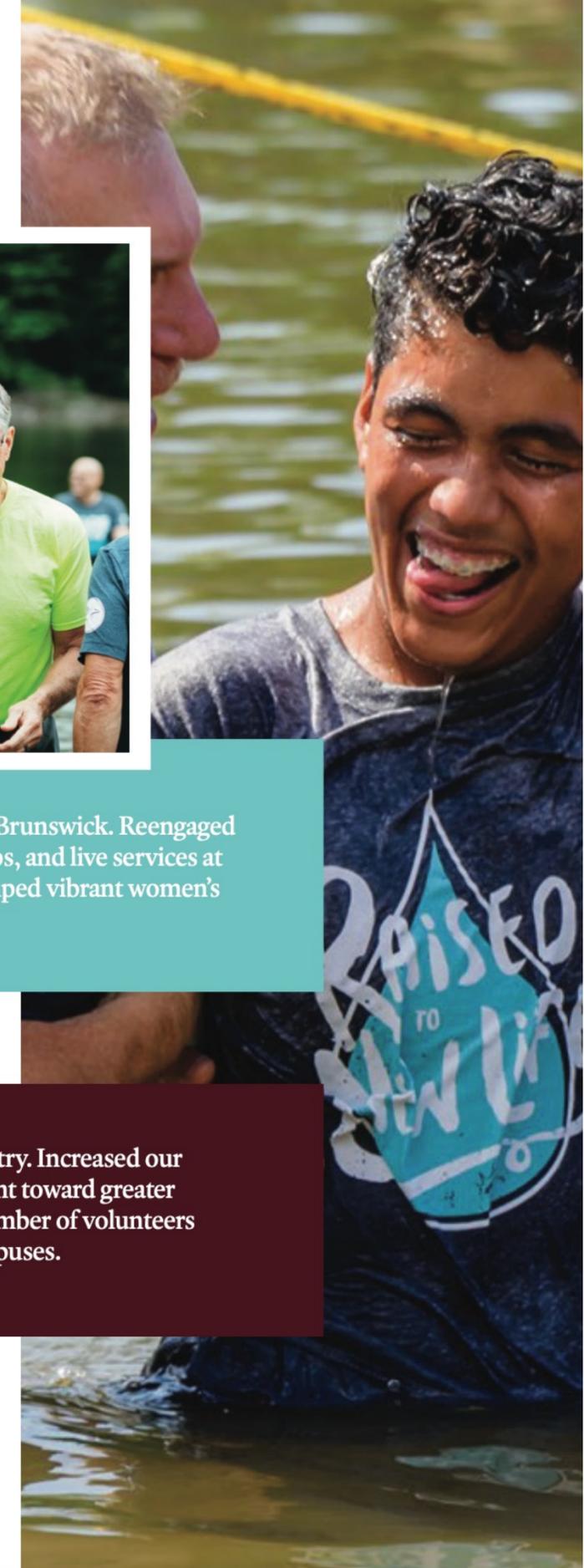


2021

Opened our 1st campus located in Brunswick. Reengaged sports camp, domestic mission trips, and live services at both campuses. Rolled out a revamped vibrant women's ministry.

2022

Expanded the Young Adult ministry. Increased our cultural diversity. Saw a movement toward greater generosity especially with the number of volunteers occupying staff roles at both campuses.



Future Impact



Future Impact

Invite: Caring for our campuses...

**Equip: Investing in the
Next Generation...**

**Sending & Serving: Impacting
our Neighbors & the World...**

Opportunities



CVCYouth Internships

CVCYouth Internships have been one of the most impactful initiatives to develop equipped leadership over the last decade and is an effective recruiting tool for finding the best and the brightest for staffing our church and campus. We will need both host homes, where families from CVC graciously provide room and board for an intern for one year, as well as funding for each intern to fully implement this program.

Equipping Parents of CVCKids & Young Adults

God calls parents to be the primary encouragers of their children's spiritual growth as they teach them the Bible, pray with and for them, and prepare them for life. At CVC we desire to help parents in that calling by expanding our discipleship of parents, teaching them to weave faith into the fabric of the everyday lives of their children.



Church Planting

CVC Missions plants and supports North American Missions Board (NAMB) churches in prayerfully chosen locations and partners with the International Missions Board (IMB) to support church planting amongst prayerfully chosen unreached people groups.

Opportunities



Bible Translations

Over the past 4 years, Cuyahoga Valley Church has raised \$340,000 to support the translation of the Bible of the Tipah Cluster project on Pearl Island. This is a multi-year/multi-phase initiative, with work scheduled to continue through 2026. Each phase of the project is estimated to cost \$350,000 and there will be at least three phases, possibly four.

