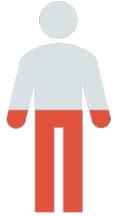


# FAITH

This Faith Sector Spotlight is adapted from CCS's 2024 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 50 survey respondents from that sector.



**48%**

Saw a revenue increase



**64%**

Acquired new donors

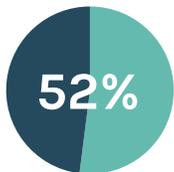


**64%**

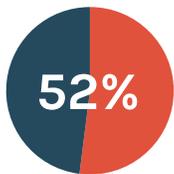
Retained over half of new donors

**18% of faith organizations increased their fundraising staff, while 48% increased staff pay by 1-10% over the past three years.**

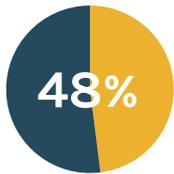
## RESPONDING FAITH ORGANIZATIONS REPORT



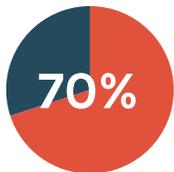
52% get 20% or less of their giving in the form of noncash assets.



52% expect major and mid-level gifts and annual appeals to increase in 2024.



48% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.



70% have not addressed the use of AI technology in their operations.



**66%** of Catholic respondents achieved over 80% of their annual stewardship appeal.



**81%** of religious institutions achieved 0-20% of their endowment in 2023.

## PASTORAL PLANNING EXERCISES

