



# The 2022 Giving and Worship Report

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2022 vs. 2021

Joe Park



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## Introduction

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Horizons Stewardship invited churches of all sizes and denominations to complete a short survey to provide a quick snapshot of changes in giving and worship attendance for January – December 2022 compared with the same period in 2021.

618 churches completed the survey, the results of which form this report. Participants were asked to share their annual ministry giving and the region of the country in which they were located to allow readers to compare their church's results by size and geography.

This report aims to share data, not to interpret it. The findings are presented without connection to causal factors, as discussed in other [Giving365.com](https://giving365.com) resources.

Readers are invited to compare their 2022 giving and worship attendance with churches of their size and region of the country.

**If you want to learn more about creating a culture of generosity at your church, visit [nextlevelgenerosity.com](https://nextlevelgenerosity.com).**

If you are ready for a conversation, please contact me at [jpark@horizons.net](mailto:jpark@horizons.net) or click the contact button on our website [Horizons.net](https://horizons.net).

Joe Park  
CEO  
Horizons Stewardship



## Key Findings

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### Church Giving

- 44% reported growth in giving.
- 26% reported giving was about the same.
- 30% reported a decrease in giving.
- 57% with giving over \$5M increased and 21% decreased.
- 47% with giving \$1M to \$4.9M increased and 28% decreased.
- 49% with giving \$500,000 to \$999,999 increased and 28% decreased.
- 42% with giving \$100,000 to \$499,999 increased and 30% decreased.
- 37% with under \$100K saw increases, and 35% decreased.
- Southwest churches were the most likely to see increases in giving (47%).
- Northeast churches were the least likely to see increases in giving (40%).

### Church Worship Attendance (in-person & online)

- 31% reported growth in worship attendance.
- 22% reported worship attendance was about the same.
- 47% reported a decline in worship attendance.
- Southeast churches had the highest % of churches, with increases at 37%.
- West churches had the lowest % of churches, with increases at 21%.
- West churches had the largest % of over 10% declines at 25%.
- Southwest churches had the lowest % of over 10% declines at 14%.

### Changes in Worship Attendance by Annual Ministry Budget

- 64% with giving over \$5M increased and 21% decreased.
- 37% with giving \$1M to \$4.9M increased and 44% decreased.
- 30% with giving \$500,000 to \$999,999 increased and 56% decreased.
- 28% with giving \$100,000 to \$499,999 increased and 49% decreased.
- 27% with under \$100K saw increases, and 39% decreased.



## Changes in Worship by Ministry Budget

- 64% over \$5M reported growing worship attendance vs 21% declining.
- 37% over \$1M to \$5M reported growing worship attendance vs 44% declining.
- 30% of \$500,000 to \$999,999 reported growing worship attendance vs 56% declining.
- 28% of \$100,000 to \$499,999 reported growing attendance vs 49% declining.
- 27% under \$100K reported growing attendance vs 39% declining.





## Summary

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**70% of churches saw an increase in giving or remained steady in 2022** compared to 2021. This is encouraging news that giving remains strong for churches despite the economic headwinds we experienced in 2022.

Across all budget sizes and regions of the country, **30% of churches experienced giving declines compared to 2021**. Over **7% of all churches declined in giving of more than 10%**. Churches with annual budgets under \$100K were the most likely to see decreases in giving. These churches will be most vulnerable to further declines if the economic situation worsens.

The trend in recent years has been towards more online and electronic forms of giving. Churches reported that **an average of 77% of the congregation is now in-person, while an average of 23% of people are accessing worship online**. Celebrating ministry success, the invitation to give and donor follow-up must be designed for in-person and online worshippers.

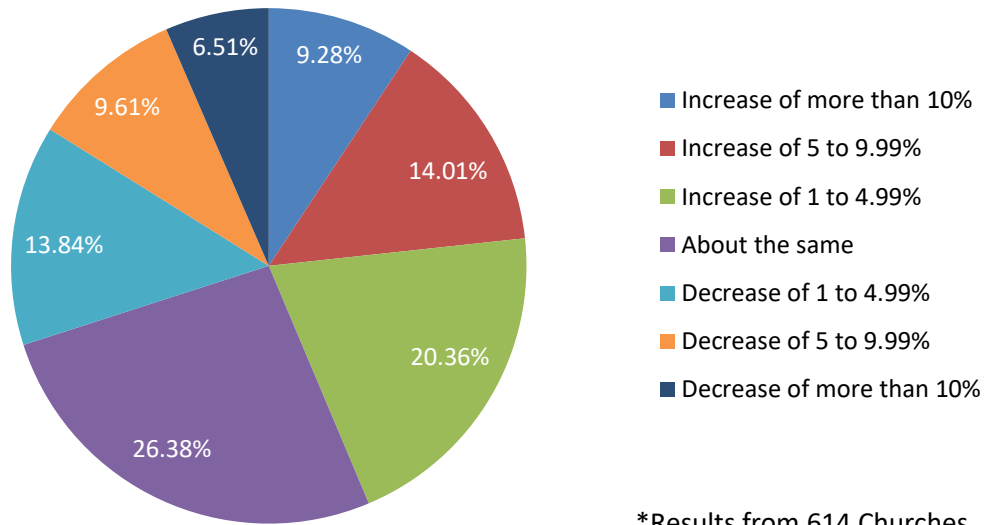
The most challenging statistic is that 47% of churches worshipped less than their pre-pandemic numbers. Only 31% of churches reported an increase in 2022 vs. pre-COVID levels. **Large churches with a budget over \$5M were likely to see increases in giving and worship attendance. Medium size churches with budgets between \$500K and \$1M were most likely to see declines in worship attendance.** The health of medium size churches is a trend to continue to watch in 2023.

