

**ITEM H.200
FOR INFORMATION**

Subject: July 31, 2015 Year to Date World Mission Funds Development Report

A. Mission Co-Worker Sending and Support

	2015 Annual GOAL	2014 YTD July 31, 2014	2015 YTD July 31, 2015	Variance 2014 vs. 2015
Individuals:	\$2,515,000	\$1,170,225	\$1,479,321	\$309,096 126%
*Church Support:	<u>\$4,800,000</u>	<u>\$2,299,542</u>	<u>\$2,607,478</u>	<u>\$307,936</u> 113%
Total Revenue:	<u>\$7,315,000</u>	<u>\$3,469,767</u>	<u>\$4,086,799</u>	<u>\$617,032</u> 118%
 <i>*(DMS, ECO cash gifts from churches)</i>				
Expenses:	\$1,705,600	\$1,007,589	\$901,499	(\$106,090) 89%
Total Cash to Need:	<u>\$5,609,400</u>	<u>\$2,462,178</u>	<u>\$3,185,300</u>	\$723,122 129%

Summary:

Our overall revenue for the sending and support of mission co-workers for the seven months of 2015, through July 31 of \$4,086,799 is \$617,032 higher than last year's revenue for the same time period, and is \$525,827 over our projected revenue amount through July 31, 2015. Our year to date fund raising expenses of \$901,499 are 97% of the year to date projection of \$933,222 causing a variance of \$31,723. Year to date cash to WM sending and support of mission co-workers is \$3,185,300. This is \$723,122 over the same period in 2014 and is over our projection for this time period by \$557,550.

Background:

Individuals

Direct response: Our combined individual goal for revenues from individuals this year is \$2,515,000. Through July 31, 2015 we have received \$1,479,321 from individuals. This is 126% of the amount received for the same period last year and is a variance of \$309,096. We have sent six World Mission appeals and although many of our major donors use the direct response envelopes to send their gifts, we have attributed \$308,983 to the direct response effort. This represents 3,694 gifts with an average gift size of \$113.01 and includes 410 gifts made through our return thank you program which brought in \$62,187.47. Our average gift size is excellent as industry standard for average gift in direct response efforts is \$35.00. In addition to the six US postal mailings, we sent one email appeal as a follow up in our spring match challenge which brought in \$7,425. Expenses for our individual efforts of \$616,203 are 99% of the projected YTD expenses of \$621,709 and reflect a difference of \$5,506.

In the early part of this year we worked with our direct mail vendor to strategize and discuss ways we could lower the quantity of mail and reduce the overall 2015 expense budget, while ensuring that we would not reduce revenue. Analyzing donor trends we were able to refine our mailing audience by targeting donors who are "most likely" to give a gift and excluding those "least likely" to give a gift. We made revisions to the initial 2015 plan which will result in a significant reduction in quantity mailed as well as budget reductions.

PRESBYTERIAN MISSION AGENCY BOARD
September 23-25, 2015
World Mission Funds Development

For our **major donor program** our 2015 revenue of \$943,193 is 99% of the YTD total raised in 2014, causing a negative variance of (\$8,915) when compared to the same time period last year. This revenue total came from 239 donors who made 857 gifts. Expenditures of \$413,073 are 96% of the projected expenses of \$432,052 for this period and show a variance of \$18,980. (Of the total attributed to our major donor relationship work, \$211,504 was received in direct mail envelopes, but not included in the direct mail revenue.)

In the major donor total it's important to note that we received a \$1,000,000 gift from a Presbyterian in Florida to build churches and schools and to strengthen the Evangelical Theological Seminary in Cairo's outreach into Egypt and six other Middle Eastern nations with relevant, Reformed theological education in Arabic. The Florida donor's generous gift made headlines and inspired a couple in California to make a commitment of \$100,000 to this work. We are expecting \$50,000 of this gift to come before the end of August. Although the entirety of these gifts do not go to mission worker sending and support, we know that each of these donors were motivated to give because of the impact of the overall program and project, including mission worker sending and support.

We have continued our work to increase the number of donors who are making monthly recurring gifts. This is an opportunity for growth. Specifically, we have sent every new recurring donor a letter of thanks with contact information for changes they may want to make. Also, more people are becoming recurring donors through online giving. Last year at this time we had 179 donors who were giving recurring monthly gifts for mission worker sending and support. As of July 31, 2015 we have 249 donors who are making 260 gifts per month, amounting to \$14,555 per month. Over the course of the year, these donors will give \$174,660 to the sending and support of co-workers.

