



Giving and Worship Report

January-June 2021 vs 2020

Joe Park



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Introduction

Horizons Stewardship invited churches of all sizes and denominations to complete a short survey for the purpose of providing a quick snapshot of change in giving and worship attendance for January – June 2021 (Q1 & Q2) compared with the same period in 2020.

396 churches completed the survey, the results of which form this report. Participants were asked to share their annual ministry giving and the region of the country in which they were located to allow readers to compare their church's results by size and geography.

The purpose of this report is to share data not to interpret it. Findings are presented without connection to causal factors, which are discussed in other [Giving365.com](https://giving365.com) resources.

Readers are invited to compare their 2021 giving and worship attendance with churches of their size and region of the country.

If you would like to learn more about creating a culture of generosity at your church, visit nextlevelgenerosity.com.

If you are ready for a conversation, please contact me at jpark@horizons.net or click the contact button on our website [Horizons.net](https://horizons.net).

Joe Park
CEO
Horizons Stewardship



Key Findings

Church Giving

- 29.5% reported growth in giving.
- 32.3% reported giving was about the same.
- 38.1% reported a decrease in giving.
- 46.7% with giving over \$5mm increased and 20% decreased.
- 36.3% with giving \$1mm to \$4.9mm increased and 39.8% decreased.
- 31.3% with giving \$500,000 to \$999,999 increased and 35.9% decreased.
- 27.9% with giving \$100,000 to \$499,999 increased and 40.4% decreased.
- 14.6% with under \$100K saw increases and 31.7% decreased.
- Midwest churches were the most likely to see increases in giving (33.9%).
- Southwest churches were the least likely to see increases in giving (23%).

Church Worship Attendance (in-person & online)

- 20.5% reported growth in worship attendance.
- 22.0% reported worship attendance was about the same.
- 59.5% reported a decline in worship attendance.
- Northeast churches had the highest % of churches with increases at 27.7%
- Midwest churches had the lowest % of churches with increases at 17.4%
- Southwest churches had the largest % of over 10% declines at 35.4%
- Northeast churches had the lowest % of over 10% declines at 21.1%



Summary

If the trends of Q1 & Q2 continue for the remainder of the year and beyond, a significant number of churches will have difficulty funding ministry from current giving. Across all sizes and regions of the country, **38% of churches are experiencing declining giving in 2021**. Almost **12% of churches are seeing declines of more than 10%**.

Also of great concern is the decline in worship attendance, even with most churches offering online worship. **29% of churches are still experiencing greater than a 10% decrease in worship attendance compared with 2020**.

Despite the negative trends, **30% of churches are experiencing growth in giving and 21% have seen their attendance rise.**

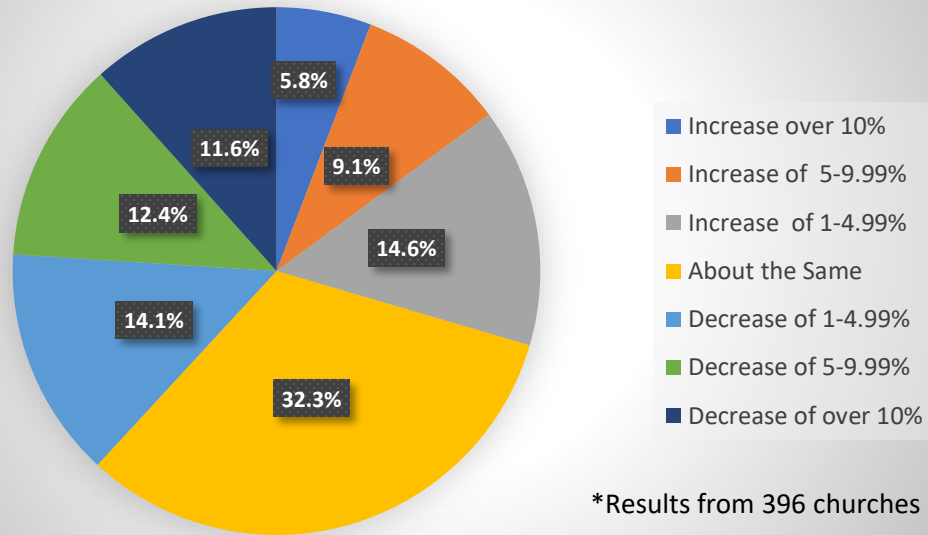
Much of the good news is in larger churches, but there are many small congregations who are thriving.