**44% of churches are experiencing growth in giving and 31% have seen their attendance rise.**

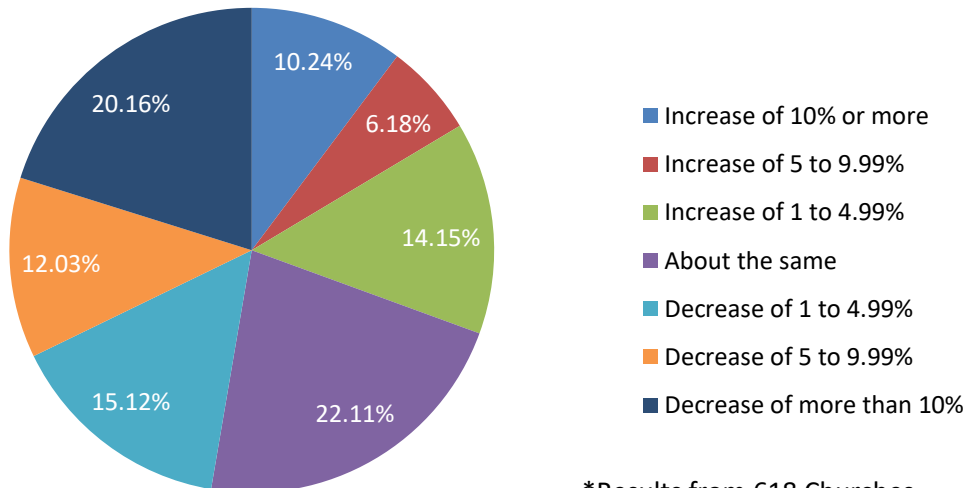


## Changes in Giving and Worship Attendance (All Churches)

### 2022 Giving vs 2021 Giving

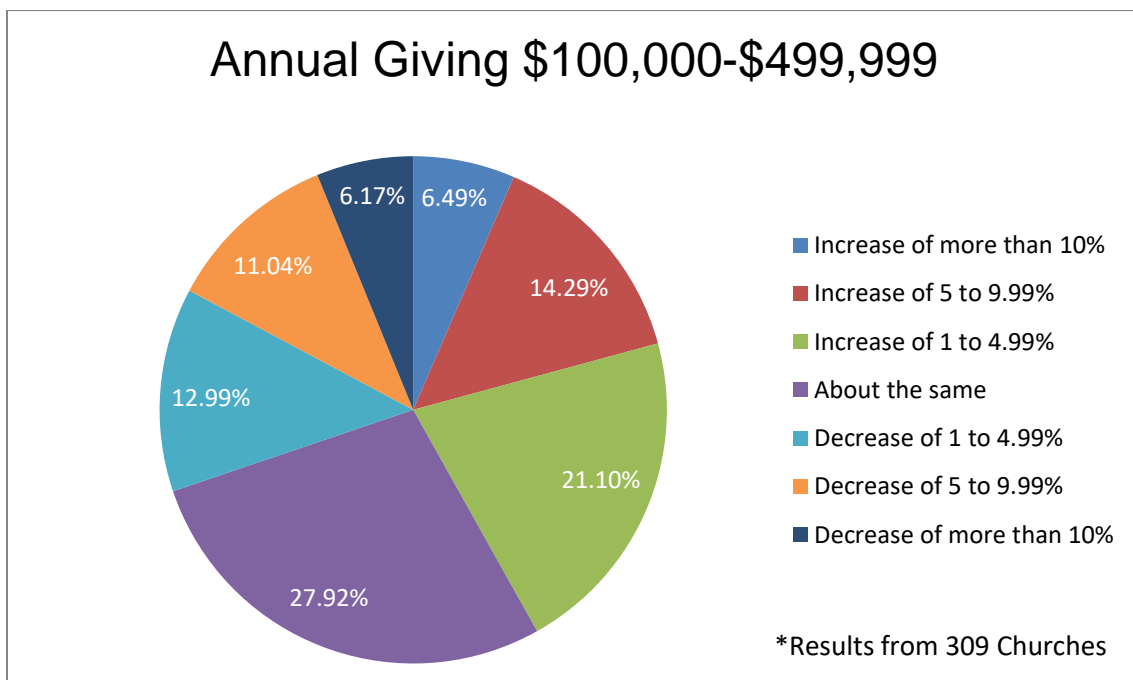
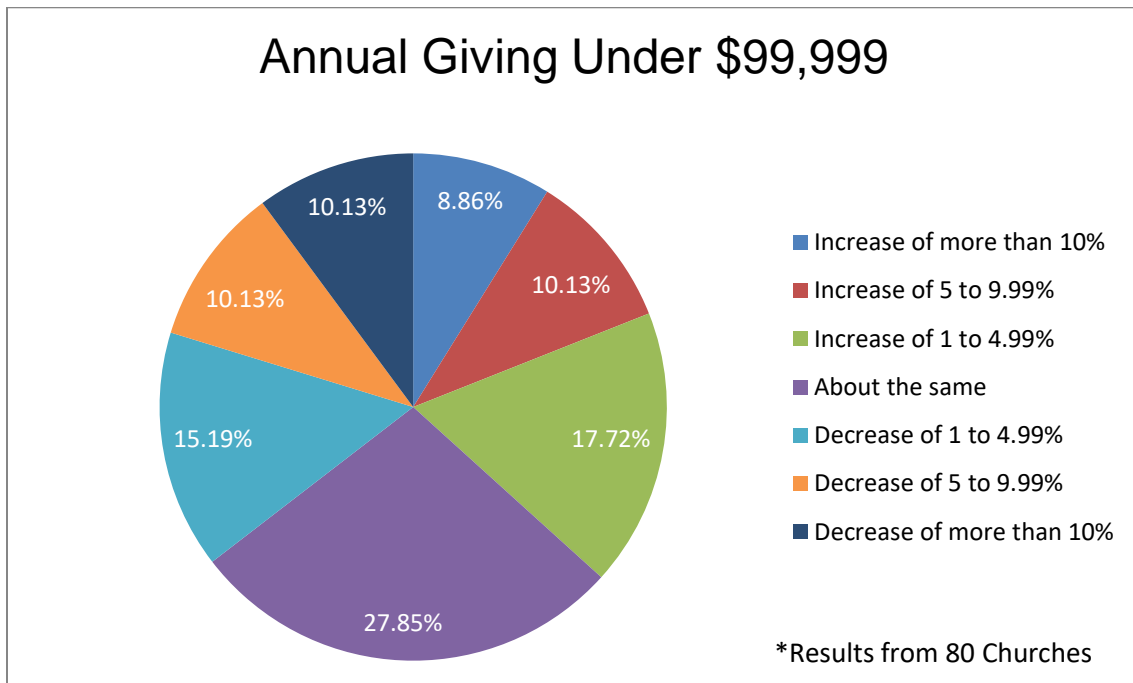


