

Faith

This Faith Sector Spotlight is adapted from CCS's 2025 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 38 survey respondents from that sector.

13% of faith organizations increased their fundraising staff, while 49% increased staff pay by 4% or more over the past three years.



66%

Saw a revenue increase



62%

Acquired new donors



59%

Retained over half of new donors

RESPONDING FAITH ORGANIZATIONS REPORT

76%



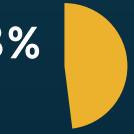
76% get 20% or less of their giving in the form of noncash assets.

73%



73% of participants expect mid-level gifts to increase in 2025.

48%



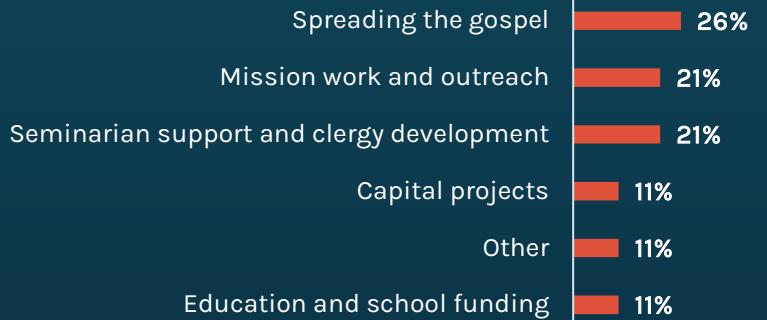
48% of faith organizations use AI technology in their operations, an uptick from 30% in the previous year.

80%



80% of religious institutions achieved over 80% of their annual stewardship goal in 2024, while 20% achieved 20% or less of their goal.

AREAS THAT RECEIVED THE MOST FINANCIAL SUPPORT FROM FUNDRAISING



TYPES OF PASTORAL PLANNING EXERCISES AT HOUSES OF WORSHIP

