

**ITEM H.200  
 FOR INFORMATION**

**Subject: 2014 World Mission Funds Development Report – YTD December 31, 2014**

	2014 Annual GOAL	2014 Actual Mission co-Worker	Actual vs. Goals	YTD 2013	Variance 2013 vs.
<b>2014</b>			<b>Sending and Support</b>		
<b>Individuals:</b>	\$4,080,000	\$2,480,058	(\$1,599,942) 61%	\$3,272,759	(\$792,701) 76%
<b>*Church Support:</b>	<u>\$5,000,000</u>	<u>\$4,804,660</u>	<u>(\$195,340)</u> 96%	<u>\$4,906,183</u>	<u>(\$101,523)</u> 98%
<b>Total Revenue:</b>	<u>\$9,080,000</u>	<u>\$7,284,718</u>	<u>(\$1,795,282)</u> 80%	<u>\$8,178,942</u>	<u>(\$894,224)</u> 89%
 *(DMS, ECO, MIJHH cash gifts from churches)					
<b>Expenses:</b>	\$2,149,249	\$1,880,857	(\$268,392) 88%	\$1,666,936	\$213,921 113%
<b>Total Cash to Need:</b>	<u>\$6,930,751</u>	<u>\$5,403,861</u>	<u>(\$1,526,890)</u> 78%	<u>\$6,512,006</u>	<u>(\$1,108,145)</u> 83%

**Summary:**

Our overall revenue for the sending and support of mission co-workers for 2014 (January through December) of \$7,284,718 is \$894,224 lower than last year's revenue. The 2014 revenue is \$1,795,282 under and is 80% of the goal.

Our total fund raising expenses of \$1,880,857 were 88% of the projected expense of \$2,149,249 or \$268,392 under the plan.

Total 2014 cash to WM sending and support of mission co-workers is \$5,403,861. This is \$1,108,145 under 2013, and \$1,526,890 under and 78% of the cash to need goal for 2014.

In addition to sending and support of mission co-worker funding the WM funds development initiatives included fund raising for the South Sudan Education and Peacebuilding project, an approved campaign in the Educate a Child, Transform the World initiative adopted at the 221<sup>st</sup> General Assembly (2014). The total revenue received in 2014 toward this initiative was \$523,100. This was \$151,699 in mission co-worker support, and \$371,401 in project and program revenues.

**Background:**

**Individuals** – Our combined individual goal for major gifts and direct response had a total goal of \$4,080,000. We achieved only 61% of this goal with a revenue total of \$2,480,058. Our variance of \$1,599,942 in individual giving can be attributed to many factors, including climate in the church toward some of the national changes as well as our ability to increase the number of people with whom we are able to meet and share the World Mission story. We continue to hear that people are not aware that the funding of mission co-workers is dependent upon gifts over and above regular congregational giving. We have spread this message widely in the past, and continue to let people know that the Presbyterian Mission Agency can only send the number of mission co-workers the church is willing to support, and that there is an urgency related to the funding of mission co-workers.

In 2014 we utilized nine direct mail appeals in our World Mission **direct response** efforts; these nine efforts received 8,211 gifts totaling \$1,054,811 (representing an average gift size of \$128.46) from donors who used associated reply devices when sending in their gift(s). This total includes the efforts of our Return Thank-You program, which received 714 gifts totaling \$120,232. In addition to our direct mail program there were two e-blasts and additional tracking in place for gifts made via the World Mission home page, updates/links, and carousel links for web gifts, which we began in 2014. We received \$46,057 representing 127 gifts at an average of \$363 per gift. This compares to revenue of \$20,975 in 2013 and shows us that we have an opportunity in increasing revenue by strengthening our web fund raising initiatives.

Our World Mission direct response expenses totaled \$405,492 which is 73% of the projected 2014 year-to-date expenses of \$557,733 – this is a reduction of projected expenses by 27% (\$152,241). Using Donor Trends Analysis presented to us by Meyer Partners, our direct response partner/vendor, we were able to adjust the strategy of this program and begin scoring and modeling our database, allowing us to focus on those donors who are *most likely* to give and reduce our efforts to those donors who are scored *least likely* to give. This process enabled us to mail to a more targeted audience and reduce expenses (mailing fewer letters) without jeopardizing revenue.

We track all gifts that are sent in through the direct response devices knowing that many of the donors using the convenience of the envelope actually are considered among our **major donors** with whom we have built relationships. Of the \$1,054,811 received through the direct response envelopes we are attributing \$609,353 as a result of the major gift effort in tandem with the direct response effort. We are attributing \$1,606,185 to our major gift effort. This total represents relationships with and donations from 1,477 individuals. Expenditures of \$885,639 were 90% of the projected expense of \$983,512 causing a variance of (\$97,873.)

