

**An Evaluation of the ELCA World Hunger Appeal,
ELCA Division for Congregational Ministries**

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Note: The “Emerging Themes and Recommendations” section (pages 1 - 6) is the complete evaluation report on the World Hunger Appeal. Readers with more interest in the research methodologies and detailed research findings may find the remaining sections interesting and helpful.

EVALUATION OVERVIEW AND CONTENTS

Overview of Process

The World Hunger Appeal in the Division for Congregational Ministries was the third churchwide program selected by the Office of the Presiding Bishop and the Cabinet of Executives to go through a new program evaluation process in 1999. The Department for Research and Evaluation developed the evaluation plan and instruments, in consultation with Lita Brusick Johnson, Division for Congregational Ministries; John Halvorson, Division for Church in Society; and other members of the Inter-Unit Hunger Staff Team. Kathy Sime, Evaluation Analyst in the Department for Research and Evaluation, has been the lead research staff person. The Program Evaluation Staff Team assisted in this process by reading early drafts of the report, discussing the findings, and making suggestions for improvement. Lita Brusick Johnson and John Halvorson also read drafts of this report and made suggestions for improvement.

The evaluation began in the spring of 1999 with the development of the questionnaire instruments which were fielded in late spring to congregations and in the summer to individual donors. See the reports for more information on sampling procedure. Two focus groups were held in the fall of 1999. Archival data based on the annual parochial reports were also analyzed for historical congregational giving trends to World Hunger.

Based on this research, we developed a series of recommendations for the World Hunger Appeal. The recommendations and research findings are included in the body of this report. Lita Brusick Johnson, as director of the World Hunger Appeal, will be responsible for creating a response plan to this report. The response plan as well as this report will then be submitted to the Office of the Presiding Bishop.

WORLD HUNGER APPEAL EVALUATION
Emerging Themes & Recommendations
December 1, 1999

World Hunger Appeal Outcomes

- 1) To deepen the commitment to anti-poverty work among ELCA congregations, resulting in increasing giving through the appeal;
- 2) To raise an increasing amount of revenue to fund this church's ministries to combat hunger and poverty;
- 3) To increase the number of ELCA congregations who participate financially in the World Hunger Appeal;
- 4) To raise an increasing amount of revenue to fund this church's response to international

Emerging Themes

The four components of this evaluation research – the congregational questionnaire, the individual donor questionnaire, the focus groups, and the parochial data review – are tools with which we make a judgement about the effectiveness of the World Hunger Appeal. We use these tools to uncover findings, or stories about the World Hunger Appeal. Sometimes the stories are actually well-known to us; other times the stories may surprise us. No one tool tells us the entire story, and in fact, even these four tools together only tell part of the World Hunger Appeal story.

To begin piecing together a bigger picture of the World Hunger Appeal, we should acknowledge from the outset that three of the four outcomes, as they were defined in November of 1998, have not been consistently met (see above). Readers might note an immediate problem with using recently defined outcomes to evaluate a more long-term program. However, other than the first outcome, the remaining three are fairly standard fund-raising intended outcomes and were most likely intended, even if not officially defined, since the program's inception. In any case, as they are defined today, the number of congregations giving to World Hunger (outcome 2) and the amount of funds raised by the World Hunger Appeal for hunger relief and disaster relief (outcomes 3 and 4) have not consistently increased in the recent past (1991 through 1998).

Based on the four components of this evaluation, I believe three key themes emerge as integral to the functioning of the World Hunger Appeal (WHA). First, these findings highlight the importance of a personal connection to WHA. Second, the findings direct our attention to the information systems in place for congregations and members to learn about World Hunger (WH) and, perhaps even more importantly, the processes congregation leaders use to transform information into knowledge. Finally, the findings force us to consider if, and to what degree the World Hunger program is becoming something of an "inside secret."

Theme: Importance of a Personal Connection to World Hunger Appeal

Focus group participants highlighted the importance of building a personal connection to hunger ministries. Some attributed past successful hunger relief and awareness efforts to presentations from individuals involved in local hunger ministries. This personal connection became a valuable fund-raising tool. While other types of presentations, such as a video, also increased a sense of personal connection according to these participants, hearing directly from a person with a personal commitment to a hunger organization or ministry was the most effective.

The questionnaires support this hypothesis. From the congregational questionnaire, we learn that congregations that hosted a speaker to talk about the World Hunger program at least once in 1998 were significantly more likely to give at higher levels than congregations that didn't host a WH speaker. Other awareness activities that distinguished between high level congregational giving and lower levels tend to be those that could also be used to build a personal connection to hunger ministries: videos, bible studies, intentional discussions of hunger issues, and including hunger topics in worship. Also notable is the significant likelihood of those congregations that participate in certain community service activities, such as working "hands-on" in a homeless shelter or a Habitat for Humanity project, to also give to World Hunger Appeal as compared to those congregations that didn't participate in community service. Seeing or experiencing the impact of hunger and poverty will certainly build a personal connection to hunger ministries in general, and most likely, the World Hunger program.

Just as striking is that the most commonly used hunger awareness activities in 1998 by those individuals who donated directly to World Hunger (a group with a higher level of affinity to WH because they took the initiative themselves to send their money) were listening to speakers on hunger issues: about thirty percent of the respondents heard a speaker talk about WH and/or about a local hunger organization. Also common was hearing a missionary talk about hunger concerns or seeing a hunger related video. While correlation does not imply causality (the respondents could have donated previously to World Hunger before hearing a presentation), the relatively high frequency of hunger speakers heard by the individual donors as compared to a low usage in the congregational sample indicates the importance of providing donors with opportunities to build this personal connection to World Hunger.

Theme: Turning Hunger Information into Hunger Knowledge

A conference speaker remarked recently that the information age is quickly transforming into the knowledge age as business and individuals are increasingly becoming aware that information is useless without a critical frame of reference for the information consumer. In an age when we can generate and receive information quickly and from many directions, we keenly sense this struggle for knowledge. Amid a morass of information, what's really worth knowing?

Perhaps we can see congregational capacity for transforming information into knowledge in those congregations with higher giving levels to the WHA. Congregations that included hunger information in church bulletins or newsletters and those that created bulletin boards or displays on

hunger issues were significantly more likely to give at higher levels than those congregations that didn't do these activities. In this way, congregations act as information funnels for their members, highlighting only that information that they believe to be important. Although we didn't ask for specifics, if these congregations include information on how to contribute to hunger ministries, then they make it even more possible for members to create a personal reference system for the information they receive about hunger relief efforts.

A common challenge for those who produce church resources is how to connect church members with resources they need for ministry. Often, we rely on a congregational "gate-keeper," frequently, but not necessarily, the congregational pastor. However, congregations that indicate that advocacy by a lay person for WH is an important reason for giving to WHA are significantly more likely to give to WHA at higher levels than congregations that didn't indicate that lay person advocacy was important. The importance of speakers, highlighted above, also emphasizes the critical process of generating knowledge and not just information.

Data from the individual donors questionnaire, however, do not directly support this hypothesis. Donors who indicate that lay member advocacy and pastoral advocacy are important reasons for donating gave significantly lower amounts to WHA than those who didn't think lay or pastoral advocacy were important. We might explain this difference by the differences in the two samples. Those with a range of interest in WH (such as our congregation sample) may find it helpful to have someone interpret the information in a meaningful way. The respondents in our individual donor sample already had established a relationship with WH and thus, no longer needed a "gate-keeper" in order to create meaning from information on World Hunger.

When possible, sending information directly to those with an interest in WH may be the most effective method. Of those individual donors who had seen the ELCA World Hunger Newsletter in the past year, over 90 percent found it helpful or very helpful. Because many of these donors had already established a relationship with WH, they most likely had reference points which helped them use the information more effectively. In fact, although we should take care when comparing the two samples, if we take the congregational sample to be representative of the full population of ELCA congregations, then we find that just under two-thirds of ELCA congregations find the ELCA Hunger newsletter to be helpful. Congregations with a range of experiences with hunger ministries and, thus, a range of capacities for transforming hunger information into useable knowledge are less likely to find the WH newsletter to be helpful than those individuals with a higher affinity for WH.

Theme: ELCA World Hunger Program: An Inside Secret?

While probably the least supported theme of the three noted here, a finding that the World Hunger program might be in danger of becoming a well-kept secret among ardent World Hunger supporters could still be the most important issue for the future of the World Hunger program. Most striking is the high giving levels among those individuals and congregations that indicate importance of tradition as a reason for giving to WHA. Tradition may be a double-edged sword;

while tradition can be a powerful motivator for giving, tradition is also hard to generate among those without it. How to build a tradition of giving to the ELCA World Hunger program among those without a long history of being in, and giving to, the ELCA?

The importance of the low administrative costs among individual donors might also support this hypothesis. Individuals who indicated that their awareness of the level of WHA administrative costs was a very important or important reason for contributing to WHA gave significantly higher amounts to WHA than those who didn't think this reason was important. While the low proportion of funds that are committed to overhead costs is publicized, knowing and remembering this detail requires an even more established relationship with WH. Focus group participants certainly highlighted this unique feature as an important reason for their giving relationship to WHA, but this characteristic of WHA is becomes a less effective fund-raising tool if it's only known to those who are the most committed to the World Hunger ministry.

Perhaps the most supportive data for this theme is the self-reported parochial data on congregational giving to WHA. One-third of all active ELCA congregations did not contribute to WHA in 1998. The number of congregations contributing to WH peaked (looking only at the last 8 years) in 1992 when 73 percent of all active congregations contributed to WH. While the last three years may indicate a short-term trend toward maintaining a stable level of contributing congregations, we do not see an increase in the proportion of congregations contributing to WH. While the last three years indicate an increase in the average congregational gift and total gifts to WHA (adjusted for inflation), we may question the sustainability of those increases if not coupled with an increase in the proportion of congregations participating financially in the WHA. Without engaging more congregations in the tradition of giving to WHA, we will very likely see the long-term giving totals also begin to decrease.

Recommendations

Based on this research, we propose the following recommendations for the ELCA World Hunger Appeal:

1. Develop integrated hunger and disaster resources and activities

Research suggests that congregations that have used resources as part of a long-term emphasis also have higher giving levels to WHA. Developing resources that “fit together” easily may encourage congregations to increase hunger awareness throughout congregational life. While developing resources that only inform congregation members about hunger issues is certainly important, research also suggests that resources that involve some group activity, such as discussions, bible studies, and speakers might be most effective when combined with other resources and activities. In using these resource combinations, congregations may be able to help members interpret and use more effectively their hunger information. ELCA-produced hunger resources should continually reference other resources and when appropriate, should include options such as guides for group discussions, prayers for inclusion in worship, and a “Next steps”

or “Related Activities” section. When developing resources, staff should continually ask themselves what else congregations might need in order to use the new resource most effectively and what other existing resources might support new resources.

2. Continue to publicize the unique assets of the World Hunger Appeal – particularly the low administrative costs of the Appeal.

While this is already part of communicating the WHA, the emphasis placed on this unique aspect of the Appeal in the focus groups suggests that perhaps this feature should be even more prominent, especially among those potential donors who do not have a lengthy tradition with the WHA or perhaps, even with philanthropy in general. Respondents from the individual donor questionnaire who indicated that the low administrative costs was an important reason to give were significantly more likely to give at higher levels than those who didn’t consider this to be an important reason why they gave to the Appeal. But to what extent is this unique feature known among newer members, or among younger adults who have never contributed to (and thus, probably haven’t researched) any hunger organization?