Phase 2, which is currently underway, is fully funded and is scheduled to run through September 2023. At the end of Phase 2 approximately 60% of the Tipah Cluster bible translation project will be complete.

Big 10 Missions

CVC Missions partners with organizations that express the heart of Jesus for ‘the least of these’ (Matt 25). CVC Missions also encourages and equips the CVC members/attenders to engage in the identified areas of missional focus, with the goal of raising up additional lay leaders, church planters, and missionaries from within CVC’s membership.



Creative Ways To Multiply Giving

Creative Ways to Multiply Giving

As you consider how God is leading you to give, don't overlook stored assets that you own. Gifts of appreciated property (stocks, real estate, mutual funds, collectibles, cars, etc.) often make great gifts with significant tax advantages.



How To Multiply Giving

Sale of Assets

Sale of major assets, such as a house, car, land, stocks or a business provide available funds for giving.

Bequest by Will or Trust

Leaving instructions in a will or trust naming CVC as a beneficiary.

Retirement Plan or Life Insurance

Make a gift in your IRA or Life Insurance Policy naming CVC as a beneficiary.

Split-Interest Gifts

Provide tax savings and a stream of income

Corporate Gifts

Use your business as a such for giving to make significant donations



Back Cover



Become a part of the vision and mission at CVC – contact us for more information on giving.

**Brenda Leisinger
Director, Generous Life Ministry
bleisinger@cvconline.org**



Scan this QR code to see more information on creative ways to maximize your giving and instructions on how to give.



Build Giver/Investor Relationships

Discipleship takes place in the context of relationships!

Resources follow relationships!

People give to people!

Practices, Strategies, & Habits

- 1. Identify, thank and engage new givers first, second, and third gifts**
- 2. Implement a pastoral approach to reach out to Lapsed (paused) Givers**
- 3. Develop a Ministry/Financial Leader engagement strategy**
- 4. Disciple those that have the ability to give gifts of unique capacity to your church**
- 5. Host Donor Gratitude Dinners (Asbury Church)**



Make the Ask

“The church doesn’t have a giving problem; it has an asking problem!”

“It’s amazing what you don’t get when you don’t ask...”

Practices, Strategies, & Habits

- 1. Promote electronic giving (emphasis on recurring giving)**
- 2. Invite people to give at times other than a churchwide stewardship campaign**
- 3. Include expectations for giving in new member/new attender classes**
- 4. Develop a year-end giving strategy leveraging local/national giving days and a last week of the year focus**
- 5. Use a giving path image (first time/intentional/growing/tithing/transformational)**
- 6. Develop an ongoing Planned Giving strategy.**



**Measure
Effectiveness**

Numbers tell a
story.

Numbers
represent people.

Practices, Strategies, & Habits

- 1. Track weekly, monthly, quarterly, and annual metrics**
- 2. Use donor analytics software and giving dashboards to measure effectiveness of giving and engagement strategies**
- 3. Monitor changes in giving**
- 4. Removing line items in the budget that are no longer effective or impactful.**
- 5. Develop a Year-Round Generosity calendar**

