

ELCA Malaria Campaign Executive Report



ELCA Malaria Campaign
Evangelical Lutheran Church in America
God's work. Our hands.

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Introduction

Making malaria history

Several years ago, when the ELCA began to talk with our partners in Africa about malaria, the statistics were stark. A child was dying of malaria every 45 seconds. Malaria was claiming nearly 1 million lives each year—disproportionately among society's most vulnerable. Ninety percent of these deaths were in Africa, and communities were suffering. Hand in hand

with Lutheran sisters and brothers in Africa, the Evangelical Lutheran Church in America (ELCA) created the ELCA Malaria Campaign to put into action our mutual belief that no person should die of a disease that is both preventable and treatable.

The ELCA Malaria Campaign, the first campaign of its kind in the ELCA, captured the imagination of Lutherans and created an opportunity to accompany our companions in Africa in new ways. In a church struggling to maintain unity amid divisive decisions, the campaign presented an opportunity to work together on a common expression of the gospel and to help underserved communities to create a future of health and hope. The campaign was met with creativity, engagement, generosity and fundraising success among congregations and individuals.

In the ELCA, the campaign found early success in pilot synods and among the circles of church leadership. As bishops and synods threw their enthusiastic support behind the campaign, congregations and members followed suit. A network of local, synod and national volunteer leaders shaped a grassroots movement in which members of all ages participated in the work of mutual education and financial support around malaria. A special initiative encouraged students and young adults to take on leadership roles in education and fundraising.

In Africa, malaria programs were built on the strong foundations of existing relationships and existing health programs. ELCA staff accompanied African Lutheran partners through the stages of envisioning, proposing, implementing and evaluating anti-malaria activities. Standing together with our companions and partners in 14 countries in Africa, the ELCA has joined a global movement to empower communities, to create a healthier future and to make malaria history.



Strategies for fundraising success

Staff collaboration

The ELCA Malaria Campaign has benefitted from excellent inter-team and inter-unit cooperation from the beginning. At the start, executives and leadership worked collaboratively to shape and reshape the campaign and to position it for success. As the campaign found its ultimate form, a core inter-unit team took shape consisting of two ELCA Malaria Campaign staff members, a marketing manager and a program director from the Diakonia team of ELCA Global Mission. This core team enjoyed strong support from the ELCA World Hunger and Diakonia teams, among others. The regular and intentional communication within this core team led to high-quality communication, program interpretation and impact reporting and facilitated networking, volunteer management and immersive travel opportunities.

Deeply rooted relationships with companion churches and Lutheran partners in Africa facilitated excellence in malaria program efforts. In many cases, health work that had been supported by ELCA World Hunger, Lutheran Disaster Response or ELCA Global Mission provided the foundation upon which malaria programs could build.

Throughout its evolution the ELCA Malaria Campaign has benefitted from supportive guidance from the executive leadership of the ELCA (including two presiding bishops), the Conference of Bishops and the ELCA Church Council.

Campaign structure and coordination

In 2011, the ELCA Malaria Campaign chose a fundraising goal of \$15 million by the end of 2015. The goal was specific, time-bound and reachable—about \$4 per ELCA member. Congregations found tangible ways to represent the ministry of the ELCA Malaria Campaign, displaying mosquitoes, mosquito nets and medication.

Votes of the Churchwide Assembly in 2007, 2009 and 2011 initiated malaria work and rolled out the campaign to the whole church. Pilot synods—five in 2010 and six in 2011—blazed the trail for the rest. They created and tested resource materials and raised \$1.1 million, inspiring 2011 ELCA Churchwide Assembly voting members.

Commitments from several individual donors anchored the early phase of fundraising. Additionally, Leadership Circle members—executive leadership of the ELCA churchwide organization, bishops, ELCA Church Council members and voting members of the 2011 ELCA Churchwide Assembly—pledged nearly \$400,000.

As the Malaria Campaign progressed, staff provided support for the diversity of approaches within synods and worked to share best practices within the volunteer network.

A generous gift from Arne and Ruth Sorenson initiated the Sorenson Grants and the Sorenson Matching Challenge. \$25,000 in seed money was provided to ELCA colleges, universities and campus ministries to support their educational and fundraising efforts for the ELCA Malaria Campaign. Eleven grantee institutions were joined by 26 additional schools as participants in the Sorenson Matching Challenge. Students raised a total of \$144,720, \$125,000 of which was matched by the Sorensons, nearly doubling the impact of the students' generosity.

Personal visits

Malaria Campaign staff traveled extensively throughout the ELCA, meeting with individuals, offering worship leadership, adult forum leadership and keynote or workshop participation at events on the national, synod, conference and congregational levels. They also networked at other large ELCA gatherings, such as Women of the ELCA Triennials, ELCA Churchwide Assembly, ELCA Youth Ministry Extravaganza!, and the ELCA Youth Gathering. These were opportunities to connect more personally with the donors and volunteers who led and motivated efforts at the congregation and synod level.

Staff members also traveled to Malawi, Zambia and Zimbabwe in 2013 and to Uganda and Burundi in 2014 to create campaign videos, experience program work on the ground, gather stories and host volunteers. These trips provided the background for deeper and more personalized impact stories and more accurate and sincere interpretation of program work.

Strength in synods

An essential element in the success of the ELCA Malaria Campaign was the enthusiasm and buy-in from bishops and synod staff. Synod bishops participated by making personal financial commitments to the campaign; recruiting, appointing and equipping synod malaria coordinators; helping to set synod fundraising goals; supporting synod malaria teams and allowing them generous amounts of “face time” at synod assemblies; and promoting the work and mission of the campaign through synod channels and personal messaging. The work and support of synods was decisive in the success of the campaign.

Campaign staff encouraged synods to set fundraising goals and embraced the uniqueness of each synod’s approach to those goals.

Volunteer leadership

A network of volunteer leadership provided the backbone of ELCA Malaria Campaign activities. The National Leadership Team met twice per year to advise, network and learn. Team members included ELCA synod bishops, medical and science professionals, ELCA church leadership, notable ELCA philanthropists and donors of means, and leaders of influential congregations. All National Leadership Team members made personal campaign commitments and took on leadership roles in their synods. In 2013, five team members participated in an immersive travel experience to Southern Africa.

Each synod bishop was asked to recruit one or two synod malaria coordinators and a synod malaria team to organize and promote malaria work in that synod. Malaria Campaign staff supported and equipped this group of volunteers through regular communications, fundraising updates, impact reporting, personal visits and three synod malaria summits in 2010, 2011 and 2014.

Malaria staff connected with several official and informal ELCA networks in an effort to increase visibility, share news stories and solicit grant proposals. These channels included ELCA regional gatherings, resource center coordinators, mission interpreter coordinators and several active Facebook groups.

Donor stewardship

Nearly \$5 million of Malaria Campaign funding was given directly by individuals. The remaining \$10 million came from (or through) congregations, synods and other organizations. Malaria staff endeavored to steward these donors well, thank them appropriately and encourage repeat giving to the campaign.

Each donor who gave a cash gift of \$500 or more received a personal phone call or note of thanks. This practice led to many positive phone conversations, repeat gifts and satisfied donors. The campaign also benefitted from the ELCA's optimization of gift processing systems during the campaign. Response times for acknowledgment letters improved dramatically, now meeting industry standards.

Periodic stewardship efforts helped malaria donors feel appreciated and informed. These included annual pledge reminders, certificates of thanks for generous congregations, personalized cover letters accompanying campaign newsletters and a Christmas greeting.

Volunteer recognition included regular expressions of thanks in campaign publications, certificates of thanks, and participation in the 2014 Synod Malaria Summit. National Leadership Team members received a personalized photo book at the final meeting. Mini-flyswatters were given to synods and bishops, key volunteers, top giving congregations, major donors and ELCA churchwide organization staff members who supported the campaign.

Marketing efforts

ELCA Malaria Campaign marketing strategies fell into three categories: an annual mail appeal, a continual flow of new fundraising and educational resources, and a special emphasis on World Malaria Week in April. A total of eight campaign mail appeals raised \$1.1 million. Other resources generated significant malaria giving as well, including ELCA World Hunger annual mailings, the LifeLines newsletter, the Malaria Campaign newsletter, malaria pew envelopes, and ELCA Good Gifts.

New fundraising and educational materials were produced throughout the campaign. The focus on congregational materials helped maintain momentum and engage members of all ages. Resources included videos, brochures, posters, semi-annual print newsletters, PowerPoint presentations, a Congregation Action Kit, a map, children's coloring pages, a free Sunday school/vacation Bible school curriculum, synod assembly materials, bulletin inserts, worship suggestions, country profiles and the regularly updated Malaria Blog. ELCA publications often included malaria stories and resources. ELCA World Hunger publications featured malaria stories throughout the campaign.

Beginning in 2012, malaria staff encouraged ELCA members and congregations to observe World Malaria Week in late April and provided toolkits of resources to help congregations plan their emphases and occasional matching challenges. An e-appeal inspired giving from individuals and congregations, and the focus on one specific country each year was successful. In 2012, 2013 and 2014, World Malaria Week was very successful and raised between \$275,000 and \$310,000. In 2015, World Malaria Day fundraising was eclipsed by the terrible earthquake that hit Nepal.

Messaging and communication strategies

The ELCA Malaria Campaign worked to communicate thoroughly and transparently, placing emphasis on the communication of measurable impact. Campaign messaging was underscored by the theology of accompaniment: the ELCA works with our Lutheran companions around the world in relationships characterized by mutuality, inclusivity, vulnerability, empowerment and sustainability.

Key messages included the ELCA's participation in a global movement to attain the Millennium Development Goals and end deaths from malaria, the message that no one should die of a disease that is preventable and treatable and the intentionality of malaria programs designed to promote community empowerment and household sustainability. "We can do more together" became a key message when the ELCA Malaria Campaign became a part of *Always Being Made New: The Campaign for the ELCA*. Fundraising milestones and synod goals were celebrated conspicuously.

Matching challenges brought success to appeals, encouraging gifts from individuals and congregations. Challenges combined with targeted and time-bound appeals, such as World Malaria Week, performed best. As the ELCA neared its \$15 million fundraising goal, the campaign emphasized that while the fundraising was ending, our commitment to our companions and to their malaria work is not. Donors and volunteers were encouraged to continue their support through ELCA World Hunger or other *Campaign for the ELCA* ministries. Internally, malaria donors and prospects were transitioned to other prospect managers from the ELCA World Hunger, *The Campaign for the ELCA* or Global Church Sponsorship teams.

At the end of the ELCA Malaria Campaign, an intentional effort was made to engage the whole church in the celebration of success and gratitude.

Capturing the imagination

Lutherans of all ages approached the ELCA Malaria Campaign with enthusiasm and creativity. Congregations raised awareness and funds with mosquito costumes, safari suppers, recycling campaigns, water balloon fights, benefit concerts, 5K runs, lemonade stands and mosquito "infestations." Congregational displays demonstrated concrete interventions, such as nets, test kits and educational materials. Malaria staff helped congregations and volunteers share ideas with one another through the Malaria Blog, monthly e-newsletter and the 2014 Synod Summit.

Young ELCA members, resonating with the children affected by malaria, became leaders in compassion and generosity. The low cost of some malaria interventions, such as \$10 for a net, \$1 for a test kit and \$2 for a course of medication, meant that every gift, however small, could change someone's life. "Noisy offerings" and major gifts alike had an honored place in the ELCA Malaria Campaign.



A final push

In the summer of 2015, malaria staff reached out to 250 congregations that had been leaders in generosity to request their partnership in a final fundraising effort. Many of these congregations agreed to lift up the work of the ELCA Malaria Campaign one final time in August or September. The increased giving in these months led to an early, successful conclusion for the ELCA Malaria Campaign, which reached its \$15 million fundraising goal in September 2015, several months earlier than planned.