All organizations that depend on charitable donations must deal with a concept called “information asymmetry,” that is, the dilemma donors face when they aren’t the recipients of services for which they are donating money and thus, have little practical knowledge of the quality or amount of services provided with their donations. From the focus group conversations, it appears that the low overhead costs are important not just because that means that a large portion of donations are available for direct hunger services (although certainly this reason is important), but also because donors felt more aware of what happened to the money put in World Hunger offering envelopes. Donors highly value the perceived transparency of the amount of administrative and overhead costs, perhaps because it decreases their perception of this information asymmetry.

Although respondents value the low administrative costs of the Appeal, we should not assume that the World Hunger Appeal fund-raising budget should never increase relative to the total World Hunger budget. Rather, program staff should carefully consider the impact of future increases against the benefits that an expanded fund-raising budget would bring. If part of the importance of the low administrative costs is their transparency, then perhaps a slight increase in the fund-raising budget would not severely damage the perception of low overhead as long as donors were appropriately informed.

3. Incorporate more congregations into the culture of giving to the World Hunger Appeal.

The finding that congregations that place a high importance on tradition as a reason for giving to the WHA have higher levels of giving is a double-edged sword. Although tradition is a powerful motivator for those congregations with that tradition, it’s harder to create that tradition for those without it. Individual donors who believe that tradition is an important reason to give to the Appeal give significantly higher amounts than those who don’t have that tradition or don’t hold it

as important. Comments from focus group participants echo the importance of tradition – but those at the focus groups are more likely to be highly affiliated with World Hunger or with hunger ministries in general. The challenge is how to create new traditions and affiliations with the ELCA World Hunger program.

The fact that the number of congregations giving to the Appeal is on a gradual decline and that the mean and the total amount of money raised (adjusted for inflation) has declined from a high point six years ago, suggests that “tradition” is not a sustaining motivator. In order for the Appeal to increase numbers of congregations reached and increase the amount of funds raised, we must develop the same high levels of trust and tradition with new donor congregations and individuals.

One way to start might be reaching ordained leaders through the seminaries. However, our research suggests that advocacy from lay members might be more effective than from ordained leaders, and so seminaries shouldn't be the only outreach strategy for the Appeal. Perhaps strengthening the congregational contact and synod contact emphasis will help broaden the appeal of the Appeal. Since hearing speakers talk about hunger issues are the most frequently used hunger awareness activities for individual donors, advocacy for World Hunger by any person with a personal connection to hunger ministries might as important (or maybe even more important) than their particular role within a congregation.

While this research suggests that resources are important, no one particular resource or activity is a definite predictor of high levels of giving to the WHA, or of giving at all. And any correlation reported in this research between a resource or activity and giving to the Appeal does not indicate causality. Congregations that seek out hunger resources or read/use those resources sent to them may already have a relationship with the World Hunger program or with hunger ministries in general. The key, then, is how to develop resources that build that relationship.

Building relationships may very well be an expensive task and might require new ways of funding the World Hunger Appeal. World Hunger coordinators and staff may need to reflect on different ways of conducting the WHA. The parochial report data indicates an upward (at least in the very short-term) trend in the total amount of funds raised. However, unless this increased giving corresponds with an increasing number of congregations giving to the Appeal, this short-term trend may not continue for very long.

World Hunger Appeal Congregational Questionnaire: *Executive Summary*

As a part of the evaluation of the World Hunger Appeal, 580 ELCA congregations (73% response rate) responded to a questionnaire about their involvement in hunger or disaster ministries. This research particularly examined correlations between use of hunger and disaster activities and resources and congregational giving to the ELCA World Hunger Appeal (WHA). Based on this questionnaire, several key findings emerge:

Hunger/Disaster Awareness Activities

- Congregations are likely to use print resources, such as newsletters, posters, and bulletin inserts, to inform their congregations about hunger or disaster issues.
- Congregations that used church newsletters, bulletin boards, bible studies, speakers, and videos at least once in 1998 to inform their congregation about hunger issues were more likely to give to WHA at higher levels than congregations that didn't use those activities.
- Congregations used church newsletters, bulletin boards, videos, worship, and youth activities to inform their congregation about hunger issues were significantly more likely to give at any level to WHA than those who didn't use those activities.
- Congregations that gave at higher levels were more likely to use different hunger activities together as part of a long-term emphasis or initiative.

Use of Hunger/Disaster Resources

- Congregations that used most ELCA-produced hunger/disaster resources (such as the inter-generational activity calendar and the "ELCA Hunger Stories") were significantly more likely to give to WHA.
- Congregations that used the "ELCA Hunger Stories," WHA offering envelopes, WHA posters, World Hunger newsletter, and/or the ELCA Disastergrams were significantly more likely to give at a higher level to WHA than those who didn't use those resources.

Correlation with Other Hunger/Disaster Organizations

- Congregations that give to WHA are significantly more likely than those who don't give to WHA to give also to Lutheran World Relief, Bread for the World, Church World Service, and Heifer Project International.
- Giving to WHA also strongly (and positively) correlated with giving to ELCA Domestic Disaster Response and/or to the ELCA International Disaster Response.

Differences in Reasons for Giving to ELCA World Hunger Appeal

- Congregations that say that tradition is an important reason for giving to WHA are significantly more likely to give to WHA at higher levels than those who don't.
- Congregations that say that lay member advocacy is an important reason for giving to WHA are significantly more likely to give to WHA at higher levels than those who don't.

**World Hunger Appeal Congregational Questionnaire:
*Report & Frequencies***

Process & Response Rates

As a significant part of the ELCA World Hunger Appeal evaluation, the Department for Research and Evaluation, in partnership with the Inter-Unit Hunger Staff and World Hunger staff in the Division for Congregational Ministries and in the Division for Church in Society, fielded a questionnaire to 800 active ELCA congregations. The questionnaires were mailed to the pastor (senior if more than one) with directions that the pastor or another lay person such as the social ministry committee chair should complete the questionnaire. The questionnaire was short (one page, back-to-back) and pre-tests showed that the questionnaire could be completed in under twenty minutes.

Our sample of 800 was actually composed of four samples of 200 each. Because a primary goal of this questionnaire was to make comparisons between congregations that give at different levels, we needed sufficient numbers of respondents at various giving levels, including non givers, so that we could make reasonable comparisons. We divided the full population of congregations into four groups, based on the percentage of each congregation's contributions to "World Hunger Appeal – Disaster Response" out of their total expenditures as reported by congregations on their 1998 parochial reports.¹ The first group was pulled from the population of congregations that reported not giving at all to the World Hunger Appeal in 1998. The remaining three groups were pulled, proportionately, from those congregations that reported giving to the World Hunger Appeal in 1998. From each group we drew a random sample of congregations, proportionate to the population in terms of region/synod and congregational size.

We mailed the questionnaires to the resulting 800 congregation sample in early July of 1999. To increase response rates, we mailed a reminder postcard and a follow-up questionnaire to non-respondents. By October 1, we had received 580 questionnaires for a response rate of 73 percent. A sample of our questionnaire, along with the distribution of responses is attached to this report as Appendix one ("Frequencies").

Table one in Appendix two compares the response sample with the mailing sample. Despite our sampling process that unequally divided the congregations into four samples, our resulting response sample is fairly representative of the whole population.

¹ The mean percentages of World Hunger Appeal giving out of total expenditures for each group are: Group 1: 0%; Group 2: 0.30%; Group 3: 0.94%; Group 4: 3.82%

Findings²

Hunger Awareness Activities

Congregations were asked to consider their involvement in a list of possible hunger or disaster related educational activities in 1998. They indicated if their involvement in a particular activity was part of a one-time program or part of a long-term emphasis or initiative. Nearly all of the congregations had included hunger information in their church newsletter or bulletins at some time in 1998 and over 80 percent had included world hunger topics as a part of worship. (Figure 1).

Of all the possible activities listed, congregations are least likely to use speakers, write letters to political leaders about hunger issues, and engage in intentional discussions about hunger issues.

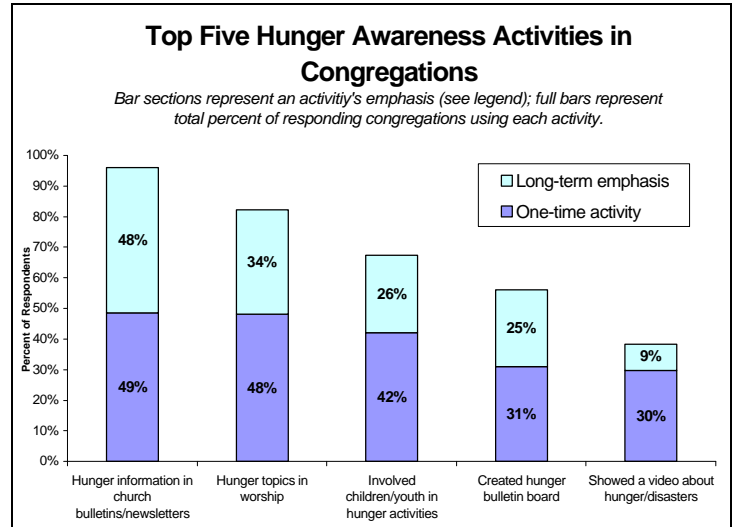


Figure 1

Involvement in Hunger/Disaster Ministries

We tried to learn more about congregational involvement in hunger or disaster relief ministries. We asked if they had supported various types of ministries, and if it was through financial assistance or in-kind gifts, or through some kind of direct, “hands-on” participation. Support of food pantries or food banks were the most common forms of support, either through financial assistance or in-kind gifts (81%), or to a lesser degree, through direct participation (50%). Another 77 percent supported disaster relief through financial or in-kind gifts (Figure 2). In general, congregations were more likely to support these ministries through financial

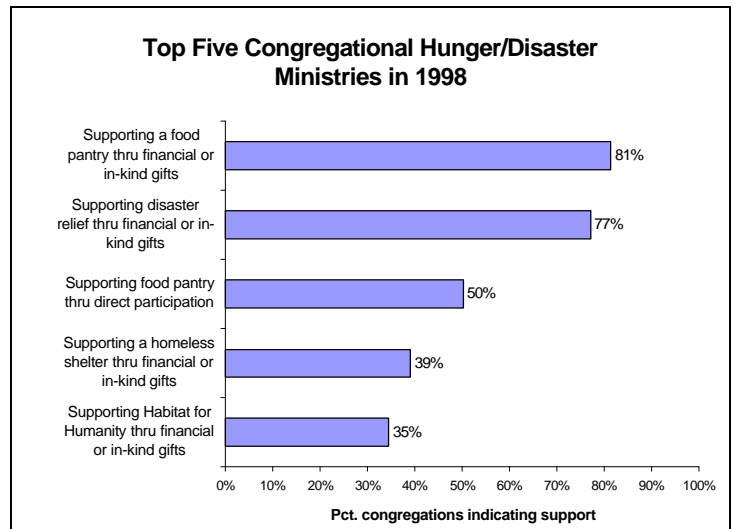


Figure 2

²Findings on pages 3 and 4 generalize to the full population and are based on all responses, regardless of the level of giving to the World Hunger Appeal. See Appendix 2 for a chart comparing this response sample to the full population.

assistance or in-kind gifts rather than through a “hands-on” participation.

