



The Council for Health &  
Human Service Ministries  

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United Church of Christ

# Imagine Together:

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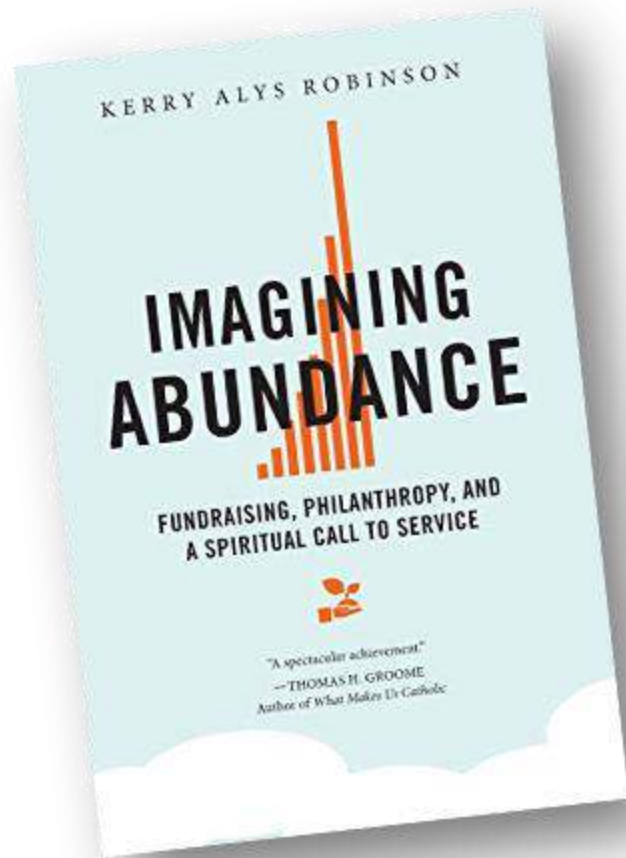
How Can CHHSM and Congregations Grow Generous Donors?

*2024 CHHSM Annual Gathering: Collaboration as the Gateway to Innovation»*

# Welcome

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# Obstacles To Fundraising In Ministry



- Theological Ambivalence
- Negative Language
- Inadequate Training
- Disconnect with “Ministry”
- Fear of Rejection Slightly
- Manipulative or Self-Seeking?



# Articulating the Problem

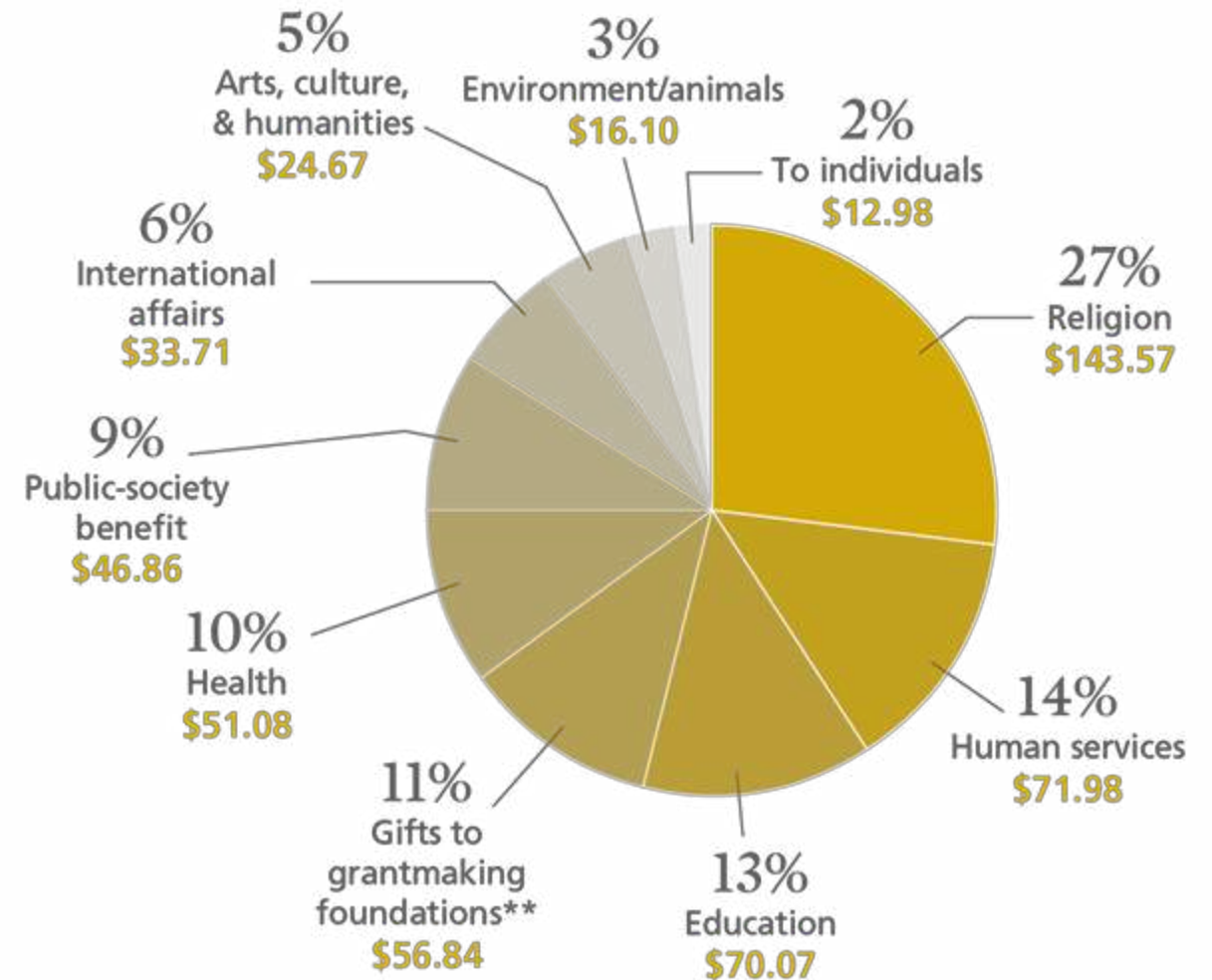
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Insights from Philanthropic Research



