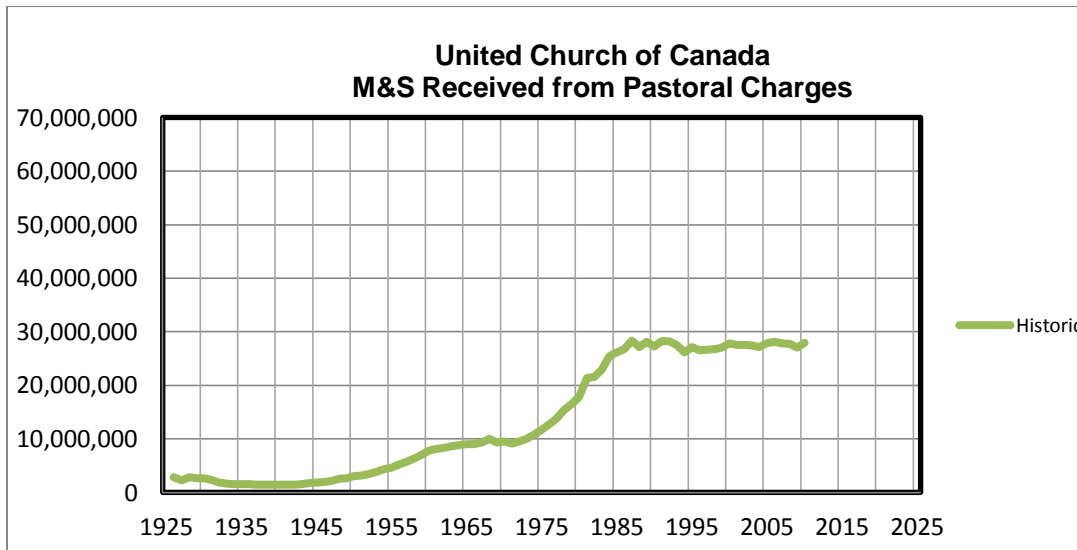


United Church Mission and Service Fund Trends

What a difference inflation makes when trying to figure out what has happened to historic funds like the M&S.

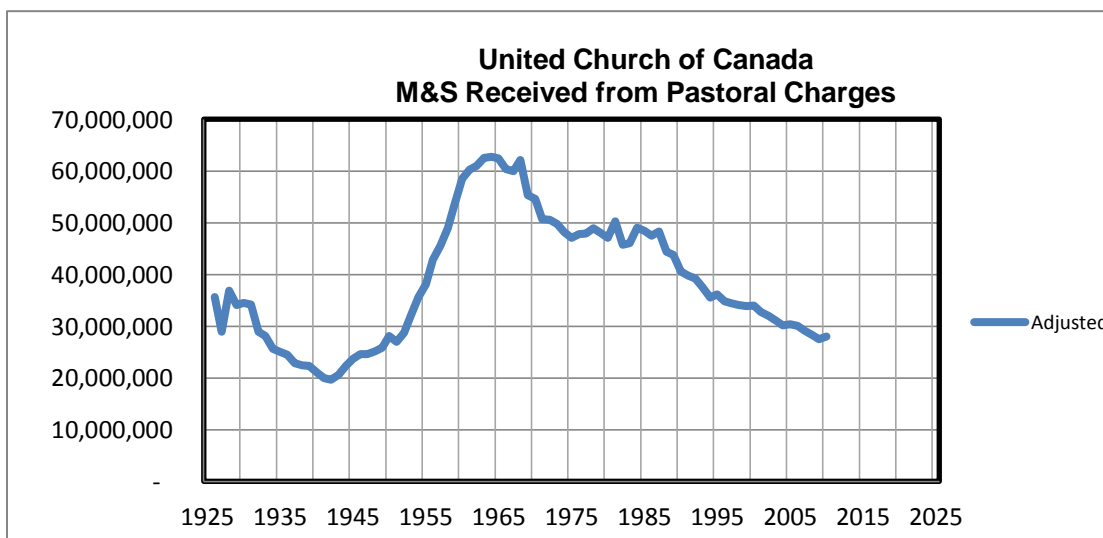
Consider the following chart which shows the historic amount received from Pastoral Charges:



That looks like a steady rise reaching a peak about 1987 of \$28,400,000¹ and then holding steady to the present \$28,000,000 in 2010.

And since the number of Identified Givers to M&S has dropped from 268,000 to 116,000 over that same period, it looks as though today's donors give an average of \$240 compared with \$105 in 1987. A significantly increased commitment.