Celebration and transition

A strong and definitive conclusion was part of the strategic plan for the ELCA Malaria Campaign. Past efforts (such as “Stand with Africa”) had ended in a less defined way, which caused some confusion among donors and congregations. The Malaria Campaign strove to incorporate a recognizable end point and a joyful celebration; however, care was taken to ensure that the messaging invited donors to continue to support ELCA ministries beyond the life of the ELCA Malaria Campaign.

In the final months of the campaign, staff made an intentional effort to draw the attention of the church to the question of “What happens after the ELCA Malaria Campaign?” Malaria campaign communications lifted up the health emphasis of ELCA World Hunger and the goals and priorities of *The Campaign for the ELCA*, and integrated malaria impact reporting with messaging around hunger, poverty and global relationships.

When the \$15 million fundraising goal was reached, malaria staff invited the whole church to celebrate the lasting change that was created by Lutheran malaria programs.

The message of celebration was spread through email, social media and ELCA.org and was supported by celebratory resource materials. Congregations picked up the message and celebrated with prayer and enthusiasm. Key volunteers and high-level donors were thanked and stewarded with personalized communications and recognition.



Programs and their impact

Companions and partners in Africa

The ELCA Malaria Campaign funded programs of Lutheran companions and partner organizations in 13 countries in Africa: Angola, Burundi, Central African Republic, Liberia, Malawi, Mozambique, Namibia, Nigeria, South Sudan, Tanzania, Uganda, Zambia, and Zimbabwe. (Funds raised in excess of \$15 million allowed partners in a 14th country, Madagascar, to begin plans for malaria work in late 2015.) Local Lutheran churches were involved in program coordination wherever possible, and a variety of Lutheran partners served as implementing organizations.



- **Southern Africa:** In Angola, Malawi, Mozambique, Namibia, Zambia and Zimbabwe, the ELCA Malaria Campaign worked with national church bodies under the umbrella of LUCSA, the Lutheran Communion in Southern Africa, a sub-regional expression of The Lutheran World Federation.
- **East Africa:** In Burundi, South Sudan and Uganda, the implementing organization was The Lutheran World Federation. The malaria program in Tanzania was implemented by Lutheran World Relief in collaboration with the Evangelical Lutheran Church in Tanzania. Malaria work in Madagascar will be implemented by the Malagasy Lutheran Church.
- **West Africa:** The Lutheran malaria program in Nigeria was implemented by the Lutheran Church of Christ in Nigeria in collaboration with Global Health Ministries. In Liberia, the Lutheran Church in Liberia led implementation of the malaria program. In Central African Republic, the ELCA supported malaria-related relief efforts with the Lutheran Church in the Central African Republic, including collaborative responses through Lutheran Disaster Response.

ELCA program staff from Global Mission worked with companions and partners as they created program concept notes and proposals, crafted annual budgets, performed community baseline assessments and organizational training, and implemented and evaluated malaria programming. ELCA staff conducted regular technical site visits of companions' and partners' malaria programs.

Four pillars of programming

Country malaria programs worked within the regulations of their local and national governments to provide effective malaria programming. With some regional variation, malaria programs supported by the ELCA Malaria Campaign had four main emphases: institutional capacity building, malaria prevention and control, malaria treatment, and sustainable livelihoods.

- **Institutional capacity building:** As they worked to support malaria programming, companion churches were connected with resources to help them become stronger organizations. This included training in budgeting, bookkeeping, program management, finance, computer skills, and sharing best practices for program implementation. Church leaders on the national, regional and local levels were recruited and trained in malaria prevention and control along with community leaders.
- **Malaria prevention and control:** Trained volunteers and program staff conducted home visits, malaria workshops and malaria awareness events to educate communities about malaria transmission and prevention and control strategies. Creative methods of community engagement included song, dance, drama, school health clubs and community festivals. Behavior-change communication emphasized good sanitation practices, using nets properly, keeping mosquitoes away from populated areas and seeking immediate treatment from a health professional or clinic when symptoms arise. Lutheran malaria programs provided malaria care for pregnant women and participated in the distribution of insecticide-treated nets. Emphasis was placed on the populations most vulnerable to malaria including those living in extreme poverty, pregnant women, children under the age of 5 and other vulnerable children.
- **Malaria testing and treatment:** Trained volunteers and health professionals conducted rapid diagnostic testing for malaria, often during local open-air clinics, and administered first-line malaria medication when a patient tested positive for malaria. They referred complicated cases to clinics for treatment. Patients received counseling and education to equip them to use the medication properly. Programs advocated with regional and national governments to keep local clinics stocked with tests and treatment, and provided these supplies when necessary.
- **Sustainable livelihoods:** A person living in poverty and struggling with malnutrition is more vulnerable to the effects of malaria, and a family living with repeated bouts of malaria is unable to work or farm and becomes economically insecure. Malaria is a disease of poverty, and breaking the cycle of disease can help a family break the cycle of poverty. Sustainable livelihood programs combined malaria education with grants or loans to begin micro-enterprises. Village savings-and-loan groups encouraged communities to become financially empowered. With more stable sources of income or savings, families were able to afford adequate health care and malaria prevention measures.

Sustainable change

Programs supported by the ELCA Malaria Campaign were designed to create long-lasting effects and to change lives for good. Malaria programs in Africa provided services that depended on tangible supplies—such as prevention, diagnosis and treatment—but they also equipped Lutheran companion churches and local communities with the tools necessary for sustainable change.

On the structural and national level, programs have equipped Lutheran churches in Africa with new skills related to malaria and program implementation—skills that will shape and support future projects that may integrate with or extend beyond existing malaria programs. Advocacy with national and local governments in Africa has worked to secure pathways for the flow of resources to clinics with high numbers of malaria cases and aimed to ensure malaria resources reach remote communities. Strong relationships have been formed with other local organizations and governments, and Lutheran churches are a respected player in the fight against malaria. Lutheran health systems have been strengthened and are better equipped to incorporate malaria care into existing programs.

On the local level, communities have been strengthened in lasting ways. Trained volunteers and staff people have spread malaria knowledge to the household level, and this knowledge of malaria prevention and control will endure. Families have learned new, healthier behaviors and habits that will continue to protect their health: managing their environment to keep it free from mosquitoes, maintaining clean latrine and garbage facilities, sleeping under nets, and seeking medical care within the critical 24-hour period of symptoms. Children who remained malaria-free have been attending school more regularly, which will set them up for future success. Parents who avoided contracting malaria have been able to work harder to provide for their families and take part in income-generating projects to benefit their households. Communities have learned how to manage their money collectively: village savings-and-loan associations have increased household incomes so families can purchase new mosquito nets and other supplies, afford transportation to the clinic and pay for health care.

Communities are empowered to teach one another, provide for their households financially, advocate for necessary supplies and services, and take control of their health. Through the work of companions and partners in 14 countries in Africa, the ELCA Malaria Campaign has changed millions of lives—for good.

Changes and resilience

Finding unity

When the ELCA Malaria Campaign began its fundraising efforts, the United States was still in the grip of a recession, and the ELCA was struggling with polarizing issues. Working with companions in Africa to make malaria history was seen as a galvanizing and life-giving goal. It was something that the whole church could agree on and could do together. It was a way to reach out to our companions in Africa in a new way and to walk together around an issue that was gaining considerable media attention.

Defining the campaign

For several years, the ELCA participated in conversations and movement toward a joint grant proposal to the United Nations Foundation in collaboration with Lutheran World Relief and The Lutheran Church–Missouri Synod. In 2010, the ELCA made the decision to “unbundle” from the nascent Lutheran Malaria Initiative to form a separate campaign called the ELCA Malaria Campaign. Working in this configuration allowed the ELCA Malaria Campaign to streamline its mission, raising money that would be shared directly with Lutheran companion churches and partner organizations in Africa.

The ELCA Malaria Campaign was rolled out to the whole church by the Churchwide Assembly in August 2011 with a \$15 million fundraising goal. Pilot synods, some chosen precisely because of their strong affiliation with Lutheran World Relief, experienced confusion and frustration when the “unbundling” and rebranding was announced. Pilot synods had to rebrand their own materials and shift their messaging. After some initial hurdles, the pilot synods became leaders and advocates for the campaign. Because these changes took place before the rolling out of the campaign to the whole church, the majority of congregations and ELCA members were not affected by the issues of campaign identity. As the campaign ramped up its marketing and publicity materials, the confusion about Lutheran Malaria Initiative slowly faded and the new identity took its place.

Global issues

Companion synod relationships influenced ELCA synods in their engagement with the ELCA Malaria Campaign, in both constructive and challenging ways. For example, some synods wondered why their particular companion church was not a part of the campaign. Close relationships with the Mekane Yesus church in Ethiopia led to intense sadness when that church decided to step away from the campaign. On the other hand, some synods approached the campaign with a solid understanding of the dynamics of diseases of poverty and church-led interventions, wisdom gained from their relationships of accompaniment.

As malaria programs were ramping up in Africa, malaria programs had to respond and adapt to the realities of widespread socio-political issues and natural disasters. According to Rebecca Duerst, director for diakonia, ELCA Global Mission, “During the five-year timeframe of the Malaria Campaign, we have witnessed tragedies affecting our companions and partners in many

countries where malaria programs are being implemented: conflicts in CAR [Central African Republic], South Sudan and Burundi; Boko Haram in Nigeria; the largest Ebola outbreak in history affecting Liberia; flooding and drought in Angola, Namibia, Malawi and Mozambique—and through all of this, we have been walking alongside our companions and partners, not only working with them to adjust programming to be relevant and effective given the situation, but also in prayer and support.”

On World Malaria Day in 2015, an earthquake struck Nepal. Lutherans in the ELCA responded swiftly and generously, giving more than \$500,000 to date to fund relief efforts. This generous response eclipsed support of World Malaria Week in 2015. Previous World Malaria Week appeals had netted \$275,000, \$309,000 and \$296,000; 2015’s efforts brought only \$41,000. Despite this small setback, support for malaria work continued to be strong and the ELCA Malaria Campaign met its fundraising goal well within the anticipated time frame.

Individual major giving

Although there were several highlights in major donor relationships, the major giving program did not take the intended spotlight in this campaign. When the campaign was in planning stages, estimates indicated a proposed major giving total of up to \$3 million. While the ELCA Malaria Campaign did find overall fundraising success, the giving pyramid was considerably flatter than anticipated, with unexpected strength in grassroots and congregational support and most gifts coming in at the lowest giving levels (\$10-\$250). Extensive congregational outreach and annual mail and e-appeals brought tens of thousands of smaller gifts into the campaign, forming the large foundation within which the modest major giving program found its place.

Major gifts, defined as gifts of \$25,000 or more, comprised only \$700,000 of the campaign’s ultimate fundraising total. Though the program did not succeed in realizing \$3 million in major giving, it did help to pave the way for the more successful major giving program of *The Campaign for the ELCA*. Thousands of new donors were added to the database through campaign efforts. Several of the donors who gave first to the ELCA Malaria Campaign went on to make larger commitments to *The Campaign for the ELCA*, perhaps inspired by the positive experience they had with the ELCA Malaria Campaign. Additionally, with the advent of the Bishop’s Advisory Council, Campaign Steering Committee, two dedicated major gift officers and a prospect research staff, *Always Being Made New: The Campaign for the ELCA* is well positioned to meet its major giving goals.

Less successful strategies: The ‘blooper reel’

Throughout the ELCA Malaria Campaign, staff tested multiple fundraising and marketing strategies. Many proved successful and were repeated; a few of these strategies proved less successful and were discontinued. Some examples follow.