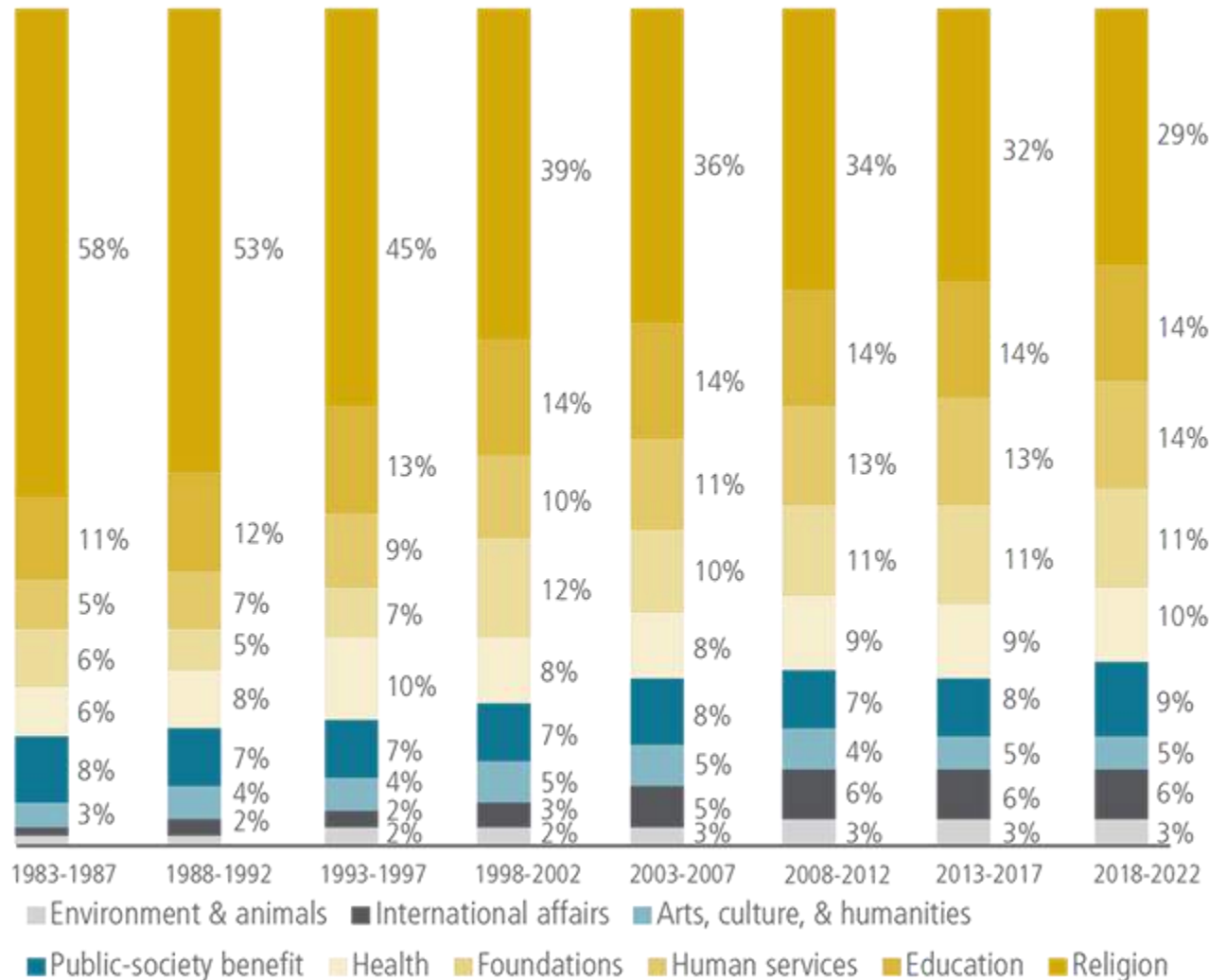
# A Picture of American Generosity

**2022 Contributions:**  
\$499.33 billion by type of  
recipient organization  
(in billions of dollars – all figures  
are rounded)