But when the historic data is adjusted for inflation based on the CPI for 2010, here's what happens:



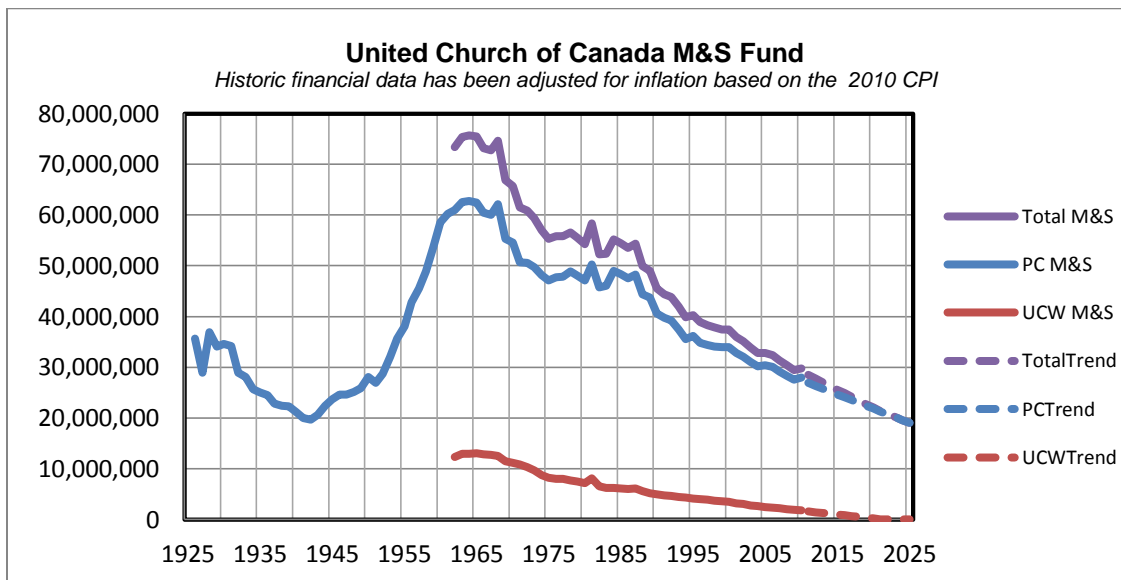
United Church Mission and Service Fund Trends

Now we see the effect of Depression during the 1930's, and the growth of the post-World War II period, peaking in 1964 at \$62,700,000 (in 2010's dollar values).

And by today's values, the M&S has declined from the 1964 peak by \$34,700,000 or 55%. This data helps explain the inability of the M&S Fund to maintain the level of programs from the 1960's – or 1980's or 90's for that matter.

The average 1987 donation is \$180 compared with today's \$240. Still a notable increased commitment.

When the UCW was formed in 1962, donations to M&S from its groups were also tracked as shown in the chart below.



Including the donations from the UCW, the total M&S has declined from a peak of \$75,700,000 in 1964 to \$29,800,000 in 2010; a decline of \$45,900,000 or 60%. Ouch.

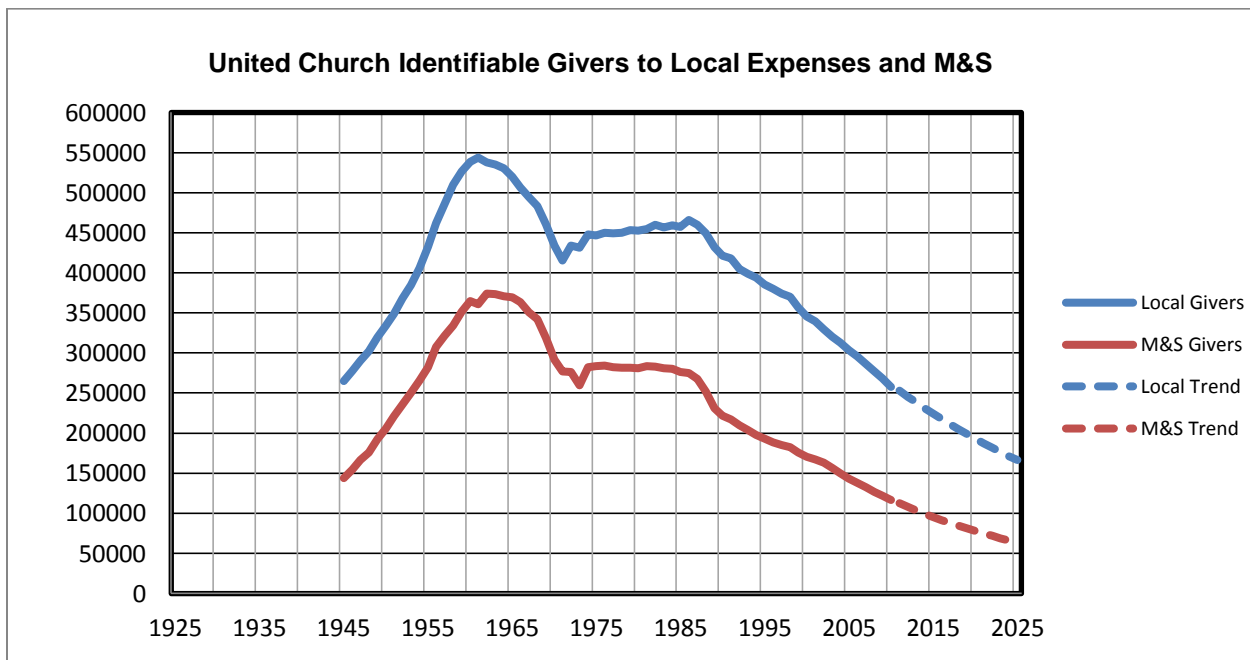
And if the trend for the past 10 years does not change, UCW offerings for M&S will reach zero in 2022, and the Total M&S will be \$19,000,000 in 2025; a further decline of \$10,800,000 or 35%.