**Churches** – (Church support combines Directed Mission Support (DMS) and Extra Commitment Opportunities (ECO). It also includes mid-council giving.

Our 2014 church support revenue of \$4,804,660 is 96% of the annual goal of \$5,000,000 and is \$195,340 under the projected revenue goal. This represents gifts from 1,436 congregations and is 98% of the revenue of \$4,906,183 received in 2013, and is \$101,524 under the total received in 2013. Of the 1,436 congregations giving gifts to mission co-worker support in 2014, 123 congregations had not given a gift to World Mission prior to 2014.

The church support number includes donations from churches made to DMS, (\$3,399,232) and to sending and support ECO (\$1,405,428.) Our YTD expenditures totaled \$589,726 and were 97% of the budgeted expense amount of \$608,004, causing a (\$18,728) variance.

#### **South Sudan Education and Peacebuilding Project**

In 2014 we began fund raising activities for the Educate a Child, Transform the World initiative that was supported by the 221<sup>st</sup> GA (2014). A total of \$523,100 was received in 2014 toward this initiative. Of this number, \$151,699 is reflected in the mission worker sending and support revenue above, while an additional \$371,401 was raised toward the program and project portion of the initiative.

The total funds development efforts in 2014 for World Mission in 2014 was \$7,656,119. The total raised from congregations was \$5,175,521.

**World Mission Fund Raising  
Sending and Support  
Income Statement  
December 31, 2014**

	2013 vs 2014				Month to Date Goal vs Actual				Year to date vs Year Goals			
	YTD December 31, 2013	YTD December 31, 2014	2013 vs 2014 Sending and Support	% of Difference	YTD Goal as of December 31, 2014	YTD December 31, 2014	Goal vs Actual Sending and Support	% of Goal	Goal/Budget	YTD December 31, 2014	Goal vs Actual Sending and Support	% of Goal
<b>Revenue</b>												
*Individuals	3,272,759	2,480,058	(792,701)	76%	4,080,000	2,480,058	(1,599,942)	61%	4,080,000	2,480,058	(1,599,942)	61%
**Churches	4,906,183	4,804,660	(101,523)	98%	5,000,000	4,804,660	(195,340)	96%	5,000,000	4,804,660	(195,340)	96%
<b>Total Revenue</b>	<b>8,178,942</b>	<b>7,284,718</b>	<b>(894,224)</b>	<b>89%</b>	<b>9,080,000</b>	<b>7,284,718</b>	<b>(1,795,282)</b>	<b>80%</b>	<b>9,080,000</b>	<b>7,284,718</b>	<b>(1,795,282)</b>	<b>80%</b>
<b>Expenses</b>												
Major Gifts	760,057	885,639	125,582	117%	983,512	885,639	(97,873)	90%	983,512	885,639	(97,873)	90%
Church Support	507,821	589,726	81,905	116%	608,004	589,726	(18,278)	97%	608,004	589,726	(18,278)	97%
Direct Response	399,057	405,492	6,435	102%	557,733	405,492	(152,241)	73%	557,733	405,492	(152,241)	73%
<b>Total Direct Expenses</b>	<b>1,666,936</b>	<b>1,880,857</b>	<b>213,921</b>	<b>113%</b>	<b>2,149,249</b>	<b>1,880,857</b>	<b>(268,392)</b>	<b>88%</b>	<b>2,149,249</b>	<b>1,880,857</b>	<b>(268,392)</b>	<b>88%</b>
<b>Net Funds Available to WM</b>	<b>6,512,006</b>	<b>5,403,861</b>	<b>(1,108,145)</b>	<b>83%</b>	<b>6,930,751</b>	<b>5,403,861</b>	<b>(1,526,890)</b>	<b>78%</b>	<b>6,930,751</b>	<b>5,403,861</b>	<b>(1,526,890)</b>	<b>78%</b>

**\*\*Church Support**

DMS	3,406,892	3,399,232	(7,660)	100%	3,750,000	3,399,232	(350,768)	91%	3,750,000	3,399,232	(350,768)	91%
ECO (sending/support)	1,499,291	1,405,428	(93,863)	94%	1,250,000	1,405,428	155,428	112%	1,250,000	1,405,428	155,428	112%
<b>Total Church Support</b>	<b>4,906,183</b>	<b>4,804,660</b>	<b>(101,523)</b>	<b>98%</b>	<b>5,000,000</b>	<b>4,804,660</b>	<b>(195,340)</b>	<b>96%</b>	<b>5,000,000</b>	<b>4,804,660</b>	<b>(195,340)</b>	<b>96%</b>

**Project Funding**

South Sudan Education & Peace Building Project*	371,401
<b>Total Funds Received for World Mission</b>	<b>7,656,119</b>