Source: Giving  
USA 2023

# Giving to Religion: Declining Share



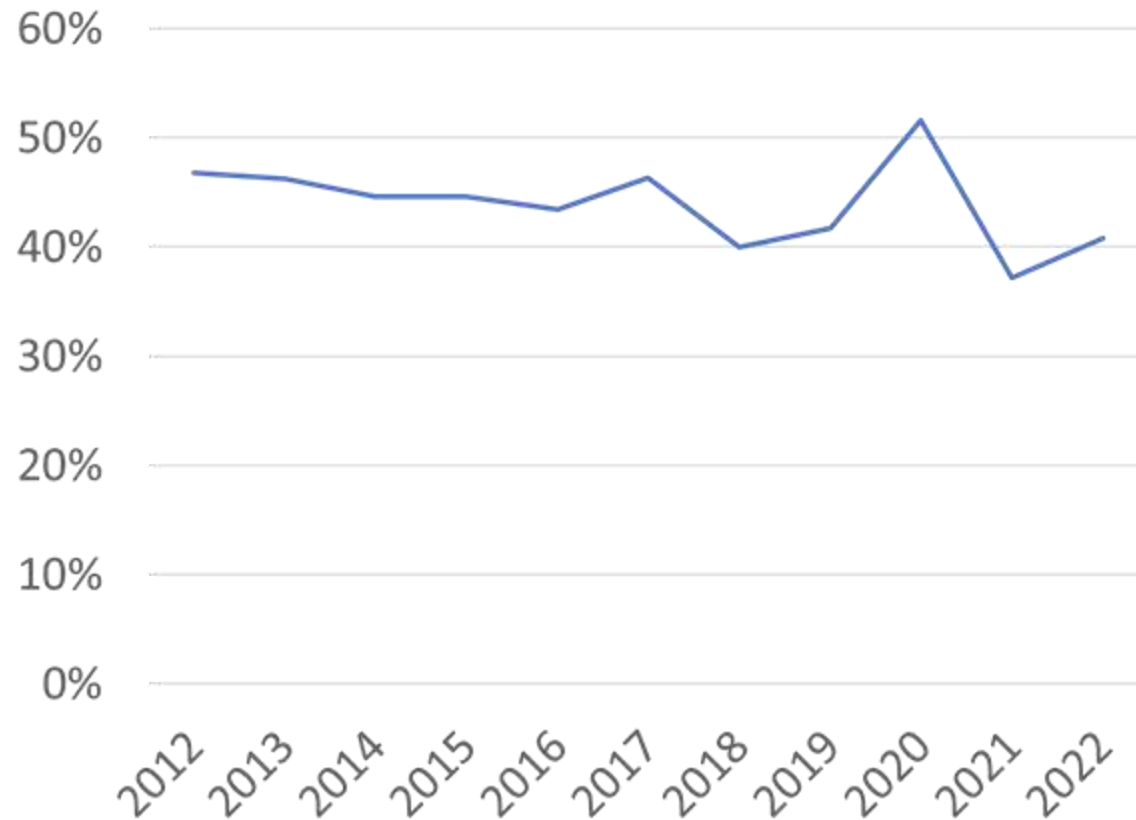
Giving by type of recipient as a percentage of the total in five-year spans, 1983-2022\*

(adjusts for inflation, 2022 = \$100, does not include "unallocated" or "giving to individuals")

