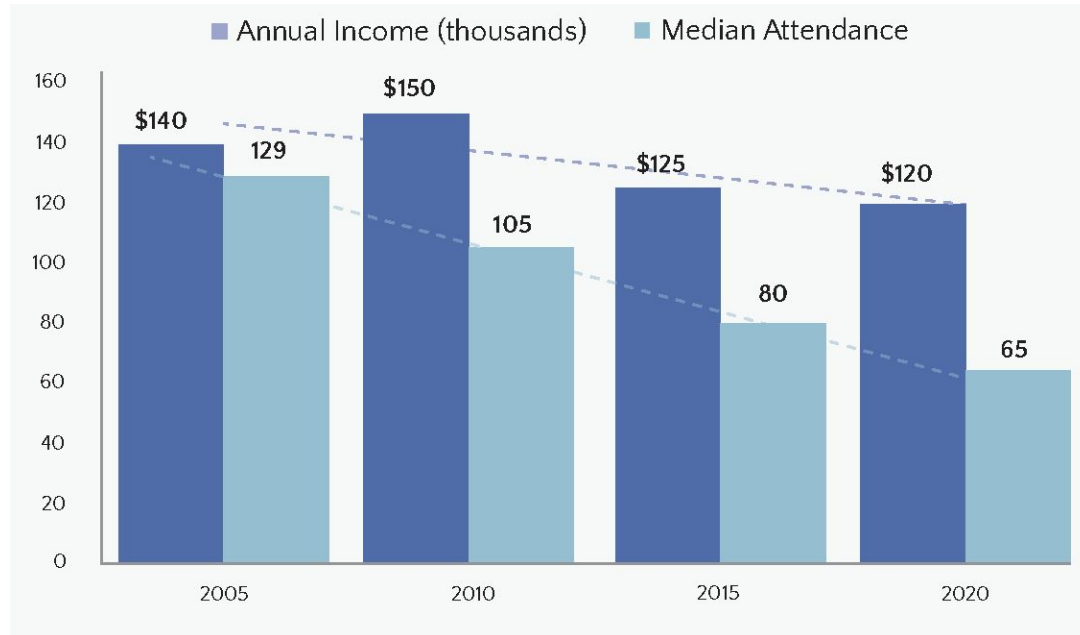


# Purpose of Meeting

Raise awareness of the challenge  
we are facing so that we can  
all be a part of the solution

# Congregational Giving Is Somewhat More Stable than Attendance



Source: 2020 Faith Communities Today survey: Hartford Institute for Religion Research  
[Twenty Years of Congregational Change: The 2020 Faith Communities Today Survey Overview \(page 24\)](#)

# Facts Trends: 2017-2021 – Sunday Worship Attendance

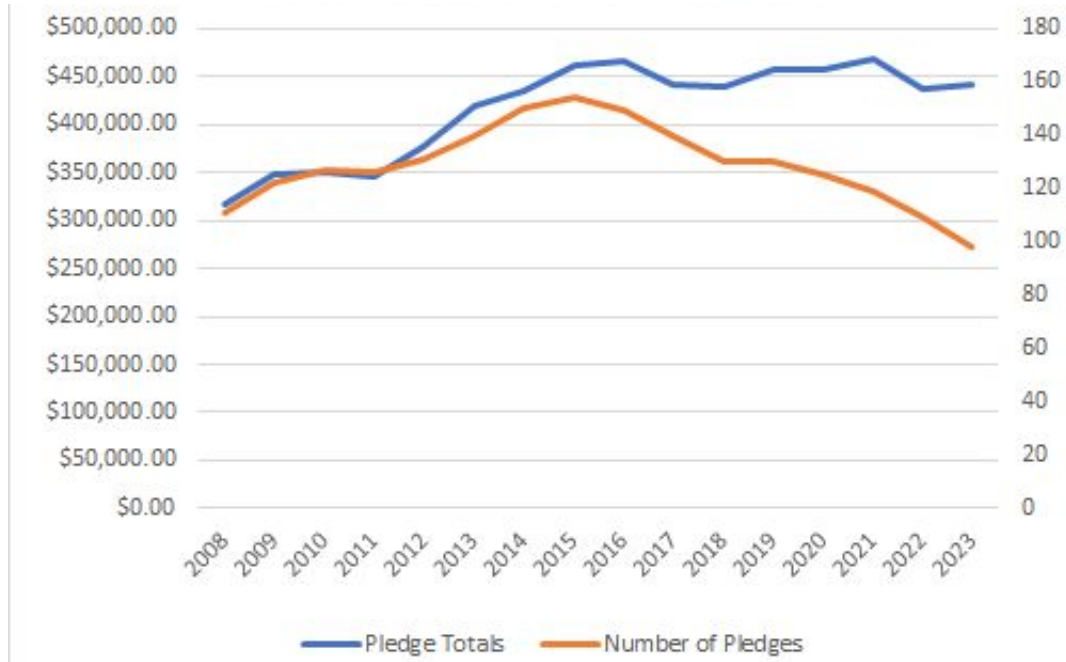
	2017	2018	2019	2020	2021
<b>Total Average Sunday Worship Attendance (ASA)</b>	<b>556,744</b>	<b>531,958</b>	<b>518,411</b>	<b>458,179</b>	<b>292,851</b>
Net Change in ASA from Prior Year	-13,709	-24,786	-13,547	-60,232	-165,328
One Year % Change in ASA	-2.40%	-4.50%	-2.55%	-11.60%	-36.08%
Five Year % Change in ASA	-13%	-12%	-11%	-20%	-47%
Ten Year % Change in ASA	-24%	-25%	-24%	-36%	-54%