### 2022 Worship Attendance vs pre-pandemic





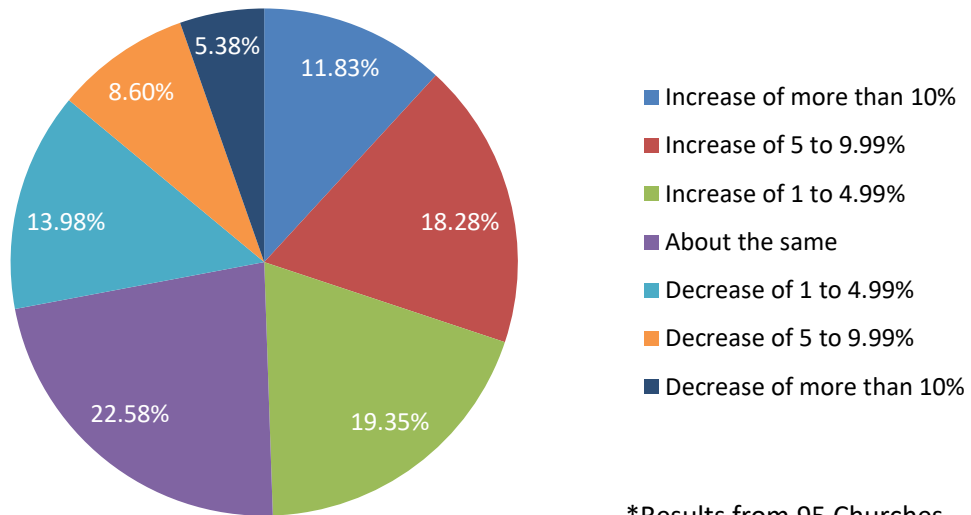
## Changes in 2022 YTD Giving vs 2021 YTD Giving by Annual Budget





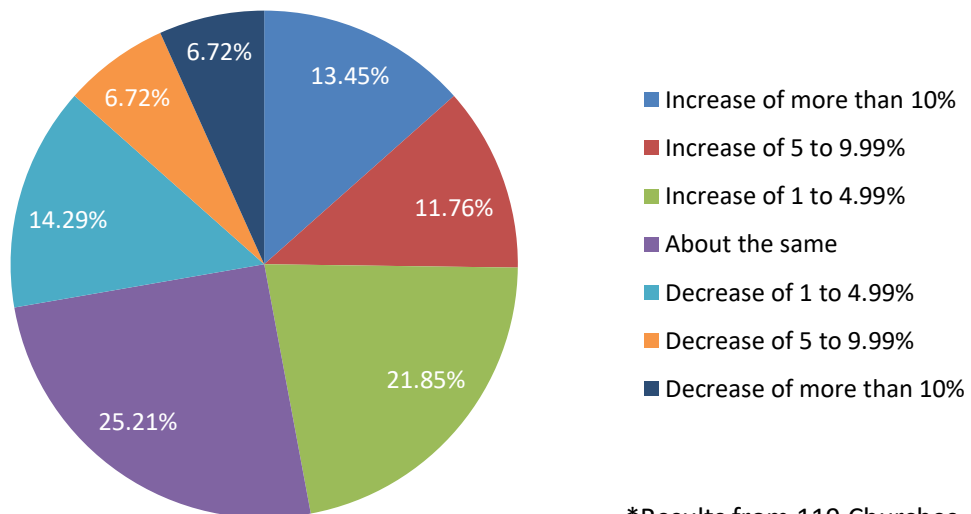


### Annual Giving \$500,000-\$999,999



\*Results from 95 Churches

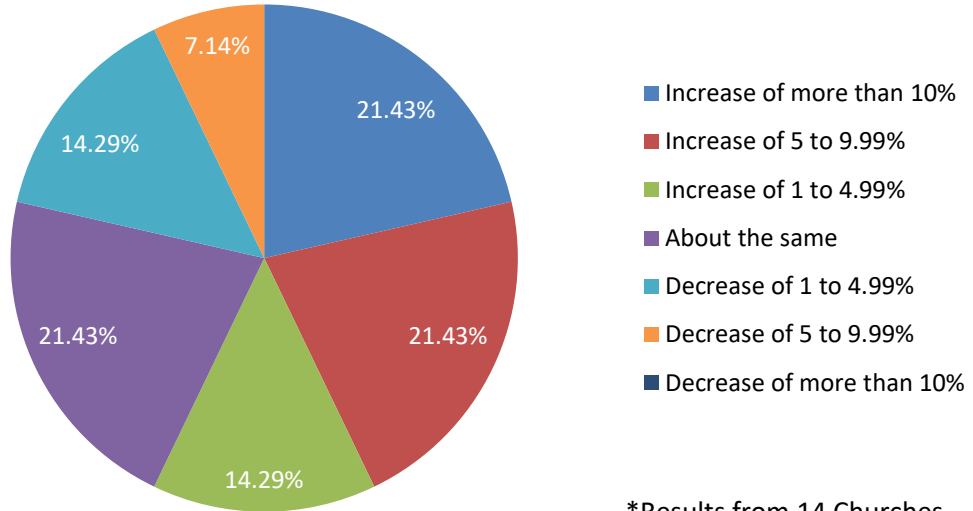
### Annual Giving \$1,000,000-\$4,999,999



