



Anglican Diocese
of Toronto
Church Growth
Statistics –
Pandemic Edition

High Level Observations

People pivoted quickly to on-line forms of worship

Number of givers declined by 4%

Overall giving declined 4.2%

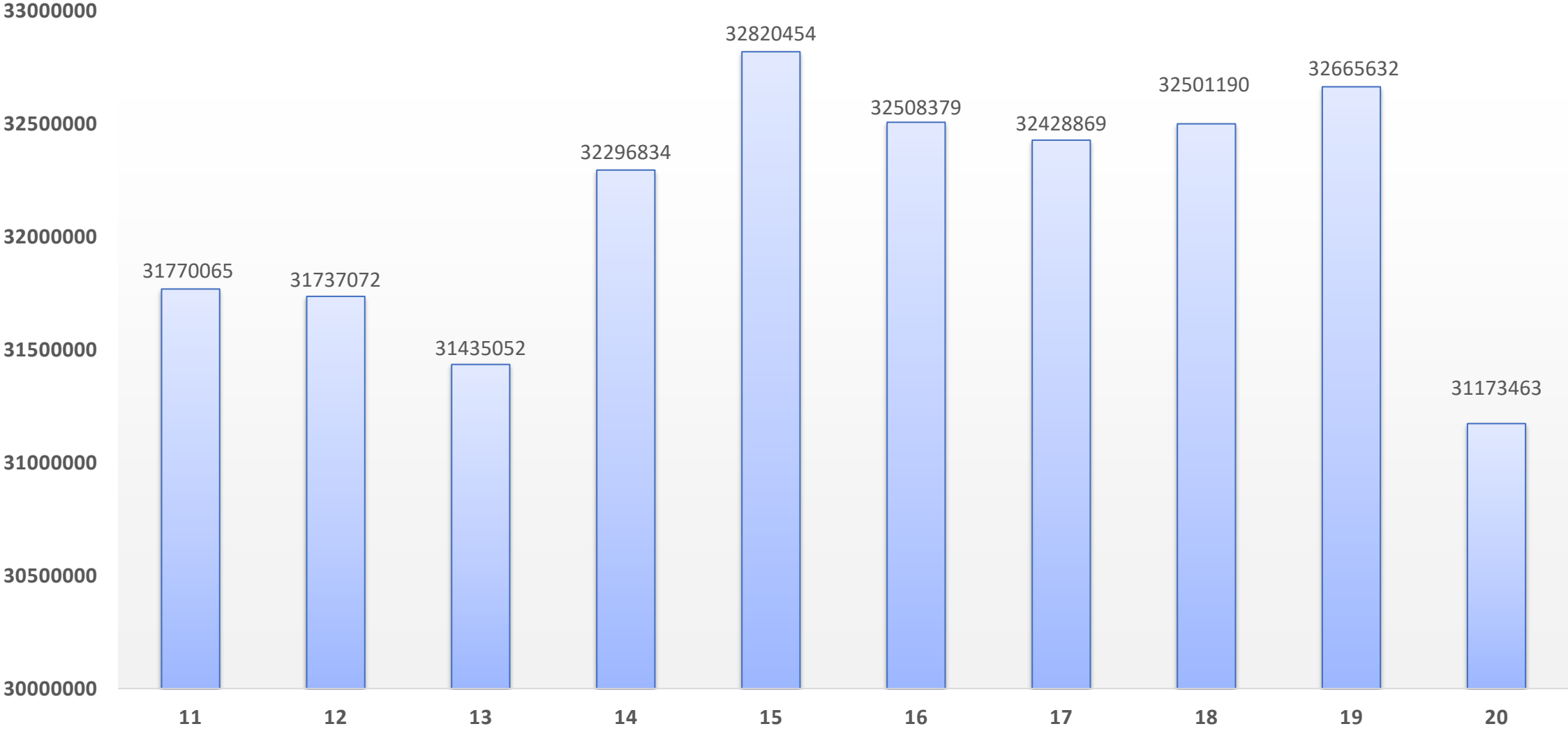
28% of parishes experienced an increase in offertory revenue