United Church Mission and Service Fund Trends

The chart below shows the number of Identifiable Givers to Local Expenses (Line 18) and to M&S (Line 19). The shape of the graphs is similar to other data for attendance, total givings, etc.

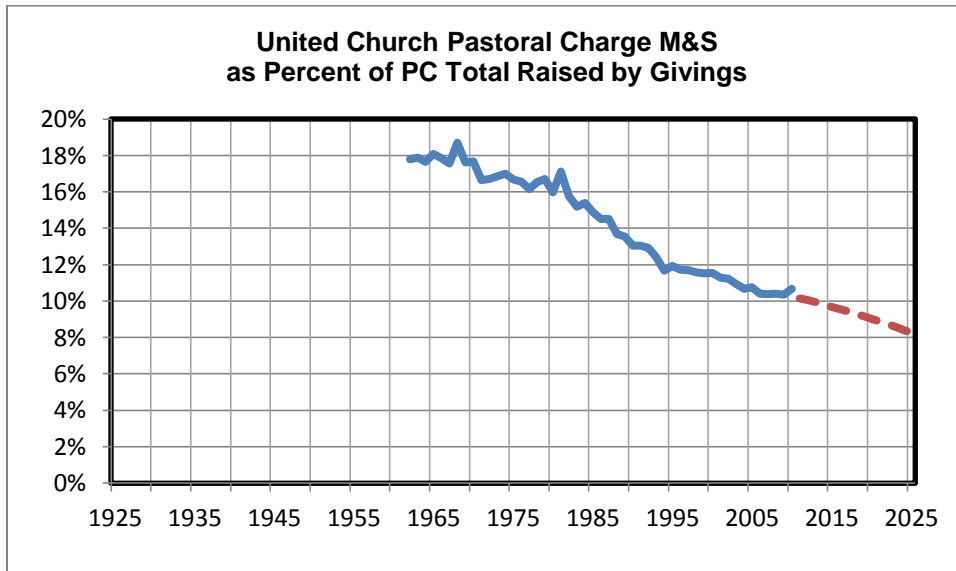
The number of Givers to Local Expenses rose from 265,000 in 1945 to a peak of 543,000 in 1961. The number in 2010 is 258,000 a decline of 285,000 or 52%. If the trend for the past ten years does not change, the number in 2025 will be 166,000, a further loss of 92,000 or 36%.

The number of Givers to M&S rose from 144,000 in 1945 to a peak of 374,000 in 1962. The number in 2010 is 116,000, a decline of 258,000 or 69%. If the trend for the past ten years does not change, the number in 2025 will be 63,000, a further loss of 53,000 or 46%.