From Parochial Report Data 2021

Source: 2017-2021 Facts Facts Trends, General Convention of the Episcopal Church

# St. Luke's Pledging Data

## Pledge Totals vs. Number of Pledges



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# Deficits (Budgeted vs. Actuals)

	Budgeted	Actual
2016	-\$51,371	-\$19,409
2017	-\$79,035	-\$34,448
2018	-\$12,670	+\$44,503
2019	\$14,064	+\$46,742
2020	-\$14,114	+\$92,492
2021	-\$8,344	+\$19,567
2022	-\$67,378	-\$19,682
2023	-\$79,950	TBD



# Funding the 2023 Deficit

- \$41,246 – 2020 surplus
- \$19,567 – 2021 surplus
- \$10,934 – Bridge fund
- \$8,203 - Investment income (minus mgmt fees)

# Key Restricted Fund Balances (1/31/2023)

	<b>Current Balance</b>	<b>Balance after Budget Approved by Vestry</b>
Bridge Fund	\$64,995	\$54,1061
Endowment Funds	\$144,899	\$144,899
Parish Funds	\$592,610	\$584,407
Edmonds Fund – Donor	\$111,845	\$111,845
Replacement Reserve Fund	\$13,420	\$13,420
Vestry-directed Fund For Growth	\$98,167	\$98,167

This info is not shared to cause panic or despair, but rather to provide context:

St. Luke's challenge being in line with a much larger protestant church/nonprofit phenomenon and not an outlier/anomaly affects our approach to the challenge.



St. Luke's is experiencing a very common challenge:

## **Everything is different.**

Our decrease in attendance and giving is following a national trend

What this means is that how we've funded our ministry in the past isn't working in the present. We've got to do things differently.

# Diocesan staff and experts have studied St. Luke's financials:

- We are not in crisis.
- We are not out of the ordinary.
- We have much potential.
- We can solve this challenge.

**“The days of funding the church’s ministry *only* through pledging are over.”**

You know how WAMU says “members like you are our biggest source of support.”

Financial support from parishioners will stay the primary source of income – but we need supplemental income.

**“The days of funding the church’s ministry *only* through pledging are over.”**

What is not called for or helpful:  
shame, blame, or guilt around our pledge income

Campaign Progress for Pledge (Jan. 1, 2023 – Dec. 31, 2023)

\$460,000.00 Goal

\$444,462.00 Pledged

Total Pledges: **99**

**“The days of funding the church’s ministry *only* through pledging are over.”**

What is not called for or helpful:  
shame, blame, or guilt around our pledge income

\$444,462.00 Pledged

\$150,862.51 Received

**“The days of funding the church’s ministry *only* through pledging are over.”**

## **Grants**

- Security
- Family fun days
- Sabbatical activities

Yes! We could use help applying for grants. Yes!

# **“The days of funding the church’s ministry *only* through pledging are over.”**

- We have a great building, on a beautiful campus, with loads of parking and close to 495/270.
- We need to increase outside use of building.

# Criteria for Space Use

- Non-profit
- Related to St. Luke's mission and ministry
  - Does it help bring about God's dream for God's creation on earth as it is in heaven?
- Community Benefit

Ask yourself – What blessing is this corner of Montgomery County missing?