- Originally it was expected that pilot synods would host a one-year malaria fundraising program and then move on to other projects. With few exceptions, pilot synods continued their campaigns over several years. The longer campaigns seemed to work well, however, and many congregations were eager to lift up malaria work in successive years. Pilot synods, whether because of the strength for which they were chosen or the extended time period they had for fundraising, performed disproportionately well in raising funds for the ELCA Malaria Campaign. Staff learned to be more supportive and less directive of synod efforts.
- Initial plans included a Regional Volunteer Corps, a cadre of “supervolunteers” who would be available to travel to events and visit congregations in multiple synods. Unfortunately, few such volunteers were identified. ELCA synods also developed strong senses of ownership around their malaria campaigns and preferred volunteer leaders from among their members. The Regional Volunteer Corps dissolved.
- At the end of 2012, there was concern that we would not reach our \$4 million annual goal. An e-appeal was sent inviting donors to help us attain our internal fundraising goal. Donor response to this request was poor, presumably because the messaging did not highlight any program impact. The appeal netted only \$11,000.
- In 2014, the ELCA made a modest effort to celebrate Giving Tuesday, which seeks to motivate charitable giving the Tuesday after Thanksgiving. Return on the e-appeal was only \$9,000. 2014 results suggest that if a Giving Tuesday campaign is attempted in the future, additional efforts and new strategies should be utilized.
- In the early stages of the ELCA Malaria Campaign, a story arc was created to guide communications. It called for a structured progression of messages over the years of the campaign: first the case for global malaria work; then ELCA’s global companionships and the structure and content of Lutheran programming; after that, the impact of Lutheran programming; and lastly, messages of sustainability and future plans. The inflexibility of this structure proved a limitation. Pilot synods that had been raising funds for years were yearning to hear about the impact of the work they were supporting. Malaria staff adjusted the story arc to emphasize impact reporting at all stages.

Conclusion: A measurable contribution

The ELCA Malaria Campaign was well-positioned for success in the ELCA and enjoyed support on all levels. It found its strongest footing in a network of key volunteers across the 65 synods and in a grassroots movement of congregational engagement that motivated Lutherans across the church to participate.

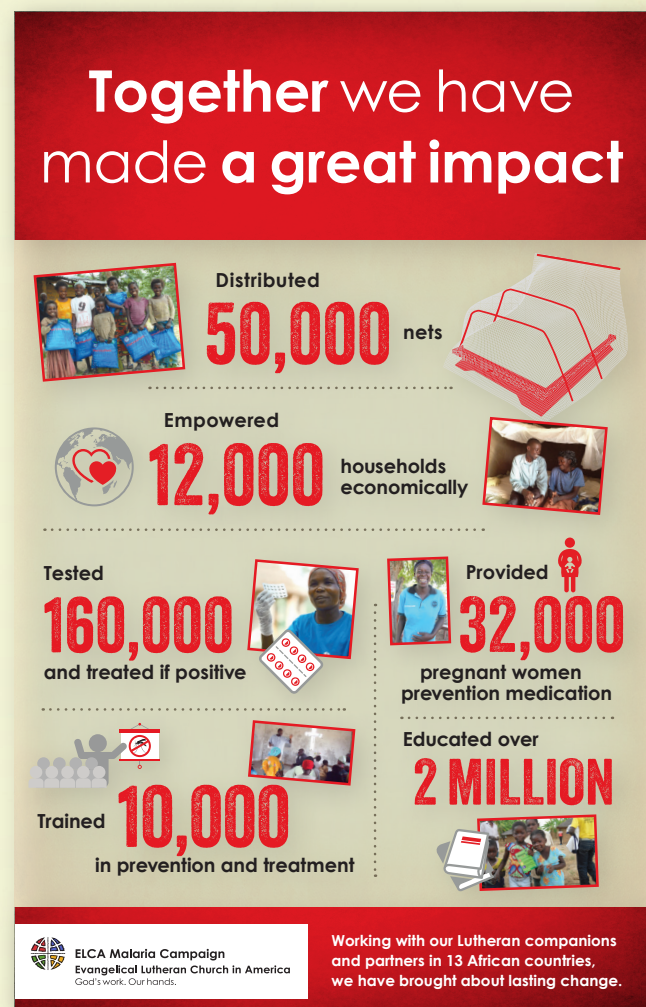
Programs supported by the campaign were rooted in longstanding companion church relationships and built on existing health care programming. The campaign strengthened churches on both sides of the Atlantic. Companions in Africa have strengthened the infrastructure of their organizations and now enjoy a network of trained leaders and volunteers and healthier communities. In the ELCA, the campaign helped build both a sense of unity and readiness to tackle the next great challenge: *Always Being Made New: The Campaign for the ELCA*.

Above all, ELCA members and our African companions have made a measurable contribution to the fight against malaria, a preventable and treatable disease.

Millennium Development Goal #6, adopted by the United Nations in 2000, included a target to “have halted and begun to reverse the incidence of malaria by 2015.” In September 2015, the World Health Organization and UNICEF reported that deaths from malaria in Africa have been slashed by 60 percent since 2000. That translates into 6.2 million lives saved through malaria education, insecticide-treated nets, indoor spraying and effective medications. The report states that the malaria-related target of Millennium Development Goal #6 has been met “convincingly.” Through the ELCA Malaria Campaign, Lutherans have been a part of the movement that brought about this lasting change.

However, as long as malaria continues to claim lives, we cannot claim that our work is finished. In the coming years, the ELCA will continue to support malaria programming of companions and partners under the umbrella of ELCA World Hunger, which has a long history of supporting health care programming. Some companions plan to leverage the strong infrastructure created by malaria work into more integrated health care programming, including emphases on HIV and AIDS and other diseases of poverty. The work continues!

Numbers are from 2014 and reported by country programs.



Appendix A:

ELCA Malaria Campaign timeline

2009

By a vote of 989-11, the ELCA Churchwide Assembly encourages the ELCA to cooperate with companions and partners in Africa to address malaria as a disease intensified by poverty. Plans at the time are to work cooperatively with The Lutheran Church—Missouri Synod and Lutheran World Relief to apply for grant funding from the United Nations Foundation.

2010

Five ELCA pilot synods begin efforts:

- East-Central Synod of Wisconsin
- Minneapolis Area Synod
- Northwest Synod of Wisconsin
- Southern Ohio Synod
- Southwest California Synod

2011

Six additional ELCA pilot synods begin efforts:

- Indiana-Kentucky Synod
- Northeastern Iowa Synod
- Northeastern Ohio Synod
- Pacifica Synod
- Rocky Mountain Synod
- Southwestern Texas Synod

By a 98 percent majority, the ELCA Churchwide Assembly affirms work of pilot synods and votes to roll out the ELCA Malaria Campaign to the whole ELCA in order to support anti-malaria programs of our companions in 11 African countries (Angola, Malawi, Mozambique, Zambia, Zimbabwe, Tanzania, South Sudan, Uganda, Central African Republic, Liberia and Nigeria).

Programs launch in Malawi, Mozambique, Zambia, Zimbabwe and Tanzania.

2012

Sorenson Grants awarded to 11 ELCA colleges, universities and campus ministries:

- Augustana College, Sioux Falls, S.D.
- California Lutheran University, Thousand Oaks, Calif.
- Christus Rex Campus Ministry, University of North Dakota, Grand Forks, N.D.
- Luther College, Decorah, Iowa
- Lutheran Campus Ministry at Louisiana State University, Baton Rouge, La.
- Lutheran Campus Ministry at Northern Arizona University, Flagstaff, Ariz.
- Lutheran Campus Ministry at University of Montana, Missoula, Mont.
- Lutheran Campus Ministry at University of Wisconsin, La Crosse, Wis.
- Thiel College, Greenville, Pa.
- This Far By Faith Campus Ministry, Kennedy-King College, Chicago
- Wartburg College, Waverly, Iowa

Congregations across the ELCA join hands with Lutherans in Africa to commemorate World Malaria Day by giving more than \$250,000. World Malaria Week commemorations continue in subsequent years.

Thousands of youth participate in ELCA World Hunger's Walk for Water at the Youth Gathering in New Orleans, learning about malaria in the process.

Central African Republic conflict begins.

Program launches in Angola.

2013

World Malaria Day commemoration raises more than \$300,000 in one week to jump-start the Lutheran malaria program in Uganda.

Campaign reaches halfway point in fundraising (\$7.5 million).

ELCA Malaria Campaign expands to include Namibia and Burundi as 12th and 13th countries.

\$10 million fundraising milestone achieved.

South Sudan conflict begins.

Through Lutheran programs, more than 100,000 people have been tested for malaria.

Through Lutheran programs, more than \$100,000 has been mobilized through community-based savings and self-help groups.

Programs launch in Uganda, Nigeria, South Sudan, Burundi and Liberia.

2014

The ELCA Malaria Campaign becomes a part of *Always Being Made New: The Campaign for the ELCA*.

Ebola outbreak begins in Liberia/West Africa.

Boko Haram kidnaps schoolgirls in Nigeria.

College students (at 35 institutions) surpass \$125,000 fundraising goal for the Sorenson Matching Challenge.

Through Lutheran programs, more than 2 million people are reached with malaria education and training.

The program launches in Namibia.

2015

A Burundi coup attempt occurs in May.

"Malaria Moments" are featured at synod assemblies.

The program launches in Central African Republic (planned).

September: \$15 million fundraising goal achieved!

Companions in Madagascar begin plans for malaria programming as the 14th country.

Appendix B: Income and expenses

Malaria Campaign revenue			
Initial seed money			
ELCA	\$831,400		
United Nations Foundation	\$102,212		
<i>Subtotal: seed money</i>		<i>\$933,612</i>	
Campaign revenue*			
Synods and congregations	\$10,699,230		
Individuals	\$4,748,693		
<i>Subtotal: campaign revenue</i>		<i>\$15,447,923</i>	
Total malaria revenue		\$16,381,535	
Malaria Campaign expenses			
Global malaria work/commitments	\$14,351,142		88%
U.S. malaria education	\$665,995		4%
U.S. fundraising/administration	\$1,364,398		8%
Total expenditures		\$16,381,535	

*Campaign revenue by fiscal year	
2010 & prior	\$577,397
2011	\$1,731,898
2012	\$4,252,843
2013	\$4,412,179
2014	\$2,814,128
2015	\$1,659,478
Total	\$15,447,923

Program funds disbursed								
	2011	2012	2013	2014	2015	2016	2017	2018
Capacity building (all)	\$1,159,413							
LUCSA*	\$7,862,513							
Nigeria	\$564,560							
Tanzania	\$750,000							
Liberia		\$634,720						
Central African Republic						\$346,217		
Uganda			\$903,294					
South Sudan			\$875,025					
Namibia				\$664,518				
Burundi				\$410,920				
Madagascar						\$179,962		

Notes

- Capacity building includes programmatic support, monitoring and evaluation, and other forms of institutional strengthening.
- LUCSA is the regional malaria program that includes the original five LUCSA malaria programs in Angola, Malawi, Mozambique, Zambia and Zimbabwe.
- Political conflict prevented the program in Central African Republic from running in 2013-2014.
- 2017 and 2018 amounts are budget projections.

Appendix C: Individual giving

Leadership Circle

The campaign's first Leadership Circle strategy invited executive leadership of the ELCA churchwide organization, members of the Conference of Bishops and members of the ELCA Church Council to make campaign commitments of \$1,000 or more in advance of the Churchwide Assembly. Participation level was high. Initial commitments were made by 57 bishops, 33 churchwide organization executive staff members, and 31 members of the ELCA Church Council for a total of more than \$150,000. Additional commitments from these groups followed at later dates. Although all three groups have revolving rosters making percentages difficult to track with accuracy, nearly 100 percent participation from all three groups was achieved at various points during the campaign.

At the Churchwide Assembly in August 2011, voting members supported the ELCA Malaria Campaign in a 989-11 vote. Voting members were then immediately invited to join the Leadership Circle by making a commitment to the Malaria Campaign. Three hundred fifty people responded with a total of \$250,000 in commitments.