Source: Giving USA 2023

# Changing Support for UCC Congregations

% of UCC Cong Exp covered by Individual Giving



Increased stress  
about money in  
congregations



Decreased giving  
to wider church  
missions –  
including CHHSM  
agencies



# UCC Congregations & CHHSM

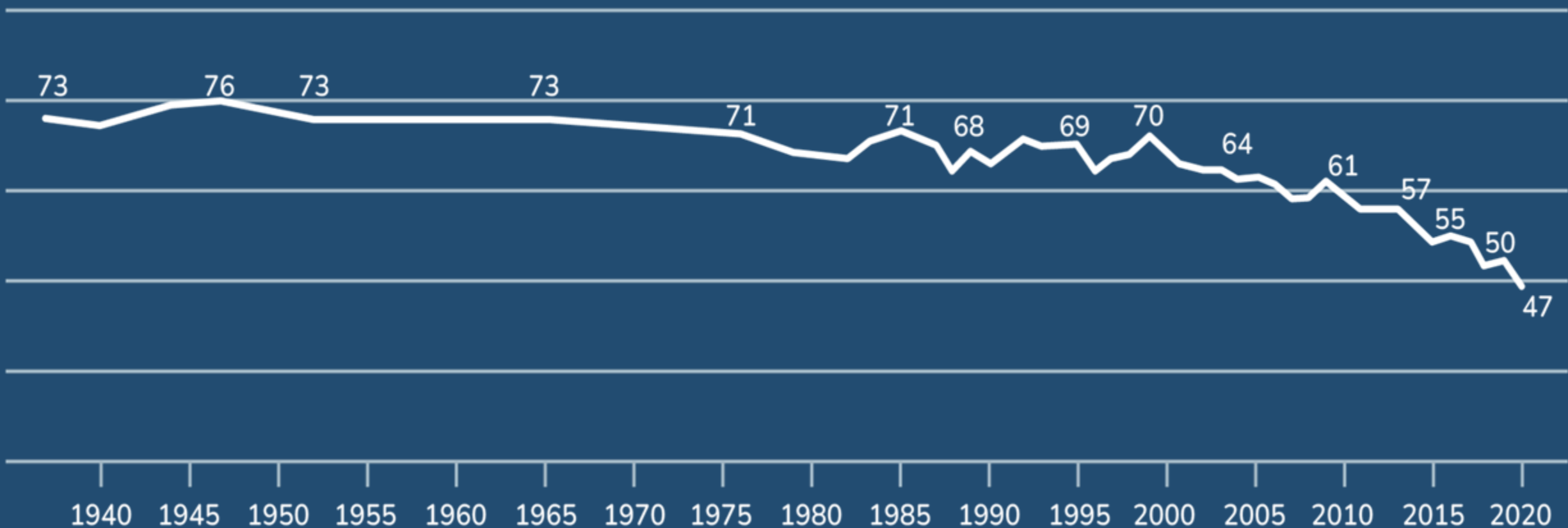
How will the fragility of congregations affect the formation of new agencies?



# Church Membership Among U.S. Adults Now Below 50%

Do you happen to be a member of a church synagogue or mosque?