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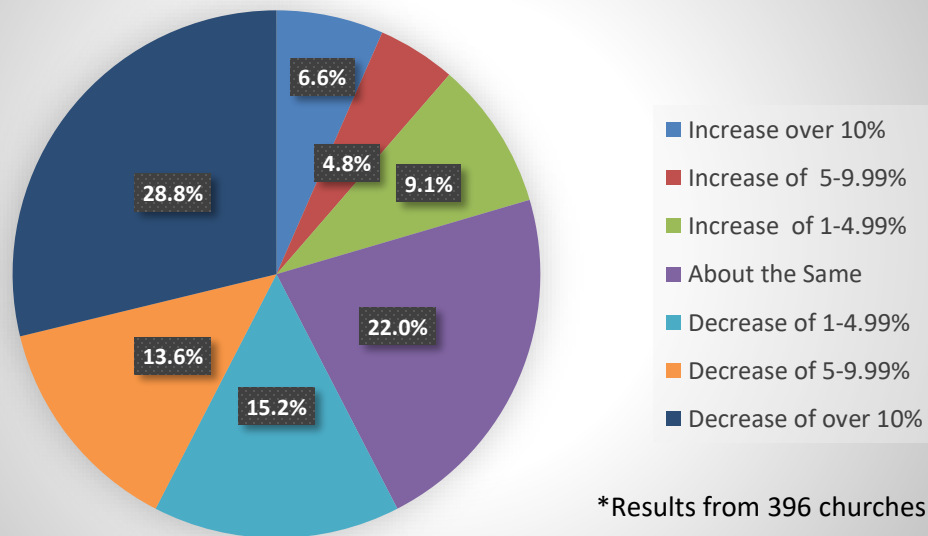


Changes in Giving and Worship Attendance Q1 & Q2 2021 vs 2020

Change in Giving Jan-Jun 2020 vs 2021

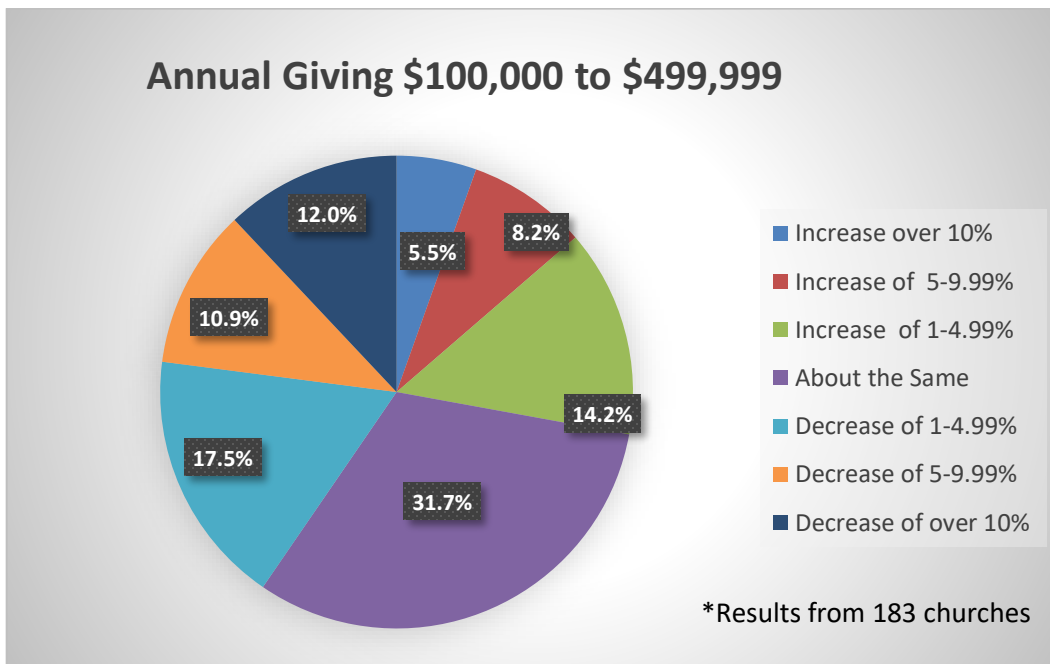
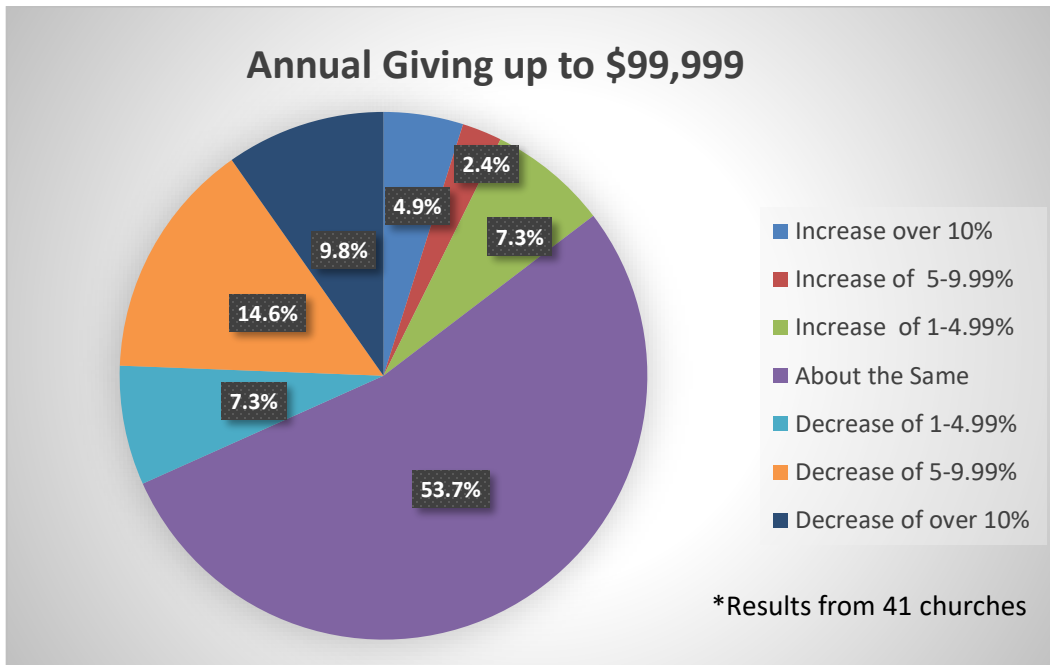