PAR usage increased 15%

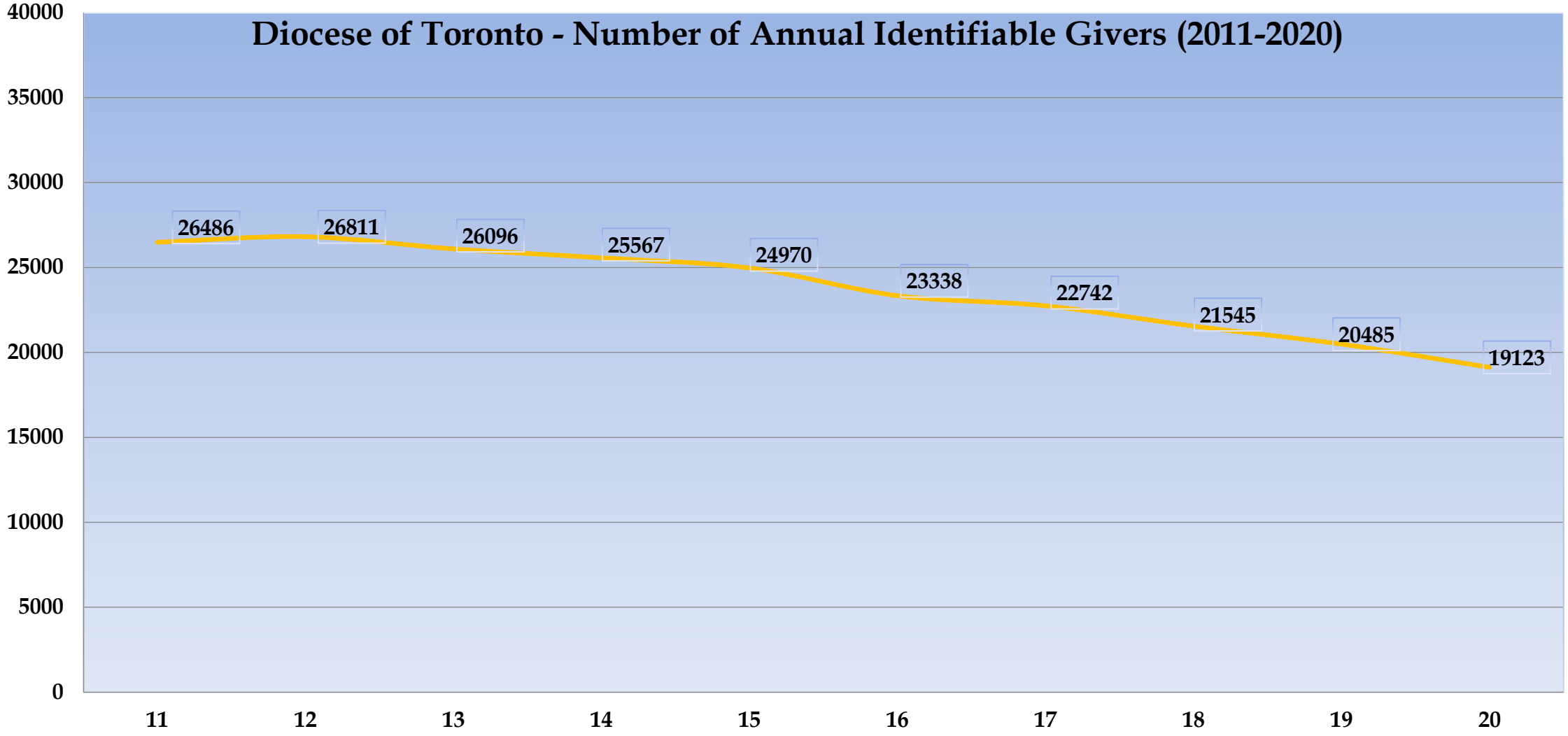
Average gift increased to \$1,630

FaithWorks raised over \$3MM in last 2 years

