



MISSION & SERVICE

Review of Mission & Service Giving in 2016

March 22, 2017

Dear Friends,

We make great things happen through Mission & Service and through the ministry of our local church. Thank you for generous giving for Mission & Service that changes the world.

An initial review of 2016 Mission & Service giving results indicates the following:

1. Annual giving by congregations, UCW and individuals continues to decline slowly	\$24,269,418
2. Giving through wills and planning giving had lower revenue	\$1,053,168
3. Total gifts to Mission & Service unified fund in 2016	\$25,322,586
4. Additional designated gifts to Mission & Service partners increased	\$2,773,831

1. Annual giving by congregations, UCW and individuals to the Mission & Service "Unified Fund" continues to track above projections with **\$24,269,418**, a decrease of \$724,457 in 2016 over 2015.

- We note, with thanks, that 859 pastoral charges increased their Mission & Service giving.
- Over and above giving for their local ministries and Mission & Service, the people of the United Church made this a year of historic generosity supporting privately sponsored Syrian refugees.

2. Giving through wills and other planned giving to Mission & Service totalled **\$1,053,168** (\$2.1M in 2015). This by its nature is quite variable year to year.

- **Giving through wills, proceeds from life insurance policies and charitable remainder trusts:** \$1,028,168 in gifts through wills, charitable remainder trusts (\$1.65M in 2016).
- **Annuity gifts:** \$25,000 in final residual gifts from annuities

Note: In 2015, we began the practice of endowing a percentage of bequests and assets gifted from the sale of church properties.

3. Annual and planned giving in summary:

\$25,322,586 total gifts for Mission & Service in 2016 (\$27.09M in 2015)

4. Designated giving for Mission & Service partners and ministries in summary:

\$1,002,635 for specific Mission & Service partners and ministries

\$801,586 for Mission & Service partners through wills and other planned gifts

\$565,540 for emergencies and crises around the world (\$1.59M in 2015)

\$404,070 through the Gifts with Vision gift-giving catalogue

\$2,773,831 total gifts designated for specific Mission & Service partners/ministries (\$2.36M 2015)

Significant opportunity to increase participation in congregational and Mission & Service giving is the focus of the 2017 stewardship strategy, including:

- a. enriching the recently launched congregational giving program, Called to Be the Church
- b. resourcing, coaching and mentoring congregational and Mission & Service giving program leaders

Thank you for your generous giving.

David Armour, Director of Philanthropy

The United Church of Canada