

**ITEM H.200  
FOR INFORMATION**

**Subject: 2<sup>nd</sup> Quarter 2014 World Mission Funds Development Report – YTD June 30, 2014**

	2014 Annual GOAL	YTD 2013	2014 ACTUAL Mission co-Worker Sending and Support	Variance 2013 vs. 2014
<b>Individuals:</b>	<b>\$4,080,000</b>	<b>\$792,145</b>	<b>\$1,026,398</b>	<b>\$234,253 130%</b>
<b>*Church Support:</b>	<b><u>\$5,000,000</u></b>	<b><u>\$2,089,260</u></b>	<b><u>\$1,984,032</u></b>	<b><u>(\$105,228) 95%</u></b>
<b>Total Revenue:</b>	<b>\$9,080,000</b>	<b>\$2,881,405</b>	<b>\$3,010,430</b>	<b>\$129,025 104%</b>
 <i>*(DMS, ECO cash gifts from churches)</i>				
<b>Expenses:</b>	<b>\$2,149,249</b>	<b>\$708,707</b>	<b>\$878,903</b>	<b>\$170,196 124%</b>
<b>Total Cash to Need:</b>	<b><u>\$6,930,751</u></b>	<b><u>\$2,172,698</u></b>	<b><u>\$2,131,527</u></b>	<b><u>(\$41,171) 98%</u></b>

**Summary:**

Our overall revenue for the sending and support of mission co-workers for the first two quarters of 2014, through June 30 of \$3,010,430 is \$129,025 higher than last year's revenue for the same time period. Our year to date projected fund raising expenses of \$1,074,625 is 50% of the annual budget of \$2,149,249. Actual fund raising expenses of \$878,903 are 82% of the YTD projections and are \$195,722 under our target for expenses for this period. Year to date cash to WM sending and support of mission co-workers is \$2,131,527. This is \$41,171 under the same period in 2013. We are fully staffed this year for this fund raising effort. Last year our expenses were lower due to the fact we were short-staffed for a large part of the year.

**Background:  
Individuals**

Our combined individual goal for major gifts and direct response this year is \$4,080,000. Through June 30, 2014 we have received \$1,026,398 from individuals. This is 130% of the amount received for the same period last year and is a variance of \$234,253. We have sent four World Mission appeals and although many of our major donors use the direct response envelopes to send their gifts, we have attributed \$185,142 to the direct response program. This represents 2,747 gifts with an average gift size of \$67.40 and includes 171 gifts made through our return thank you program which brought in \$13,811. Our average gift size is excellent as industry standard for average gift in direct response efforts is \$35.00. In addition to the four postal mailings, we sent one email appeal as a follow up to our spring match challenge. Our expenses for our individual efforts of \$613,421 are 80% of the projected YTD expenses of \$770,623 and reflect a difference of \$157,202. Direct response expenses of \$211,697 are 76% of the projected expenses of \$278,867 for this period, causing a variance of \$67,170.

With a forward look to the remainder of the year, we worked with Meyer Partners, our direct response vendor, to conduct a Donor Performance Analysis, looking at 2010 through 2013. They conducted a file audit for us and combined with a predictive modeling report we were able to see how many donors would be *most likely* to give in several categories. Combined results from these reports allow us to use modeling to target specific donors, which will result in a cost savings for production and postage (quantities will be lower), with expected revenue jumps.

For our **major donor program** our 2014 revenue of \$841,256 is 139% of the YTD total raised in 2013 and reflects growth of \$234,185. This total represents relationships at varying levels with approximately 2,200 donors. Expenditures of \$401,724 are 82% of the projected expenses of \$491,756

**PRESBYTERIAN MISSION AGENCY BOARD**  
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for this period and show a variance of \$90,032. (Of the total attributed to our major donor relationship work, \$232,270 was received in direct mail envelopes, but not included in the direct mail revenue.)

We have been implementing new strategies with our individual fund raising and have begun exploring ways to engage “giving circles” around mission co-workers for their sending and support. The Presbyterian World Mission Giving Circle is a community of donors and philanthropists who strategically pool their funds and leverage their giving for World Mission. The World Mission giving circles are a way to collectively have a voice and be empowered as change agents that help to send and support mission co-workers.

We have begun work to increase the number of donors who are making monthly recurring gifts. This is an opportunity for growth. So far this year we have 179 donors who are giving recurring monthly gifts for mission worker sending and support, which amounts to \$8,781 per month. Over the course of the year, these donors will give \$105,372 to the sending and support of co-workers. We have developed plans to reach out to donors whose credit cards are due to expire, inviting them to continue their giving so that we don't have a lapse.

In addition, we have begun development of a young professional giving program. The Young Professional Giving Program is a monthly giving program with the desired outcome to help in creating a pipeline for a new generation of leadership level and major donors. Opportunities to give monthly will be presented to young professionals (20-40 years of Age) either face to face or at a Young Professional Event or Gathering. Initial, monthly ask levels will be intentionally kept low to encourage new giving and participation. However, a follow up strategy is in place to gradually increase the monthly gift amount over time. The goal of the program is to grow a young professional's giving over time, moving their giving as the donor matures and becomes more financially stable. For example: A Young Professional moving from a \$20 monthly donation (\$240 annually) to a \$100 monthly donation (\$1,200 annually) over two to three years.