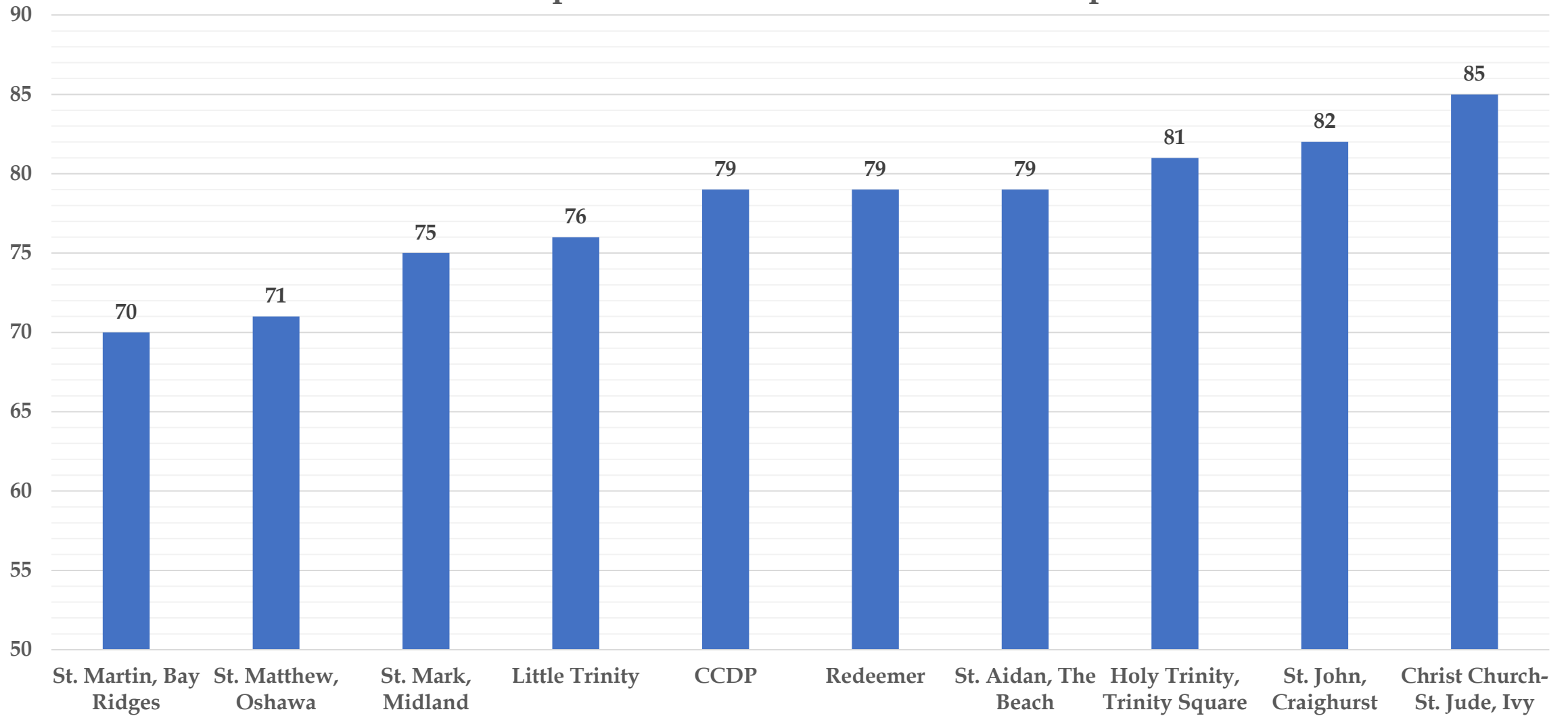
Diocese of Toronto - Total Annual Offertory From All Parishes 2011-2020 (\$)