Individual giving report				
Giving level	# of donors	Amount given	Subtotal category	Subtotal amount
\$50,000+	5	\$564,590.09	All \$50,000+	\$564,590.09
\$25,000-\$49,999	4	\$133,044.52	All \$25,000+	\$697,634.61
\$10,000-\$24,999	19	\$270,302.12	All \$10,000+	\$967,936.73
\$5,000-\$9,999	27	\$173,374.98	All \$5,000+	\$1,141,310.71
\$1,000-\$4,999	586	\$940,134.21	All \$1,000+	\$2,081,444.92
\$500-\$999	941	\$582,018.92	All \$500+	\$2,663,463.84
\$100-\$499	8,377	\$1,463,556.87	All \$100+	\$4,127,020.71
\$1-\$99	19,171	\$621,671.06	All \$1+	\$4,748,692.77
Total	29,130		Total from all individuals	\$4,748,692.77

Analysis of donor behavior

As the first campaign of its kind for the ELCA, the ELCA Malaria Campaign offered unique opportunities for focused messaging, donor acquisition and stewardship. An initial concern was that the campaign would prove to be a competitor to longstanding ELCA social ministries such as ELCA World Hunger or Lutheran Disaster Response, or to newer ministries such as ELCA Global Church Sponsorship. Still the church moved forward with the confidence that ELCA members, congregations and synods would recognize a global need and give generously to the vision of a world without deaths from malaria.

Donor and dollar acquisition by ELCA Malaria Campaign

Acquisition of donors: Over the course of the campaign, 9,364 new donors were acquired. These were donors who had not given to any ELCA ministry before the ELCA Malaria Campaign. Of these donors acquired through the campaign, the majority (9,146) were individuals: 8,696 lay donors and 450 rostered leaders in the ELCA. The remainder consisted of 193 organizations and 25 ELCA congregations who had previously not given to ELCA ministries.

Acquisition of dollars: These new donors gave a total of \$1,066,833 to the malaria campaign. Forty-one percent (3,844) of donors acquired through the campaign went on to give to other ELCA ministries, notably ELCA World Hunger, which has since received \$1,358,403 in gifts from these donors, and Lutheran Disaster Response, which has received \$288,191. In total, other ELCA ministries have received \$2,576,153 from donors who first gave to malaria. This means that donors acquired by the campaign have given a grand total of \$3,642,996 to ELCA ministries.

Donor type	# of Donors	Total malaria giving	Total other giving after initial malaria gift	All gifts (malaria and other)
Individual	8696	\$746,232	\$1,550,091	\$2,296,323
Rostered leader	450	\$74,514	\$134,278	\$208,791
Congregation	25	\$8,380	\$16,282	\$24,662
Organization	193	\$237,708	\$875,513	\$1,113,220
Total	9,364	\$1,066,834	\$2,576,164	\$3,642,996

Attrition in other ELCA ministries

An additional subset of donors deserves careful consideration. The ELCA Malaria Campaign sought to invite donors to give to the campaign over and above their regular giving to other ELCA ministries. It was hoped that donors would not choose to end their giving to another ministry in order to begin giving to the campaign. To some extent, however, this situation did occur. In total, **2,993 donors who had previously given to other ELCA ministries ended that giving when they began giving to the ELCA Malaria Campaign.** That set of donors, which represented 10 percent of the overall campaign donor pool, was responsible for \$441,936 of giving to the campaign; however, they had given \$2,477,559 to other ministries previous to the campaign. Of these 2,993 donors, many of them lapsed in their other giving relatively recently, while some have now been lapsed for several years and may prove more difficult to reactivate. This following chart indicates the year in which donors gave their first gift to the campaign, after which their giving to other ELCA ministries ceased.

Year of first gift to Malaria Campaign	Count	Sum of giving prior to initial malaria gift	Sum of malaria giving
2009	104	\$100,385	\$21,115
2010	129	\$109,926	\$22,046
2011	569	\$449,316	\$88,914
2012	1,117	\$1,170,500	\$156,774
2013	637	\$548,971	\$84,353
2014	367	\$86,211	\$58,889
2015	70	\$12,251	\$9,845
Grand Total	2,993	\$2,477,560	\$441,936

Efforts to encourage malaria donors to transition their support to other ELCA ministries have been intentional and strategic, and likely account for the low number of donors ceasing their support of other ministries. We will continue targeted outreach to malaria donors lifting up opportunities to support ongoing malaria and health efforts through ELCA World Hunger as well as other ministries.

Major and leadership giving summary

Major gifts, defined as \$25,000 or more, comprised \$697,634.61 of the ELCA Malaria Campaign's ultimate fundraising total.

- **\$50,000+:** Five donors. Two were members of the National Leadership Team, two participated in significant matching challenges, and one was a bequest. One was a committed donor giving repeat \$25,000 gifts. (One fell into two categories.)
- **\$25,000-\$49,999:** Four donors. Two were realized bequests, and one was a part of matching challenges within the donor's synod. One was a multi-year commitment.
- **Leadership gifts of \$5,000-\$24,999** provided an additional \$443,677.10 of the ultimate revenue total.
 - **\$10,000-\$24,999:** Nineteen donors with a variety of giving styles and engagement. Three included bequests, three were members of national ELCA volunteer committees, one was a staff member, and 12 were committed donors whose repeat gifts put them in this cumulative giving level. Seven were rostered leaders in the ELCA.
 - **\$5,000-\$9,999:** 27 donors with a variety of giving styles and engagement. Two were members of the National Leadership Team, one was a member of the Conference of Bishops, one was a staff person, and 23 were committed donors whose repeat gifts put them in this cumulative giving level. Six were rostered leaders in the ELCA.

Appendix D: National Leadership Team

The National Leadership Team was comprised of volunteers from 12 households who met twice per year to advise, to brainstorm, to be equipped to interpret the campaign, to inspire, and to be inspired around the work their church was doing together with companions in Africa. Team members included ELCA synod bishops, medical and science professionals, ELCA church leadership, notable ELCA members and philanthropists, and leaders of influential congregations.

Team member Dr. Lee Johnson is a practicing pediatrician. “I believe that no child should die from a disease which is both preventable and treatable,” she says, “and I truly believe this an issue of justice. We are called as a community of faith to support and empower the global church in this need to contain malaria and promote healthy children everywhere.”

All National Leadership Team members made personal campaign commitments, and as the campaign progressed, members took on a variety of additional leadership roles in their synods, congregations and networks. In 2013, five members participated in an immersive travel experience to Southern Africa.

Jan Dennis is proud of the work that the ELCA has done alongside our sisters and brothers in Africa. “I have been so moved by my fellow ELCA members nationwide and their willingness to open their wallets and their hearts to help end malaria in Africa. So much love was shown by ELCA members to help families in sub-Saharan Africa stop malaria from affecting their lives and taking their children. We saw ‘God’s work. Our hands.’ in action.”

Peter Mayer is a professional musician and his spouse, Patricia O’Reilly, is a health care professional. “Our work in partnership with the African Lutheran churches brings healing and life to our brothers and sisters in their communities,” they shared. “We believe that is the highest calling of the church—to share the many faces of God’s love so that we may also, in community with others, experience a new vision of God’s love that lifts up and forever changes us all. We are a part of the song of healing for the lives of children and families around the world.”



Members of the ELCA Malaria Campaign's National Leadership Team (from left):

Elizabeth Eaton, former ELCA presiding bishop Mark Hanson, Richard Moody, Beverly Moody, Dr. Charles Hays, ELCA staff person Jessica Nipp Hacker, Peter Mayer, Barbara Swartling, Diane Peña, Dr. James Dennis, ELCA Vice President Carlos Peña, former ELCA staff person Carl Stecker, former malaria program director in Southern Africa Lucas Owuor-Omondi, Dr. Lee Johnson, Ruth Sorenson.

Not pictured: Jan Dennis, Dr. Jim “Gus” Gustafson, Cathy Hays, Patricia O’Reilly, former ELCA secretary David Swartling, Shay Olson, and the Rev Gary Olson.

Appendix E: Sorenson Grants and Matching Challenge participants

The Sorenson Grants and Sorenson Matching Challenge, funded through a gift from Arne and Ruth Sorenson, provided seed money and matching funds to inspire students at ELCA colleges, universities and campus ministries to educate themselves and others about malaria and to raise money to help make malaria history. The combined efforts of students at 37 schools (11 ELCA colleges and universities and 26 Lutheran campus ministries) brought in a total of **\$144,719.86**.

Many groups on these campuses collaborated toward the common goal. At Northern Arizona University, the Campus Ministry-led campaign reached the School of Communications, the African Student Association, the International Student Association, Lambda Pi Eta Honors Fraternity, and the University Honors Program.

Wartburg College raised more than \$44,000 through its Wartburg Malaria Initiative. Student leader Kelsey Nulph said, “Our Wartburg community embraces the opportunity to actively fight against injustices present within our world. The initiative connected areas across the whole campus, from the athletic programs to classes in which students are given the opportunity to learn more about malaria and to then engage in service projects and fundraising opportunities.”

Jesse McClain was one of the student leaders in California Lutheran University’s efforts. “When I first suggested that we raise \$15,000 everybody laughed,” said Jesse. “We’re a small group, and this was a big goal.” After exceeding their goal by more than \$10,000, laughter has turned to dancing. “We’re leaping with joy!” exclaims Campus Pastor Melissa Maxwell-Doherty.

The Sorenson Matching Challenge also helped students see themselves as a part of the ELCA. University of North Dakota Campus Pastor Kathy Fick said that they “felt like partners, rather than renegades,” because they are connected to the larger church through their malaria efforts. Pastor Fritz Lampe, campus pastor at Northern Arizona University, reported that, “We have members who joined campus ministry because we are doing this malaria campaign.”



Wartburg Malaria Initiative coordinator Kelsey Nulph thanks volunteers after one full academic year of fundraising.



Students at California Lutheran University fight malaria with dancing.



Students at Christus Rex Campus Ministry at the University of North Dakota raise awareness with a malaria display.

Dedicated Lutheran students worked hard to educate their peers and raise nearly \$150,000 to support malaria programs in Africa through the ELCA Malaria Campaign and to rise to the Sorenson Challenge. Their committed and creative leadership has catalyzed generosity in many communities and on many campuses across the ELCA.

Sorenson Grant recipients

- Augustana College, Sioux Falls, S.D.
- California Lutheran University, Thousand Oaks, Calif.
- Christus Rex Campus Ministry at University of North Dakota, Grand Forks, N.D.
- Luther College, Decorah, Iowa
- Lutheran Campus Ministry at Northern Arizona University, Flagstaff, Ariz.
- Lutheran Campus Ministry at University of Montana-Missoula
- Lutheran Campus Ministry at Louisiana State University, Baton Rouge, La.
- Lutheran Campus Ministry at University of Wisconsin-La Crosse
- Thiel College, Greenville, Pa.
- This Far By Faith Campus Ministry, Kennedy-King College, Chicago
- Wartburg College, Waverly, Iowa

Additional campus participants

- Concordia College, Moorhead, Minn.
- Gustavus Adolphus College, St. Peter, Minn.
- Lenoir-Rhyne University, Hickory, N.C.
- Lutheran Campus Council, Seattle, Wash.
- Lutheran Campus Ministry at Bemidji State University, Bemidji, Minn.
- Lutheran Campus Ministry at Clemson University, Clemson, S.C.
- Lutheran Campus Ministry at Dartmouth College, Hanover, N.H.



A campus ministry student at Northern Arizona University moderates a panel discussion during Malaria Awareness Week.



This "mosquito" helped to bring the realities of malaria to life at Augustana College in Sioux Falls, S.D.



Students from Thiel College in Pennsylvania help outrun malaria with a community 5K.

Additional campus participants (cont'd)

Lutheran Campus Ministry at Kansas State, Manhattan, Kan.

Lutheran Campus Ministry at Penn State, University Park, Pa.

Lutheran Campus Ministry at Stanford University, Palo Alto, Calif.

Lutheran Campus Ministry at University of Chicago

Lutheran Campus Ministry at University of Florida, Gainesville, Fla.

Lutheran Campus Ministry at University of Illinois, Champaign, Ill.

Lutheran Campus Ministry at University of Kansas, Lawrence, Kan.

Lutheran Campus Ministry at University of Maryland, College Park, Md.