\*Results from 119 Churches



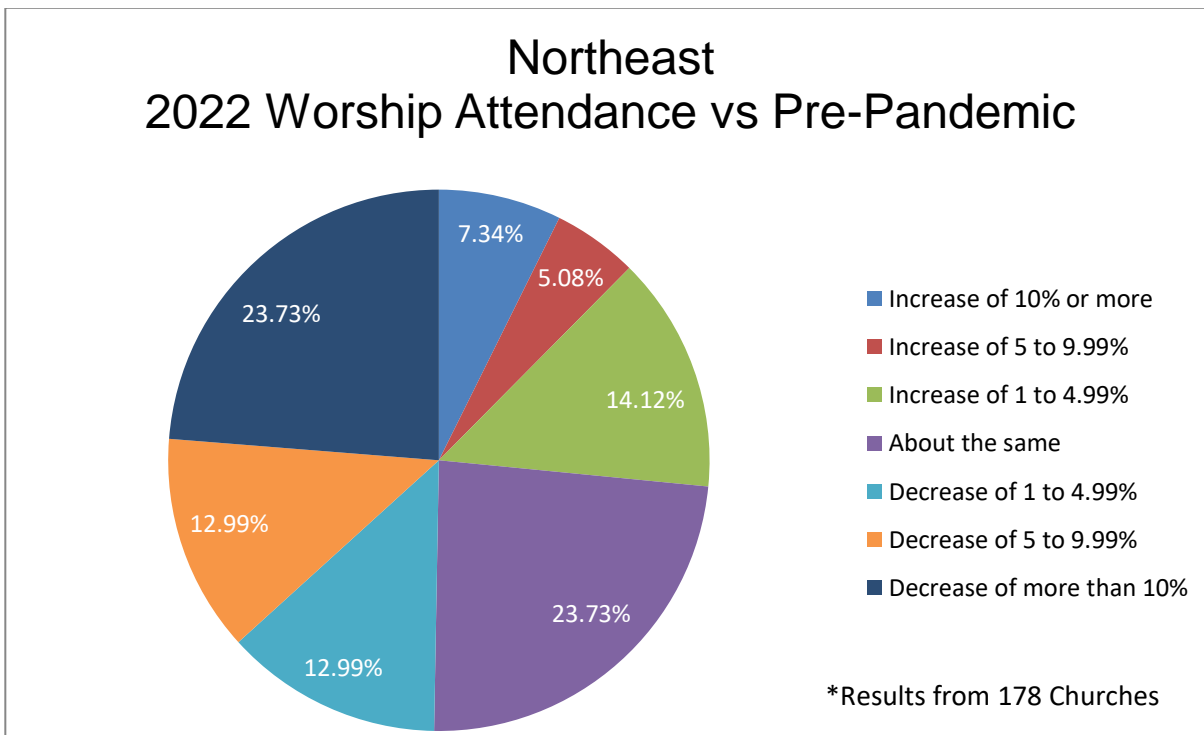
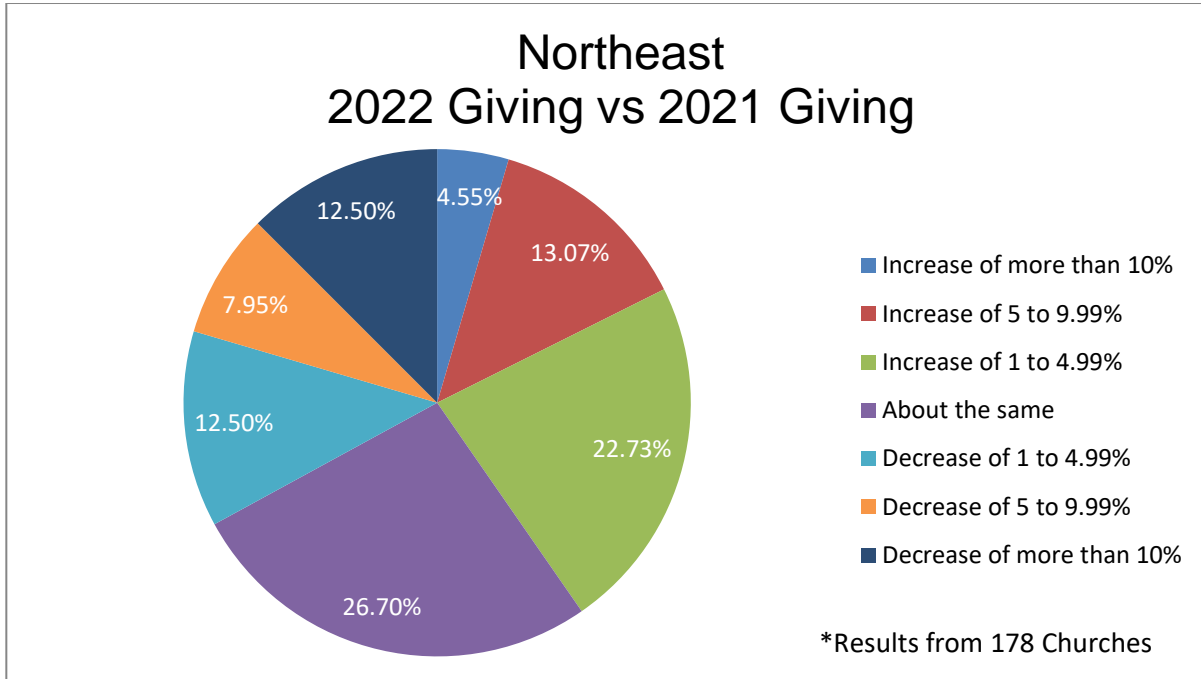
## Annual Giving Over \$5,000,000