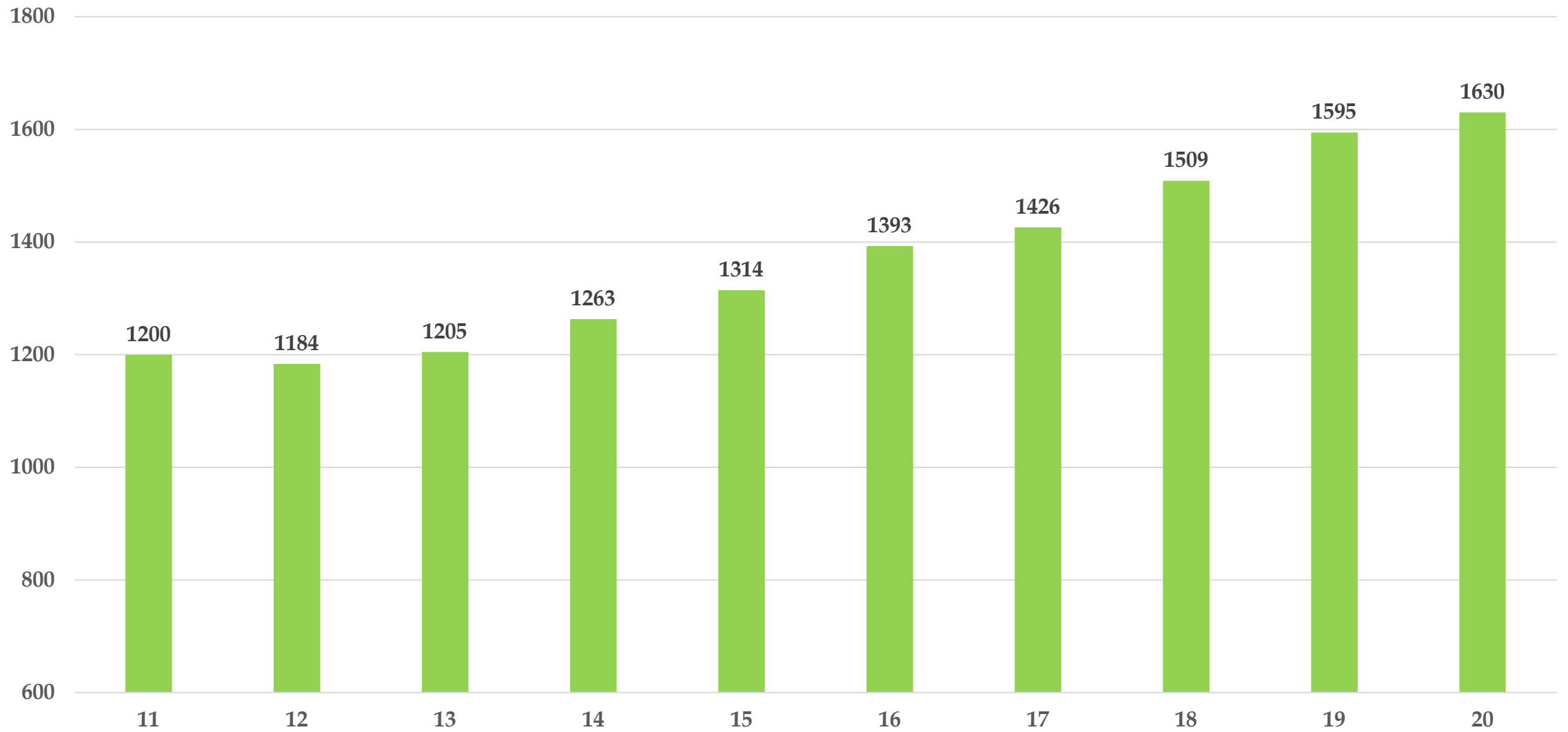
Diocese of Toronto - Number of Annual Identifiable Givers (2011-2020)



