

# Residential Care:

*U.S. Christian Giving and Missions*

A New Study Conducted in Partnership with the Faith to Action Initiative  
and *Changing the Way We Care*<sup>SM</sup>

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# Objectives

The key objectives of this study were...

- What is the estimated total annual dollar amount American Christians donate to residential care programs?
- How do Christians engage in short-term missions as it relates to children in residential care programs?
- As a secondary priority, in what ways might Christians be likely to engage in the near future, given the impact and constraints of COVID-19?

# Methodology

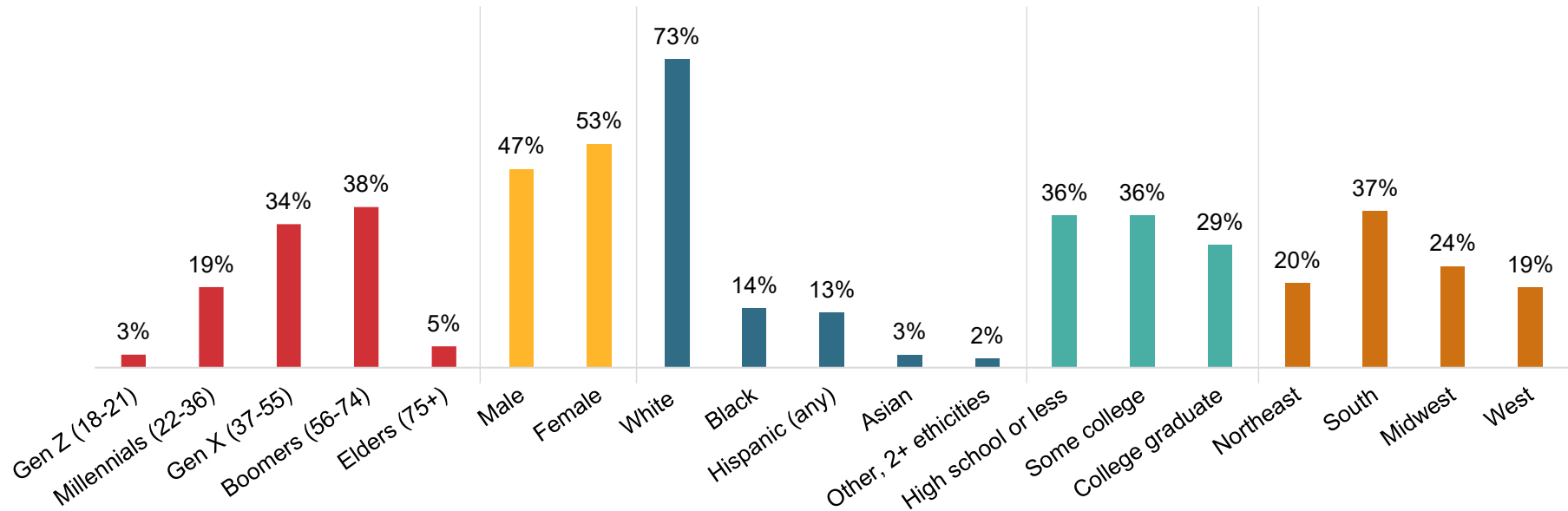
This report contains the findings from a nationally representative study of U.S. Christians commissioned by the Faith to Action Initiative and *Changing the Way We Care*<sup>SM</sup>, conducted by Barna Group.

Between November 11<sup>th</sup> and December 3<sup>rd</sup>, 2020, Barna Group surveyed n=3,000 self-identified Christians, ages 18 and older. All respondents were recruited online through a representative consumer research panel. Respondents were quota sampled to be representative by age, gender, ethnicity, education and region online. Minimal statistical weighting has been applied to maximize statistical representation based on national norms for Christians in the U.S. On average the survey took 12.6 minutes to complete, and the margin of error is +/- 1.7%. The primary statistical analysis conducted was two-way z-tests for statistical difference. All differences reported on here are statistically different on a 95% confidence interval.

After data collection and preliminary analysis was completed, Barna invited survey respondents who said they financially supported residential care (n=899) to an additional series of questions. Of those 899, 264 responded to provide additional insight on giving to residential care. After analysis of the new cases, 15% of the original cases were objectively removed due to survey error and sample quality.