# Who Do We Currently Share Space With?

- Piano/Vocal teacher
- Cornerstone Montgomery
- Concerts/Recitals
- Cristo La Roca - Spanish Speaking Pentecostal Church
- Dog training
- Suicide Bereavement
- 4 AA groups
- Educational Competition Team

# When Is Our Space Available?

- We have the most amount of space available on weekdays and during the day.
- The building is more used at night and on the weekends.

# What Parishioners Can Do

- Pray
- Participate
- Change – be a part of it.
- Be hopeful.
- Help us find organizations with which we can share our space.
- Matching grant from employers.
- Consider including St. Luke's in planned giving.
- Consider an increase in annual giving if possible & sustainable.

# **We are facing an attendance challenge *and* an income challenge.**

- We can acknowledge these challenges together, but we do not have to link them.
- More people is not the solution to our financial challenge. There is freedom in this!

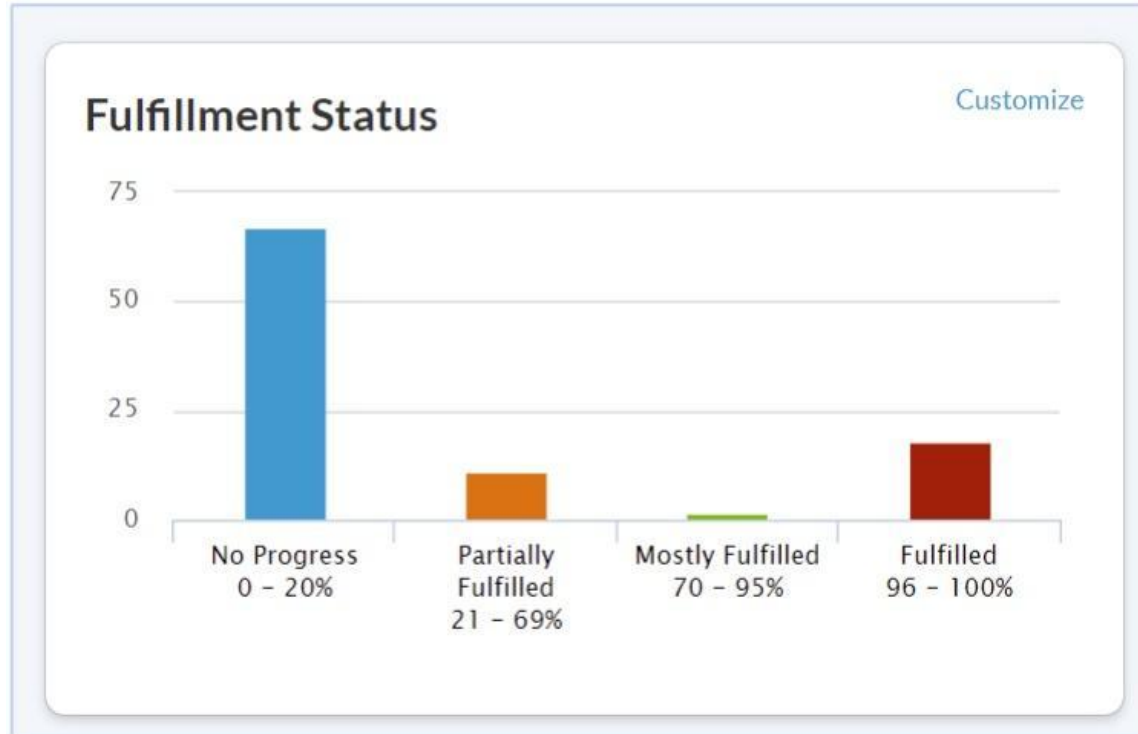
**We grow the church because we are called to share God's love.**

**We grow our financial resources so that we can share God's love with more people.**

# Appendix



# St. Luke's 2023 Pledge Payment Status



# Central Montgomery County: Church Attendance and Pledge 2021

	Avg. Sunday Attendance	2021 Pledges	
		Pledge Units	Avg per Week
Christ Church, Rockville	90	139	68.18
Christ Church, Kensington	53	121	61.10
St. Mary Magdalene	43	71	36.07
Our Saviour, Hillandale	191	146	36.35
St. Luke's, Trinity Parish	56	118	76.44
St. Francis	70	132	88.84
Good Shepherd	45	67	76.75
Transfiguration	39	74	54.59
St. Mark's, Fairland	56	32	59.04
St. James', Potomac	59	82	90.07
<b>Total</b>	<b>702</b>	<b>982</b>	<b>647.44</b>

From Episcopal Diocese of Washington Journal and Directory, 2022 (page 173).