Use of Hunger/Disaster Resources

Congregations are more likely to use print resources to inform their congregation about hunger or disaster issues than video, the internet, or activities. Of the top three widely used hunger or disaster resources, two are ELCA-produced newsletters: *ELCA World Hunger Newsletter* (used by 68 percent of the congregations) and *ELCA Disastergrams* (used by 57 percent of the congregations). ELCA World Hunger posters, offering envelopes, and bulletin inserts are also among the top five most widely used resources (Figure 3).

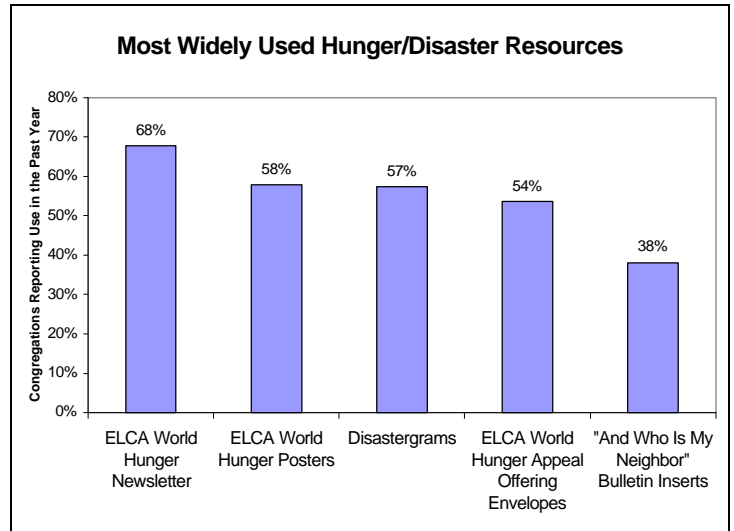


Figure 3

We asked those who used each resource to rate it in terms of its helpfulness in informing their congregation about hunger or disaster issues. *Disastergrams* were rated the most helpful (rated as at least somewhat helpful by 76 percent of those who have used them), followed by World Hunger Appeal offering envelopes (figure 4).

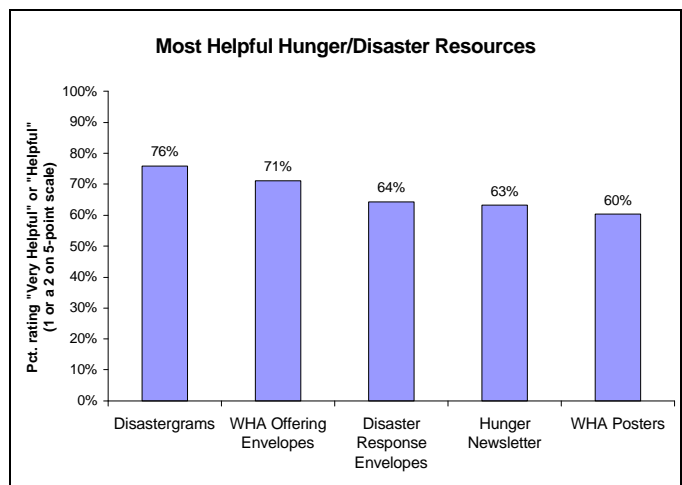


Figure 4

Why Give to ELCA World Hunger?

Why do congregations choose ELCA World Hunger program amidst all the other choices for designated giving? As a response to a recent disaster or crisis was the highest rated reason, according to 78 percent of the congregations who said that this reason was at least somewhat important in their decision. The next highest rated reason was “Because of our tradition of contributing to ELCA World Hunger” (66%). Advocacy for World Hunger by the pastor was seen as a more important factor in the decision than advocacy by lay members, although advocacy by lay members was a more important factor than advocacy by the synod bishop or staff (Figure 5).

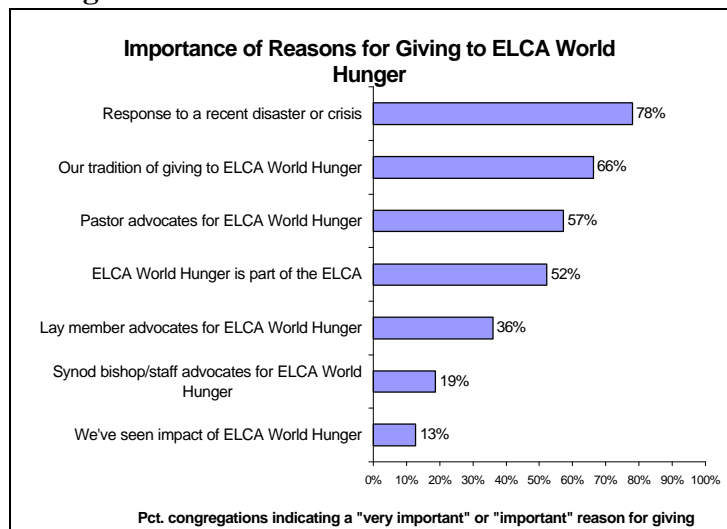


Figure 5

Why Do Some Congregations Give More to the ELCA World Hunger Program?

Understanding the differences between those congregations that give higher proportions of their income to the ELCA World Hunger Appeal (WHA) and those that give less was a major goal for our research. We divided congregations into four groups based on the percentage of their total expenses to the ELCA World Hunger Appeal - Disaster Response as reported on their 1998 parochial reports. The top group includes those congregations that gave the highest percentage of their total expenses to WHA and the bottom group includes those congregations who did not give at all to WHA in 1998. Refer back to page one for response rates within these categories.

In general, we found that while we could detect significant differences between the top giving quartile and the low giving/no giving quartile, the middle two quartiles were less distinguishable in terms of their use of resources, activities, and attitudes toward WHA. Distinctions become clearer when we compare those congregations that gave at any level to WHA in 1998 with those that did not give at all in 1998.

Hunger Awareness Activities

What hunger awareness activities correlate with higher levels of giving to the ELCA World Hunger Appeal? Including hunger information in church newsletter and bulletins seems to have the strongest correlation with higher levels of giving, particularly if the information is included as part of a long term emphasis or initiative (figure 6). While including hunger information in church newsletters does distinguish between the highest levels of giving and the lowest levels of giving, the correlation with the middle two giving levels is much less clear.

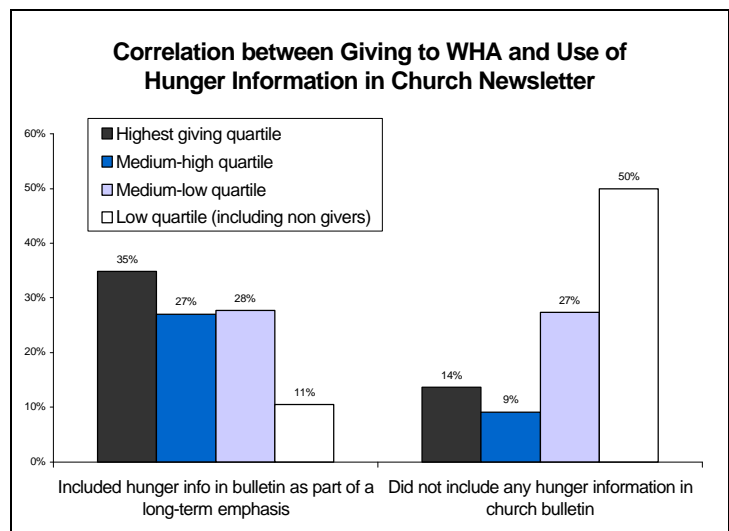


Figure 6

Combining the two highest quartiles and the two lowest quartiles into two groups allows for easier comparisons, although it doesn't provide as much helpful information as we'd hoped from the quartile distinctions. Figure seven indicates the hunger awareness activities that are significantly more likely to correlate with the higher level of giving. The left column lists items with significant differences in the overall use of the activity while the right column lists items with

| Hunger Awareness Activities with Significantly Higher Levels of Giving | |
|--|--------------------------|
| Overall Use | Long-term Use |
| Newsletter | Newsletter |
| Bulletin Board | Bulletin Board |
| Bible Study | Video |
| World Hunger Speaker | Bible Study |
| Worship | Discussing Hunger Issues |
| | Worship |

Figure 7

significant differences in long term use of the activity.

Another way to examine correlations with use of hunger resources is to divide our sample into two groups: congregations that gave to the ELCA World Hunger Appeal (WHA) in 1998 and those that did not.

Figures eight and nine, to the right, depict the varying likelihood of giving to World Hunger Appeal by the use of hunger information in church newsletters and by the use of hunger-related videos. Those congregations that include hunger information in church newsletters as part of a long-term emphasis or initiative are significantly more likely to give to WHA than those who only included hunger information once without any other activities, and even more likely to give than those who did not include any hunger information in church newsletters.

Similarly, those congregations that showed a hunger-related video as part of a long-term emphasis or initiative are significantly more likely to give to WHA than those who only showed a video once without any other activities, and even more likely to give than those who did not show any videos at all. Note that in this situation, we only look at the relative change in giving patterns in each activity category. Because so few congregations showed a hunger video at all in 1998, not showing a hunger video is not a predictor of not giving to WHA.

Considering all the hunger awareness activities, congregations that included hunger information in church newsletters, created a bulletin board, showed a hunger-related video, included hunger concerns in worship, and involved children and youth in hunger

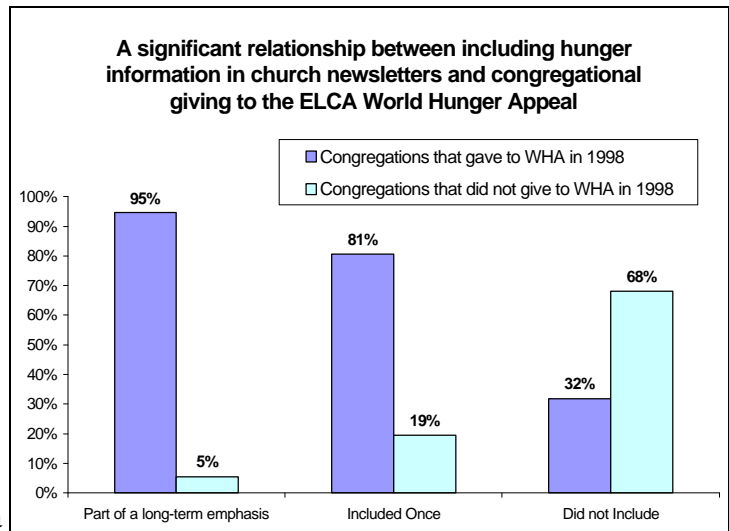


Figure 8

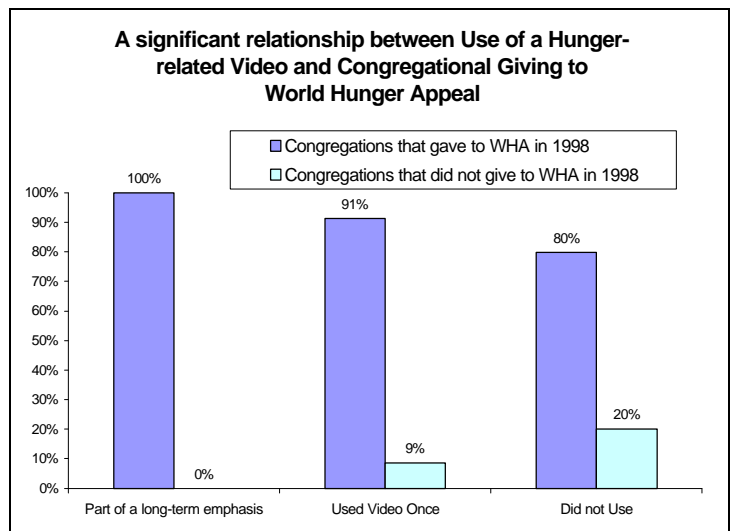


Figure 9

activities were significantly more likely to give to WHA than those congregations that did not conduct those activities.