\*Results from 14 Churches

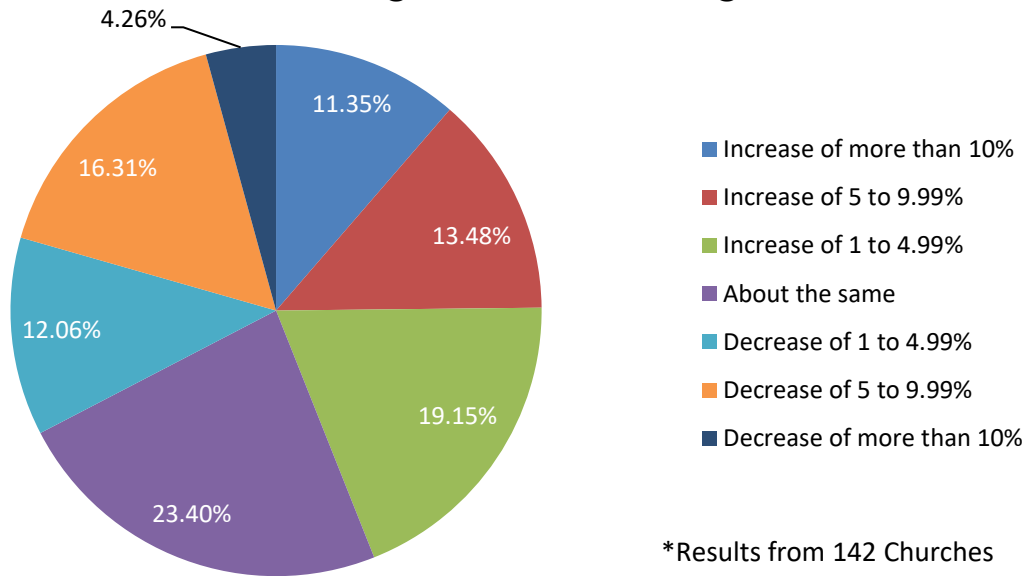


## Changes in Giving and Worship Attendance by Region

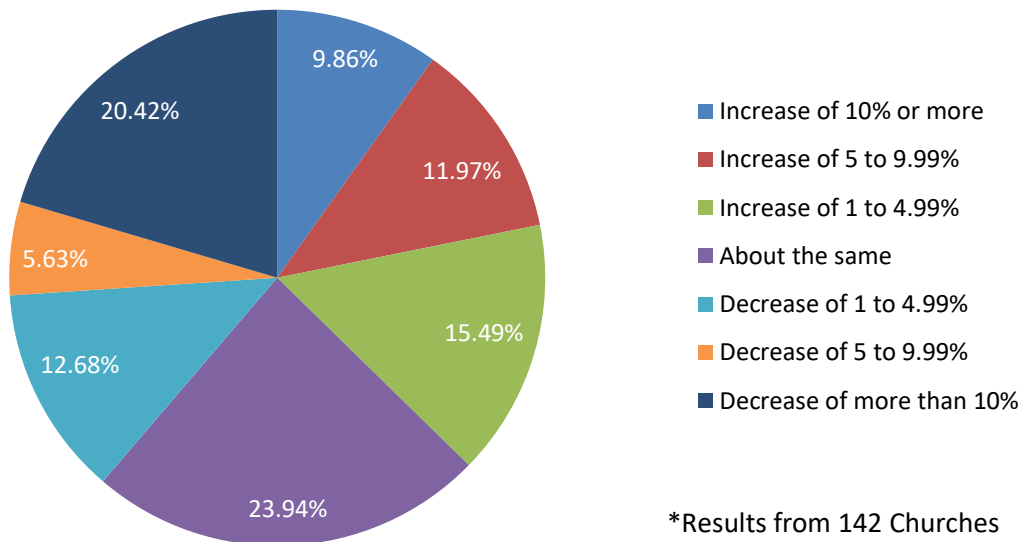




### Southeast 2022 Giving vs 2021 Giving

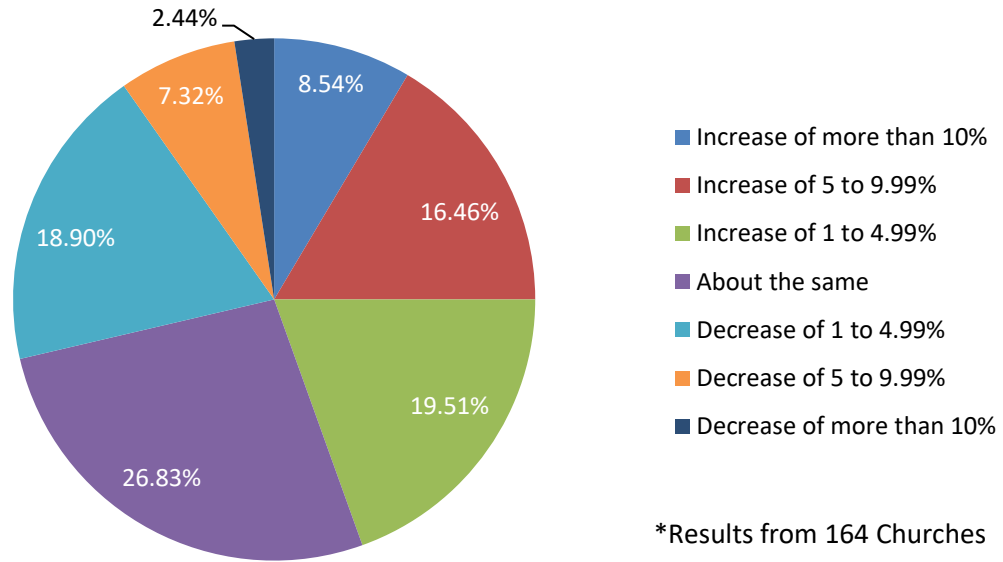


### Southeast 2022 Worship Attendance vs Pre-Pandemic

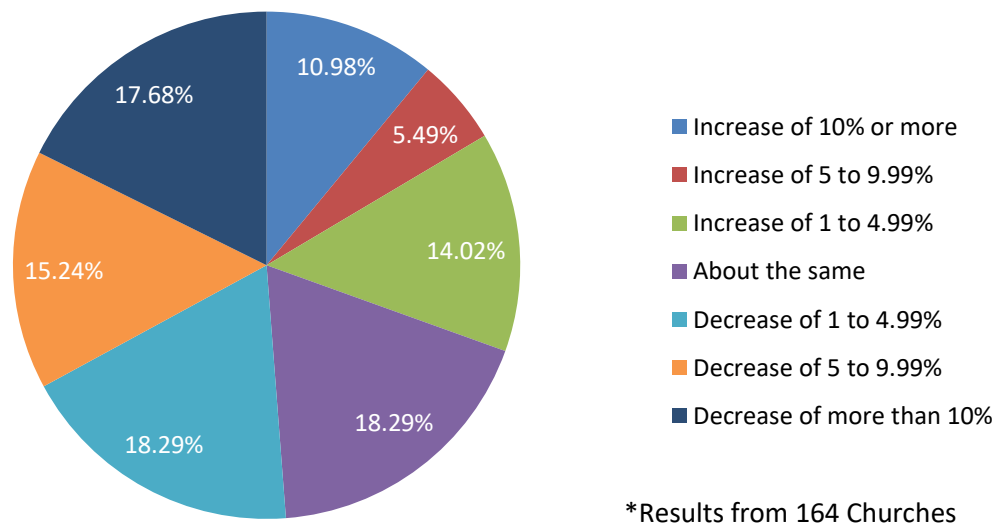




### Midwest 2022 Giving vs 2021 Giving



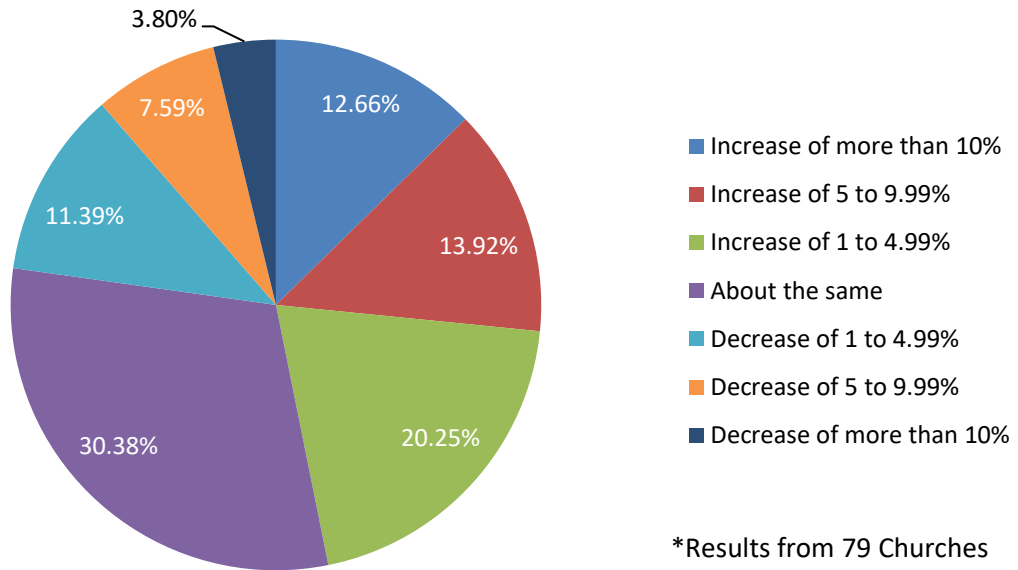
### Midwest 2022 Worship Attendance vs Pre-Pandemic