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

Our June 30, 2014 YTD church support revenue of \$1,984,032 is at 95% of the support received last year for the same period. This is a variance of \$105,228. The church support number includes donations from churches made to DMS, (\$1,398,251) and sending and support ECO (\$585,780.) Our YTD expenditures totaled \$265,482 and were 87% of the budgeted expense amount of \$304,002, causing a (\$38,520) variance.

**South Sudan Education and Peacebuilding Initiative** – We have added the South Sudan Education and Peacebuilding initiative to our reporting, although the funding for this work is not entirely for the sending and support of co-workers. We have received gifts totaling \$500,000 toward the initiative, through June 30. Another \$1,150,000 has been pledged for this work. Of the funds received, \$145,000 has been reported above in the sending and support category, while \$355,000 has been received for the project side of the work. This is an exciting way to engage the church in work that supports co-workers while at the same time supports our global partners in South Sudan who will be working to achieve the objectives of the initiative.

World Mission Fund Raising  
Sending and Support  
Income Statement  
June 30, 2014

	2013 vs 2014				Month to Date Goal vs Actual				Year to date vs Year Goals			
	YTD June 30, 2013	YTD June 30, 2014	2013 vs 2014 Sending and Support	% of Difference	YTD Goal as of June 30, 2014	YTD June 30, 2014	Goal vs Actual Sending and Support	% of Goal	Goal/Budget	YTD June 30, 2014	Goal vs Actual Sending and Support	% of Goal
<b>Revenue</b>												
*Individuals	792,145	1,026,398	234,253	130%	1,454,400	1,026,398	(428,002)	71%	4,080,000	1,026,398	(3,053,602)	25%
**Churches	2,089,260	1,984,032	(105,228)	95%	2,137,500	1,984,032	(153,468)	93%	5,000,000	1,984,032	(3,015,968)	40%
<b>Total Revenue</b>	<b>2,881,405</b>	<b>3,010,430</b>	<b>129,025</b>	<b>104%</b>	<b>3,591,900</b>	<b>3,010,430</b>	<b>(581,470)</b>	<b>84%</b>	<b>9,080,000</b>	<b>3,010,430</b>	<b>(6,069,570)</b>	<b>33%</b>
<b>Expenses</b>												
Major Gifts	360,514	401,724	41,210	111%	491,756	401,724	(90,032)	82%	983,512	401,724	(581,788)	41%
Church Support	185,126	265,482	80,356	143%	304,002	265,482	(38,520)	87%	608,004	265,482	(342,522)	44%
Direct Response	163,067	211,697	48,630	130%	278,867	211,697	(67,170)	76%	557,733	211,697	(346,036)	38%
<b>Total Direct Expenses</b>	<b>708,707</b>	<b>878,903</b>	<b>170,196</b>	<b>124%</b>	<b>1,074,625</b>	<b>878,903</b>	<b>(195,722)</b>	<b>82%</b>	<b>2,149,249</b>	<b>878,903</b>	<b>(1,270,346)</b>	<b>41%</b>
<b>Net Funds Available to WM</b>	<b>2,172,698</b>	<b>2,131,527</b>	<b>(41,171)</b>	<b>98%</b>	<b>2,517,276</b>	<b>2,131,527</b>	<b>(385,749)</b>	<b>85%</b>	<b>6,930,751</b>	<b>2,131,527</b>	<b>(4,799,224)</b>	<b>31%</b>

	185,074	185,142	68	100%	464,400	185,142	(279,258)	40%	1,080,000	185,142	(894,858)	17%
*Individuals	185,074	185,142	68	100%	464,400	185,142	(279,258)	40%	1,080,000	185,142	(894,858)	17%
Direct Response	607,071	841,256	234,185	139%	990,000	841,256	(148,744)	85%	3,000,000	841,256	(2,158,744)	28%
Major Gifts	792,145	1,026,398	234,253	130%	1,454,400	1,026,398	(428,002)	71%	4,080,000	1,026,398	(3,053,602)	25%
**Church Support	1,335,292	1,398,251	62,959	105%	1,500,000	1,398,251	(101,749)	93%	3,750,000	1,398,251	(2,351,749)	37%
DMS	753,968	585,780	(168,188)	78%	637,500	585,780	(51,720)	92%	1,250,000	585,780	(664,220)	47%
ECO (sending/support)	2,089,260	1,984,032	(105,228)	95%	2,137,500	1,984,032	(153,468)	93%	5,000,000	1,984,032	(3,015,968)	40%
<b>Total Church Support</b>												

Project Funding

South Sudan Education & Peace Building	Church Support	355,000.00
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<b>Total Funds Received for World Mission</b>	<b>3,365,429.59</b>
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