



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES
ADVANCING MINISTRY TOGETHER

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Christian Donors Faithful in Their Support Despite Economic Downturn

Elmira, ON—Today the Canadian Council of Christian Charities (CCCC) released its findings from a recent survey of its members conducted March 5 - 20, 2009 on how current economic conditions are impacting charities. Charities were asked how their donation revenue from September to January compared with the same period a year ago.

"Almost 60% of the 398 respondents say their donations are the same or better" says John Pellowe, CEO of CCCC. "About 20% have seen a small decline. Very few have had a decline greater than 20%. While some ministries are struggling, Christian donors appear to be faithful in their financial support of Christian ministries, perhaps sacrificing elsewhere to do so."

A number of ministries that are either growing or declining do not attribute the change to current circumstances. Some growing ministries say their increased donations are due to long term

stewardship development programs while some declining ministries say it is just a continuing trend.

Ministry leaders believe the real impact of the world economic downturn will come within the next six months, but they are taking a measured approach to responding to the situation, avoiding drastic action such as job cuts. They remain committed to their missions and many are taking the opportunity to evaluate their programs and services to ensure they are as effective and efficient as possible.

Half of the respondents have not yet changed their spending and about three quarters have not changed their stewardship programs. Ministries that have made changes have reduced operating costs and either delayed or frozen pay increases and hiring. Some are communicating more with their donors on how they are dealing with the economy.

At least half of the respondents in every area of the

country reported stable or growing donations, but ministries reliant on donors in Ontario and British Columbia have also seen the most significant declines in donations.

Since three-quarters of ministries have no significant investment portfolios, few report being affected by the drop in the securities markets.

Pellowe notes that the ministries with growing or stable donations "appear to be those that have the most direct and personal connection with their donors." This includes churches with less than \$1 million operating budgets and both schools and post-secondary educational institutions.

Summarizing the additional comments made by respondents, Pellowe reports, "Many said that even in difficult economic times, God will still provide the resources that His ministries truly need. The church is always at work regardless of circumstances."

CCCC is a member-based association of Christian charities providing practical, expert resources to more than 3,000 member churches and charities in Canada.

More detailed results are available at www.cccc.org/releases/economicsurvey.pdf

FOR MORE INFORMATION:

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