Congregations that included one or more of those activities as part of a long-term emphasis or initiative were, in general, significantly even more likely to give to WHA (figure 10).

We also see strong inter-item correlations with the use of hunger awareness activities among congregations in the highest giving category³. Congregations who give the highest proportion of their total expenditures to World Hunger are very likely to use a combination of activities as part of a long-term emphasis as compared to congregations that don't give anything to World Hunger.

Use of Hunger/Disaster Resources

Almost all of the resources listed in question six positively correlated to some degree with giving to the ELCA World Hunger Appeal. Where correlations did not occur was most likely a factor of overall low use of a particular resource. Figure eleven lists those resources that correlate positively with giving to WHA (as opposed to not giving). Note that overall use of resources varies widely (see "Frequencies" in Appendix 1 and page 2 of this section) so that non-use of resources does not necessarily correlate with non-giving.



Figure 10

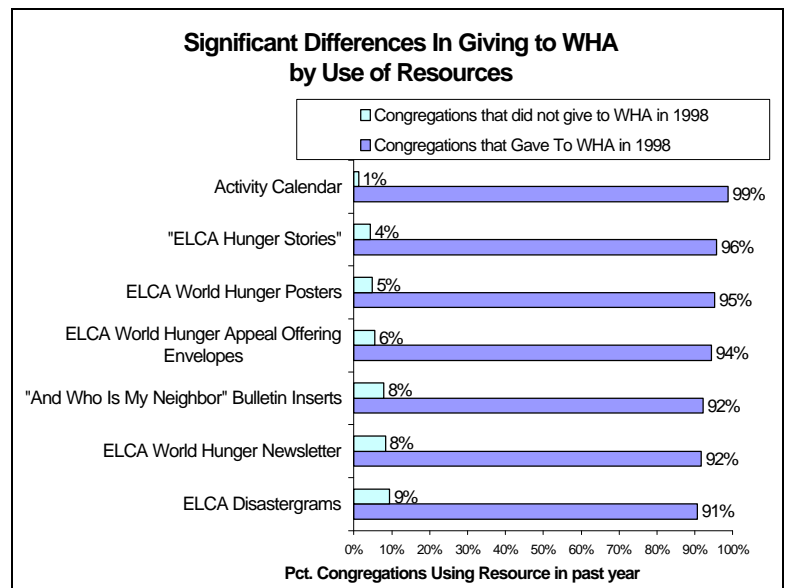


Figure 11

³ Considering only the items in question 2 (hunger awareness activities), congregations in the highest giving category have 73 items that positively and significantly (at the 0.01 level) inter-correlate, with r-values (Pearson correlation coefficient) ranging from .216 (a very weak correlation) to .612 (a very strong correlation – between discussing hunger issues and the use of hunger videos). Congregations that did not contribute anything had only 43 items that positively and significantly inter-correlate with r-values ranging from .250 to .681 – the correlation between speaking about World Hunger and speaking about Lutheran World Relief (perhaps as much as an indicator of the confusion between the two organizations as it is a measure of the actual degree of correlation between the two activities).

Fewer resources significantly and positively correlate with higher levels of giving. Congregations that have used many of the World Hunger print materials (newsletter, Hunger Stories, Posters, Disastergrams) at least once in the past year are significantly more likely to give to WHA at higher levels than those who haven't (figure 12).

Correlation with Other Designated Giving Opportunities

We asked the congregations if they had given money to other national hunger or disaster organizations in 1998. One hypothesis is that congregations that do not give to World Hunger Appeal are contributing to other organizations. Our findings do not support that hypothesis. In fact, congregations that give to WHA are significantly more likely than those who don't give to WHA to give also to Lutheran World Relief, Bread for the World, Church World Service, and Heifer Project International. The strongest correlation was with Lutheran World Relief. Giving to WHA also strongly (and positively) correlated with giving to ELCA Domestic Disaster Response and/or to the ELCA International Disaster Response.

Differences in Reasons for Giving To ELCA World Hunger Appeal

Of the seven possible reasons for giving to WHA in question four, "Because of our tradition of contributing to ELCA World Hunger" is the most significant predictor of levels of giving. Of those congregations who say that tradition is a very important reason for giving to WHA, 70 percent are in the top half of congregational giving as compared to 21 percent of those congregations who say that tradition is not at all important (figure 13).

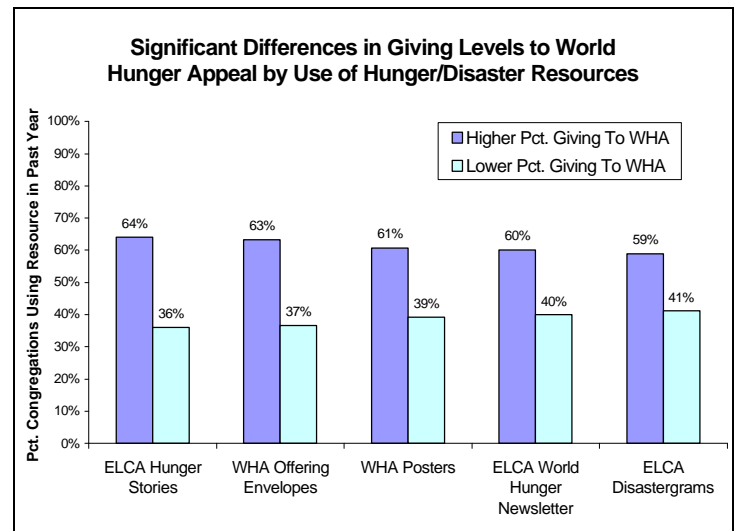


Figure 12

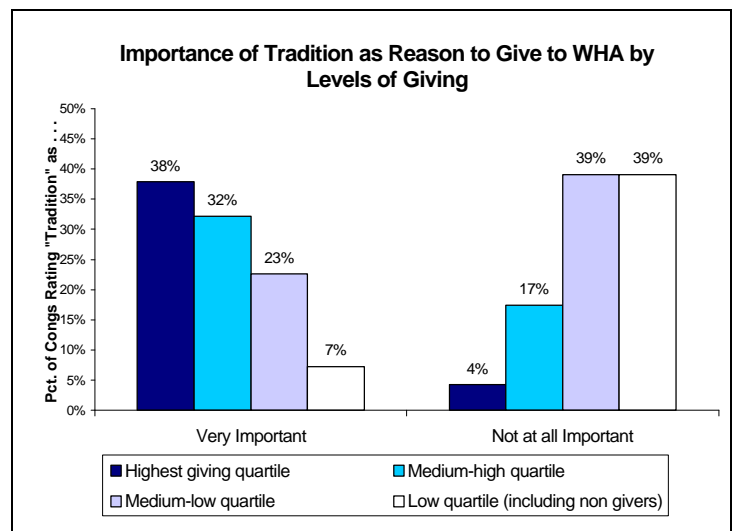


Figure 13

Congregations that indicate that lay member advocacy is a very important reason they give to WHA are significantly more likely to give at higher levels than those who say it's not at all an important reason. This difference, however, is not quite as distinct as the difference we see with the tradition reason, above.

Hunger-Related Community Service

Is there any correlation between community hunger outreach and congregational giving to World Hunger? We find that congregations that participated in the community service activities listed at right (figure 14) are significantly more likely to give to WHA than those that didn't participate. For example, 97 percent of those congregations that directly participated in a "Meals on Wheels" program also contributed to WHA in 1998, compared with only 87 percent of those that didn't directly participate in a "Meals on Wheels" program in 1998. Figure fourteen lists the other services in which significant differences existed between those who participated and those who didn't.

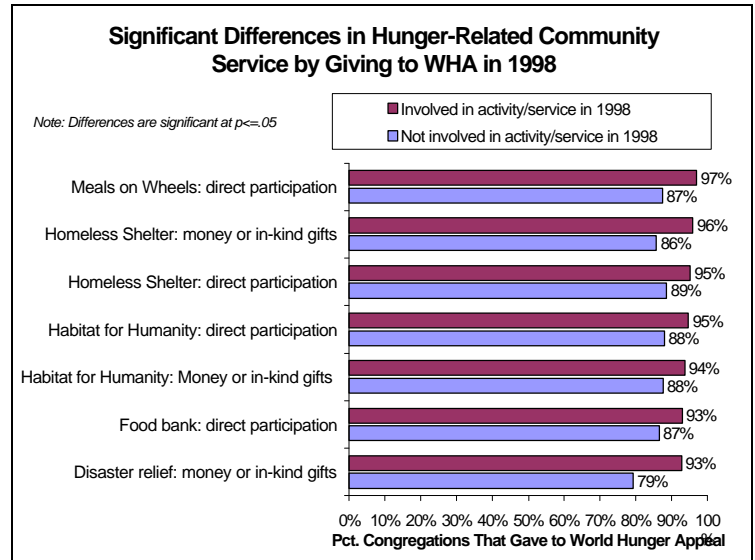


Figure 14

INDIVIDUAL DONOR QUESTIONNAIRE

World Hunger Appeal Evaluation

Executive Summary

- Hearing speakers talk about ELCA World Hunger and local hunger organizations are the most commonly used hunger awareness activities for individuals who donate directly to ELCA World Hunger.
- The ELCA Hunger Newsletter and the World Hunger Bulletin inserts were the most commonly used resources by individual donors to ELCA World Hunger.
- Of those individual donors who had seen it, almost all said that the ELCA Hunger Newsletter was helpful in terms of informing them about hunger or disaster resources.
- Individual donors are most likely to contribute to the ELCA World Hunger Appeal as a response to a recent disaster or crisis or because of their tradition of giving through the ELCA World Hunger Appeal.
- Donors who gave higher amounts to the ELCA World Hunger Appeal were significantly more likely to indicate that their awareness of the level of administrative costs for the Appeal and their tradition of giving to the Appeal were important reasons for giving to the World Hunger Appeal than donors who gave lower amounts.

Process and Methods

As a part of the World Hunger Appeal evaluation, we fielded questionnaires to a sample of 1,000 ELCA members who had made financial contributions to the World Hunger Appeal. These donors had contributed directly to the World Hunger Appeal without (or in addition to) giving through their congregation or synod. After a reminder postcard and a second full mailing, we reached a final response rate of 61 percent. While a bit low, this rate is in the acceptable range and not uncharacteristic of a response rate from a diverse population such as this one.