# Province 3 Average Pledge: 2017-2021

Diocese	Avg. Pledge 2017	Avg. Pledge 2018	Avg. Pledge 2019	Avg. Pledge 2020	Avg. Pledge 2021	Net Change 2017-2021	% Change 2017-2021
Bethlehem	\$2,116	\$2,177	\$2,250	\$2,318	\$2,389	\$273	13%
Central Pennsylvania	\$2,380	\$2,538	\$2,593	\$2,738	\$2,753	\$374	16%
Delaware	\$2,189	\$2,275	\$2,301	\$2,328	\$2,433	\$244	11%
Easton	\$2,424	\$2,590	\$2,528	\$2,660	\$2,994	\$570	23%
Maryland	\$2,667	\$2,722	\$2,766	\$2,871	\$3,102	\$435	16%
Northwestern Pennsylvania	\$2,179	\$2,202	\$2,299	\$2,494	\$2,535	\$356	16%
Pennsylvania	\$2,567	\$2,632	\$2,848	\$2,800	\$2,992	\$425	17%
Pittsburgh	\$2,602	\$2,669	\$2,737	\$2,849	\$2,897	\$295	11%
Southern Virginia	\$2,931	\$2,998	\$3,023	\$3,397	\$3,110	\$179	6%
Southwestern Virginia	\$2,930	\$3,022	\$3,065	\$3,249	\$3,416	\$487	17%
Virginia	\$3,103	\$3,204	\$3,327	\$3,467	\$3,871	\$768	25%
Washington	\$3,131	\$3,250	\$3,695	\$3,322	\$5,085	\$1,954	62%
West Virginia	\$2,596	\$2,736	\$2,900	\$2,946	\$3,131	\$535	21%
<b>Total</b>	<b>\$2,800</b>	<b>\$2,894</b>	<b>\$3,043</b>	<b>\$3,094</b>	<b>\$3,567</b>	<b>\$767</b>	<b>27%</b>

From Average Pledge by Province and Diocese: 2017-2021 (page 1).

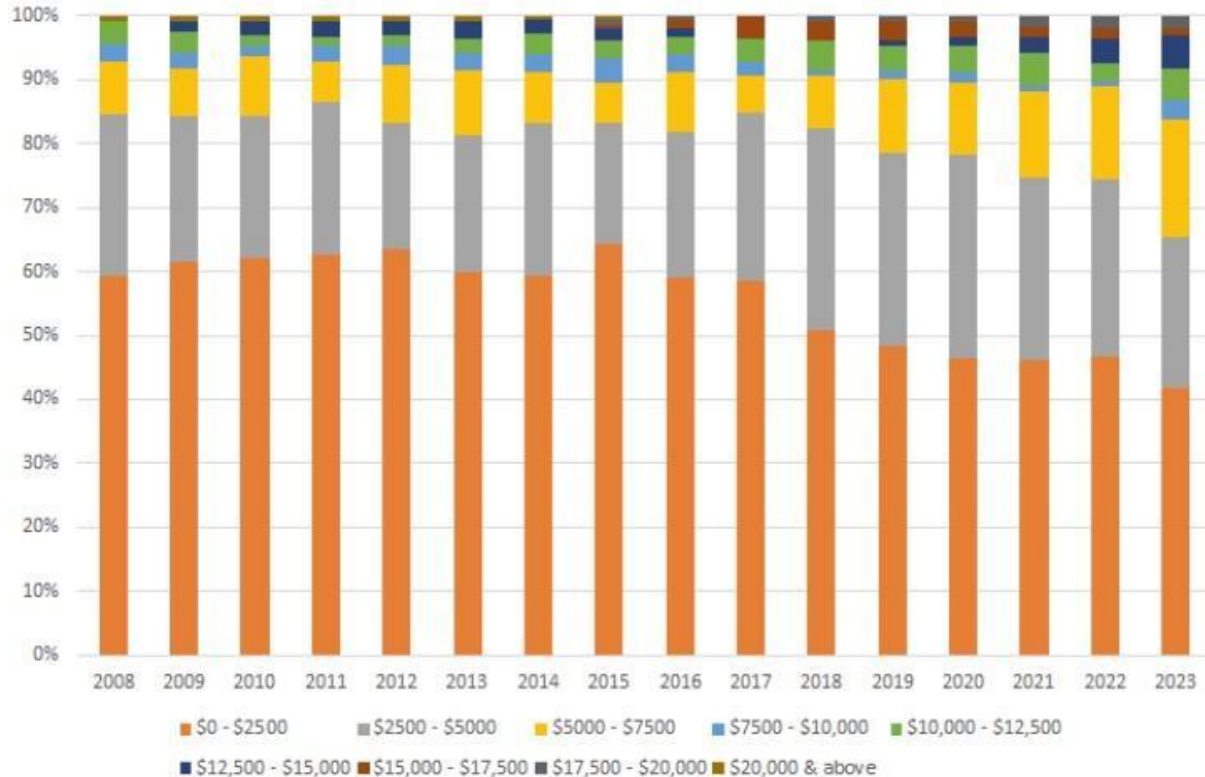
# Central Montgomery County: Revenues of Parishes & Missions 2021