Change in Worship Jan-Jun 2020 vs 2021



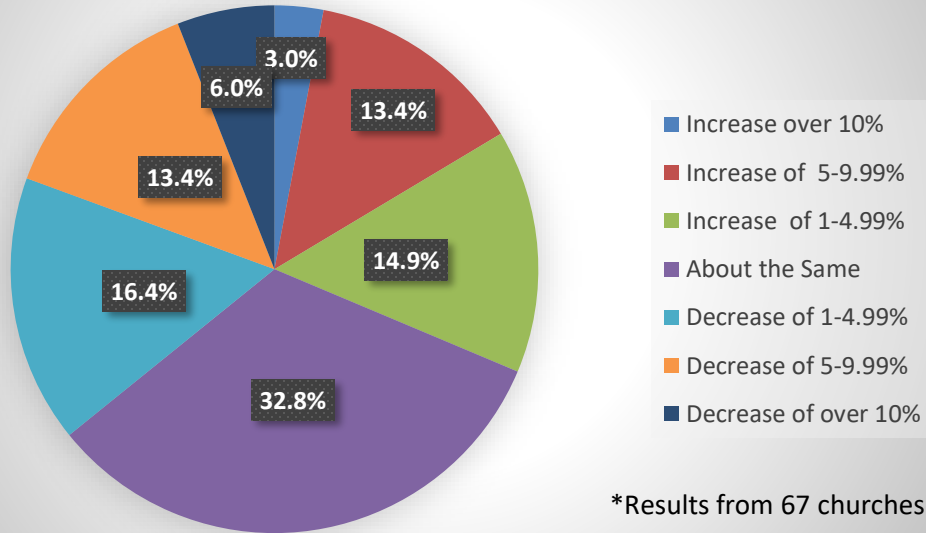


Changes in Giving by Annual Budget

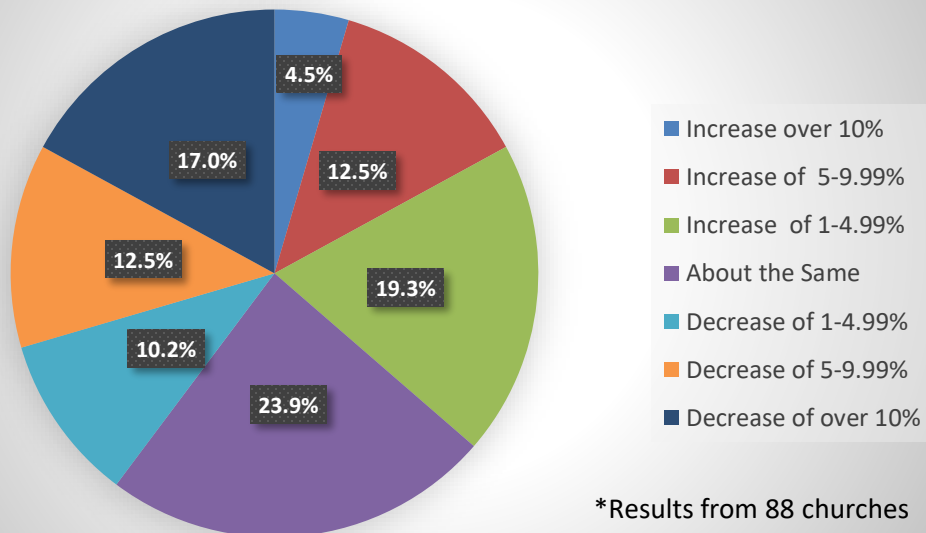