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

Our July 31, 2015 YTD church support revenue of \$2,607,478 is 113% of the support received last year for the same period. This is a variance of \$307,936. The church support number includes donations from churches made to DMS, (\$1,845,623) and sending and support ECO (\$748,528.) Our YTD expenditures totaled \$285,297 and were 92% of the budgeted expense amount of \$311,513, causing a (\$26,216) variance.

We had been working with Kirk in the Hills Presbyterian Church on a plan to include a Presbyterian World Mission component in their capital campaign. After many conversations with them and with our partners at CEPAD in Nicaragua, Kirk in the Hills made a \$600,000 commitment to Presbyterian World Mission. We received the first gift of \$200,000 in July, in time to announce the congregation's generosity at the World Mission dinner gathering at Big Tent. Ten percent of this gift will help fund mission co-worker support, while the other 90% will fund the program and construction goals of CEPAD in Nicaragua. Tying in a gift to World Mission as part of a capital campaign is a model of congregational support that we would like to replicate throughout the church.

B. Other projects/programs

For the South Sudan Education initiative we received \$383,292 from January – July 31, 2015. In addition to the South Sudan project, we have added the Grow the Church in Egypt project, and received \$600,000 for this initiative, as already mentioned. The mission worker student enrichment scholarship fund had an additional \$50,000 invested.

**World Mission Fund Raising
Sending and Support
Income Statement
July 31,2015**

	2014 vs 2015				Month to Date Goal vs Actual				Year to date vs Year Goals			
	YTD July 31, 2014	YTD July 31, 2015	2014 vs 2015 Sending and Support	% of Difference	YTD Goal as of July 31, 2015	YTD July 31, 2015	Goal vs Actual Sending and Support	% of Goal	Goal/Budget	YTD July 31, 2015	Goal vs Actual Sending and Support	% of Goal
Revenue												
*Individuals	1,170,225	1,479,321	309,096	126%	1,346,934	1,479,321	132,387	110%	2,515,000	1,479,321	(1,035,679)	59%
**Churches	2,299,542	2,607,478	307,936	113%	2,214,038	2,607,478	393,440	118%	4,800,000	2,607,478	(2,192,522)	54%
Total Revenue	3,469,767	4,086,799	617,032	118%	3,560,971	4,086,799	525,827	115%	7,315,000	4,086,799	(3,228,201)	56%
Expenses												
Major Gifts	479,712	413,073	(66,639)	86%	432,052	413,073	(18,980)	96%	765,290	413,073	(352,217)	54%
Church Support	312,305	285,297	(27,008)	91%	311,513	285,297	(26,216)	92%	559,652	285,297	(274,355)	51%
Direct Response	215,572	203,130	(12,442)	94%	189,657	203,130	13,472	107%	380,658	203,130	(177,528)	53%
Total Direct Expenses	1,007,589	901,499	(106,090)	89%	933,222	901,499	(31,723)	97%	1,705,600	901,499	(804,101)	53%
Net Funds Available to WM	2,462,178	3,185,300	723,122	129%	2,627,749	3,185,300	557,550	121%	5,609,400	3,185,300	(2,424,100)	57%

*Individuals												
Direct Response	218,117	308,983	90,866	142%	578,405	308,983	(269,422)	53%	1,080,000	308,983	(771,017)	29%
Major Gifts	952,108	943,193	(8,915)	99%	768,529	943,193	174,664	123%	1,435,000	943,193	(491,807)	66%
Other Individual Gifts		223,515	223,515			223,515	223,515			223,515	223,515	
RE/FE - ECO Difference		3,630	3,630			3,630	3,630			3,630	3,630	
Total Individuals	1,170,225	1,479,321	309,096	126%	1,346,934	1,479,321	(94,758)	110%	2,515,000	1,479,321	(1,035,679)	59%

**Church Support												
DMS	1,640,848	1,779,206	138,358	108%	1,638,388	1,779,206	140,818	109%	3,552,000	1,779,206	(1,772,794)	50%
ECO (sending/support)	658,694	814,945	156,251	124%	575,650	814,945	239,295	142%	1,248,000	814,945	(433,055)	65%
Other		14,078				14,078				14,078		
RE/FE - DMS Difference		(751)				(751)				(751)		
Total Church Support	2,299,542	2,607,478	307,936	113%	2,214,038	2,607,478	380,113	118%	4,800,000	2,607,478	(2,192,522)	54%

Project Funding

South Sudan Education & Peace Building (E052172-1)	383,292
Egypt Project (E052179-1 & E052179-3)	600,000
Student Enrichment Scholarship (E052475)	50,000
Partnership Facilitator/Delegation Coordinator, Nicaragua (E200391)	20,000
CEPAD Ministries (E347002)	180,000

Total Funds Received for World Mission

5,320,091