	Plate and Pledge Offerings	Investments	Other Operating Income	Normal Operating Income	From Diocese	Total Operating Revenue	Non-Operating Revenue	Total Revenue
Christ Church, Rockville	542,048	37,773	135,474	715,295	0	715,295	0	715,295
Christ Church, Kensington	414,411	494	158,015	572,920	0	572,920	517,428	1,090,348
St. Mary Magdalene	143,357	367	26,473	170,197	0	170,197	460,485	630,682
Our Saviour, Hillandale	315,607	0	39,238	354,845	0	354,845	10,000	364,845
St. Luke's, Trinity Parish	490,090	0	25,354	515,444	0	515,444	112,078	627,522
St. Francis	622,726	193	750,944	1,373,863	0	1,373,863	505,163	1,879,026
Good Shepherd	284,759	0	90,221	374,980	0	374,980	39,569	414,549
Transfiguration	235,821	0	64,396	300,217	0	300,217	23,003	323,220
St. Mark's, Fairland	150,915	225,000	39,905	416,475	0	416,475	97,219	513,694
St. James', Potomac	353,812	10,022	317,961	688,115	0	688,115	36,246	724,361
<b>Total</b>	<b>3,553,546</b>	<b>273,849</b>	<b>1,647,981</b>	<b>5,482,351</b>	<b>0</b>	<b>5,482,351</b>	<b>1,801,191</b>	<b>7,283,542</b>

From Episcopal Diocese of Washington Journal and Directory, 2022 (page 181).



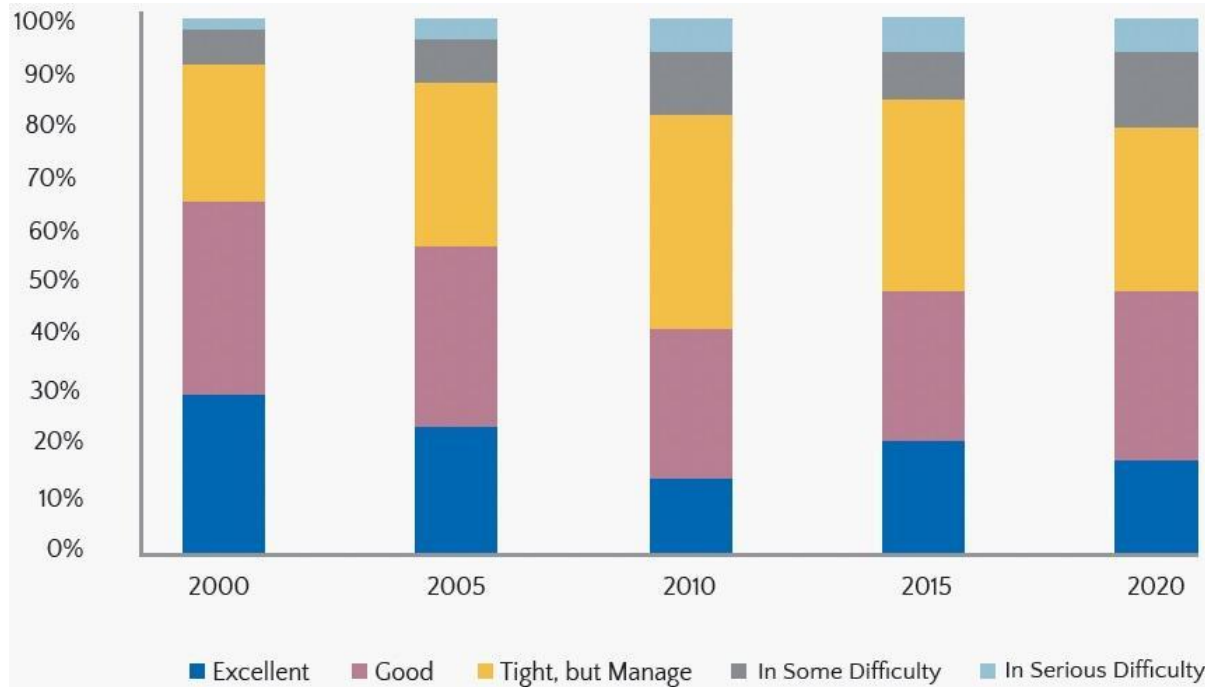
# St. Luke's Pledge Ranges by Percentage 2008-2023