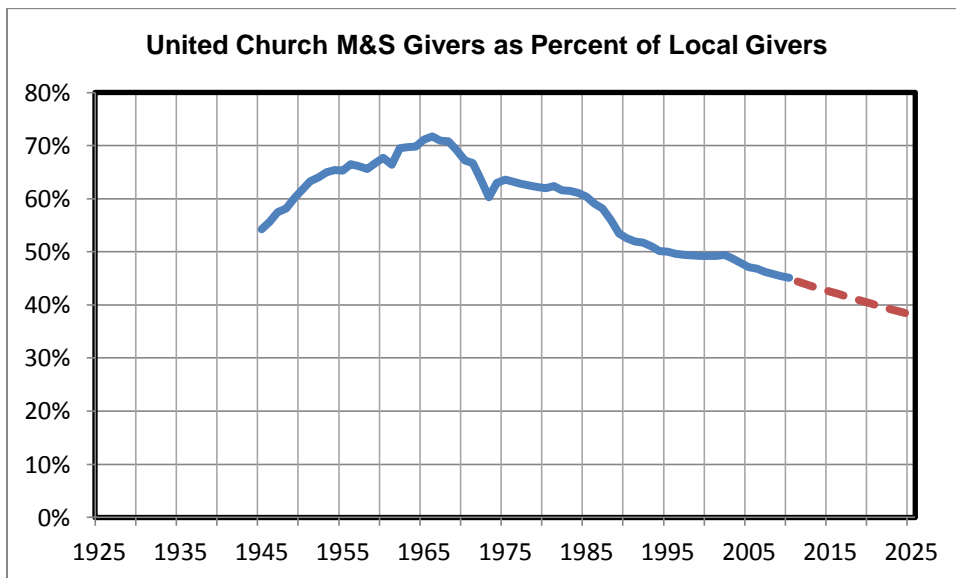


United Church Mission and Service Fund Trends

While the Total Raised for All Purposes by Congregational Givings (Line 32A) has also been steadily declining since 1964, we can see from the following chart that in 1982 the M&S Received from the Pastoral Charge (Exclusive of UCW) (Line 36) fell below 16% of the Total Raised to 11% in 2010. If the trend for the past 10 years does not change, the percentage will decline to 8% in 2025.

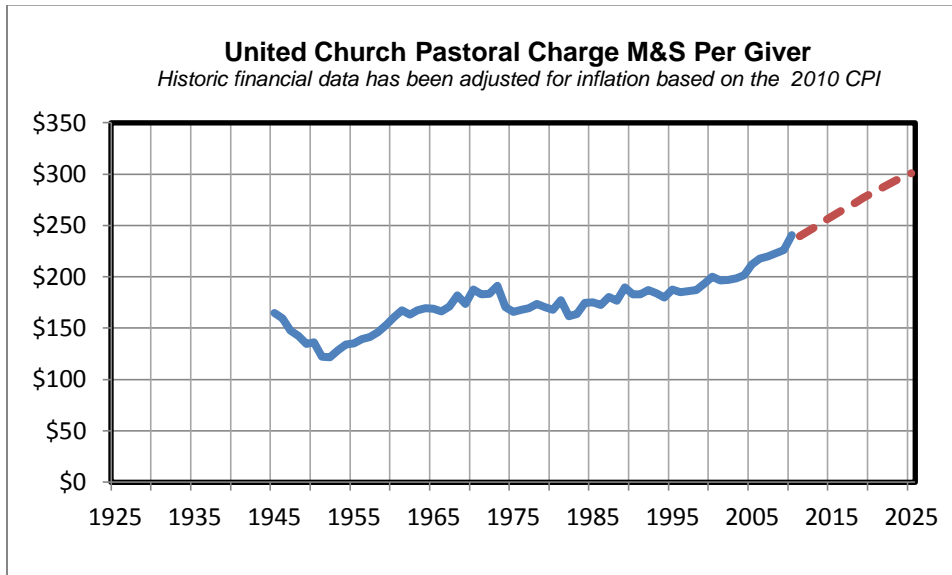


The chart below comparing Identifiable Givers to M&S (Line 19) as a percentage of Identifiable Givers to Local Expenses (Line 18) shows that at its peak in 1962 there were 7 M&S Givers for every 10 Givers to Local Expenses. This has been followed by decades of decline mixed with decades of holding steady. The ratio in 2010 is 4.5 M&S Givers for every 10 Givers to Local Expenses. If the trend for the past 10 years does not change, this ratio will decline to 4.0 M&S Givers for every 10 Givers to Local Expenses.



United Church Mission and Service Fund Trends

In spite of the overall declines of the amount raised and the number of Identifiable Givers to M&S, the chart below shows that the M&S Received from the Pastoral Charge (Exclusive of UCW) (Line 36) divided by the number of Identifiable Givers to M&S (Line 19) has risen from just under \$190 in the 1990's to \$240 in 2010 an increase of \$50 or 26%. If the trend for the past ten years does not change, this amount will rise to \$300 in 2020, a further increase of \$60 or 20%.



While there are no easy answers to reversing historic trends, the above data points to two potential areas for exploration:

1. Why are fewer Local Givers also giving to M&S? What could be done to reverse this trend?
2. Why are Pastoral Charges raising a smaller percentage of Total Raised for All Purposes by Congregational Givings that is for M&S? What could be done to reverse this trend?

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¹ All data is from The United Church of Canada Year Books.