



Deo Volente Fall 2020 Survey Brief: COVID-19 and Expected End-of-Year Giving

Deo Volente: Who We Are and What We Do

We are a ministry focused on assisting churches and mission organizations with strategy, research, and project initiation. Our work is non-fee based. Our intent is Kingdom growth. Our team’s background is steeped in business, ministry, research, and project delivery. Our sole orientation is to add value to Kingdom ministries. Visit <https://deo-volente.org/our-projects/> to learn more about the survey and <https://deo-volente.org/> to learn more about Deo Volente. Feel free to contact us at info@deo-volente.org.

COVID-19 and Expected End-of-Year Giving

Since a large amount of the giving that organizations receive occurs in the last month of the year due to tax laws, we thought it would be worthwhile to determine how much the pandemic was anticipated to affect this year’s end-of-year giving. The precise wording of the survey question is: “Relative to last year, year-end giving for your organization is anticipated to:” This may be an unfair comparison since the state of the economy was extremely good in December of 2019. Nonetheless, the results are insightful.

The figure below indicates that mission organizations were markedly more pessimistic than churches. Forty-eight percent of mission organizations expected a decrease of some level compared to only 38 percent of churches. Even more stark, twelve percent of mission organizations expected a decrease of 50 percent or more, three times the corresponding percent of churches of approximately four percent.

At the same time, however, a higher percentage of mission organizations (22 percent) expected an increase in funding relative to churches (18 percent). About the same percent (9 percent) expected an increase of 10 percent or more.

A substantial percentage, 44 percent among churches and 33 percent among mission organizations, anticipated *no change* in giving relative to last year. This is a surprising result given that the economy at the end of 2019 was at historically high levels.

These results suggest that we cannot make simple generalizations in describing the effects of the COVID-19 pandemic on giving. Some organizations are doing well, but others are teetering on the edge of survival and are in need of additional funds and prayers.