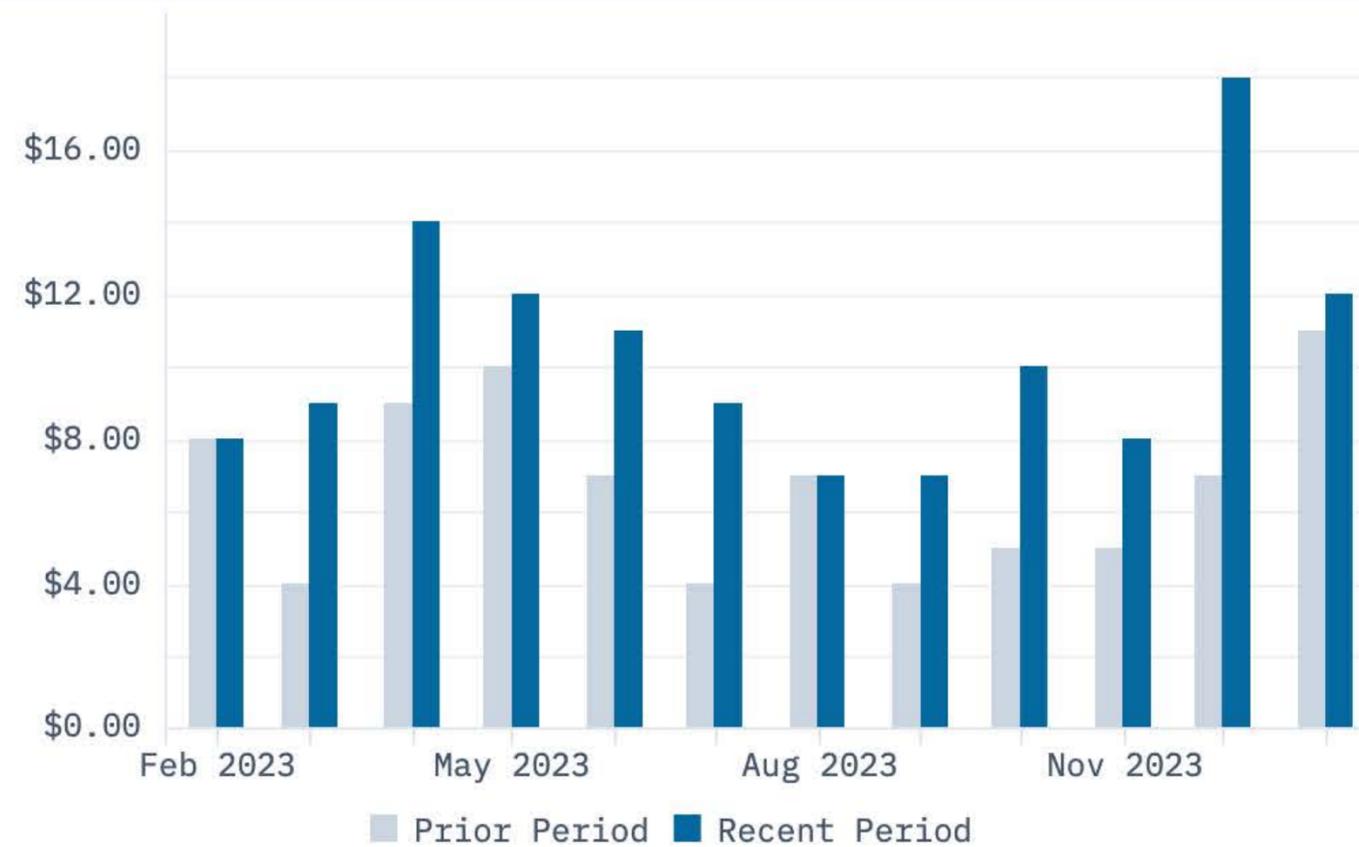
First Time Givers (i)

[Details](#)

● Feb 2022 – Jan 2023
81

● Feb 2023 – Jan 2024
125

Change
+44 ↑



First Time Givers

	PRIOR FEB 2022 – JAN 2023	RECENT FEB 2023 – JAN 2024	DIFFERENCE	
Households	81	125	44	↑ 54.3%
Giving	\$53,077.91	\$106,130.82	\$53,052.91	↑ 100.0%

Retained vs first-time giving

	GIVING		HOUSEHOLDS	
First-time	\$106,130.82	2.68%	125	12.35%
Retained	\$3,858,646.84	97.32%	887	87.65%

Giving from first-time givers in the recent period compared to those who were retained from before Feb 01, 2023.

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%	

Household Giving By Percentile Group

Feb 2022 – Jan 2023

Feb 2023 – Jan 2024

PERCENTILES	HOUSEHOLDS		% HOUSEHOLDS	GIVING		% GIVING	AVG GIVING	MAX GIVING
1-49	502	↑0.6%	49.6%	\$236,370.06	↓15.7%	5.96%	\$470.86	\$1,315.74
50-99	500	●0.0%	49.41%	\$3,189,236.54	↑3.7%	80.44%	\$6,378.47	\$30,660.00
100	10	●0.0%	0.99%	\$539,171.06	↑8.1%	13.6%	\$53,917.11	\$92,629.72
Totals	1,012	↑0.3%	100%	\$3,964,777.66	↑2.8%	100%	\$3,917.76	