The questionnaire was designed to measure this respondent group's use of hunger-related resources and activities and determine any correlation between resources or activities and higher levels of giving to the World Hunger Appeal. The individual donor questionnaire closely resembled the questionnaire used to measure congregational use of hunger-related resources and activities. However, because of the different units of analysis of these two questionnaires (i.e., congregation and individual), responses to similar questions on the two questionnaires probably shouldn't be compared. See appendix 3 for the frequencies for this questionnaire.

Individual Donor Questionnaire Findings

Hunger Awareness Activities

Among those individuals who donated directly to the World Hunger Appeal, just under a third heard a speaker talk about the ELCA World Hunger program at least once in the past year – the most frequently used hunger awareness activity among those listed. The next most frequent activity was hearing a speaker from a local hunger organization, an activity that 30 percent of the respondents did at least once in the last year (figure 1).

Notably, of the top five activities, all are passive forms of learning – except for the fifth most frequently used activity: 22 percent made a quilt for Lutheran World Relief at least once in the past year .

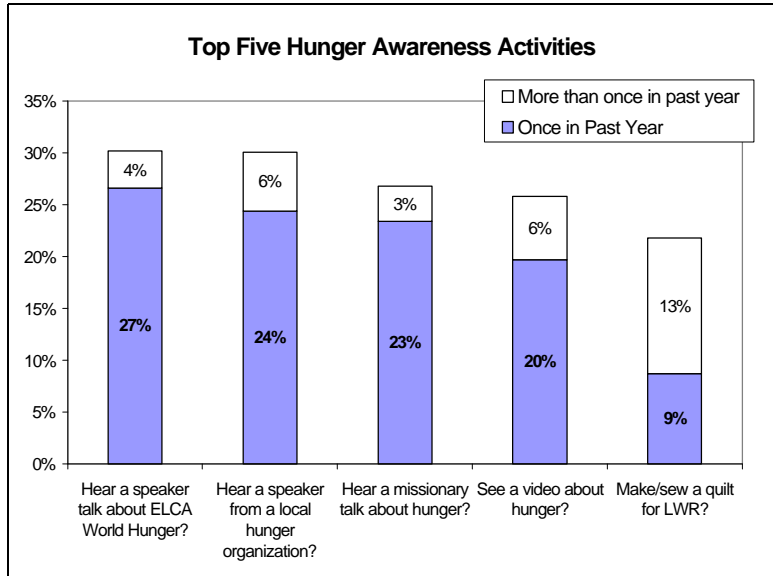


Figure 1

Use of Hunger Resources

Just under 40 percent of respondents remembered seeing the ELCA World Hunger Newsletter in the past year. Just slightly less had seen the World Hunger bulletin inserts. Since either the newsletter or a bulletin insert is most commonly included with a gift acknowledgement, a similar level of recognition makes sense for these resources. Less than five percent had seen the “Real Meal Deal” or the ELCA World Hunger Appeal web pages (figure 2).

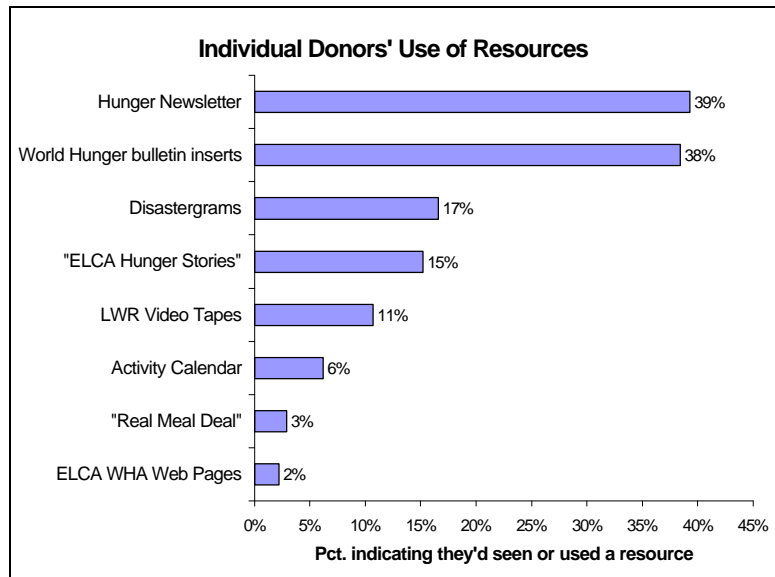


Figure 2

Helpfulness of Hunger Resources

Of those who have seen it, the ELCA World Hunger Newsletter was rated as at least somewhat helpful (a 1 or a 2 on a 5-point scale) by 91 percent of the respondents (85 percent rated it as “very helpful”) (figure 3).

Why do donors choose the ELCA World Hunger Appeal?

Donors to the ELCA World Hunger Appeal have many choices in their designated giving opportunities. In an attempt to determine what distinguishes the World Hunger program from other hunger-related charities, we asked respondents to rate seven possible reasons for giving to World Hunger on a five-point scale (1 is “very important”; 5 is “not at all important”). We acknowledged a theological reason in the directions (“we respond to God’s love by responding to the needs of others”), but listed only non-theological reasons for choosing the ELCA World Hunger Appeal (figure 4).

The most important reason listed for contributing to the World Hunger Appeal was as a response to a recent disaster or crisis, rated as a 1 or a 2 by 89 percent of the respondents. Following that reason, another 71 percent listed their tradition of giving to the World Hunger Appeal as a 1 or a 2 (indicating very or somewhat important).

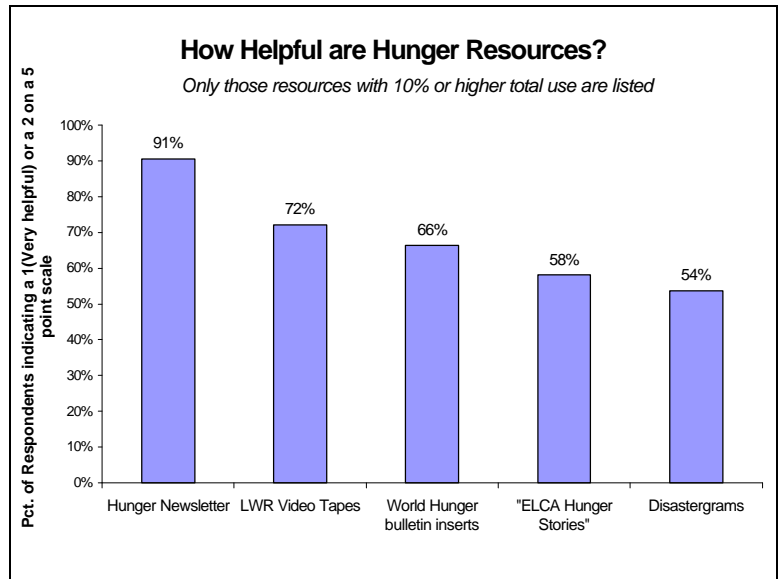


Figure 3

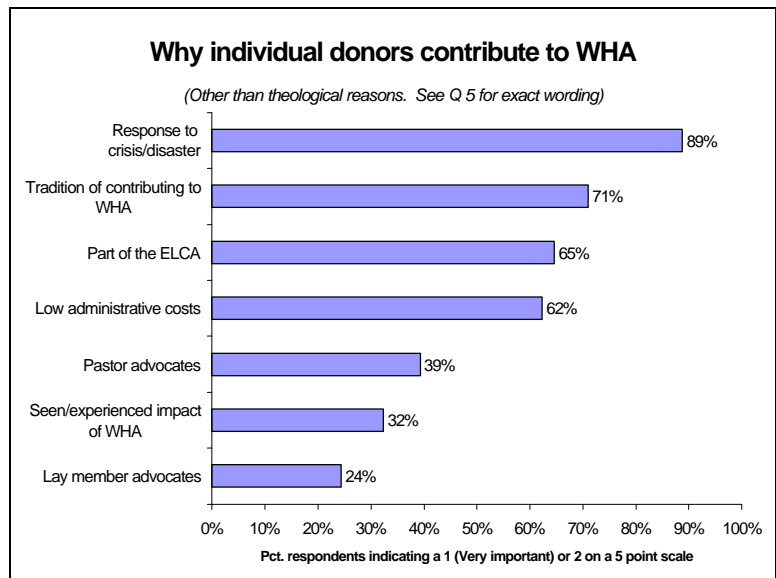


Figure 4

Differences between high-level donors and low-level donors

After dividing all respondents into four categories based on the amount of their total giving to WHA in 1998, we found that few differences exist between all four groups. For the most part, we found no differences in the way respondents learn about hunger, or their use of resources.

The only differences we saw were in the responses to the question of why they chose the World Hunger Appeal. Those who said that their awareness of the level of World Hunger Appeal administrative or fund-raising costs was a very important or important reason had significantly higher levels of giving than those who said this reason was less important. Similarly, those who said that tradition was a very important or important reason had significantly higher levels of giving than those who said this reason was less important.

Conversely, those who said that the advocacy of a lay member and those who said that the advocacy of their pastor were very important or important reasons had significantly lower levels of giving to World Hunger than those who said they were less important.

Mean individual donations to World Hunger Appeal by importance of reasons to contribute to World Hunger Appeal.

| <i>Note: Differences within rows are significant at the 0.05 level.</i> | Very Important or Important (1 or 2 on scale) | Neutral to Not at all Important (3 - 5 on scale) |
|---|--|---|
| Awareness of level of WHA administrative costs | \$210 | \$114 |
| Tradition | \$197 | \$115 |
| Lay member a WHA advocate | \$95 | \$172 |
| Pastor a WHA advocate | \$86 | \$182 |

Figure 5

WORLD HUNGER APPEAL EVALUATION

Focus Group Report

Process

In September of 1999, focus groups were held in Eagan, Minnesota and New York City. Selected congregations in those areas were invited to bring two or three members to the groups for conversations about their congregation's hunger ministries. Despite the very different settings for the groups, key themes emerged from both.

I. General Hunger Ministry Themes

- **Local hunger ministries take center stage**

When asked about congregational hunger ministries, most focus group participants turn immediately to stories about local canned food drives, the community food shelf, and meal sites. In many cases, these ministries are inter-denominational or community service projects, and in many cases congregations involve their children/youth in collecting the canned foods or other in-kind gifts. While participants may still mention global hunger ministries, particularly the ELCA World Hunger program, the first response is to talk specifically about local hunger projects.

- **Lay people and pastors support hunger ministries**

Participants were unable to determine if pastoral or lay leadership was more important in advocating for hunger ministries within a congregation. Most agreed that both lay members and pastors needed to be supporters of hunger ministries within the congregation. Many participants believed that support for hunger ministries was so much a part of their congregation's identity that participation in hunger ministries was a shared value among congregation members.

"I think there's always been a wide concern in our church. In fact, that's one thing that was brought up by new members when they join is, they wanted to join our church because they saw our church as not being focused just on people in our congregation but focused on our greater community and on the whole world."

II. Support for ELCA World Hunger

Participants at the focus groups spoke very favorably of the ELCA World Hunger. In particular, they spoke favorably about:

- **Congregational history with World Hunger**

Many participants talked about a lengthy congregational history or "tradition" with World Hunger. They valued their relationship with WH because it allowed them to "do things we couldn't do alone." When asked why the ELCA World Hunger program was important, one participant explained:

"When one part of the body hurts, everyone suffers . . . My health and wholeness is not complete."