Lutheran Campus Ministry at University of Minnesota Duluth

Lutheran Campus Ministry at University of Minnesota Morris

Lutheran Campus Ministry at University of Oklahoma, Norman, Okla.

Lutheran Campus Ministry at University of Texas, Austin

Lutheran Campus Ministry at University of Wisconsin-Eau Claire

Lutheran Campus Ministry at University of Wisconsin-Stout, Menomonie, Wis.

Lutheran Students of Appalachia, Boone, N.C.

Madison College of Business and Industry, Madison, Wis.

Midland University, Fremont, Neb.

Newberry College, Newberry, S.C.

St. Olaf College, Northfield, Minn.

Total raised: \$144,719.86



Students at the University of Montana-Missoula prepare a Shrove Tuesday fundraising dinner.



Students at Luther College raise money for the ELCA Malaria Campaign by performing service projects in the community.

Appendix F: Top giving congregations

Of the 9,300 congregations in the ELCA, 59 percent (5,469) supported the campaign financially, and were joined by dozens of congregations belonging to other denominations. Many other congregations supported the campaign through prayer and education. Listed below are the 279 ELCA congregations in the top tier of giving to the campaign:

Rank	Congregation name	City	State	Synod	Total giving
1	Lutheran Church of Hope	West Des Moines	IA	Southeastern Iowa	\$489,350.13
2	Zion	Jersey City	NJ	New Jersey	\$178,150.25
3	Ascension	Thousand Oaks	CA	Southwest California	\$142,161.17
4	St Mark	Hackensack	NJ	New Jersey	\$63,141.62
5	Living Word	Katy	TX	Texas-Louisiana Gulf Coast	\$59,208.53
6	St Paul	Doylestown	PA	Southeastern Pennsylvania	\$56,258.32
7	St Marks	San Francisco	CA	Sierra Pacific	\$48,336.65
8	Salem Evangelical	Catonsville	MD	Delaware-Maryland	\$31,834.16
9	Advent	New York	NY	Metropolitan New York	\$31,334.33
10	Good Shepherd	Naperville	IL	Metropolitan Chicago	\$29,284.43
11	Calvary	Willmar	MN	Southwestern Minnesota	\$28,579.12
12	Bethlehem	Los Alamitos	CA	Pacifica	\$27,988.50
13	St Mark	Wilmington	DE	Delaware-Maryland	\$27,639.00
14	Trinity	Camp Hill	PA	Lower Susquehanna	\$27,432.37
15	Tree of Life	Harrisburg	PA	Lower Susquehanna	\$26,072.03
16	First	Duluth	MN	Northeastern Minnesota	\$24,841.00
17	Resurrection	Fredericksburg	VA	Virginia	\$23,056.31
18	St John American	Cedar Falls	IA	Northeastern Iowa	\$22,305.09
19	Trinity	Mason City	IA	Northeastern Iowa	\$20,568.68
20	Mayfair	Chicago	IL	Metropolitan Chicago	\$20,000.00
21	Lutheran Church of Our Savior	San Bernardino	CA	Pacifica	\$19,868.00
22	Christ Evangelical	Allentown	PA	Northeastern Pennsylvania	\$18,896.93
23	St Armands Key	Sarasota	FL	Florida-Bahamas	\$18,600.00
24	Trinity	Greenville	SC	South Carolina	\$18,509.47
25	St Paul's	La Crosse	WI	La Crosse Area	\$17,990.00
26	Spirit of Grace	Surprise	AZ	Grand Canyon	\$17,866.00
27	St John	Antioch	CA	Sierra Pacific	\$16,904.77
28	Bethany	Cherry Hills Village	CO	Rocky Mountain	\$16,810.98
29	Good Shepherd	Manchester	MO	Central States	\$16,378.53
30	Grace	Des Moines	WA	Northwest Washington	\$15,919.07
31	Trinity	Latrobe	PA	Southwestern Pennsylvania	\$15,871.60
32	Our Savior	Sun Prairie	WI	South-Central Synod of Wisconsin	\$15,639.13
33	United	Elbow Lake	MN	Northwestern Minnesota	\$15,579.00
34	Gloria Dei	Downers Grove	IL	Metropolitan Chicago	\$15,328.34
35	Grace	Des Moines	IA	Southeastern Iowa	\$15,323.75
36	Lord of Life	Fairfax	VA	Metropolitan Washington, D.C.	\$15,162.00
37	St Andrew	San Diego	CA	Pacifica	\$14,961.05
38	Incarnation	Saint Paul	MN	Saint Paul Area	\$14,713.58
39	First	Ellicott City	MD	Delaware-Maryland	\$14,271.20
40	Emmanuel	Venice	FL	Florida-Bahamas	\$13,898.39
41	Evangelical	Black River Falls	WI	Northwest Synod of Wisconsin	\$13,892.00
42	Benton	Crooks	SD	South Dakota	\$13,891.50
43	American	Billings	MT	Montana	\$13,865.00

Rank	Congregation name	City	State	Synod	Total giving
44	St Luke	Portland	OR	Oregon	\$13,279.43
45	Good Shepherd	Madison	WI	South-Central Synod of Wisconsin	\$13,231.23
46	Bethlehem	Mankato	MN	Southeastern Minnesota	\$13,023.00
47	Trinity	Grand Rapids	MI	North/West Lower Michigan	\$12,877.12
48	Zion	Iowa City	IA	Southeastern Iowa	\$12,790.60
49	St John Evangelical	Reedsburg	WI	South-Central Synod of Wisconsin	\$12,654.63
50	First	Colorado Springs	CO	Rocky Mountain	\$12,350.00
51	Normandale	Edina	MN	Minneapolis Area	\$12,246.51
52	Bethany	Crystal Lake	IL	Northern Illinois	\$12,072.50
53	Kinsmen	Houston	TX	Texas-Louisiana Gulf Coast	\$12,021.54
54	First	Alexandria	MN	Northwestern Minnesota	\$11,692.10
55	Resurrection	Juneau	AK	Alaska	\$11,672.41
56	St Paul	Ravenna	OH	Northeastern Ohio	\$11,646.00
57	Word of Peace	Rogers	MN	Minneapolis Area	\$11,632.20
58	Little Norway	Fertile	MN	Northwestern Minnesota	\$11,603.58
59	Advent	Madison	WI	South-Central Synod of Wisconsin	\$11,481.00
60	Marin	Corte Madera	CA	Sierra Pacific	\$11,461.48
61	First	Longmont	CO	Rocky Mountain	\$11,459.62
62	St Paul	Clinton	IA	Southeastern Iowa	\$11,365.63
63	St John	Bellville	TX	Texas-Louisiana Gulf Coast	\$11,285.48
64	Christ The King	Houston	TX	Texas-Louisiana Gulf Coast	\$11,211.26
65	Lutheran Church of the Resurrection	Cincinnati	OH	Southern Ohio	\$10,947.10
66	St John	Preston	IA	Southeastern Iowa	\$10,908.10
67	Christ	Lakewood	WA	Southwestern Washington	\$10,899.00
68	St Paul	Waverly	IA	Northeastern Iowa	\$10,876.98
69	Mount Cross	Camarillo	CA	Southwest California	\$10,866.43
70	Redeemer	Thief River Falls	MN	Northwestern Minnesota	\$10,829.00
71	Bethlehem	Santa Rosa	CA	Sierra Pacific	\$10,784.08
72	St Matthew By The Lake	Benton	KY	Indiana-Kentucky	\$10,548.86
73	Epiphany	Richmond	VA	Virginia	\$10,545.87
74	The Lutheran Church of our Savior	Dayton	OH	Southern Ohio	\$10,500.00
75	Hope	The Villages	FL	Florida-Bahamas	\$10,497.30
76	Messiah	Madison	WI	South-Central Synod of Wisconsin	\$10,473.00
77	Holy Trinity	Chandler	AZ	Grand Canyon	\$10,465.12
78	Bethesda	Jewell	IA	Northeastern Iowa	\$10,456.90
79	Frederick	St Thomas	VI	Caribbean	\$10,116.70
80	St John	Reading	PA	Northeastern Pennsylvania	\$10,083.00
81	Hope	Palm Desert	CA	Pacifica	\$10,040.00
82	Holy Trinity	Dubuque	IA	Northeastern Iowa	\$10,024.65
83	Zion	Bristol	IN	Indiana-Kentucky	\$10,000.00
84	Our Savior's	San Clemente	CA	Pacifica	\$9,945.26
85	St John	Somonauk	IL	Northern Illinois	\$9,882.93
86	St Matthew	Hanover	PA	Lower Susquehanna	\$9,638.80
87	St John's	Waukon	IA	Northeastern Iowa	\$9,502.01
88	Holy Trinity	Ankeny	IA	Southeastern Iowa	\$9,449.21
89	St Ansgar	Waterloo	IA	Northeastern Iowa	\$9,436.58
90	Lutheran Church of the Good Shepherd	Prospect Heights	IL	Metropolitan Chicago	\$9,421.25
91	Bethlehem	Los Alamos	NM	Rocky Mountain	\$9,397.27
92	Calvary	West Chester	PA	Southeastern Pennsylvania	\$9,288.51
93	San Marcos	San Marcos	CA	Pacifica	\$9,144.86
94	English	La Crosse	WI	La Crosse Area	\$9,127.97
95	Christ The King	Delafield	WI	Greater Milwaukee	\$9,105.00
96	Grace	Lancaster	PA	Lower Susquehanna	\$9,000.74

Rank	Congregation name	City	State	Synod	Total giving
97	First	Le Sueur	MN	Southeastern Minnesota	\$8,960.16
98	St John	Kensington	KS	Central States	\$8,954.35
99	Mission	Laguna Niguel	CA	Pacifica	\$8,954.32
100	St Paul	Glenside	PA	Southeastern Pennsylvania	\$8,933.20
101	Calvary	Perham	MN	Northwestern Minnesota	\$8,889.80
102	Lord of Life	Sun City West	AZ	Grand Canyon	\$8,821.00
103	St John's	Evansville	WI	South-Central Synod of Wisconsin	\$8,763.31
104	Zion	Loveland	CO	Rocky Mountain	\$8,760.27
105	St Mark	Jacksonville	FL	Florida-Bahamas	\$8,690.00
106	Bethlehem	Cedar Falls	IA	Northeastern Iowa	\$8,682.34
107	Bethel	Northfield	MN	Southeastern Minnesota	\$8,671.63
108	Christ	Brenham	TX	Texas-Louisiana Gulf Coast	\$8,662.70
109	Memorial	Nevada	IA	Southeastern Iowa	\$8,655.73
110	Christ The King	Moorhead	MN	Northwestern Minnesota	\$8,626.12
111	Immanuel	Independence	IA	Northeastern Iowa	\$8,574.17
112	First	Greensboro	NC	North Carolina	\$8,559.35
113	St Paul	Reed City	MI	North/West Lower Michigan	\$8,520.00
114	Lord of Life	Maple Grove	MN	Minneapolis Area	\$8,511.89
115	Our Savior's	Sioux Falls	SD	South Dakota	\$8,505.00
116	Trinity	Crookston	MN	Northwestern Minnesota	\$8,422.18
117	Prince of Peace	Appleton	WI	East-Central Synod of Wisconsin	\$8,224.43
118	St Barnabas	Plymouth	MN	Minneapolis Area	\$8,211.41
119	Faith	Sun City	CA	Pacifica	\$8,160.89
120	Luther College	Decorah	IA	Northeastern Iowa	\$8,147.10
121	Holy Trinity	Minneapolis	MN	Minneapolis Area	\$8,146.21
122	Trinity	Jamestown	ND	Eastern North Dakota	\$8,139.93
123	Our Redeemer	La Crosse	WI	La Crosse Area	\$8,126.84
124	St Peter	Forest Park	IL	Metropolitan Chicago	\$8,000.00
124	Mamrelund	Kent City	MI	North/West Lower Michigan	\$8,000.00
126	North Beaver Creek	Ettrick	WI	La Crosse Area	\$7,994.04
127	Christ The King	South Bend	IN	Indiana-Kentucky	\$7,943.79
128	Lutheran Church of the Resurrection	Granite Bay	CA	Sierra Pacific	\$7,866.07
129	St Paul	Strasburg	VA	Virginia	\$7,776.34
130	Christ	Baltimore	MD	Delaware-Maryland	\$7,776.00
131	First English	Cannon Falls	MN	Southeastern Minnesota	\$7,771.00
132	Peace	Manhattan	KS	Central States	\$7,738.30
133	First	Longview	TX	Northern Texas-Northern Louisiana	\$7,724.24
134	Our Saviour	Bremerton	WA	Southwestern Washington	\$7,704.49
135	Lutheran Church of the Resurrection	Marietta	GA	Southeastern	\$7,632.87
136	Immanuel	Los Altos	CA	Sierra Pacific	\$7,620.40
137	Covenant	Stoughton	WI	South-Central Synod of Wisconsin	\$7,616.50
138	Good Shepherd	Viroqua	WI	La Crosse Area	\$7,508.10
139	Bethel	Rochester	MN	Southeastern Minnesota	\$7,501.82
140	Lutheran Church of Hope	Broomfield	CO	Rocky Mountain	\$7,494.52
141	Grace	Westminster	MD	Delaware-Maryland	\$7,425.00
142	St John	Jackson	WI	Greater Milwaukee	\$7,403.79
143	First	Manitowoc	WI	East-Central Synod of Wisconsin	\$7,377.79
144	Faith	Clive	IA	Southeastern Iowa	\$7,361.21