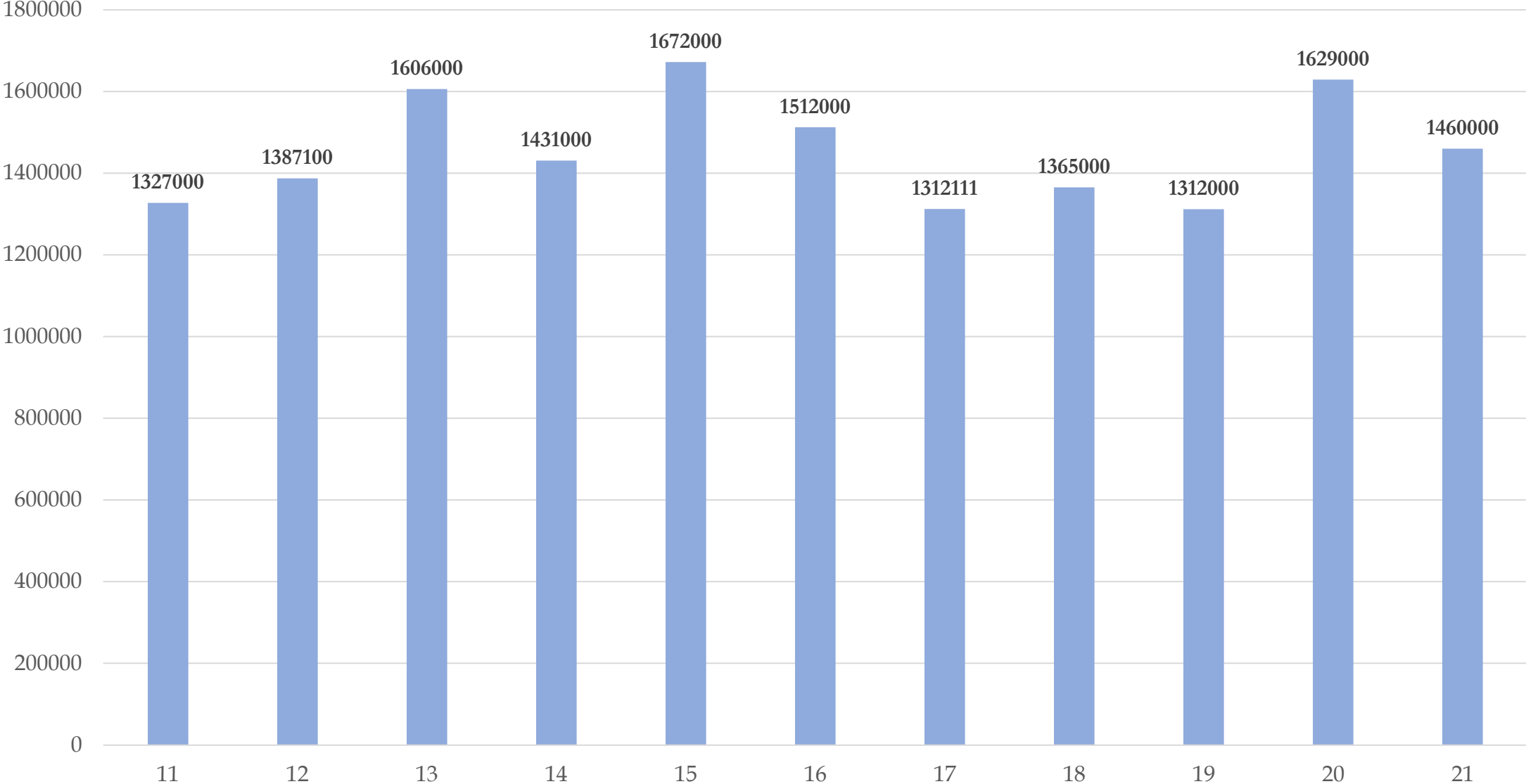
PAR Participation in Parishes with >70% Participation



Average Annual Offertory Gift Per Giver 2011-2020 (\$)



Annual FaithWorks Giving 2011-2021



Observations

Parishes positively support FaithWorks

The average annual free-will offering is increasing

Total # of givers is declining at a rate of about 3%/yr.



Increase in on-line mid-week worship

Financial growth is happening in about 25% of our parishes

PAR use increased by 15%

Additional Learnings

- Tracking of attendance is next to impossible
- Non-electronic giving is unreliable in supporting parish ministry
- Faith communities were among the first to provide social care
- Bishop's 100 + 1% Challenge was effective
- Revenue contraction most severe in rural communities
- On-line worship is here to stay