Giving By Age Group

Feb 2022 – Jan 2023

Feb 2023 – Jan 2024

AGE GROUP	HOUSEHOLDS	TOTAL GIVING	AVG GIVING	50TH PERCENTILE	75TH PERCENTILE
Unknown	253 ↑ 10.0%	\$533,919.32 ↑ 7.6%	\$171.51 ↑ 10.6%	\$160.00 ↓ 6.2%	\$400.00 ● 0.0%
Under 20	5 ↑ 150.0%	\$1,183.24 ↓ 3.7%	\$49.30 ↑ 28.4%	\$92.87 ↑ 8.8%	\$126.26 ↑ 22.3%
20-29	34 ↓ 8.1%	\$37,881.87 ↓ 17.9%	\$82.71 ↑ 8.7%	\$100.00 ● 0.0%	\$329.50 ↑ 24.2%
30-39	98 ↑ 1.0%	\$217,549.28 ↓ 1.9%	\$156.29 ↑ 8.4%	\$122.64 ↓ 16.6%	\$401.00 ↓ 1.9%
40-49	144 ↑ 1.4%	\$496,767.72 ↑ 13.1%	\$189.32 ↑ 20.8%	\$200.00 ↑ 33.3%	\$450.00 ↑ 11.4%
50-59	158 ↓ 7.1%	\$951,187.94 ↑ 0.8%	\$289.73 ↑ 7.5%	\$400.00 ● 0.0%	\$800.00 ↑ 14.3%
60-69	156 ↑ 1.3%	\$944,628.14 ↑ 1.7%	\$385.72 ↑ 8.9%	\$400.00 ● 0.0%	\$800.00 ● 0.0%
70+	164 ↓ 7.3%	\$781,660.15 ↑ 0.4%	\$290.47 ↑ 0.9%	\$400.00 ↑ 19.4%	\$600.00 ↑ 11.1%

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



LAKE FOREST CHURCH

**LFC Year-Round Generosity Calendar Draft
2020/2021**

August

2 – Giving Impact Story
9 – Giving Impact Story
16 – Giving Impact Story
23 – Giving Impact Story
30 – Giving Impact Story

- **Each Tuesday** – First Time Giver List generated for follow up note
- **Last Tuesday** of the month – Interrupted Giver List generated for follow up
- Calendar a **Leadership Summit** for November
- Present **Theology of Stewardship** to Elder Board
- Relational connections by Mike and Aron (notes/lunches)

September

6 – Giving Impact Story
13 – Giving Impact Story
20 – Giving Impact Story
27 – Giving Impact Story

- **Each Tuesday** – First Time Giver List generated for follow up note
- **Last Tuesday** of the month – Interrupted Giver List generated for follow up
- **Begin Promoting Financial Peace University** for First Quarter 2021
- **Schedule** Generosity Team meeting for October
- **Relational connections** by Mike and Aron (notes/lunches)

August and September

October

4 – Giving Impact Story

11 – Giving Impact Story

18 – Giving Impact Story

25 – Giving Impact Story

- **Each Tuesday** – First Time Giver List generated for follow up note
- **Last Tuesday** of the month – Interrupted Giver List generated for follow up
- **Send Invitation** to Financial and Ministry Leaders to Leadership Summit
- **Send Third Quarter Giving Statement** with stories of ministry impact
- **Schedule** Generosity Team meeting for November
- **Relational connections** by Mike and Aron (notes/lunches)
- **Promote** upcoming Generosity Initiative
- **Promote** Planned/Legacy Giving
- **Distribute** Theology of Stewardship brochure

October



Maintain Trust and Accountability

Children's Home President Misused Funds (2023)

Indiana pastor arrested after embezzling church funds to pay credit card balances (2023)

Woman charged with embezzling funds from Tucson church (2023)

Church Secretary Embezzled Over Half a Million Dollars to Pay for Wedding

Church Treasurer, 79, Accused of Embezzling Money From North Carolina Church

A Church's Response When a Trusted Minister Embezzled Funds

Christianity Today 1.30.24

From news editor Daniel Silliman: The CT news team sees a lot of numbers in a lot of stories every year, but here's one I haven't been able to stop thinking about: [27 percent of churches that lose money in embezzlement don't report it.](#)

That number comes from a survey of churches reporting on their own activity. More than a quarter said they'd had [someone in their church steal from the collection plate or a bank account or a church credit card](#) and they didn't report it to authorities—and sometimes not even to other church leaders. That's a lot of secrecy. That's a lot of fraud that doesn't see the light of day. So whenever we at CT report on money stolen from churches and charities,

Christianity Today 1.30.24

I wonder how much more of it we don't see. The Center for the Global Study of Christianity thinks about **6 percent** of all charitable giving is lost to fraud, which will amount to about [\\$170 billion in 2050](#).

People will always be tempted, of course.

But are there ways to reduce that temptation? Church Law and Tax, a ministry of CT, suggests several simple ones: 1) Get multiple people involved in handling money, 2) rotate responsibilities regularly, and 3) cultivate a culture of accountability, where people don't get offended by requests for transparency.