Rank	Congregation name	City	State	Synod	Total giving
145	Trinity	Owatonna	MN	Southeastern Minnesota	\$7,292.94
146	All Saints	Phoenix	AZ	Grand Canyon	\$7,246.99
147	Salem	Longville	MN	Northeastern Minnesota	\$7,238.99
148	Luther Memorial	Syracuse	NE	Nebraska	\$7,230.79
149	Calvary	Bemidji	MN	Northwestern Minnesota	\$7,217.04
150	Holy Cross	Athens	GA	Southeastern	\$7,200.58
151	Zion Evangelical	Waterloo	IA	Northeastern Iowa	\$7,183.82
152	Bethel	Great Falls	MT	Montana	\$7,159.89
153	Trinity	Reading	PA	Northeastern Pennsylvania	\$7,115.18
154	Our Saviour	Lincoln	NE	Nebraska	\$7,108.38
155	Peace	Green Bay	WI	East-Central Synod of Wisconsin	\$7,082.85
156	First	Torrance	CA	Southwest California	\$7,043.34
157	All Saints	Minnetonka	MN	Minneapolis Area	\$7,037.68
158	Salem Evangelical	Mount Sidney	VA	Virginia	\$7,034.54
159	Holy Trinity	Thousand Oaks	CA	Southwest California	\$7,023.05
160	Sammamish Hills	Sammamish	WA	Northwest Washington	\$7,000.00
161	Trinity	Tenafly	NJ	New Jersey	\$6,982.00
162	Holy Comforter	Kingwood	TX	Texas-Louisiana Gulf Coast	\$6,969.13
163	Ascension	Baltimore	MD	Delaware-Maryland	\$6,764.70
164	Grace	Winchester	VA	Virginia	\$6,764.14
165	Christ	Belvidere	IL	Northern Illinois	\$6,749.28
166	Lakeview	Madison	WI	South-Central Synod of Wisconsin	\$6,729.95
167	All Saints	Palatine	IL	Metropolitan Chicago	\$6,721.01
168	Bethany	Rice Lake	WI	Northwest Synod of Wisconsin	\$6,691.59
169	Edina Community	Edina	MN	Minneapolis Area	\$6,671.48
170	Our Savior	Jackson	MN	Southwestern Minnesota	\$6,658.50
171	Christ	Lake Elmo	MN	Saint Paul Area	\$6,656.89
172	Olivet	Sylvania	OH	Northwestern Ohio	\$6,642.70
173	United	Cavalier	ND	Eastern North Dakota	\$6,615.94
174	Grace	Waseca	MN	Southeastern Minnesota	\$6,608.00
175	First	Decorah	IA	Northeastern Iowa	\$6,602.49
176	Gloria Dei	Lakeside Park	KY	Indiana-Kentucky	\$6,590.94
177	Christ	Dubois	PA	Allegheny	\$6,556.25
178	Our Saviour's	Appleton	WI	East-Central Synod of Wisconsin	\$6,537.46
179	Hope	Dearborn	MI	Southeast Michigan	\$6,526.15
180	Grace Evangelical	Liberty	NC	North Carolina	\$6,502.41
181	Trinity	Papillion	NE	Nebraska	\$6,500.00
182	St John	Poughkeepsie	NY	Metropolitan New York	\$6,454.60
183	First St Paul	Hastings	NE	Nebraska	\$6,428.18
184	First	Blooming Prairie	MN	Southeastern Minnesota	\$6,420.08
185	Luther Memorial	York	PA	Lower Susquehanna	\$6,336.00
186	Our Shepherd	Severna Park	MD	Delaware-Maryland	\$6,329.95
187	St John	Liverpool	PA	Lower Susquehanna	\$6,317.40
188	Advent	Arlington	TX	Northern Texas-Northern Louisiana	\$6,316.65
189	United	Red Wing	MN	Southeastern Minnesota	\$6,250.00
190	First	Lincoln	NE	Nebraska	\$6,240.90
191	St Stephen The Martyr	Greendale	WI	Greater Milwaukee	\$6,234.28
192	Community	Eagle Rock	MO	Central States	\$6,208.00

Rank	Congregation name	City	State	Synod	Total giving
193	Faith	Wolverton	MN	Northwestern Minnesota	\$6,202.88
194	Mount Olivet	Minneapolis	MN	Minneapolis Area	\$6,191.00
195	Good Shepherd	Woodstock	GA	Southeastern	\$6,165.52
196	Resurrection	Haysville	KS	Central States	\$6,136.50
197	Grace	Springfield	OH	Southern Ohio	\$6,118.93
198	Muhlenberg	Harrisonburg	VA	Virginia	\$6,115.94
199	St Olaf	Austin	MN	Southeastern Minnesota	\$6,040.00
200	Immanuel	Eau Claire	WI	Northwest Synod of Wisconsin	\$6,039.65
201	Vinje	Willmar	MN	Southwestern Minnesota	\$6,023.17
202	Grace	Green Bay	WI	East-Central Synod of Wisconsin	\$6,021.29
203	Ezekiel	River Falls	WI	Northwest Synod of Wisconsin	\$6,008.54
204	St Paul	Davenport	IA	Southeastern Iowa	\$6,000.00
205	St Peter's By The Sea	San Diego	CA	Pacifica	\$5,999.80
206	Redeemer	Ramsey	NJ	New Jersey	\$5,962.92
207	New Hope	Columbia	MD	Delaware-Maryland	\$5,958.59
208	Windsor Heights	Windsor Heights	IA	Southeastern Iowa	\$5,956.50
209	Trinity	Sioux City	IA	Western Iowa	\$5,917.24
210	First	Norfolk	VA	Virginia	\$5,916.82
211	Cross of Grace	New Palestine	IN	Indiana-Kentucky	\$5,879.77
212	Minnetonka	Minnetonka	MN	Minneapolis Area	\$5,870.00
213	Christ Evangelical	Jeffersonton	KY	Indiana-Kentucky	\$5,861.50
214	St Luke	Sunnyvale	CA	Sierra Pacific	\$5,860.00
215	Bethany	Bainbridge Island	WA	Northwest Washington	\$5,855.00
216	Augsburg	Winston Salem	NC	North Carolina	\$5,809.44
217	Ascension	Waukesha	WI	Greater Milwaukee	\$5,776.39
218	St Mark	Springfield	VA	Metropolitan Washington, D.C.	\$5,752.08
219	Messiah	Staten Island	NY	Metropolitan New York	\$5,715.00
220	St Peter's	Lancaster	PA	Lower Susquehanna	\$5,701.50
221	Newport Harbor	Newport Beach	CA	Pacifica	\$5,679.65
222	First	Kearney	NE	Nebraska	\$5,671.57
223	American	Worthington	MN	Southwestern Minnesota	\$5,670.00
224	St Peters Evangelical	Huntington Station	NY	Metropolitan New York	\$5,643.00
225	St Timothy	Lakewood	CA	Southwest California	\$5,612.04
226	Mount Carmel	Minneapolis	MN	Minneapolis Area	\$5,593.50
227	Immanuel	Killeen	TX	Northern Texas-Northern Louisiana	\$5,589.00
228	Lutheran Church of the Good Shepherd	Brevard	NC	North Carolina	\$5,588.12
229	Salem	Glendale	CA	Southwest California	\$5,586.29
230	Bethlehem	Sedro Woolley	WA	Northwest Washington	\$5,575.00
231	Christ	Cottonwood	MN	Southwestern Minnesota	\$5,570.90
232	St Andrew	Centreville	VA	Metropolitan Washington, D.C.	\$5,560.12
233	American	Windom	MN	Southwestern Minnesota	\$5,547.31
234	Bethel	Willmar	MN	Southwestern Minnesota	\$5,528.13
235	First	Gladstone	MI	Northern Great Lakes	\$5,525.47
236	St Paul	Funkstown	MD	Delaware-Maryland	\$5,520.30
237	Gloria Dei	Cedar Rapids	IA	Southeastern Iowa	\$5,517.52
238	St Luke	Silver Spring	MD	Metropolitan Washington, D.C.	\$5,513.09
239	Lutheran Church of the Good Shepherd	Olympia	WA	Southwestern Washington	\$5,498.00
240	Kountze Memorial	Omaha	NE	Nebraska	\$5,493.00

Rank	Congregation name	City	State	Synod	Total giving
241	Abiding Christ	Fairborn	OH	Southern Ohio	\$5,451.41
242	St Paul	La Grange	TX	Texas-Louisiana Gulf Coast	\$5,443.96
243	Concordia	Fertile	MN	Northwestern Minnesota	\$5,430.10
244	Lutheran Church of the Atonement	Barrington	IL	Metropolitan Chicago	\$5,430.00
245	St John	Owatonna	MN	Southeastern Minnesota	\$5,421.00
246	St Matthew	Davenport	IA	Southeastern Iowa	\$5,406.00
247	Holy Trinity	Manasquan	NJ	New Jersey	\$5,400.60
248	Resurrection	Avon Park	FL	Florida-Bahamas	\$5,400.00
249	Our Saviour's	Chippewa Falls	WI	Northwest Synod of Wisconsin	\$5,390.83
250	Christ	Hellertown	PA	Northeastern Pennsylvania	\$5,365.78
251	Edison Park	Chicago	IL	Metropolitan Chicago	\$5,345.00
252	South Canyon	Rapid City	SD	South Dakota	\$5,334.00
253	Faith	Springfield	IL	Central/Southern Illinois	\$5,333.26
254	Cormorant	Lake Park	MN	Northwestern Minnesota	\$5,327.00
255	Christ	Long Beach	CA	Southwest California	\$5,308.87
256	Our Saviors	Osage	IA	Northeastern Iowa	\$5,306.00
257	Trinity	Rockford	IL	Northern Illinois	\$5,303.27
258	Vermont	Black Earth	WI	South-Central Synod of Wisconsin	\$5,271.62
259	Salem	Stromsburg	NE	Nebraska	\$5,260.00
260	Blair	Blair	WI	La Crosse Area	\$5,258.77
261	St John's	Phoenix	MD	Delaware-Maryland	\$5,258.25
262	Holy Spirit	Kirkland	WA	Northwest Washington	\$5,248.23
263	Trinity	Sleepy Eye	MN	Southwestern Minnesota	\$5,221.35
264	Peace Evangelical	Bloomington	MN	Minneapolis Area	\$5,220.00
265	Gloria Dei	Neenah	WI	East-Central Synod of Wisconsin	\$5,196.29
266	St John	Grinnell	IA	Southeastern Iowa	\$5,177.82
267	Metigoshe	Bottineau	ND	Western North Dakota	\$5,169.93
268	Milwaukie	Milwaukie	OR	Oregon	\$5,163.14
269	St Paul	Elma	IA	Northeastern Iowa	\$5,129.78
270	St Matthew's of Wilmington	Wilmington	NC	North Carolina	\$5,125.00
271	Gethsemane	Hopkins	MN	Minneapolis Area	\$5,119.00
272	Holy Cross	Libertyville	IL	Metropolitan Chicago	\$5,115.00
273	St John	Janesville	WI	South-Central Synod of Wisconsin	\$5,061.70
274	Good Shepherd	Wilmington	DE	Delaware-Maryland	\$5,029.60
275	Hephatha	Milwaukee	WI	Greater Milwaukee	\$5,016.00
276	St James	Brenham	TX	Texas-Louisiana Gulf Coast	\$5,014.65
277	Immanuel	Elk Point	SD	South Dakota	\$5,000.00
277	Zion Evangelical	Chisago City	MN	Saint Paul Area	\$5,000.00
277	Lutheran Church of the Covenant	Dale City	VA	Metropolitan Washington, D.C.	\$5,000.00