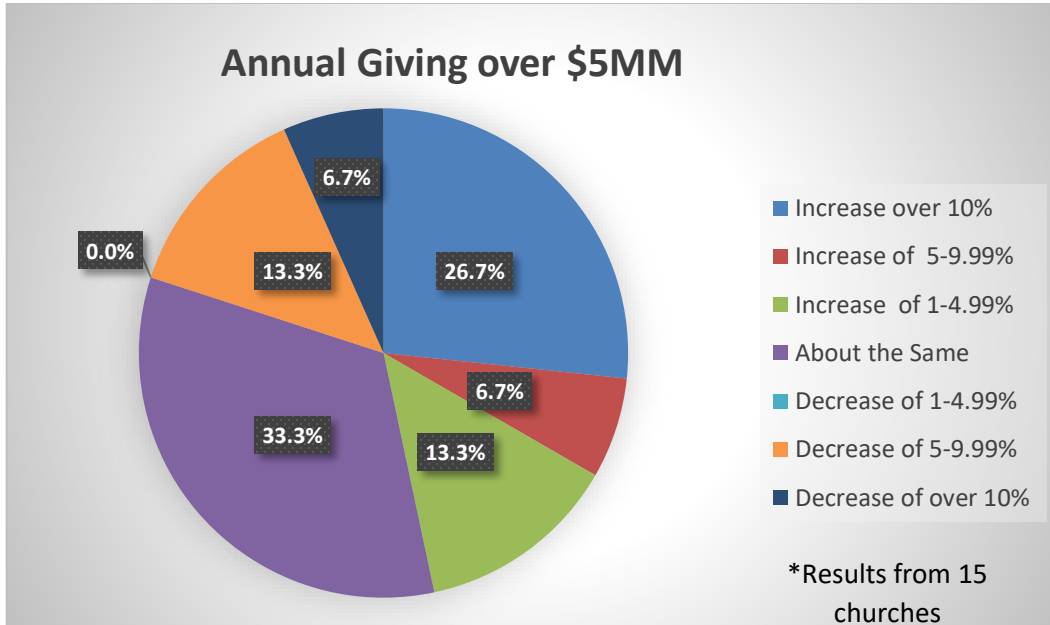


Annual Giving \$500,000 to \$999,999



Annual Giving \$1MM to \$4.99MM

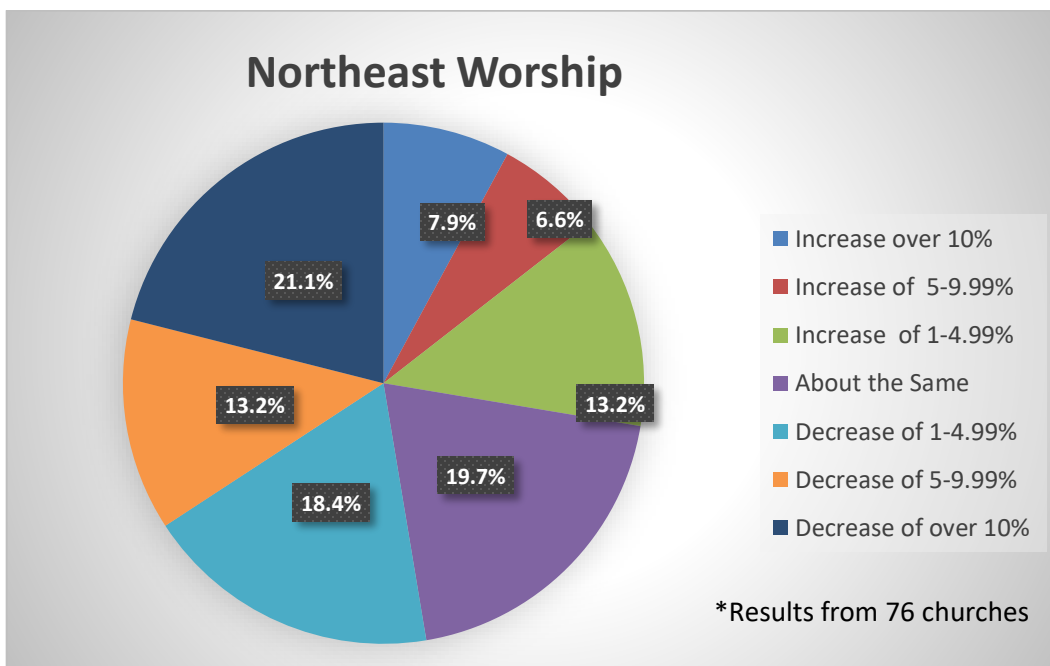