- **Low administrative costs for World Hunger program**

In each group, participants volunteered that their support of ELCA World Hunger is, at least in part, favorably impacted by the low administrative costs for the program. Participants talked about their high degree of trust and confidence in WH and described this confidence as an asset that made it easier to communicate the need to support WH to their congregation.

However, participants also raised two problem areas:

- **Confusion with other hunger/disaster programs**

Participants appeared somewhat confused between the ELCA World Hunger program and other Lutheran hunger and disaster programs. Particularly, participants appeared confused or actually mentioned confusion with Lutheran World Relief, Lutheran World Federation, and Lutheran Disaster Responses. More commonly, participants combined aspects or programs of the above organizations all under the perceived umbrella organization, “ELCA World Hunger” (for example, referring to LWR’s support of the Equal Exchange coffee program as “your coffee project”).

When questioned about the impact of this confusion, responses were mixed. Some participants would like to more information in order to clarify the differences between these organizations. Others appeared less interested in the distinctions, commenting that an affiliation with the ELCA or the Lutheran church was like a “seal of approval” and that was sufficient for them.

- **Lack of interest in /reluctance to support advocacy efforts**

While participants showed general enthusiasm for almost all aspects of the ELCA World Hunger Program, many were less enthusiastic about advocacy efforts. This lack of enthusiasm might relate to a lack of interest and/or a general discomfort with advocacy efforts, although the exact reason was unclear. A few expressed the opinion that direct aid was easier to communicate to congregations, but “lobbying” efforts were “hard to understand.”

“We [the congregation] don’t seem to get too politically involved. And I don’t know if that’s good or bad. It’s just the way we are.”

III. What encourages congregation members to contribute to hunger ministries?

Participants were asked what factors help build support for hunger ministries within their congregations. They responded:

- **A crisis or disaster that’s in the news**

Giving to World Hunger or other organizations is a way for people to respond to tragic situations outside their frame of reference or control.

- **A personal connection**

Participants described hunger efforts that had gone well because an individual from the organization or a recipient/client of hunger or disaster organizations had spoken to their

congregation and had developed a personal connection. Anything that can help build that personal connection, such as videos, will help.

- **More communication of World Hunger's low administrative costs**
Some congregation members appear to be leery of giving to non-local organizations because they cannot tell how their contributions are being used. These participants encouraged even more communication of this unique asset of the World Hunger program.
- **Visual (Print) Materials**
Participants felt that print materials, particularly posters and those that could be dropped into church newsletters or bulletins were helpful.

WORLD HUNGER APPEAL EVALUATION Review of Parochial Data

The ELCA Office of the Secretary distributes and collects annual parochial reports from ELCA congregations every year. Information collected on this form includes annual membership data and financial data. Of particular interest in the evaluation of the World Hunger Appeal is the information collected on congregational giving to the World Hunger Appeal.

Since 1991, the parochial reports ask about a congregation's disbursements to "ELCA World Hunger Appeal – Disaster Response." While this combined category officially fits within the purview of the World Hunger Appeal, it is also possible that congregations include in this line their contributions to other related disaster and hunger organizations, such as Lutheran World Relief and Lutheran Disaster Response. Nevertheless, we assume for this report that this figure does represent a congregation's contribution to the World Hunger Appeal (WHA). We should also note that these are self-reported figures; actual money coming into WHA may be, and probably is, different.

In 1998, 7,189 congregations (or 66%) contributed at some level to the ELCA World Hunger Appeal, resulting in a total amount of \$12,472,066⁴. From 1991 to 1995, 14 synods showed increases in the number of congregations contributing to WHA; from 1995 to 1998, 47 synods showed increases in the number of congregations contributing to WHA.

Overall Number of Congregations Contributing to WHA

Figure one, at the right, depicts the percentage of all ELCA congregations giving to World Hunger Appeal from 1991 until 1998. Note the peak in 1992 and the lowest point in 1996 – this pattern is repeated in the next graphs.

Levels of Giving, 1991-1998

In order to make comparisons between years, we need to adjust for inflation. Figures two and three represent the adjusted mean (or average) giving to WHA and the adjusted total giving to WHA, respectively, for the years 1991 through 1998, in 1991 dollars.

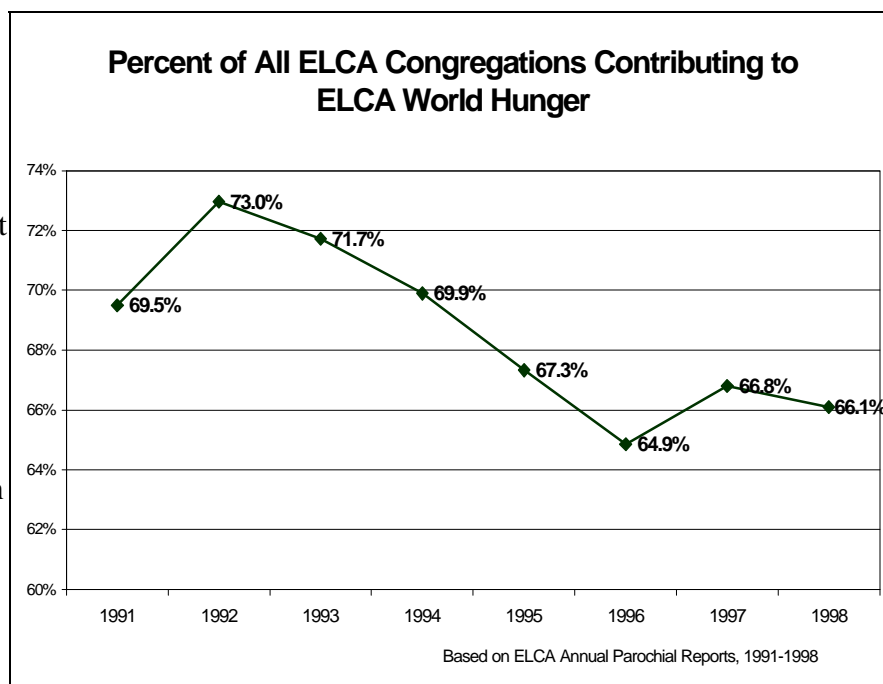


Figure 1

Interestingly, the mean contributions to WHA peaked in 1992 as did the number of congregations giving to WHA, even though

⁴This does not include the amounts that individuals contribute to ELCA World Hunger Appeal without going through their congregations.

using the mean contribution should control for the number of congregations giving to WHA that year. Similarly, the mean contributions to WHA reached a low point in 1996 as did the total number of congregations giving that year.

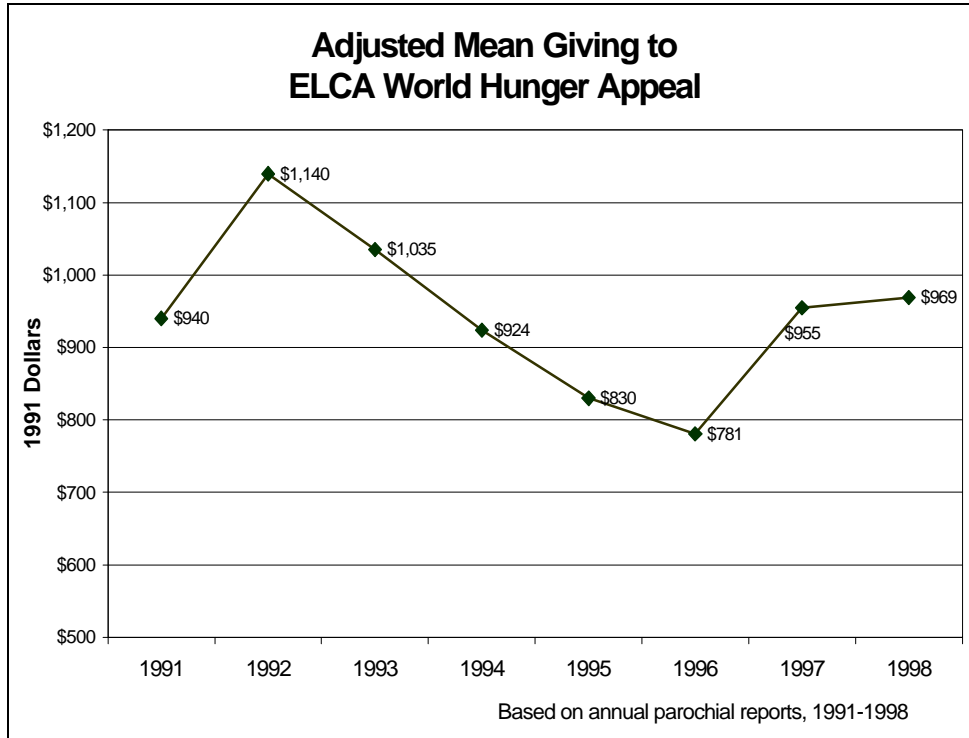


Figure 2

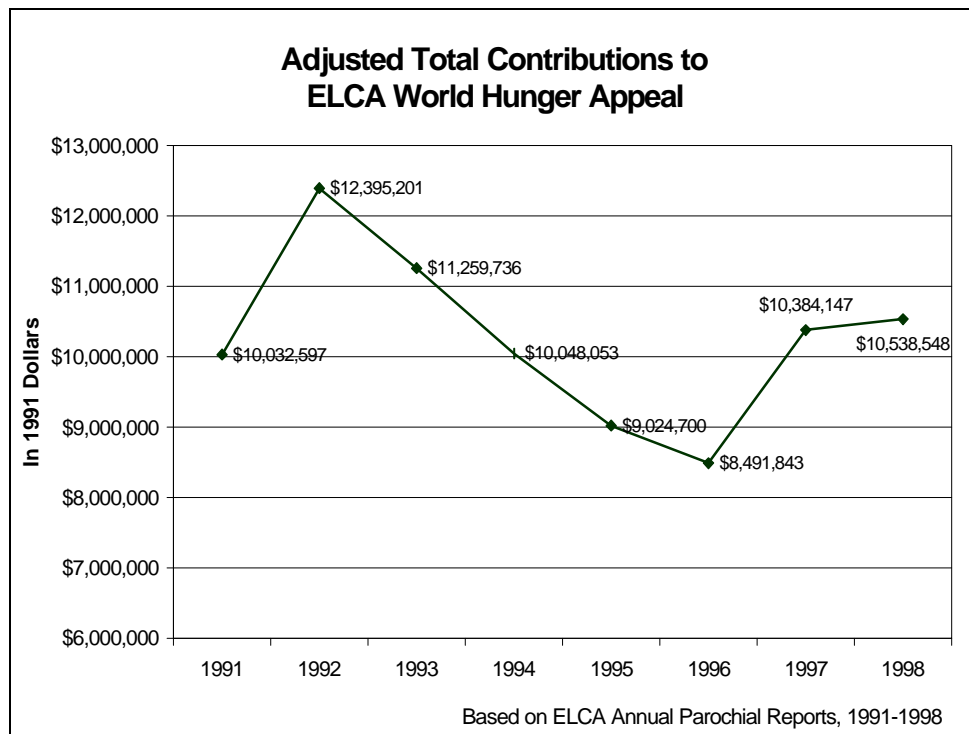


Figure 3

Impact of Size of Congregations

Does the size of the baptized membership make a difference in the number of congregations that contribute to ELCA World Hunger Appeal? Figure four graphically displays the different percentages of congregations in each of seven baptized membership size categories. The number of baptized members in a congregation does make a difference in how many congregations contribute, at least up to congregations with 500 members. Congregations in the lowest baptized membership group are not as likely to contribute as those in the next highest group, and they are not as likely to contribute as those in the next highest group. The four highest groups (congregations with more than 500 members) are much closer to each other in the percent of congregations in each group contributing to WHA.