And, finally, something close to the heart of this Christian journalist: **Remember that transparency encourages honesty.**

Practices, Strategies, & Habits

- 1. Conduct an annual Financial Review (audit)**
- 2. Provide an Annual Report**
- 3. Develop a Financial Internal Controls Policy**
- 4. Develop a Gift Acceptance Policy**
- 5. External evaluation and accreditation**
(CapinCrouse/Evangelical Council for Financial Accountability)
- 6. Implement annual spending evaluations (ROI)**
- 7. Always act in the best interests of your givers!**

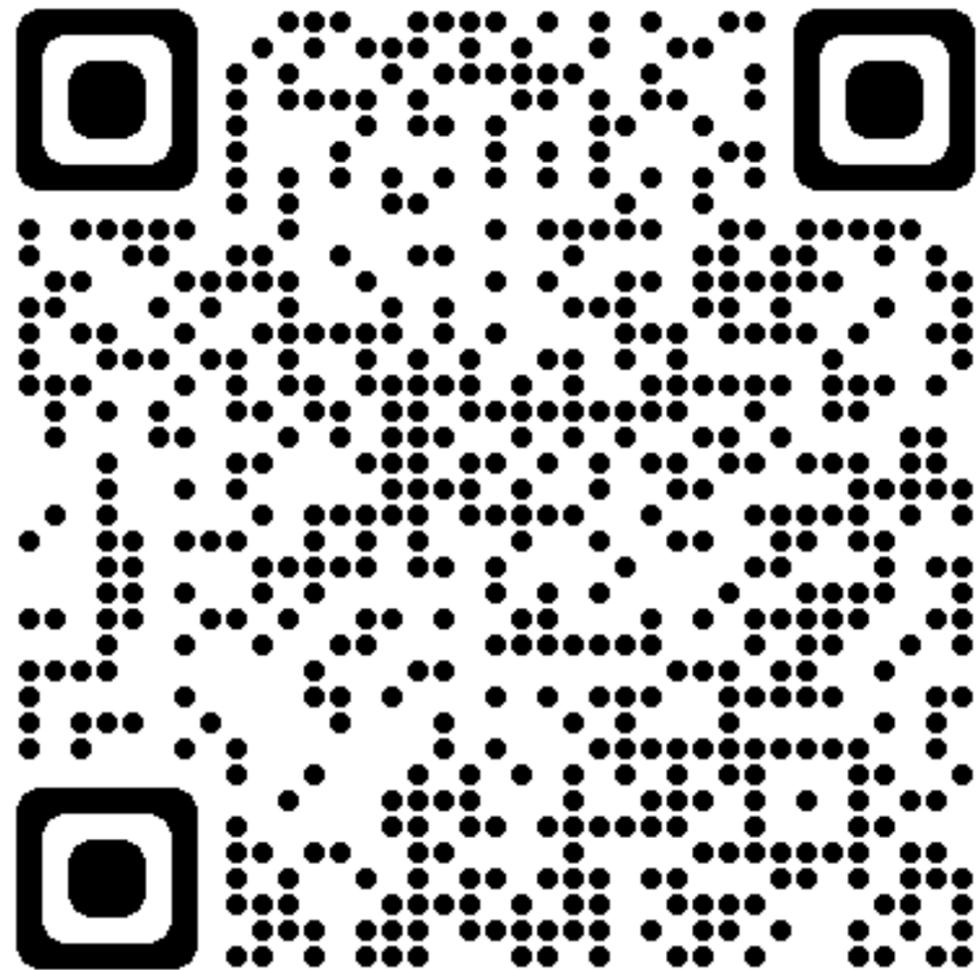
If You Could Only Implement 6 of the 34
Strategies...

My 6...

- 1. Teach Percentage Giving (connect to Giving Path)**
- 2. Stories of Ministry Impact**
- 3. First Time/Lapsed Giver Initiative**
- 4. Ministry and Financial Leader Summits**
- 5. Develop a Case For Generosity**
- 6. Develop A Year-Round Generosity Calendar**

Questions?

Receive all resources mentioned during
this presentation and more for FREE at
Giving365.com



A screenshot of the Giving365 website interface is shown on the right side of the slide. The website has a blue header with the logo 'giving365' in white. Below the logo, there is a navigation menu with links for 'Webinars/Presentations', 'eBooks', 'eCourse', 'Books', 'Videos', 'Podcasts', 'Articles', 'Blogs', and 'Horizons'. In the top right corner, there is an orange button labeled 'Your Account'. The main content area features a photograph of a diverse group of people sitting around a table, looking at tablets and laptops. Overlaid on this image is the text 'Your On-Demand Resource Library to Help You Grow Disciples and Fund Ministry' and another orange button labeled 'Your Account', which is circled in white. A small blue circular logo with a white 'h' is visible in the bottom right corner of the screenshot.