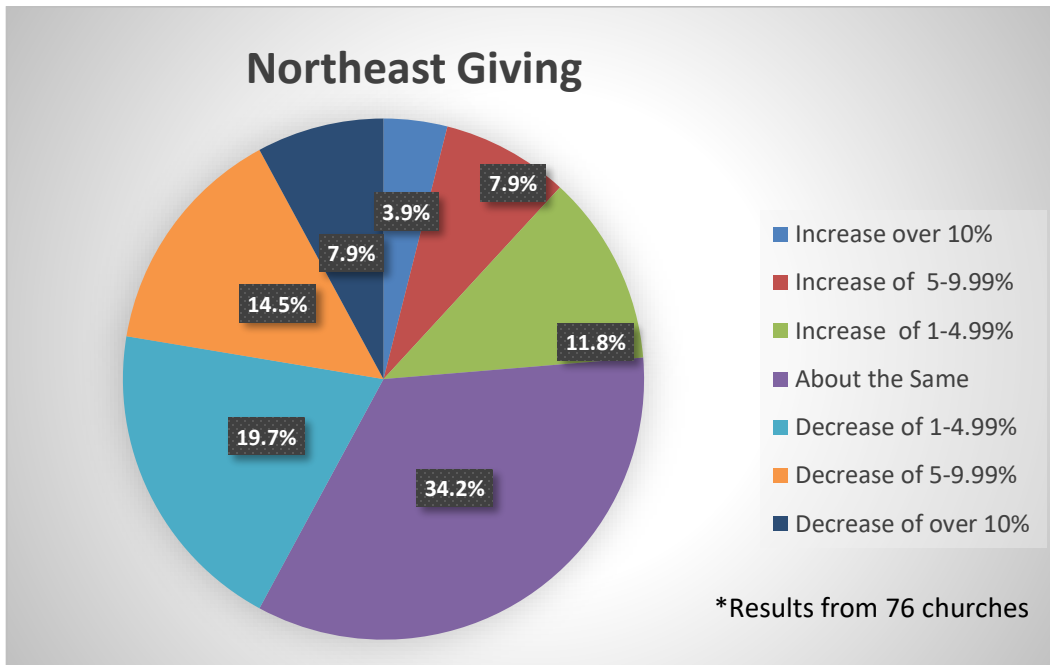




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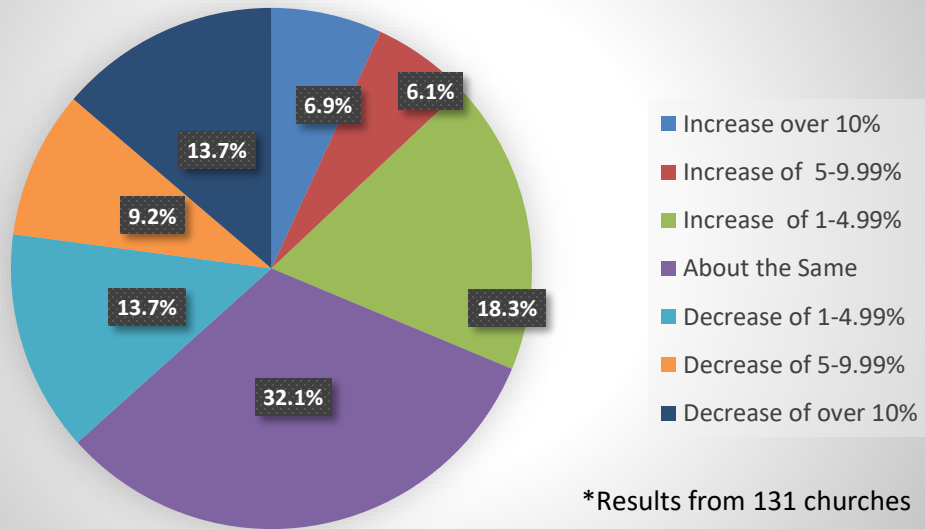