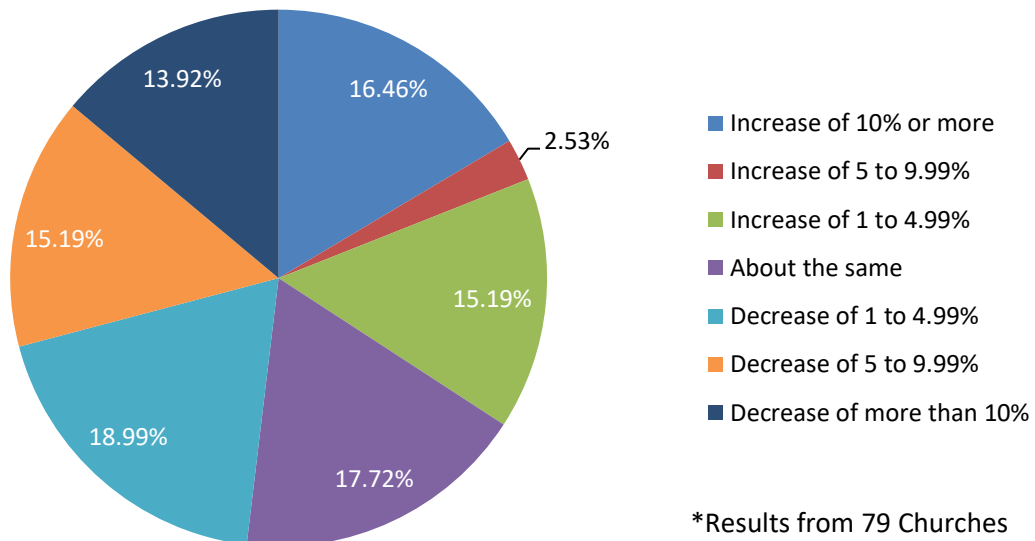




### Southwest 2022 Giving vs 2021 Giving

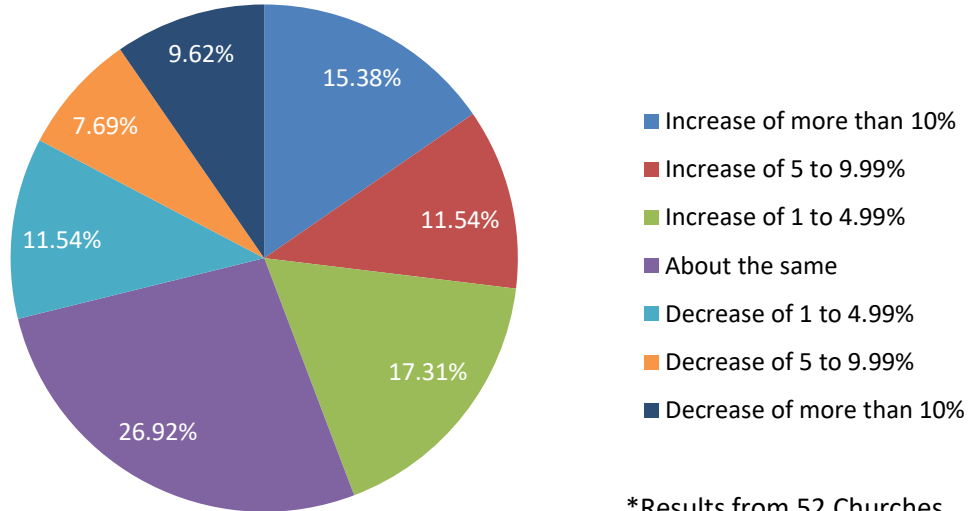


### Southwest 2022 Worship Attendance vs Pre-Pandemic

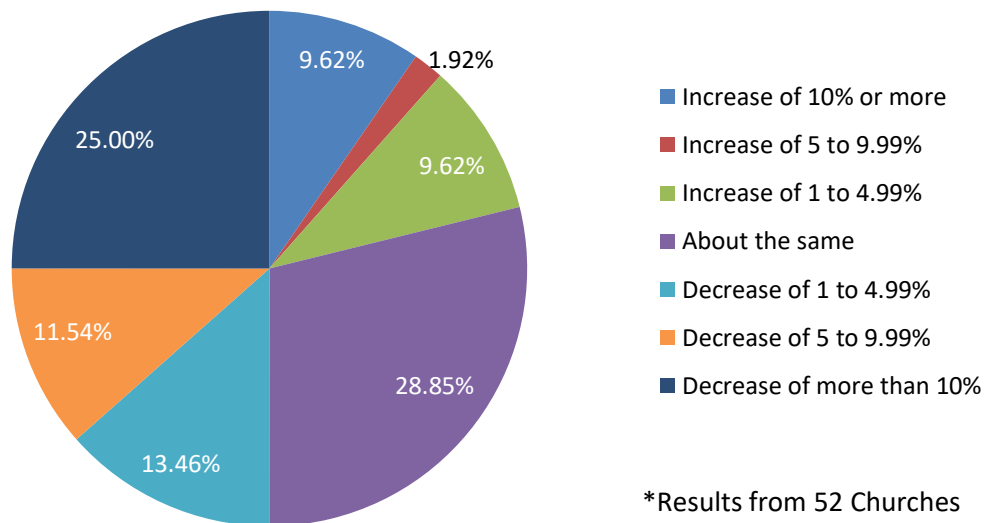




### West 2022 Giving vs 2021 Giving



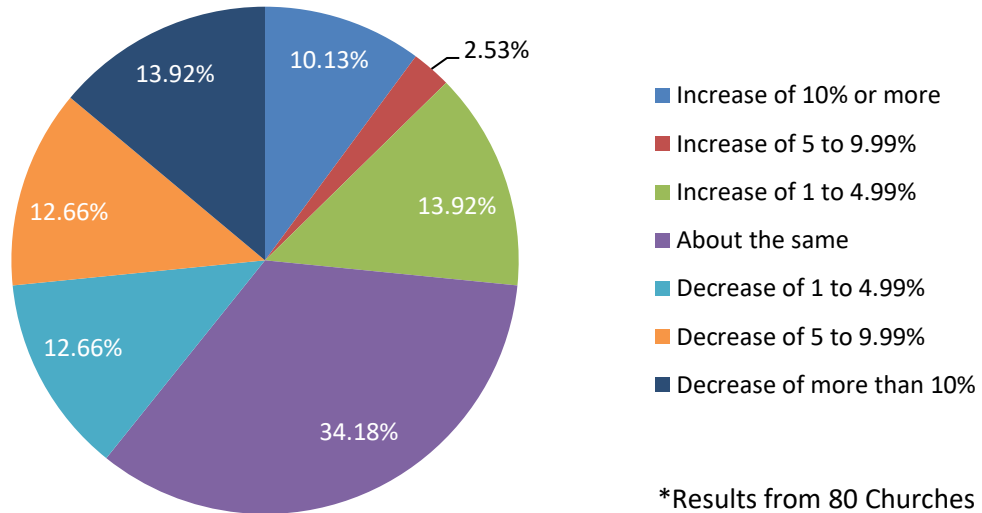