— % Yes member

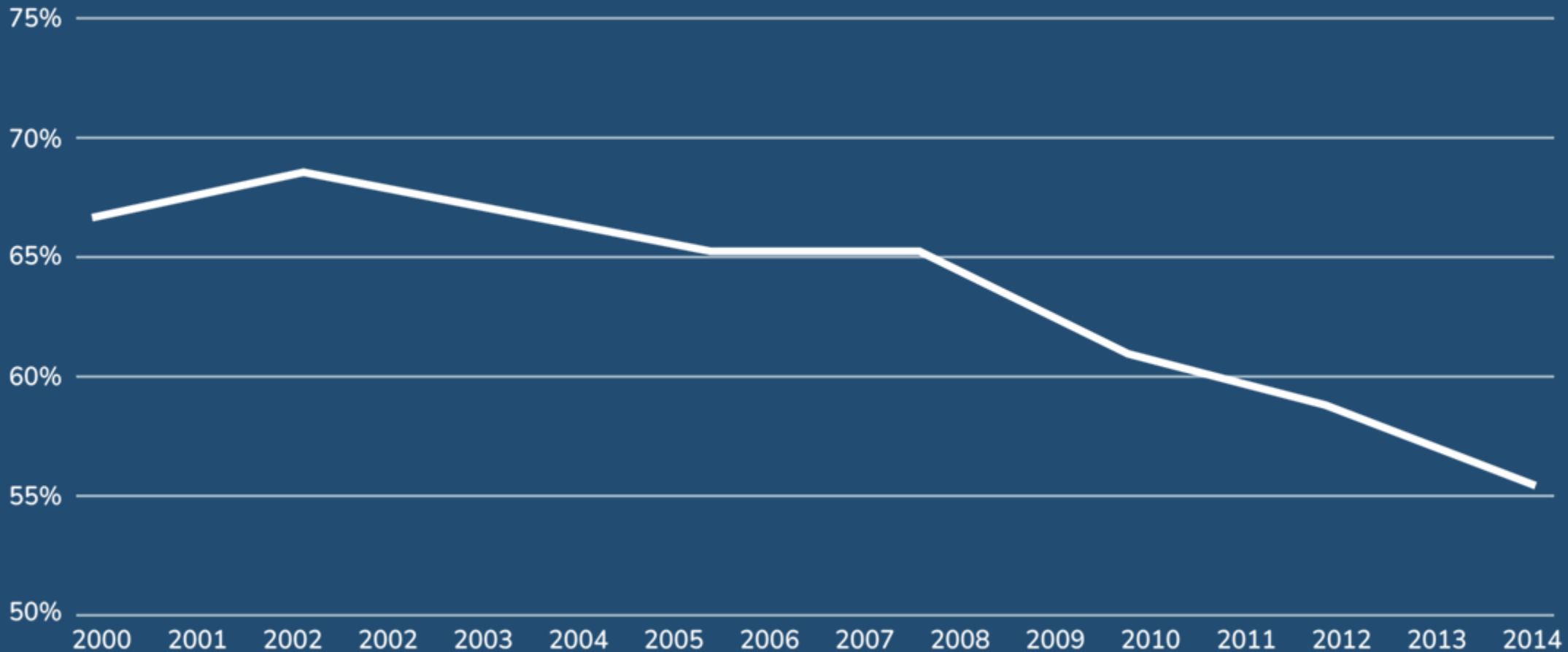


Based on annual aggregated data usually based on two surveys

GALLUP

# Decline in % of households giving to charity

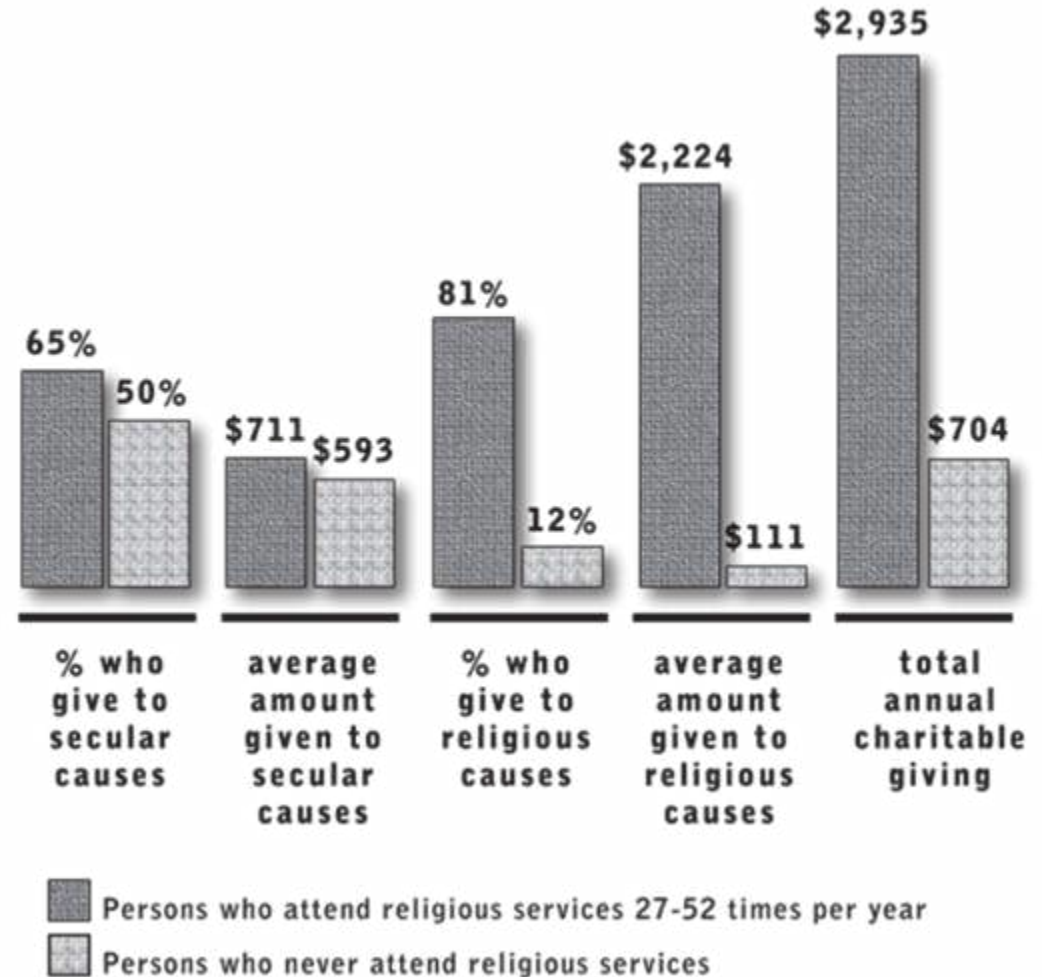
(Share of Americans giving to charity 68% in 2002 → 55% in 2014)



**While U.S. giving remains at near record highs, the share of Americans who make donations is failing.**

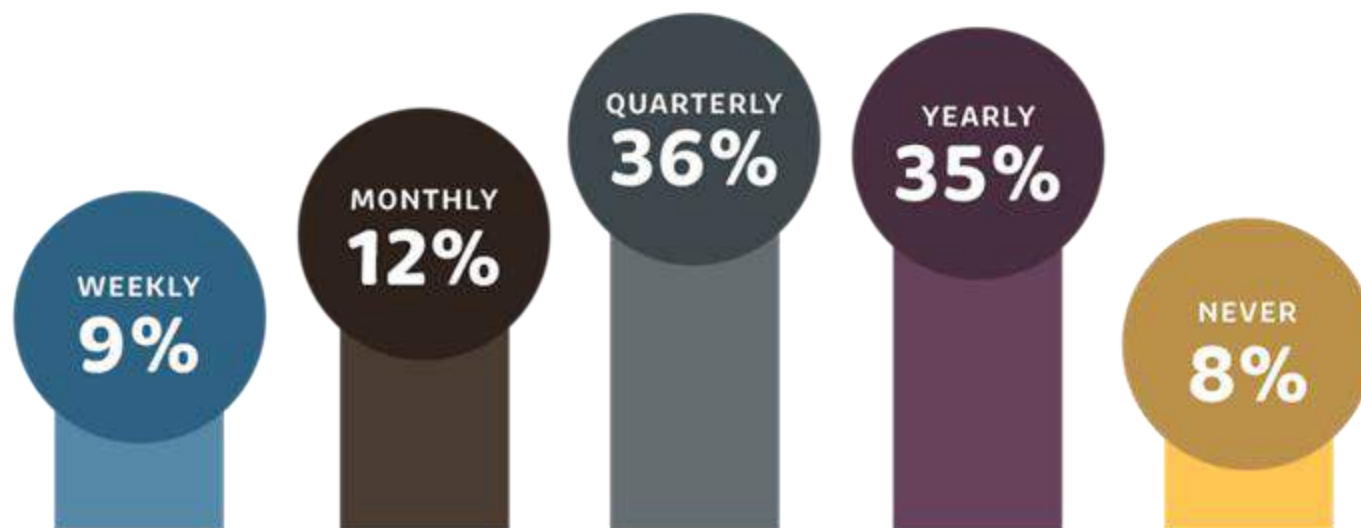
# Religious Engagement and Charitable Giving