Changes in Giving and Worship Attendance by Region

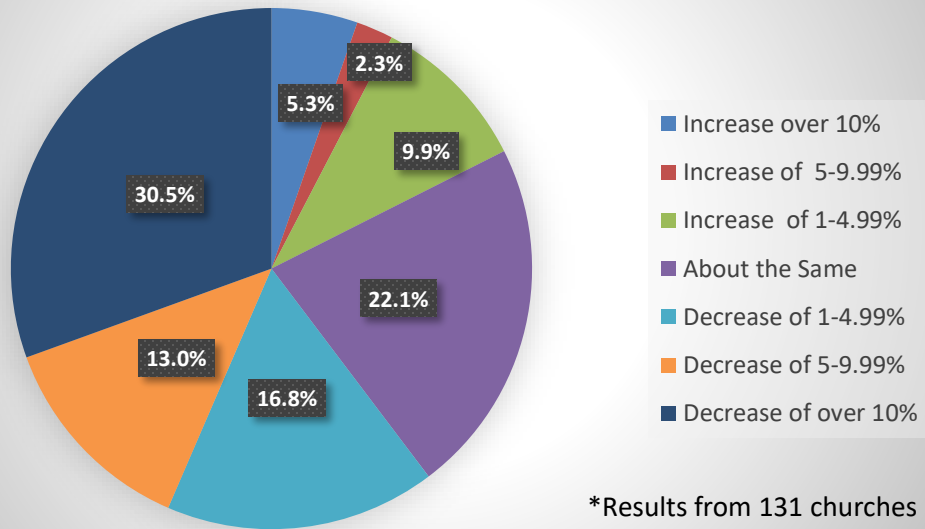




Southeast Giving

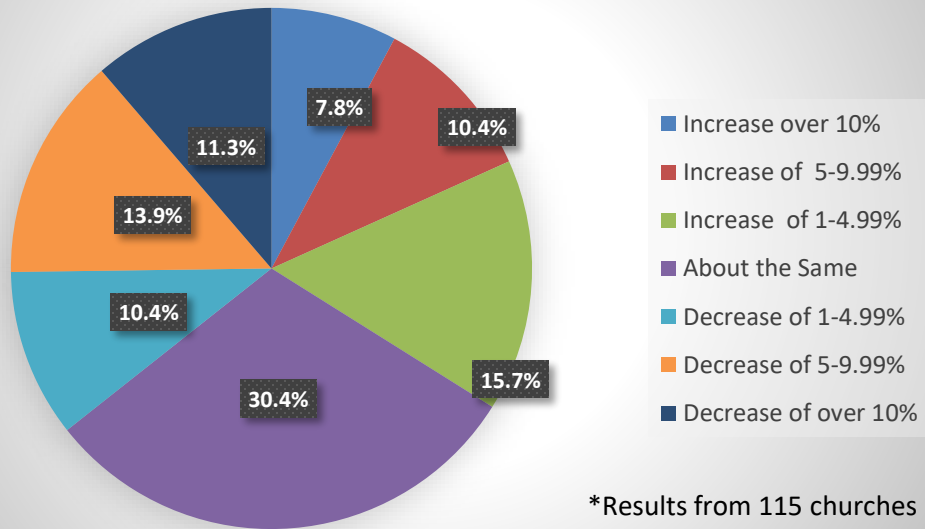


Southeast Worship



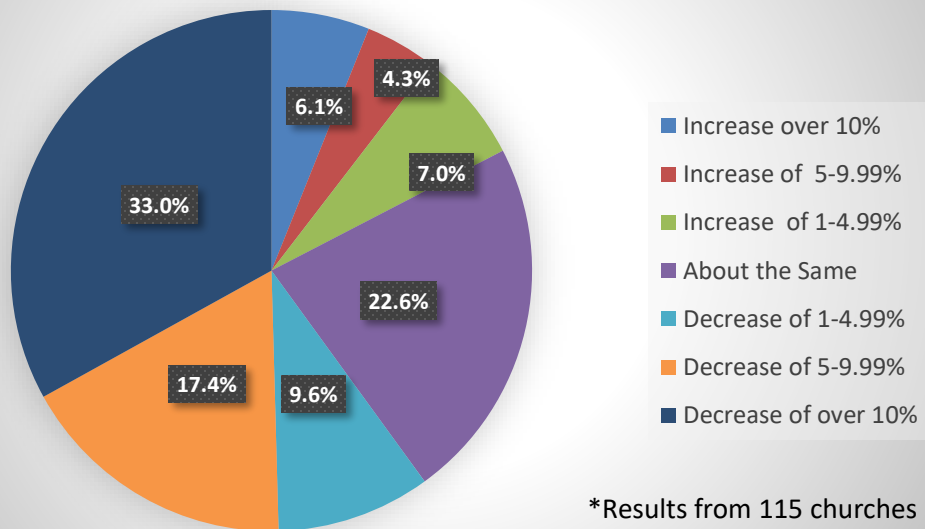


Midwest Giving



*Results from 115 churches

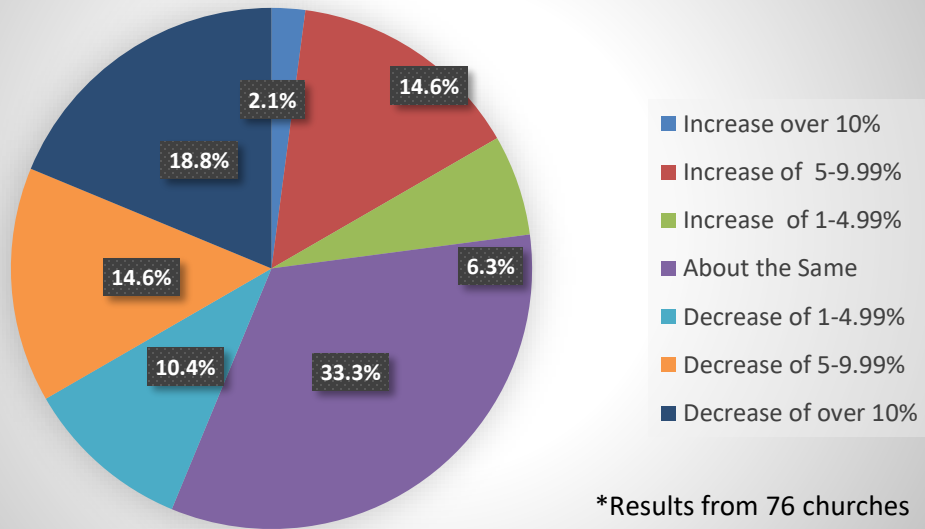
Midwest Worship



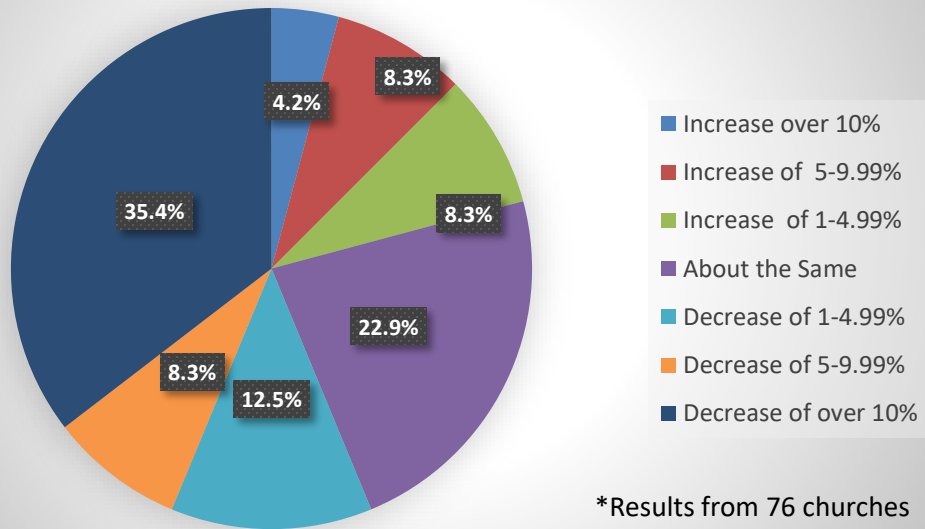
*Results from 115 churches

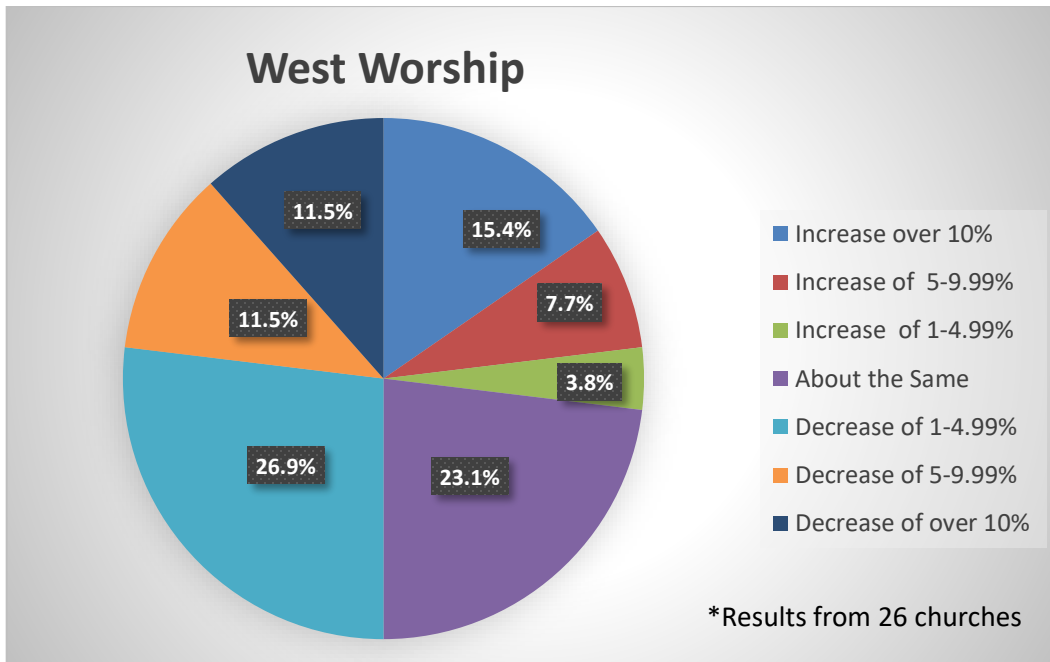
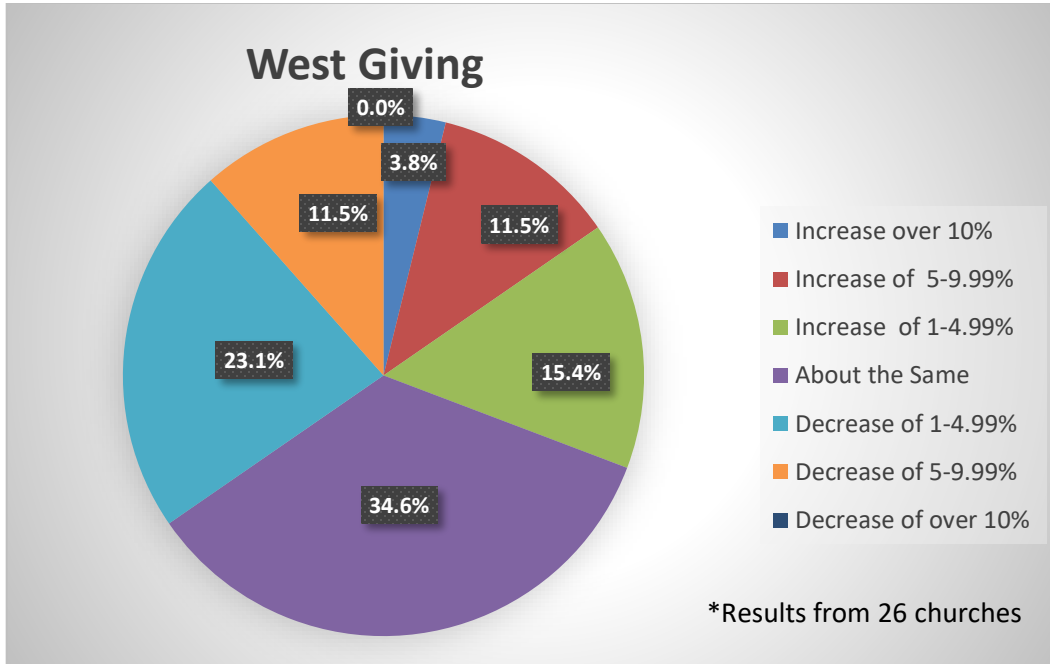


Southwest Giving



Southwest Worship







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STEWARDSHIP

About the Author



Joe Park, CEO

Joe leads a team of 38 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over 7 billion dollars in capital funding and uncountable amounts of annual and planned giving. Joe has consulted and taught extensively on implementation of best practices in generosity, strategic planning, and change management.

