



C.A.T. (Congregational Assessment Tool) Survey Results

#5 - Financial Information

Zion Lutheran Church ... *Household incomes versus giving levels.*

The CAT asked one person from each household to confidentially reveal annual household income and annual giving to Zion.

- Zion's annual church income for general giving purposes was \$150,845 in 2021. This number does not include contributions to the building fund, designated funds, or benevolence categories including Lutheran World Relief, Crossways Camping Ministries, ELCA World Hunger, Lutheran Social Services.
- In 2021, the average per household annual contribution was \$611. This is less slightly over 1/2 of 1% of household income given to support ministry and mission at Zion. Benchmarking Zion with the 2600 churches in the CAT database, this means that 100% of churches across the country contribute a higher level of household income.
- The average household income of those who responded is \$113,125. US Census data reports the median household income in Marathon County is \$63,029.

Takeaways

Financially, there is room for us to grow! If we hope to add staff or wish to grow our internal and outreach programs, additional funding will be necessary.

On another CAT topic, does Zion's future include the annual Germanfest Dinner?

Zion's Germanfest dates back to 1988 as a community fundraising dinner celebrating our German heritage. The Germanfest funds have provided financial support to individuals and families in the Stratford School District (or Zion members) experiencing a crisis -- such as house or barn fire, critical illness, or financial needs following an accident. The dinner is a huge undertaking, requiring everyone to pitch in as we prep and serve the meal to hundreds each year!

The CAT survey asked how important it is to continue the Germanfest Dinner AND if respondents are willing to actively engage in the effort.

19% expressed disagreement, while 73% expressed agreement to continue Germanfest. 8% had no opinion. Zion's church council will take this into consideration for Fall planning.