Faith formation matters to the development of generous people.



# National Study on Congregational Economic Practices

## FREQUENCY OF TEACHING ABOUT GIVING



# Generosity Formation?

“Generosity is the virtue of giving good things to others freely and abundantly. It is a learned character trait that involves attitude and action entailing both the inclination and actual practice of giving liberally. It is not a haphazard behavior but a basic orientation to life. What generosity gives can vary: money, possessions, time, attention, aid, encouragement, and more but it always intends to enhance the true wellbeing of the receiver. Like all virtues, generosity is in people’s genuine enlightened self-interest to learn and practice.”

Christian Smith, The Generosity Project, Notre Dame “Generosity is the virtue of giving good things to others freely and abundantly. It is a learned character trait that involves attitude and action entailing both the inclination and actual practice of giving liberally. It is not a haphazard behavior but a basic orientation to life. What generosity gives can vary: money, possessions, time, attention, aid, encouragement, and more but it always intends to enhance the true wellbeing of the receiver. Like all virtues, generosity is in people’s genuine enlightened self-interest to learn and practice.”

Christian Smith, The Generosity Project, Notre Dame

Who will form  
the hearts of  
future  
generous  
people?



# Outlining a Solution

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Theology of Money

# Theology of Money

“When I was a first-year student at Union Theological Seminary in New York, I had world renowned theologian Dr. James Cone as my professor for Systematic Theology. In our first class I remember him saying: “We all do theology. Theology is God-talk.” A theology of money is God-talk about money.

“Such a theology starts with how we understand God present and with us in our lives and in the world around us. The prophet Malachi puts before us a theology of money that says God will bless what is given. The blessing is on the giver and on what is given.”



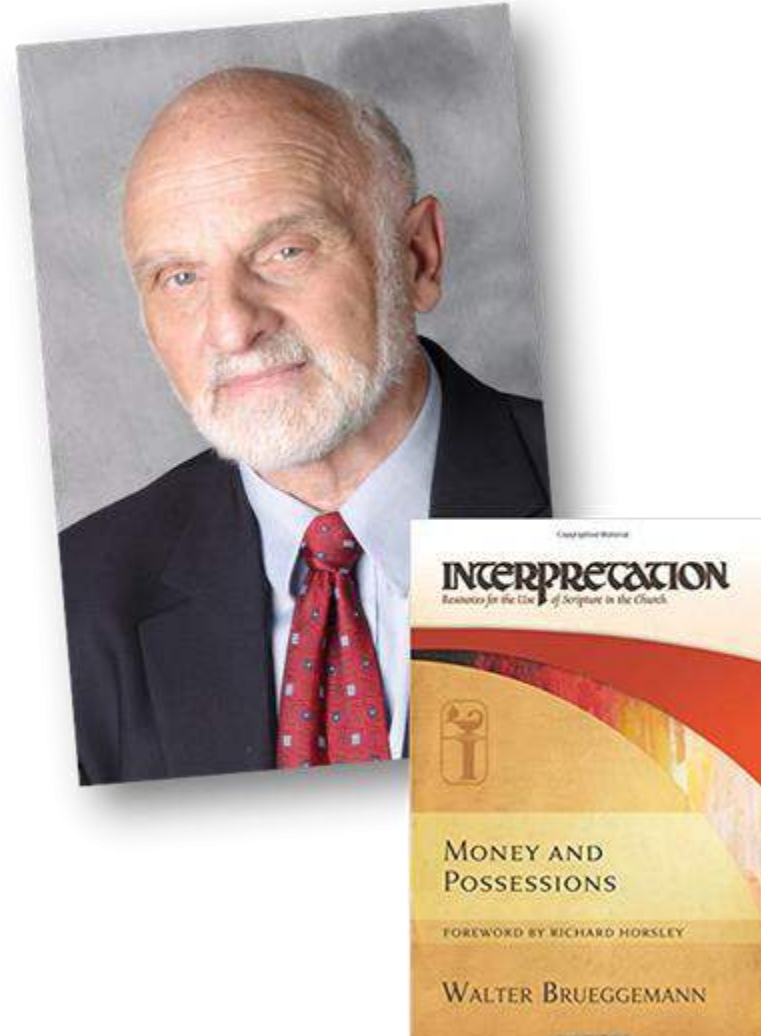
Rev. Karen Georgia Thompson,  
UCC General Minister & President

# Theology of Money

The Bible has a  
**“RELENTLESS”**

focus on material possessions.