Prior to joining Horizons in 2002, he served as CEO of Community Financial Group with banking, insurance, and investment presences in seven different cities. He was named one of Arkansas' Outstanding Business leaders by Arkansas Business Magazine, was a recipient of the Sam Walton Business Leader Award and was selected by the Secretary of the Air Force as a Civilian Leader representative to the Air War College. The Community Financial Group received the prestigious Arkansas Governor's award for Most Outstanding Mid-Sized Company for Community Service.

Joe earned a degree in Finance and Banking from the University of Arkansas and a master's degree in Business Administration from Boston University.



About Horizons Stewardship

Horizons Stewardship helps church and faith-based nonprofit leaders grow disciples and fund ministry through a collaborative framework that is tailored to the unique culture of the church, aligned with leadership's vision, and implemented through coaching, planning, technology, and analytics to ensure the church lives into its full ministry potential and impact.

After more than two decades working with thousands of churches to raise billions of dollars for ministry projects, Horizons has refined a deeply integrated, spiritually focused approach that consistently results in more ministry funding and more effective disciple-making strategies.

Horizon's ministry team of International Coaching Federation (ICF) trained coaches are ready to help you discover a proven, effective process that will empower you to move forward with clarity and confidence. Churches who partner with Horizons, on average, experience **double digit increases in giving within the first twelve months.**

Visit Horizons.net today to see if Horizons might be able to help you turn your ministry plan into a transformational discipleship experience.