### West 2022 Worship Attendance vs Pre-Pandemic





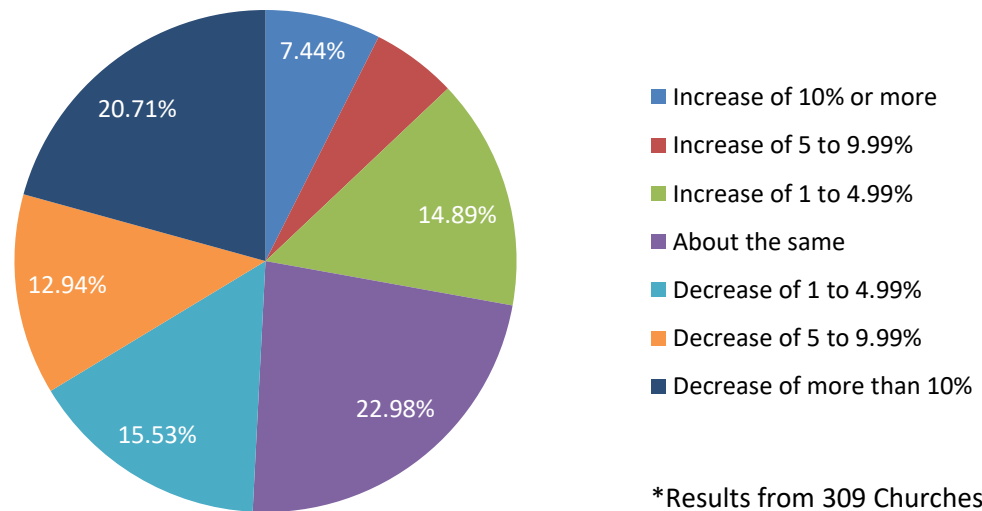
## Changes in Worship Attendance by Ministry Budget

### Worship Attendance by Ministry Budget Under \$99,999



\*Results from 80 Churches

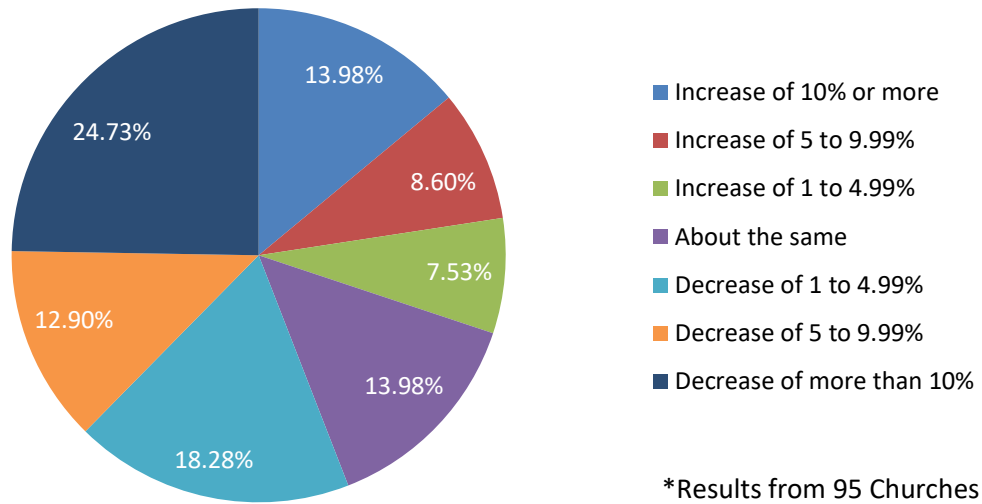
### Worship Attendance by Ministry Budget \$100,000-499,999