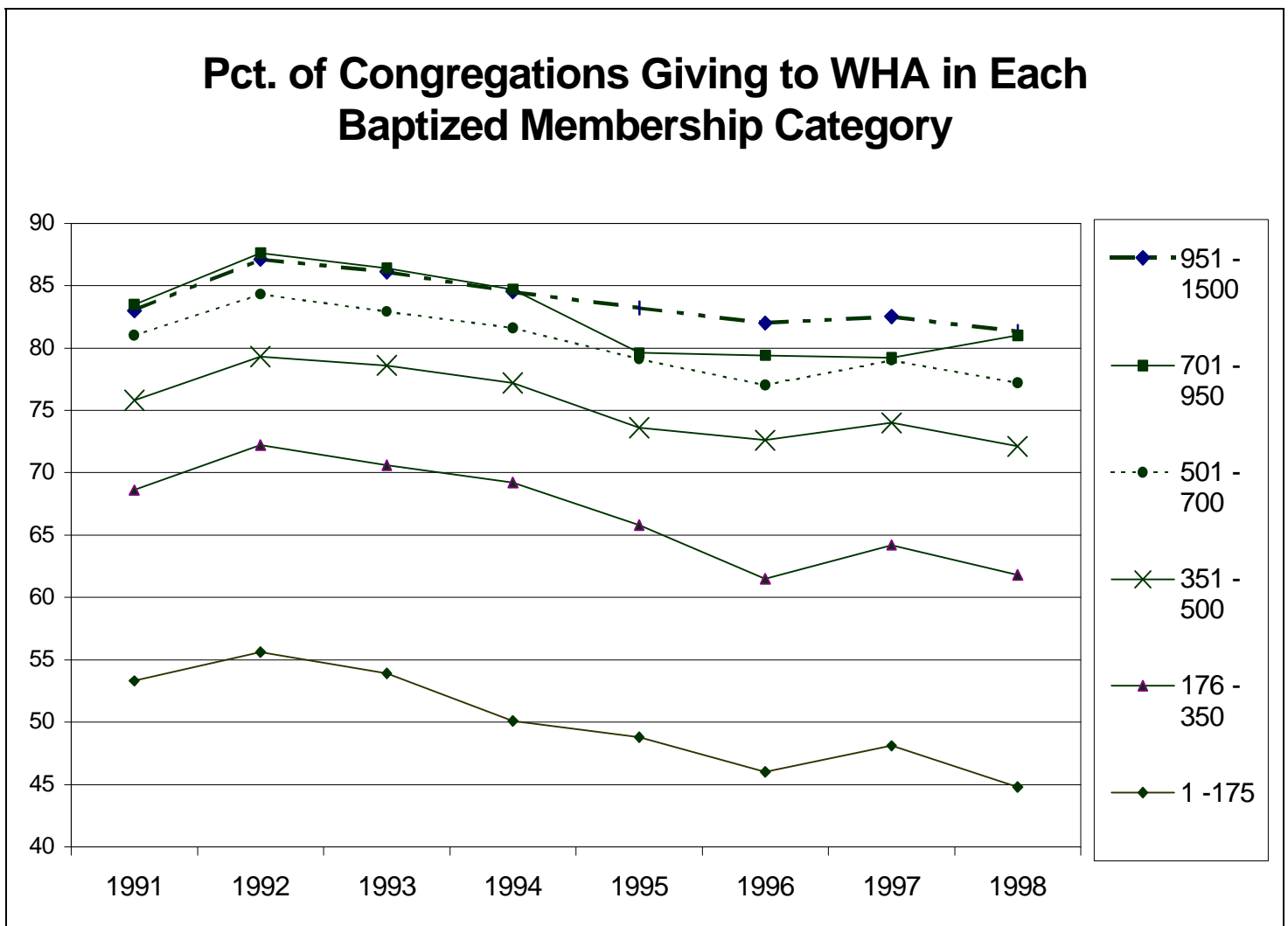


Figure 4

Differences by Region

Figures five and six show the differences in the mean giving and total giving to ELCA World Hunger Appeal (again, adjusted for inflation) by region for four years: 1992, 1994, 1996, 1998.

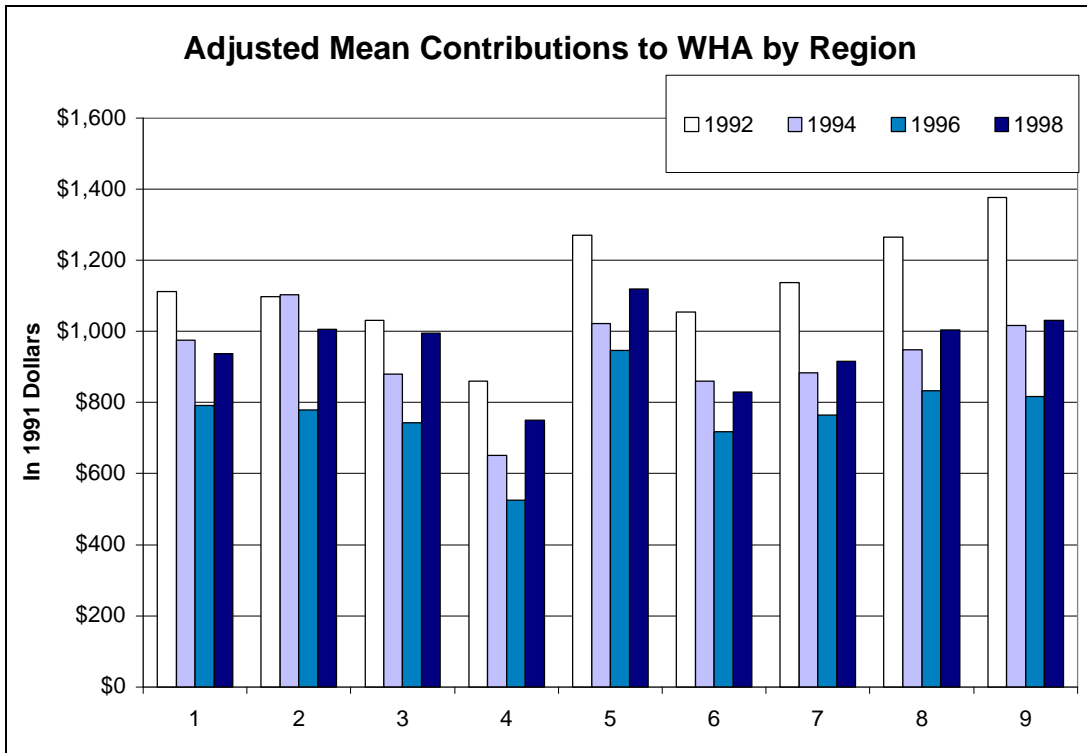


Figure 5

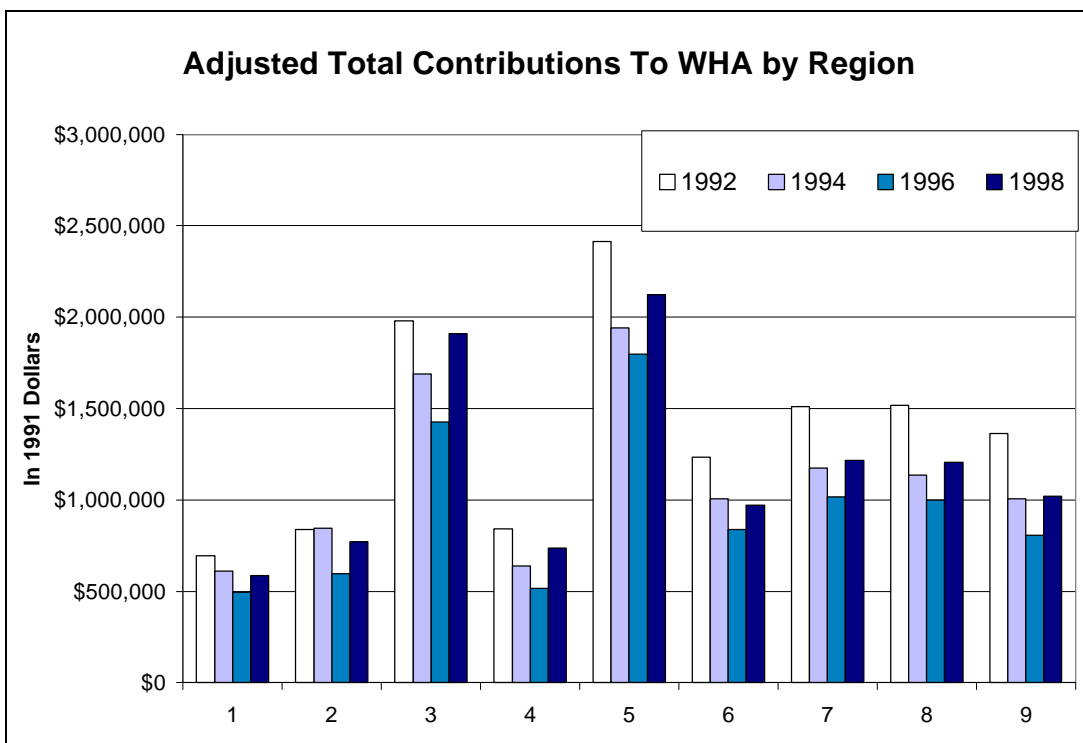


Figure 6

**ELCA World Hunger Appeal
Congregation Questionnaire
Frequencies (n=580; 73% Response Rate)**

For this questionnaire, please **completely** fill in the circle (●) instead of marking a ✓ or ✗ in or on top of the circles. Add an extra page if you wish to make comments on any question. **Thanks!**

1. Consider whether or not your congregation was involved in any of following hunger-related activities in **1998**. If so, fill in the appropriate circle to indicate if this involvement was through financial support/in-kind donations (canned goods, clothing, health kits) and/or directly participating in a “hands-on” activity. Fill in the “not applicable” circle for those activities your congregation did not support.

| | <u>We provided financial assistance/in-kind donations</u> | <u>We directly participated</u> | <u>Not Applicable</u> |
|---|---|-------------------------------------|---------------------------|
| a. Supporting a food pantry/food bank | 81.4% | 50.2% | 4.0% |
| b. Supporting Habitat for Humanity | 34.5 | 26.7 | 44.0 |
| c. Supporting a homeless shelter | 39.1 | 18.3 | 44.5 |
| d. Supporting a transitional housing program | 21.7 | 7.4 | 60.0 |
| e. Supporting a Meals on Wheels program | 17.6 | 23.4 | 56.7 |
| f. Providing meals for senior citizens | 10.9 | 16.9 | 61.6 |
| g. Supporting disaster relief or rebuilding efforts | 77.1 | 20.9 | 10.0 |

2. Consider whether or not your congregation used any of the following hunger-related informational and educational opportunities in **1998** to provide information about hunger or disaster issues. If so, fill in the appropriate circle to indicate if this was a “one-time” (or limited time) program or if this was part of a long-term emphasis or initiative. Fill in the “not applicable” circle for those activities your congregation did not conduct.