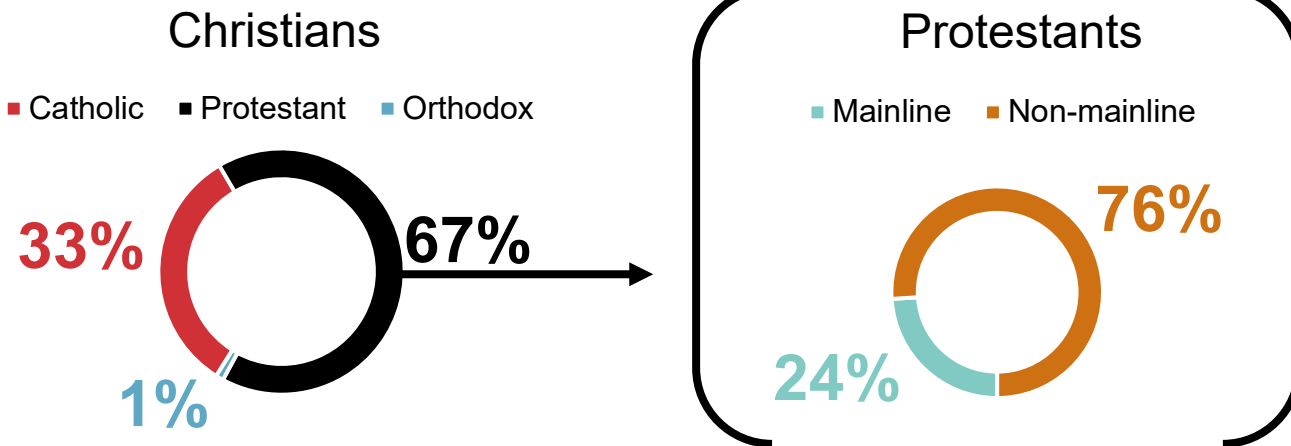
# Understanding the sample (1/2)

- Respondents were quota sampled to be representative of Christian adults (18 years old or older) in the U.S. by age, gender, ethnicity, education and region.
- The demographic distribution of this study is as follows:



## Understanding the sample (2/2)

- All respondents in this report self-identify as Christian, but their expressions vary both demographically and experientially. This report will review key differences between these expressions when appropriate.
- When looking at Catholics vs Protestants it's important to understand that non-mainline (sometimes referred to as "evangelical") respondents make up three-quarters of all Protestants. Therefore, the Protestant responses are heavily influenced by non-mainline responses.
- This data is representative based on national demographics for Christians in the U.S.



Barna classifies Christians into 3 distinct categories: **Protestant**, **Catholic**, or **Orthodox**. Within the Protestant category, the denominations are split into **Mainline** or **non-mainline** denominations.

