



## **Addendum: Final Financials for *Always Being Made New: The Campaign for the ELCA***

In February 2014, ELCA members, congregations and synods embarked on a courageous and unprecedented journey. Through *Always Being Made New: The Campaign for the ELCA*, this church committed to investing in its future, deepening relationships and expanding ministries that serve neighbors and communities in the United States and around the world.

With a goal of raising \$198 million, the ELCA campaign was focused on four priority areas: congregations, hunger and poverty, global church and leadership. The campaign goal represents a 64% increase in designated funding for these existing and new ministry initiatives.

Since the campaign's launch, ELCA ministries have witnessed amazing generosity and support from synods, congregations, members and volunteers, leading to incredible growth across this church. There is so much for which we give thanks, beginning with the vision of the ELCA Church Council and Churchwide Assembly in presenting the opportunity of a campaign to this church.

### **Campaign results: Feb. 1, 2014–June 30, 2019**

#### **Impact on congregations, hunger and poverty, global church and leadership**

Many thanks go as well to all who supported and continue to support the ELCA's work with congregations, hunger and poverty, global church, and leadership. Through the campaign, this support led to the following ministry results:

#### **Hunger and Poverty**

- With campaign support, ELCA World Hunger provided more than \$3.2 million in new funding to 47 growth projects in 27 countries in 2018. This support was above and beyond the program's ongoing support of existing projects and programs in more than 60 countries around the world.
- The total income for ELCA World Hunger in 2018 was more than \$23.5 million—the largest annual income in the 44-year history of the program, with a growth of 24% in annual revenue compared to 2013.
- Seventy-seven ministries across 63 synods of this church were awarded 2019 ELCA World Hunger domestic hunger grants for a total 3-year (2019-2021) investment of over \$1.1 million with an average 3-year total award of \$15,400 per ministry.
- The ELCA Malaria Campaign met and exceeded its \$15 million goal in September 2015, making it the first ministry within *Always Being Made New: The Campaign for the ELCA* to reach its goal. The funds in excess of \$15 million enabled a new malaria program to open in Madagascar.

#### **Global Church**

- A total of 189 established and emerging women leaders from ELCA global companions accessed educational opportunities designed specifically for them, including four-year scholarships to participating ELCA colleges and universities.
- Young Adults in Global Mission opened four new country programs—Rwanda, Cambodia, Australia and Senegal. A total of 453 young adults served or are serving in the program since the campaign began.

#### **Leadership**

- Forty-six grants totaling more than \$1.2 million were allocated to innovative programs across the ELCA through the Youth and Young Adults initiative. An additional \$1.1 million was allocated to support leadership internships and other initiatives with youth and young adults.
- The ELCA Fund for Leaders provided more than 1,300 students with nearly \$13 million in seminary scholarships during the life of the campaign. In 2018, 50 full-tuition scholarships for new seminarians were distributed—the highest number ever awarded.

### **Congregations**

- With more than \$2.6 million in support from the campaign, renewing congregations grants were implemented across the ELCA, including 19 “Synodical Renewing Congregations Strategies,” six “Area Ministry Strategies” and four “Fast Growth Congregations” initiatives.
- A total of 281 new-start congregations were approved during the campaign—a record growth in ELCA new starts.
- Through the campaign, Disability Ministries distributed more than 100 grants, including 18 grants as part of a special mental health ministry initiative launched in October 2018.

### **Final totals: cash and commitments**

At the campaign’s conclusion on June 30, gifts to campaign priorities totaled \$250 million, including \$194.7 million in cash and multi-year commitments, and \$55.3 million in planned gifts. Of the total contributed in cash and multi-year commitments, the following was committed to each priority:

### **Hunger and Poverty**

- ELCA World Hunger—\$115 million goal
  - \$116.5 million
  - 101% of goal
- ELCA Malaria Campaign—\$15 million goal
  - \$15.5 million
  - 103% of goal

### **Global Church**

- Long-term Missionaries—\$16 million goal
  - \$17.7 million
  - 110% of goal
- Young Adults in Global Mission—\$6 million goal
  - \$7.6 million
  - 127% of goal
- International Women Leaders—\$4 million goal
  - \$4 million
  - 100% of goal
- Global Ministries—\$5.75 million goal
  - \$3.8 million
  - 66% of goal

### **Leadership**

- ELCA Fund for Leaders—\$15 million goal
  - \$22 million
  - 147% of goal
- Youth and Young Adults—\$4 million goal
  - \$2.3 million
  - 58% of goal

### **Congregations**

- ELCA New Congregations—\$4 million goal
  - \$1.2 million
  - 30% of goal
- Renewing Congregations—\$8 million goal
  - \$2.6 million
  - 33% of goal
- Disability Ministries—\$4 million goal
  - \$860,000
  - 22% of goal

While a specific income goal was not set for planned gifts to the campaign, any deferred gift commitments for the priorities of the campaign were recognized and counted, as per the decision of the campaign steering committee and affirmed by the ELCA Church Council. Planned gifts exceeded expectations and reached \$55.3 million. These gifts are crucial to sustaining ministries long beyond the campaign, and as such, are celebrated, acknowledged and counted.

Contributions to the campaign's "Where needed most" fund allowed the ELCA to respond when and where the need was greatest. In total, \$7.6 million in cash and multi-year commitments was committed to the campaign "Where needed most." These funds have been allocated to the various priorities of the campaign following guidelines approved by the ELCA Church Council. Five percent of gifts were allocated toward the costs of campaign fundraising and administration.

In addition, in order to support planned gift commitments toward this work, the ELCA Foundation established the "Where needed most" endowment fund. This endowment will support ongoing priorities of the churchwide organization, including congregations, global church, leadership development and poverty and hunger. As of June 30, the endowment fund had a balance of more than \$11.4 million.

The support of the ELCA's leadership groups, including the Churchwide Assembly and its voting members, was critical to the success of the campaign. Thank you for your efforts to tell the story of this church and for encouraging deeper engagement in *Always Being Made New: The Campaign for the ELCA*. Together, this church can do more!