| | <u>One-time or limited time program</u> | <u>Part of a long-term emphasis or program</u> | <u>Not Applicable</u> |
|---|---|--|---------------------------|
| a. Included world hunger information in church bulletins or newsletters | 48.5% | 47.6% | 3.9% |
| b. Created a display/bulletin board of world hunger information | 31.0 | 25.1 | 43.9 |
| c. Showed a video, such as Mosaic, about hunger- or disaster-related issues | 29.7 | 8.6 | 61.8 |
| d. Engaged in a bible study on hunger-related issues | 22.8 | 7.1 | 70.1 |
| e. Hosted a speaker from a community hunger-related organization | 20.5 | 8.0 | 71.5 |
| f. Hosted a speaker to talk about the ELCA World Hunger program | 5.7 | 3.2 | 91.1 |
| g. Hosted a speaker to talk about Lutheran World Relief | 7.6 | 3.9 | 88.5 |
| h. Hosted a speaker to talk about national/global hunger-related issues (from Bread for the World, for example) | 7.9 | 2.6 | 89.5 |
| i. Engaged in intentional discussions about hunger-related issues, such as the proposed <i>ELCA Statement on Economic Life</i> or welfare reform. | 18.7 | 6.6 | 74.7 |
| j. Included hunger-related topics in worship, such as in a sermon, a skit, or in the prayers. | 48.1 | 34.1 | 17.8 |
| k. Wrote letters to local, state, or national political leaders about a hunger or poverty-related issue(s) | 12.4 | 8.8 | 78.8 |
| l. Involved children or youth in a hunger- or disaster-related activities or discussions. | 42.0 | 25.5 | 32.5 |
| m. Hosted a speaker or provided information about your synod’s companion synod program. | 19.5 | 9.7 | 70.8 |
| n. Hosted a missionary or former missionary to talk about international hunger or disaster related issues. | 18.6 | 8.0 | 73.4 |

3a. In 1998, did your congregation make a contribution to the ELCA Domestic Disaster Response and/or to the ELCA International Disaster Response?

75.4% Yes 12.6% No 11.9% I don't know

3b. In 1998, did your congregation make a contribution to the ELCA World Hunger Appeal?

84.6% Yes → Continue to question 4 9.6% No → Skip to question 5 5.7% I don't know → Skip to question 5

4. As individuals and in our congregations, we respond to God's love by responding to the needs of others. However, congregations have many different choices for their designated giving beyond congregational expenses. Please rate the importance of the following possible reasons why **your** congregation contributes to the ELCA World Hunger program.

| | Very Important | | | | Not at all Important |
|---|----------------|----------|----------|----------|----------------------|
| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| a. In response to a recent disaster or crisis | 54.4% | 23.6% | 15.0% | 4.9% | 2.1% |
| b. Because of our tradition of contributing to ELCA World Hunger | 36.9 | 29.4 | 19.0 | 10.0 | 4.8 |
| c. Because our congregation has seen or experienced the impact of the ELCA World Hunger program | 3.7 | 9.1 | 25.1 | 32.4 | 29.8 |
| d. Because a congregation member or members (not the pastor) advocates . . . for ELCA World Hunger | 13.3 | 22.7 | 26.1 | 22.9 | 15.0 |
| e. Because this congregation's pastor(s) advocates for ELCA World Hunger . . . | 22.8 | 34.5 | 23.2 | 12.1 | 7.3 |
| f. Because our synod bishop/staff member, or a synod resource person advocates for ELCA World Hunger | 6.4 | 12.4 | 24.9 | 30.1 | 26.2 |
| g. Because the World Hunger program is a part of the ELCA | 21.6 | 30.7 | 27.5 | 11.4 | 8.9 |

5. In 1998, did your congregation financially support any of these hunger or disaster relief organizations?

(Mark all that apply)

| | | | | | |
|-------|-------------------------------|------|------------------------------|-------|--------------|
| 11.7% | Bread for the World | 2.2% | Food for the Hungry | 16.0% | Red Cross |
| 34.7 | Church World Service/C.R.O.P. | 16.7 | Heifer Project International | 7.4 | World Vision |
| 2.2 | Feed the Children | 72.9 | Lutheran World Relief | 15.5 | Other |

6. Please read through the following list of hunger-related resources. If you've read or used an item in the last year or so, please fill in the circle next to that item. Then, for all those items you've marked, rate how helpful they were in terms of informing your congregation about hunger or disaster issues. If you don't know or can't remember, just fill in the last circle.

| | We've used <u>this resource</u> | Very Helpful | | | | Not very Helpful |
|---|------------------------------------|--------------|----------|----------|----------|------------------|
| | | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| a. ELCA World Hunger Newsletter | 67.8% | 31.6% | 31.6% | 27.0% | 6.3% | 3.5% |
| b. Disastergrams | 57.4 | 46.7 | 29.2 | 16.4 | 4.0 | 3.7 |
| c. "Hunger: A 40-Day Journey" (Activity calendar) . . . | 14.5 | 20.9 | 19.1 | 29.6 | 13.9 | 16.5 |
| d. "World Turtle" video tapes (Lutheran World Relief) 4.1 | 4.1 | 13.0 | 18.5 | 18.5 | 20.4 | 29.6 |
| e. ELCA World Hunger Appeal offering envelopes . . . | 53.6 | 43.9 | 27.3 | 16.9 | 6.1 | 5.8 |
| f. ELCA World Hunger Appeal posters | 57.9 | 24.6 | 35.7 | 26.3 | 9.4 | 4.0 |
| g. "ELCA Hunger Stories" | 32.1 | 22.2 | 31.6 | 26.2 | 10.7 | 9.3 |
| h. "And Who is My Neighbor?" bulletin inserts | 38.1 | 24.9 | 34.7 | 24.9 | 9.0 | 6.5 |
| i. "Real Meal Deal" event planning guide | 5.0 | 7.4 | 13.0 | 20.4 | 18.5 | 40.7 |
| j. ELCA World Hunger Appeal web pages | 7.6 | 17.6 | 28.4 | 14.9 | 13.5 | 25.7 |
| k. ELCA Disaster Response offering envelopes | 29.3 | 35.5 | 28.8 | 20.0 | 6.0 | 10.5 |

**Response Rates for World Hunger Appeal Congregational Questionnaire:
Representation of Population by Sample**

Table 1

| Giving Quartiles | Mailing Sample | Response Sample |
|--------------------------|-----------------------|------------------------|
| 1: No Giving to WHA | 25% | 20.9% |
| 2: Medium-Low | 25% | 25.2% |
| 3: Medium-High | 25% | 25.7% |
| 4: High Levels of Giving | 25% | 28.3% |

Table 2

| Region | Population | Response Sample (n=580) | Baptized Membership Categories | Population | Response Sample (n=580) |
|---------------|-------------------|------------------------------------|---|-------------------|--|
| 1 | 5.8% | 6.6% | 1 (Very Small) | 26.2% | 21.2% |
| 2 | 7.0% | 6.9% | 2 | 26.9% | 24.5% |
| 3 | 17.6% | 16.9% | 3 | 14.9% | 18.1% |
| 4 | 9.0% | 8.4% | 4 | 11.9% | 14.1% |
| 5 | 17.5% | 18.6% | 5 | 8.0% | 9.8% |
| 6 | 10.7% | 10.9% | 6 | 7.1% | 7.9% |
| 7 | 12.1% | 11.7% | 7 (Very Large) | 4.3% | 4.3% |
| 8 | 11.1% | 10.9% | | | |
| 9 | 9.2% | 9.1% | | | |

Individual Donor Questionnaire Frequencies
61% Response Rate (n=580)

1. Consider the following hunger-related activities. If you were *personally* involved in any of the following activities in the last year or so, indicate if your involvement was through financial contributions/in-kind donations (such as canned goods or clothing) and/or directly participating in a “hands-on” activity (such as building homes or delivering meals). You may fill in both circles if both apply. Fill in the “not applicable” circle if you weren’t involved in an activity in the past year or so.

| | <u>I contributed financial assistance/in-kind donations</u> | <u>I directly participated</u> | <u>Not Applicable</u> |
|--|---|------------------------------------|---------------------------|
| a. Supporting a food pantry/food bank | 78.4% | 20.5% | 8.6% |
| b. Supporting Habitat for Humanity | 44.0 | 8.3 | 39.1 |
| c. Supporting a homeless shelter or housing program | 38.1 | 8.6 | 40.0 |
| d. Providing meals for home-bound senior citizens | 14.1 | 10.3 | 57.2 |
| e. Supporting disaster relief or rebuilding efforts | 80.0 | 2.9 | 9.1 |
| f. Supporting an ELCA missionary or missionary program | 45.9 | 2.4 | 35.7 |
| g. Supporting a local CROP walk (note on 1g: walking would be “directly participating”) | 26.7 | 7.2 | 51.4 |

2. Consider the following hunger-related informational and educational opportunities. If you *personally* participated in any of these activities in the last year or so, fill in the appropriate circle to indicate if you participated only once in this activity or if you participated more than once. Fill in the “not applicable” circle for those activities in which you did not participate.

| In the past year, did you <i>personally</i> . . . | <u>Once in the past year</u> | <u>More than once</u> | <u>Not Applicable</u> |
|---|----------------------------------|-----------------------|---------------------------|
| a. Write or provide information on world hunger to be included in your congregation’s newsletter or bulletin? | 6.1% | 5.9% | 88.1% |
| b. Create a display/bulletin board of world hunger information for your congregation? | 4.2 | 2.8 | 93.0 |
| c. See a video, such as Mosaic, about hunger- or disaster-related issues? | 19.7 | 6.1 | 74.2 |
| d. Speak/make a presentation to a group about hunger or disaster issues? | 4.7 | 3.6 | 91.7 |
| e. Hear a speaker from a community (local) hunger-related organization? | 24.4 | 5.7 | 69.9 |
| f. Hear a speaker talk about the ELCA World Hunger program? | 26.6 | 3.6 | 69.8 |
| g. Hear a speaker talk about national/global hunger- related issues (from Bread for the World, for example)? | 16.8 | 4.9 | 78.3 |
| h. Participate in a bible study (including as a leader) on hunger-related issues? | 12.2 | 2.4 | 85.4 |
| i. Lead a bible study on hunger-related issues? | 2.9 | 1.6 | 95.5 |
| j. Participate in intentional discussions or forums about hunger-related issues, such as the proposed <i>ELCA Statement on Economic Life</i> or welfare reform? | 5.2 | 2.4 | 92.5 |
| k. Write letters to local, state, or national political leaders about a hunger or poverty-related issue(s) | 9.3 | 4.5 | 86.2 |
| l. Teach or engage children or youth in hunger- or disaster-related activities or discussions? | 7.2 | 5.0 | 87.8 |
| m. Participate in activities or hear a presentation related to your synod’s companion synod program? | 14.5 | 2.8 | 82.7 |
| n. Heard a missionary or former missionary talk about international hunger or disaster related issues? | 23.4 | 3.4 | 73.2 |
| o. Make/sew a quilt, either by yourself or in a group, for Lutheran World Relief? | 8.7 | 13.1 | 78.2 |