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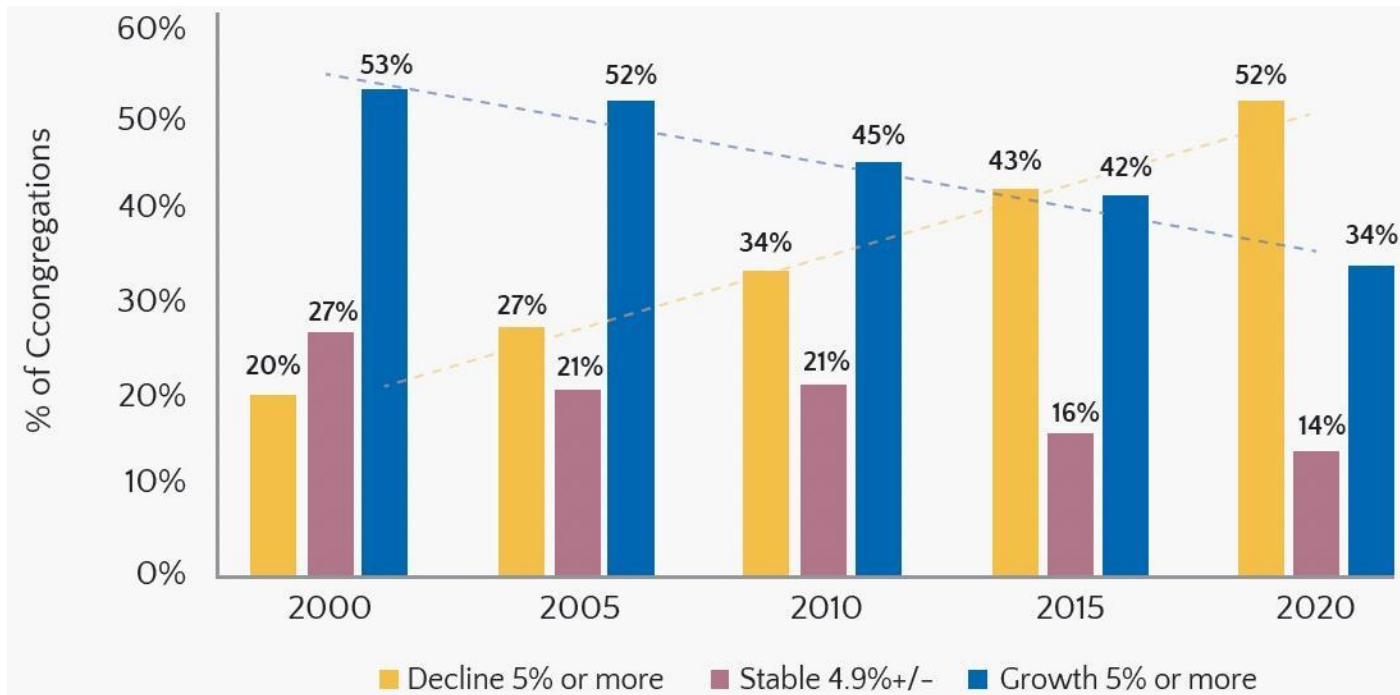


# Financial Health Across 20 Years of U.S. Congregations: 2000-2020



Source: 2020 Faith Communities Today survey: Hartford Institute for Religion Research  
[Twenty Years of Congregational Change: The 2020 Faith Communities Today Survey Overview \(page 25\)](#)

# A Consistent Story of Worsening Attendance over Time: 2000-2020



Source: 2020 Faith Communities Today survey: Hartford Institute for Religion Research

[Twenty Years of Congregational Change: The 2020 Faith Communities Today Survey Overview \(page 13\)](#)