



**MMBB**

Giving

MMBB Report on Philanthropy in 2023

## From our CEO, Louis P. Barbarin

Beginning with Abraham, many prophets responded to the call of the Lord with “Here I am.” A burning bush prompted Moses to speak the words aloud. Although the first disciples did not utter these words, they cast their nets aside to follow at Jesus’ invitation.

Gratefully, you have also made your voice known in the chorus of salvation history by serving as a pastor, missionary, or lay administrator. Donors to MMBB in 2023 have also said “Here I am” through giving. MMBB staff have continued to answer the call by delivering financial education tailored to our Christ-centered ministry and those who serve, while pastors have answered by participating in ongoing learning and discernment (see Bridges Colloquia featured on p. 3).

Our MMBB family can humbly proclaim in one voice, “Here we are, Lord,” as our individual acts swell into a collective response in all areas of the MMBB ministry. Giving is just one measure of the amplitude of our voice, the details of which we share in the following pages.

I pray that we continue to respond emphatically, with joy and enthusiasm, to the Lord, much as when Isaiah exclaimed, “Here I am! Send me.”

With appreciation,



A handwritten signature in black ink that reads "Louis P. Barbarin".

Dr. Louis P. Barbarin, CPA®  
Chief Executive Officer

“  
Here I am.

Isaiah 6:8

”



## Lilly Endowment Inc. grant helps sustain Bridges Colloquia

More than 38 years ago, MMBB Board of Managers member Dr. John F. Mandt, Sr. created the innovative Colloquium, which later became Bridges: Colloquia for Cultivating Ministry. The cohort-based model for supporting pastoral leaders proved prescient and became the blueprint for other MMBB programs. Attendees provide each other with peer support and mentoring, reflect on shifting paradigms in ministry, deepen their skills in personal and church financial management, and discern pathways for ongoing personal renewal. Colloquia are three-day, in-person events held across the country.



**\$500,000**  
Grant from Lilly Endowment to sustain financial literacy and fellowship



**200+**  
Pastoral leaders served

***“Bridges Colloquia help pastoral leaders evolve in their personal and professional relationships and truly thrive in ministry.”***

Rev. Dr. Perry J. Hopper,  
Associate Executive Director of MMBB

***“When we gather in a space of mutual trust and respect, we can be honest about the challenges of ministry and share our gifts with one another.”***

Pastoral leader in Women’s Colloquium

“  
It’s good to be  
part of the  
MMBB family.

First-time donor  
and member

”



## Report on all giving in 2023

Gift revenue flowed into MMBB from multiple sources in 2023. Our largest gift was from Lilly Endowment to sustain the Bridges Colloquia, as featured on p. 3. At the conclusion of the *Lift up, encourage, empower* special matching gifts appeal, which ran from 2022 through September 2023, Lilly also provided the full \$250,000 match for funds raised.

Estate gifts and outright cash gifts from living individuals account for the remainder of gift revenue. Outright cash gifts include gifts to the MMBB endowment, *Heritage of Sharing*, and *Lift up, encourage, empower* (received before the September 2023 close of this appeal).

Generous sponsorships from our vendors supported the attendance of MMBB at the ABCUSA Biennial Mission Summit in Puerto Rico in June 2023 and rounded out giving.\*

### All giving

ABCUSA Biennial Mission Summit sponsorships .....	\$27,700	
MMBB endowment .....	\$368,412	\$5,042
<i>Lift up, encourage, empower</i> .....	\$16,781	\$16,781
<i>Heritage of Sharing</i> .....	\$278,432	\$253,885
Lilly Endowment grant for Bridges Colloquia .....	\$500,000	
Lilly Endowment matching gift grant .....	\$250,000	
TOTAL .....	\$1,441,325	\$275,708

\*Certain goods and services, such as recognition, were provided in exchange for a portion of these sponsorships.

## A swell of generous support led to gains in annual giving

Annual giving, which is measured by all outright cash gifts by living individuals, provides a true measure of support from our extended MMBB family—these are the checks that come in the mail and the gifts received online through [mmbb.org/giving](https://mmbb.org/giving).

This measure allows us to track gains meaningfully year over year. Retired MMBB members comprise the majority of our annual giving donors.

### Outright cash gifts only from living individuals



14%

Increase in outright cash giving



44%

Increase in average gift amount



118%

Increase in average gift amount per new donor



78%

Of loyal donors gave the same or more



Become an annual giver today  
by scanning the QR code or  
visiting [mmbb.org/giving](https://mmbb.org/giving).

“  
**May the Good Lord keep us all in His care and protect us.**

MMBB donor

”



## Overview of legacy giving

Those who make a legacy gift to MMBB often have a lifetime relationship with us and are eager to see our mission advanced in perpetuity. Most legacy gifts are directed to the MMBB endowment unless otherwise designated by the donor, CEO, or Board of Managers. Individuals who notify us of their intention to designate MMBB as a beneficiary in their estate plans (including life insurance or retirement plans) are recognized in our President’s Legacy Circle.

### All legacy gifts received (from estates only)

Estate gifts from closed churches  
**\$550 | —\***

Ongoing disbursements from trusts  
**\$109,393 | 28%**

Estate gifts from deceased individuals  
**\$277,974\*\* | 72%**

**TOTAL**  
**\$387,917 | 100%**

\* Less than 0.5%.

\*\* In 2023, \$24,547 from this total was designated to Heritage of Sharing. These gifts are also counted in totals reported on pp. 4–5.



**\$46,329**

Average legacy gift from deceased individuals in 2023

## The protective power of the MMBB endowment

Founded more than 100 years ago, the MMBB endowment continues to grow through prudent stewardship, investment gains, and ongoing gifts. Each year, MMBB draws from the endowment to provide non-contractual benevolence support (see below), fund MMBB financial education programs, and provide all MMBB members access to our financial planners, each of whom has the CFP® designation, at no cost.

### Non-contractual benevolence support distributed in 2023

Emergency assistance*	\$701,584
Medical subsidies	\$660,853
Strategic Pastoral Excellence Program (SPEP)	\$334,568
Aid through organizations	\$225,204
General grants	\$223,317
Career development	\$159,250
Thank you checks (lay only)	\$111,305
Educational grants	\$62,000
Premium aid	\$3,279
Gift payments	\$1,566
<b>TOTAL</b>	<b>\$2,482,926</b>

\* Emergency assistance noted here is in addition to what is raised through our Heritage of Sharing annual appeal as reported on pp. 4–5.

**\$368,412**  
 Total giving to the MMBB endowment for 2023\*\*

**\$2,482,926**  
 Directed from MMBB endowment for non-contractual benevolence support

**\$60,125**  
 Additional drawdown from MMBB endowment to support financial education for members

\*\* Includes outright cash gifts

**MMBB**

Giving



**Our mission**

To promote interest in the better maintenance of the ministry

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**Legacy giving** [mmbb.mylegacygift.org](http://mmbb.mylegacygift.org)

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