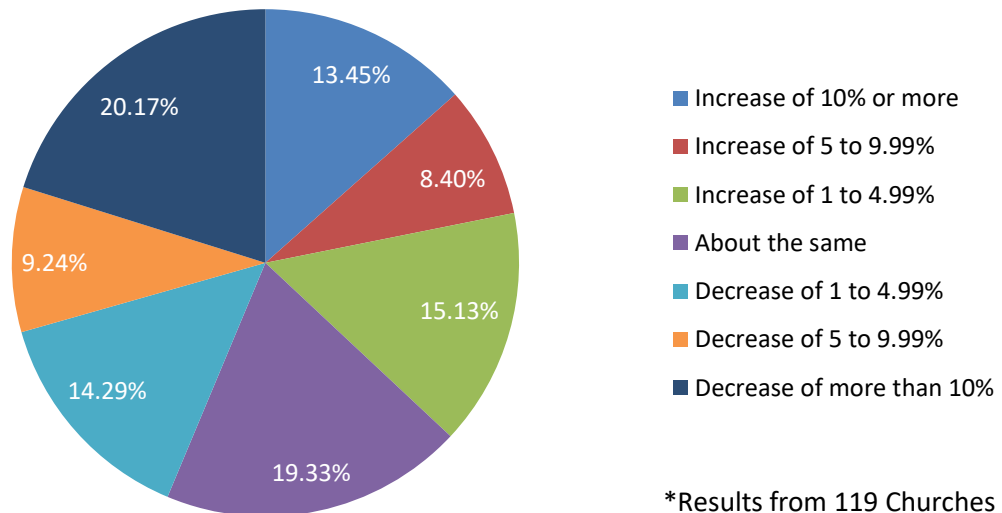
\*Results from 309 Churches



### Worship Attendance by Ministry Budget \$500,000-999,999

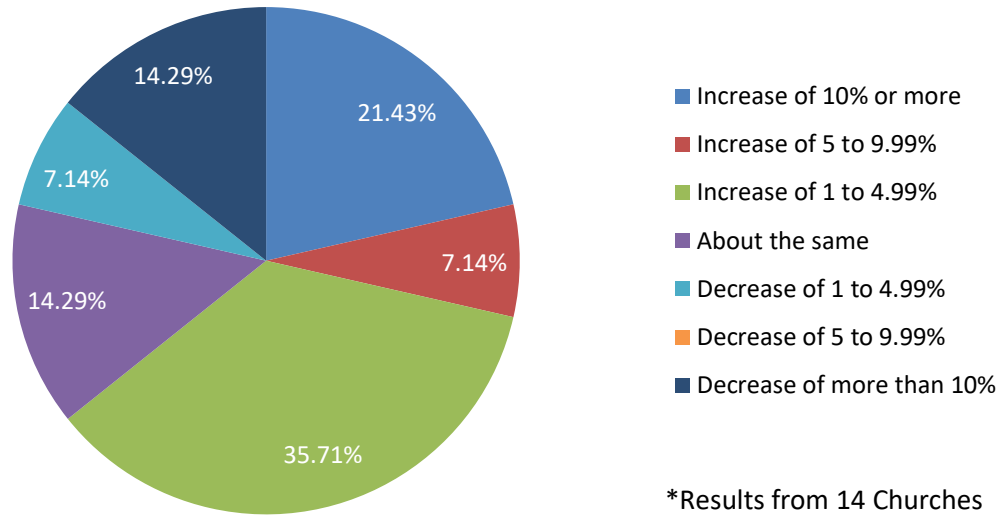


### Worship Attendance by Ministry Budget \$1,000,000-4,999,999





### Worship Attendance by Ministry Budget over \$5,000,000







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## About the Author

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### Joe Park, CEO

Joe leads a team of 35 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over 9 billion dollars in capital funding and uncountable amounts of annual and planned giving. Joe has consulted and taught extensively on implementing best practices in generosity, strategic planning, and change management.

Prior to joining Horizons in 2002, he served as CEO of Community Financial Group with banking, insurance, and investment presences in seven different cities. He was named one of Arkansas' Outstanding Business leaders by Arkansas Business Magazine, was a recipient of the Sam Walton Business Leader Award and was selected by the Secretary of the Air Force as a Civilian Leader representative to the Air War College. The Community Financial Group received the prestigious Arkansas Governor's award for Most Outstanding Mid-Sized Company for Community Service.

Joe earned a degree in Finance and Banking from the University of Arkansas and a master's degree in Business Administration from Boston University.



## About Horizons Stewardship

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**Horizons Stewardship** helps church and faith-based nonprofit leaders grow disciples and fund ministry through a collaborative framework that is tailored to the unique culture of the church, aligned with the leadership's vision, and implemented through coaching, planning, technology, and analytics to ensure the church lives into its full ministry potential and impact.

After more than two decades working with thousands of churches to raise billions of dollars for ministry projects, Horizons has refined a deeply integrated, spiritually focused approach that consistently results in more ministry funding and more effective disciple-making strategies.

Horizons' ministry team of International Coaching Federation (ICF) trained coaches are ready to help you discover a proven, effective process that will empower you to move forward with clarity and confidence. Churches who partner with Horizons, on average, experience **double-digit increases in giving within the first twelve months.**

Visit [Horizons.net](https://Horizons.net) today to see if Horizons might be able to help you turn your ministry plan into a transformational discipleship experience.