Appendix G: Giving results by synod

Synod code	Synod name	Synod total	Giving per member
5D	Southeastern Iowa Synod	\$841,909	\$9.17
5A	Metropolitan Chicago Synod	\$774,141	\$8.79
5F	Northeastern Iowa Synod*	\$485,247	\$6.70
7A	New Jersey Synod	\$447,043	\$7.65
3G	Minneapolis Area Synod*	\$424,142	\$2.30
8D	Lower Susquehanna Synod	\$390,834	\$4.07
8G	Metropolitan Washington, D.C., Synod	\$383,768	\$12.53
2C	Pacifica Synod*	\$367,742	\$11.27
2E	Rocky Mountain Synod*	\$367,667	\$5.77
2B	Southwest California Synod*	\$352,274	\$11.32
3D	Northwestern Minnesota Synod	\$346,881	\$3.76
8F	Delaware-Maryland Synod	\$345,277	\$5.26
2A	Sierra Pacific Synod	\$343,297	\$7.67
5I	East-Central Synod of Wisconsin*	\$335,545	\$4.16
5H	Northwest Synod of Wisconsin*	\$334,478	\$3.61
3F	Southwestern Minnesota Synod	\$314,373	\$2.66
3I	Southeastern Minnesota Synod	\$307,840	\$2.53
6E	Northeastern Ohio Synod*	\$305,506	\$5.24
4C	Arkansas-Oklahoma Synod	\$298,109	\$29.10
4F	Texas-Louisiana Gulf Coast Synod	\$286,723	\$7.59
9A	Virginia Synod	\$277,169	\$7.71
7F	Southeastern Pennsylvania Synod	\$265,319	\$4.37
9E	Florida-Bahamas Synod	\$265,211	\$4.50
5K	South-Central Synod of Wisconsin	\$265,189	\$2.70
7B	New England Synod	\$263,677	\$4.69
6C	Indiana-Kentucky Synod*	\$256,098	\$8.54
5B	Northern Illinois Synod	\$247,935	\$3.26
4B	Central States Synod	\$246,623	\$4.74
4A	Nebraska Synod	\$241,541	\$2.30
3H	Saint Paul Area Synod	\$238,559	\$1.92
7C	Metropolitan New York Synod	\$235,202	\$3.68
3C	South Dakota Synod	\$235,043	\$2.22
6F	Southern Ohio Synod*	\$230,142	\$3.36
5J	Greater Milwaukee Synod	\$229,299	\$3.01
1B	Northwest Washington Synod	\$219,506	\$5.64
9B	North Carolina Synod	\$210,338	\$2.71
2D	Grand Canyon Synod	\$210,048	\$4.50
4E	Southwestern Texas Synod*	\$209,818	\$5.32

7E	Northeast Pennsylvania Synod	\$200,561	\$1.55
1F	Montana Synod	\$182,683	\$4.96
5L	La Crosse Area Synod	\$181,171	\$5.17
3E	Northeastern Minnesota Synod	\$178,588	\$2.82
1E	Oregon Synod	\$177,978	\$5.28
4D	Northern Texas-Northern Louisiana Synod	\$164,518	\$6.21
8B	Southwestern Pennsylvania Synod	\$162,914	\$2.44
3B	Eastern North Dakota Synod	\$151,216	\$1.62
9D	Southeastern Synod	\$160,619	\$3.72
1C	Southwestern Washington Synod	\$142,983	\$2.58
6B	North/West Lower Michigan Synod	\$127,116	\$3.31
3A	Western North Dakota Synod	\$117,666	\$1.89
6D	Northwestern Ohio Synod	\$115,634	\$1.55
9C	South Carolina Synod	\$114,670	\$2.44
5E	Western Iowa Synod	\$112,597	\$2.14
1D	Eastern Washington-Idaho Synod	\$105,048	\$4.31
7D	Upstate New York Synod	\$101,420	\$1.75
6A	Southeast Michigan Synod	\$98,086	\$2.21
8C	Allegheny Synod	\$93,201	\$2.66
5C	Central/Southern Illinois Synod	\$88,359	\$2.11
5G	Northern Great Lakes Synod	\$66,701	\$2.40
8A	Northwestern Pennsylvania Synod	\$48,252	\$2.33
1A	Alaska Synod	\$42,817	\$4.55
8E	Upper Susquehanna Synod	\$32,405	\$0.95
8H	West Virginia-Western Maryland Synod	\$25,531	\$1.92
9F	Caribbean Synod	\$9,661	\$2.19
7G	Slovak Zion Synod	\$2,294	\$0.58
	International, cash and anonymous gifts	\$43,724	
	Total	\$15,447,923	\$4.00

*indicates synod was one of 11 pilot synods

Appendix H: Highlights of synod efforts

Delaware-Maryland Synod: An extraordinary final push led by Bishop Wolfgang Herz-Lane encouraged gifts from congregations and individuals to put the synod above their \$300,000 goal.

Florida-Bahamas Synod: Volunteer leaders employed an organized strategy to reach out to top congregational prospects.

Metropolitan Washington, D.C., Synod: Leaders included the coordinator's name and contact information in all malaria communications and worked hard to meet both a financial and a participation goal.

New Jersey Synod: Bishop Tracie Bartholomew encouraged significant legacy gifts from congregations that closed.

North Carolina: Efforts were led by a newly transplanted volunteer who had previously been active in a pilot synod.

Northeastern Iowa Synod: Backed by strong synod office support and a well-publicized goal, Assistant to the Bishop Mark Anderson canvassed the synod, visiting every congregation to talk about their commitment to the ELCA Malaria Campaign.

Northeastern Ohio Synod: Encouraged congregations to raise their "fair share" of the synod's goal, suggesting a calculated per-member giving target.

Rocky Mountain Synod: A three-year strategy was led by the Lutheran Youth Organization, and the "Faster Pastors" encouraged fundraising via a 188-mile relay race through the Rocky Mountains.

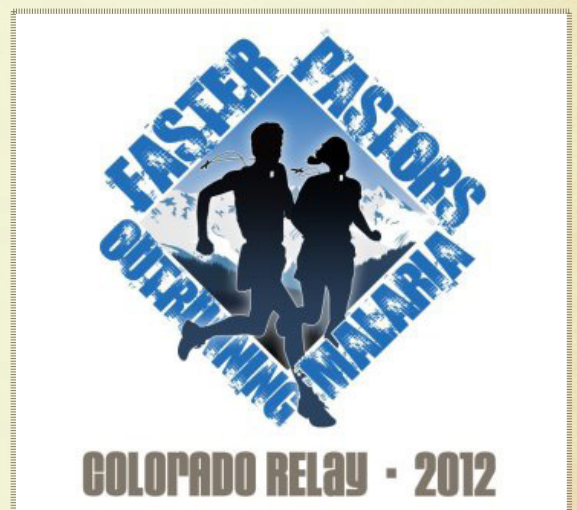
Sierra Pacific Synod: An anonymous individual catalyzed synod giving efforts with a \$25,000 match.



These superheroes from the La Crosse Area Synod helped to make malaria history.



This generous young Lutheran in Northeastern Iowa asked her friends to donate to the campaign in lieu of birthday presents. Here she presents the donations to Mark Anderson, assistant to the bishop.



Pastors from the Rocky Mountain Synod used their participation in a relay race to inspire donations from their congregations.

South-Central Synod of Wisconsin celebrated making their goal by sharing with all congregations a photo of a beaming Bishop Mary Froiland showing off their Certificate of Thanks and asking congregations to consider supporting additional ELCA ministries.

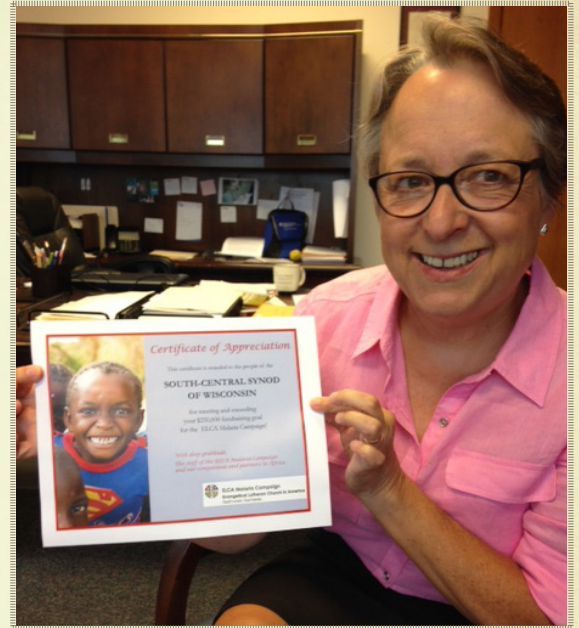
Southeastern Minnesota Synod regularly communicated with every congregation to thank supporting congregations and encourage those who had not yet participated.

Southeastern Synod: A volunteer leader who attended the Synod Malaria Summit in 2014 spearheaded a Malaria Day push and organized a 5K run.

Southwest Texas Synod: Tapping into a longstanding tradition, the synod encouraged congregations to raise money simultaneously in the spring and to bring their checks for the Synod Assembly offering.

Texas-Louisiana Gulf Coast Synod aligned their malaria efforts with their strong companion synod relationship with Lutherans in the Central African Republic.

Virginia Synod: Enthusiasm and playfulness from Bishop Jim Mauney buoyed his "Team 2015" in their creative and multi-media efforts.



Bishop Mary Froiland of the South-Central Synod of Wisconsin congratulated her congregations for their generosity with this celebratory photo.

A graphic for the Virginia Synod's "Team 2015" campaign. On the left is a photo of a woman holding a young child. To the right is a dark blue box with white and yellow text. At the top left of the box is the website "www.Team2017.org" and a large "2017" with a circular logo. The text in the box reads: "Virginia Synod Evangelical Lutheran Church in America", "In the last three years, we've cut child mortality from malaria in half!", "Mosquito nets save lives. Only \$10 buys a net. Please donate to help families through their churches.", and "Virginia Lutherans Ambassadors for Christ" with a logo of a cross and a mountain.

The Virginia Synod's "Team 2015" created momentum with multi-media resources and fun challenges from their bishop.

Appendix I: Impact statistics

Cumulative statistics as of 2015, as reported by country programs:

- **12,797** malaria program staff, volunteers, church leaders, and community leaders trained
- **2,319,876** community members reached with education about malaria prevention and control
- **61,112** insecticide-treated nets distributed
- **79,940** educational materials distributed
- **209,590** people tested for malaria with rapid diagnostic tests
- **61,722** people positive for malaria treated with malaria medication
- **32,837** pregnant women provided with intermittent preventive therapy
- **14,123** participants in income-generating projects and village savings-and-loan associations
- **\$718,149** mobilized by village savings-and-loan association members



Through Lutheran malaria programs, more than 200,000 people were tested using rapid diagnostic tests, and the more than 60,000 who tested positive received treatment on the spot.