Walter Brueggemann

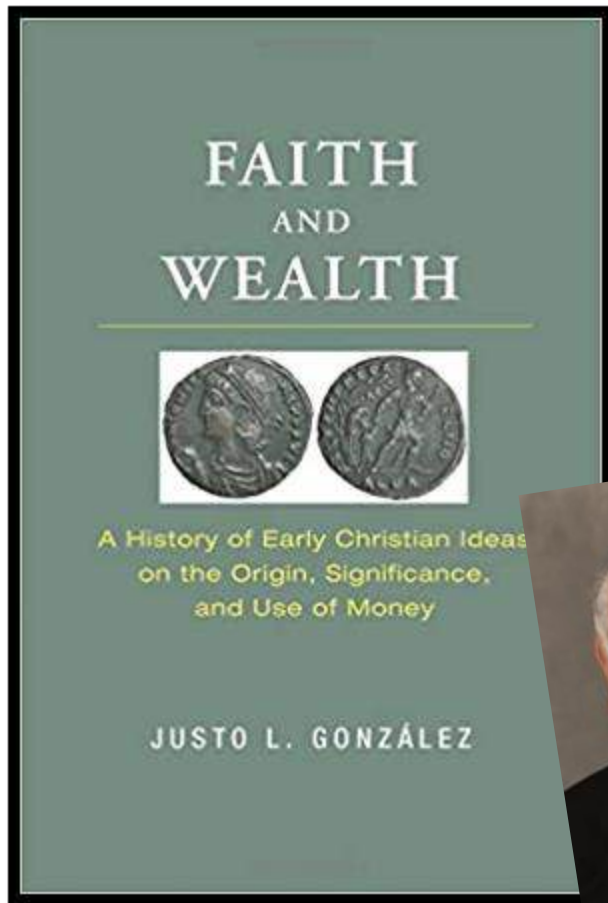


# Generosity in Judaism



**Hesed Mitzva**

# Theology of Money



"I am convinced that [issues of faith and wealth] are not only **fundamental to an understanding of early Christian theology** but are also among the most urgent theological issues of our day."

**Justo González**



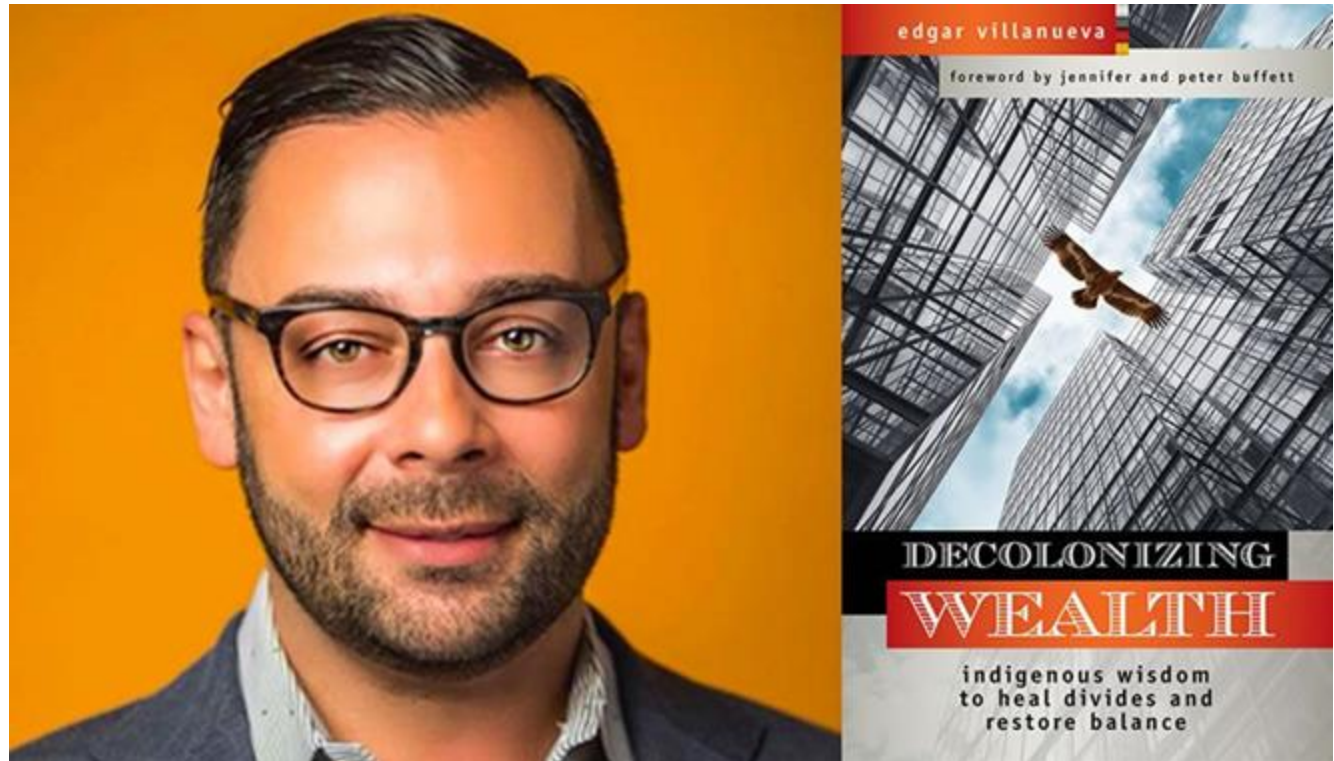




# Theology of Money

“If [money’s] used for sacred,  
life-giving, restorative  
purposes, it can be medicine.”

- Edgar Villanueva



# Philanthropic Autobiography

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# Question One



Image by [rawpixel.com](https://www.rawpixel.com)

What was an  
early  
experience  
you have  
towards  
generosity?

# Question Two



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From where  
or whom did  
you learn  
about  
generosity?

# Practical Collaboration

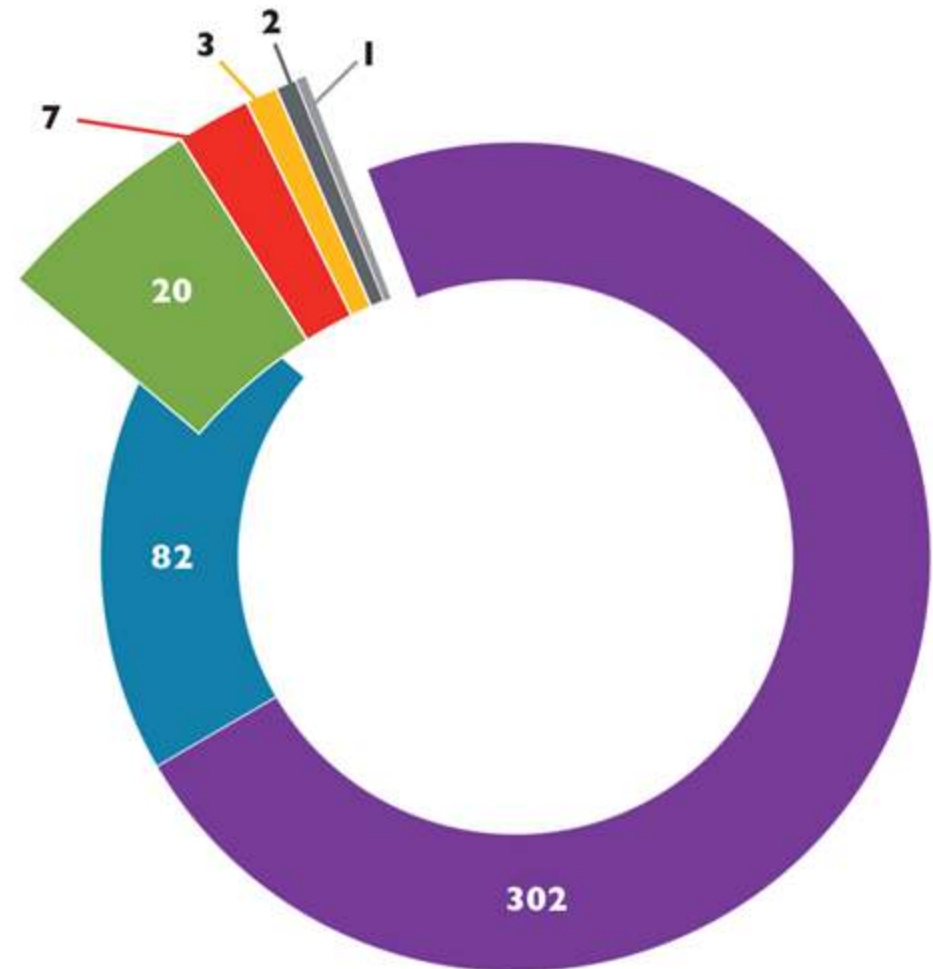
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How Might We?

# How Can Agencies Engage in Generosity Formation Along with Congregations?

## CHHSM Agency Service Areas

- AFFORDABLE HOUSING
- SERVICES TO OLDER ADULTS
- SERVICES TO CHILDREN, YOUTH AND FAMILIES
- TRANSITIONAL AND SHELTER CARE HOUSING
- PRIMARY AND ACUTE HEALTH CARE SERVICES
- SERVICES TO PERSONS WITH DISABILITIES
- CHARITABLE GRANT-MAKING FOUNDATIONS





# Tools & Next Steps

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