Notable reported results as of 2015:

Malawi:

- By the end of 2015, members of village savings-and-loan associations had purchased 1,986 treated nets with money mobilized on their own.
- The program developed and aired a TV documentary for advocacy on rapid diagnostic tests and organized a “big walk” that aired on a local radio station; radio coverage reaches up to 8 million people.
- According to project area reports, the proportion of pregnant women who received two or more doses of malaria preventive treatment has increased from 41 percent in 2011 to 73 percent in 2014.



Village savings and loan groups like this one have helped thousands of members in Malawi take control of their household finances and health.

Zimbabwe:

- In Milonga, indoor residual spraying coverage has risen from 64 percent of households in 2012 to 98 percent in 2014.

Zambia:

- The program is working with the Ministry of Health to help set up a new rural health post serving 11 surrounding villages; the post reported that malaria mortality rate in the area had declined to zero in 2014.

Nigeria:

- In Sanaboki and Tapare, the number of deaths from malaria in children under 5 declined from 10 in 2013 to 2 in 2014; in Gomnbi, from 16 to 7; and in Gyuyk from 18 to 6. Overall, the number of new malaria cases was reduced by 30 percent from the first half of 2014 to the first half of 2015.



The program in Nigeria, led by trained women volunteers, has resulted in dramatic decreases in malaria deaths and malaria cases..

Liberia:

- The Lutheran malaria program obtained membership in the National Malaria Control Program Steering Committee, affording the opportunity to participate in decision making and implementation processes of all malaria related activities in the country.



The Lutheran program has achieved nearly universal net coverage in the project area in Uganda.

Uganda:

- By the end of the project, 98 percent of households in the project area had at least one insecticide-treated net and 80.2 percent of community members reported having slept under a net the night before.
- The percent of households that report having a case of malaria in the last month has declined from 92 percent at baseline to 45 percent.
- Because fewer patients are seeking treatment for malaria, the six health centers in project areas have reported no shortages of malaria tests or medication in 2015.

Burundi:

- In 2015, 82 percent of households in the project area reported having at least one treated net per two people, up from 14 percent when the project began.

Appendix J: Stories of impact

Malawi: A lot of lives are being saved

“The changes [as a result of the malaria program] are quite tremendous and very significant ones. At first, most of the people in the rural areas didn’t know the symptoms of malaria. Malaria was attached to issues like witchcraft. They didn’t know that malaria can be cured. So with the campaign, we have taught the communities that malaria is a dangerous disease, but it can be cured. Now the health centers we are working with have high attendance of people going for treatment of malaria. A lot of lives are being saved.

“The campaign is doing wonders. It’s like a miracle. At first many children were dying. But now the mortality rate has reduced significantly, and we’re very proud about what ELCA is doing with our church. Women are just dancing and singing, because so many lives are being saved, especially among the young children.”



Judith Jere, program coordinator, Lutheran malaria program in Malawi

Zambia: The program is working!

“I am a Lutheran pastor in Zambia. I have a congregation of 65 people. Every week, 10-15 of my people would be sick from malaria and unable to attend worship. Now, before every worship service, we do education about the effects of malaria in communities. We show pictures. We teach parents to protect children and infants.

“Our congregation received nets from the Lutheran malaria program, and we are very grateful. The program is working! People now know the effects of malaria and how to prevent it. They have seen children dying from malaria, and they are motivated to do something about it.

“When I do home visits, I talk to them about the word of God. I also talk to them about cleaning up their surroundings to prevent malaria. Are they using their slashers and rakes? I make sure they are staying in a healthy situation. Jesus healed people with different diseases, and we should try to do that as well.”



Abraham Mulyata, pastor, Kanunu Congregation, Lutheran malaria program in Zambia

Angola: We teach them how to use nets

In Angola, these young men are trained “activistas” (malaria community volunteers). They have been trained to perform malaria rapid diagnostic testing of patients in their homes and distribute medication to those who test positive. These activistas formed a community soccer team to help raise awareness of malaria. The team won a provincial competition. Manuel Sigunda, one of the volunteers, says that at soccer games, “We teach community members how to clean up surroundings to discourage mosquitoes from living there. And we teach them how to use nets.”



“Activistas” in Namibe, Angola, with the Lutheran malaria program in Angola

Uganda: You see the impact

“Cleanliness equals prevention! That’s what I tell the families in my community. I help families to find sources of clean water, and I encourage them to build pit latrines and dish racks to keep the standing water away. When someone in this community gets sick, the family knows to come to me for testing as soon as possible. The community is happy to have a VHT [village health team member] come around. They see that the Lutheran program has not come to play but to work.

“I am so thankful to the ELCA and to The Lutheran World Federation [which implements the Lutheran malaria program in Uganda]. I have learned so many things about malaria during our trainings. And with the malaria education and treatment that I provide, the situation in this village is improving. I speak with pride. Now people know how to fight the enemy: the anopheles mosquito. The majority of people in my community are now using nets and getting treatment. This is knowledge that I received from LWF. LWF has blessed this community. If you go to LWF areas—the five sub-counties where the program is at work—you see the impact.”



Stella, village health team member with the Lutheran malaria program in Uganda

Burundi: Now she is doing better

“My child got sick recently and had a fever. I went to talk to the volunteer animator [who works with The Lutheran World Federation malaria program in Burundi]. I explained the symptoms. She advised me to take my daughter to the health clinic, which I did. They took a blood sample and found malaria. They gave me medication and now she is doing better. Without this help, my child would have gotten worse. I would have felt helpless. She could even have died since she had such high fever.

“The volunteer animators do a very good job. They provide us a lot of advice. They come to visit us in the local districts. They give us a lot of information and we learn a lot. If I hadn’t talked to the volunteer animator, I would have stayed home hoping my daughter will feel better soon. The animator is the one who told me to take her to the health clinic. If I had kept her home, my daughter would have been in a lot of pain, and she could have died.”



Faraziya Miburo, a participant in the Lutheran malaria program in Burundi

Zimbabwe: Educating one another

The Lutheran malaria program in Zimbabwe educates people of all ages. It organizes health clubs to teach students about diseases like malaria, proper hygiene and how to stay healthy. These young students, ages 5 and 6, are members of their elementary school’s health club. In the photo, the children are presenting a skit to educate others about malaria symptoms and treatment. The leader of their health club, who is a nurse, also holds regular clinics at the school to test and treat pupils and community members who have malaria.



Members of a student health club, Lutheran malaria program in Zimbabwe

Appendix K: Leadership statements

Leaders from the ELCA and from some of the participating companion churches in Africa share their views of the impact of the ELCA Malaria Campaign:



“We began the Malaria Campaign in the depths of the Great Recession and at a time of considerable turmoil in this church. The goal of raising \$15 million might have sounded improbable at the time, but our people responded generously. We are honored to accompany our global companions in the Lutheran churches in Africa in their work to make malaria history.”

– ELCA Presiding Bishop Elizabeth Eaton



“There are many people today who cannot understand what love is because there is so much that is hindering them from seeing that love. And the mission that we must embark on [is to] remove those obstacles that hinder people from seeing the love of Christ. Malaria is one of them. HIV and AIDS is another. And poverty is the root of all these hindrances. [Before the malaria program] we didn’t have adequate knowledge for our people. I am happy for the Malaria Campaign because it has made us become more aware of what malaria is. We assumed we knew malaria,

but we didn’t know how to prevent it. In this program, our people have discovered that malaria is both preventable and curable.”

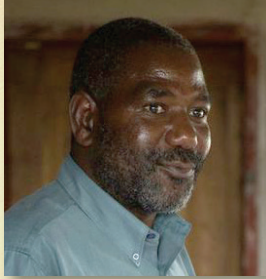
– Bishop Joseph Bvumbwe, Evangelical Lutheran Church in Malawi



“In implementing our [other] community programs, we came to see so many people suffering from malaria, so many resources going to malaria. Malaria was taking the time of the people. It was taking the resources of the people. We thought, if we don’t deal with malaria, then there will be no community development ever. If we don’t deal with malaria, all other outcomes will be jeopardized completely.

“We want to teach them to know what’s available in the environment. We want people to be able to take control of their development, of their lives, without relying on outside donations. The malaria program is new, but we are already seeing changes. People have been convinced to get medicine, rather than relying on witchcraft or traditional medicine.”

– Bugera Barnabé, program coordinator, Lutheran World Federation Malaria Program, Burundi



“Since the program started, we know that we have to mainstream malaria in all our church programs: in the preaching and in the workshops, we have to [include] malaria in that, so that people are aware of malaria, that it’s a killer. And even when we carry out our program, we tell also the people that the great healer is God. You can take the strongest medication, but the one who heals is God.”

“[Through the malaria program,] we have recorded a lot of change. People are aware of the disease called malaria and that it is caused by a special mosquito. And everyone now is busy making sure that they put up the preventive measures by clearing their surroundings, by burying all potholes and water bodies around the surroundings, and making sure that the water they use is quite clean. These issues are very critical and I appreciate what the Evangelical Lutheran Church in America is doing. Because it is from the Evangelical Lutheran Church in America that we are receiving these resources which we are utilizing to promote the Lutheran Malaria Program in the communities and the church.”

– Senior Pastor Alfred Chana, Evangelical Lutheran Church in Zambia



“Churches are often present where other organizations are not, and, therefore, have a role to play in reducing the burden of malaria by reaching and working with people who live in communities that might not otherwise be reached through the government or other malaria programs. The malaria programs implemented by companion churches and partners have taken up this call, working with and through communities in remote areas. Working alongside governments, international agencies, and local organizations, the malaria programs led by our companion churches and Lutheran partners have been a player in making a contribution to the successes achieved globally against malaria since 2000.”

“The malaria programs implemented by companion churches and partners also take into account the underlying causes of poor health, first among them poverty. Through livelihoods projects, people have empowered themselves to be better equipped to cope with the costs associated with being able to acquire the resources required to prevent malaria and access care when it is needed.”

– Dr. Rebecca Duerst, director for diakonia, ELCA



“The past few years have marked the greatest progress ever made in the life-robbing disease of malaria. It was clear that there were communities and in some countries whole regions where change would happen most readily when the Lutheran church took the lead. Seeing the challenge and knowing the opportunity, this church has responded.

“It has been heartening to see the way that those in this church have been united in this initiative. The creativity of those in congregations and synods has been nothing short of amazing. The goal set out in

2011 was to raise \$15 million by January 31, 2016. The church completed that goal five months early. But the challenge continues. Expanded project work to address malaria in Africa will be accomplished by additional gifts to the ELCA Malaria Campaign until the original goal date. After that similar work to address malaria in Africa and around the world will continue through contributions to ELCA World Hunger.”

– the Rev. Daniel Rift, director, ELCA World Hunger Appeal



“The success of the ELCA Malaria Campaign was not due to the generosity of a few individuals but rather the commitment of a whole church. Gifts of every size—from Sunday school offerings to six-figure checks—brought us to our goal and have made a life-saving difference through the programs we support in Africa.

“We are grateful for the creative and generous energy that has permeated congregations over the past several years as Lutherans sang, danced, swatted, baked, sewed, ran, wore mosquito costumes, threw water

balloons and sold lemonade to raise money for the ELCA Malaria Campaign. These lighthearted efforts have always been underscored by the seriousness of the problem of malaria, and our seriousness in doing something about it.

“We can be proud of what ELCA members, hand-in-hand with our Lutheran sisters and brothers in Africa, have contributed—and will continue to contribute—to the global movement against malaria. We have made a difference for children, for families, for communities. Lives have been changed, lives have been saved, thanks to the good work of Lutheran malaria programs in Africa.”

**– Jessica Nipp Hacker, director, ELCA Donor Stewardship and Donor Relations
(formerly the coordinator of the ELCA Malaria Campaign)**