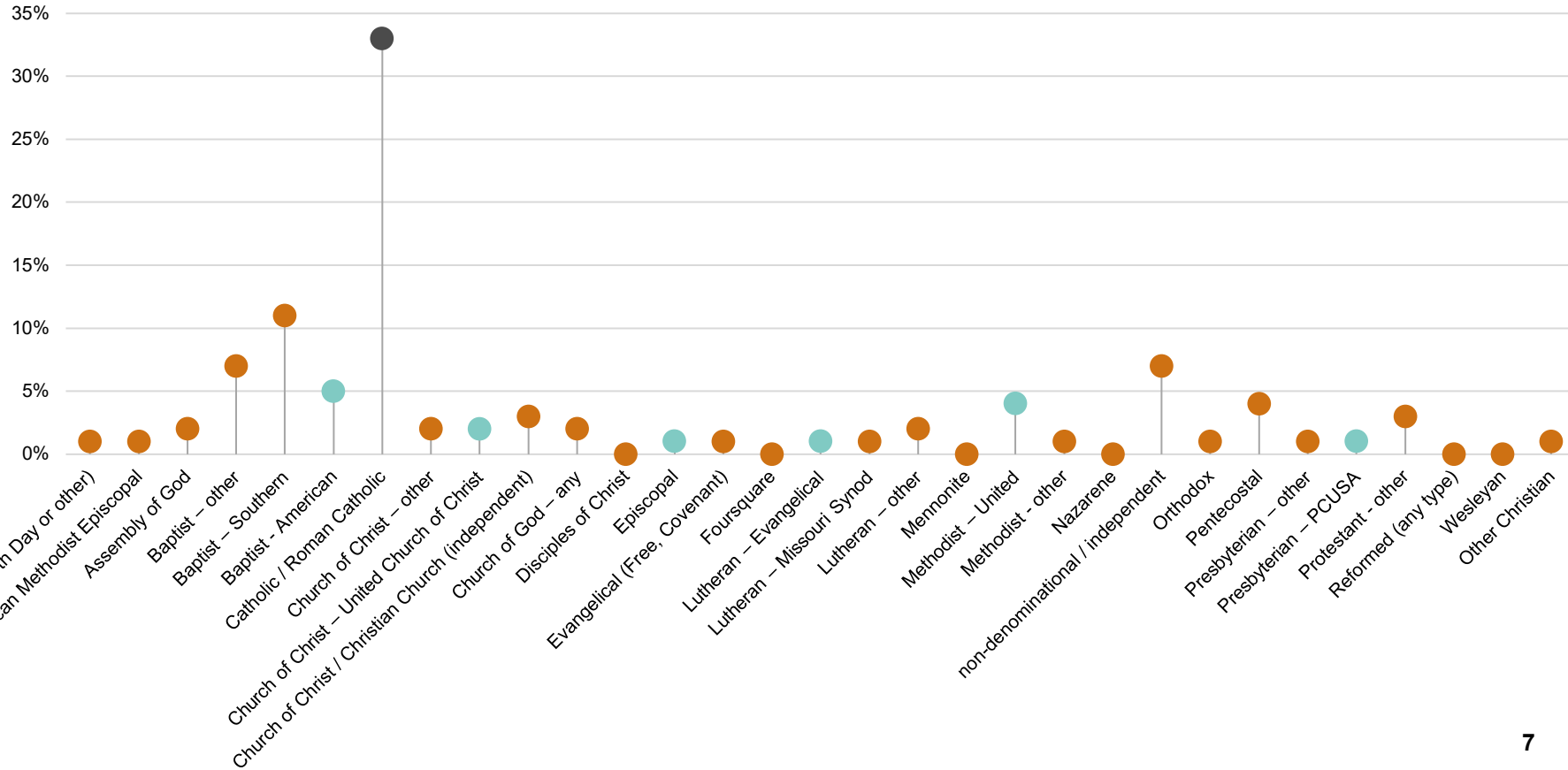
**Mainline** denominations are those Protestant denominations that have older historical roots, sometimes called "old line" denominations. These include American Baptist, United Church of Christ, Episcopal, Anglican, the Evangelical Lutheran Church in America, United Methodist, and the Presbyterian Church USA.

**Non-mainline** denominations, then, refer to those Protestant denominations that are not specified as Mainline and include a range of evangelical, charismatic, or simply reformed Protestant churches, many of which are much newer and/or split off from Mainline churches.

# Understanding the sample

## Detailed Denominational Representation

- Catholic
- Mainline
- Non-Mainline



# Limitations and Mitigations

- The goal of survey research is to represent a population of people. Barna Group fully believes the presented data accurately represents the perspectives and experiences of U.S. Christians. Though, in all research limitations should be considered, and sometimes additional research is indicated as new questions arise. Limitations for this study include...
  - The projected giving of US Christians are only from individuals and does not include funding that may come from churches, foundations, and major donors (i.e., no major givers were included in the sample).
  - The survey only assessed what US Christians *believe* they are giving to. The projections are not intended to be an accurate assessment of exactly how their donations are allocated. Donors do not always know exactly how their funding is being used, and (as confirmed by extensive secondary research), organizations who receive their donations may not be clear in what the funding is specifically supporting (e.g. programming vs. residential care).
  - Data suggests some confusion in the term “domestic” giving. Many respondents reported their financial residential care support was domestic. To mitigate this, the research team re-contacted a subset of respondents for more information, revealing that approximately 45% (+/- 9%) fund residential care domestically. However, in the re-contact data, there was still evidence that some respondents were not consistent in accurately reporting if their funding was being used domestically or internationally  
It is not possible in the original dataset to discern what portion of this domestic support is going to domestic residential care facilities or organizations located in the United States who internationally support residential care. Understanding this, researchers retained trustworthy cases and analyzed domestic residential care support with caution.
  - This study cannot conclusively share what percentage of funding reported to be given is given to domestic or international residential care. While survey questions were asked on this topic, the results were confusing and inconclusive. The research team identified a potential source of error in the survey in addition to considering that there was confusion among respondents regarding the term “domestic” giving.



# Glossary of terms used consistently throughout the report

- **Gen Z / Millennials:** 18 – 36-year-olds
- **Gen X:** 37 – 55-year-olds
- **Boomers / Elders:** 56 and older
  
- **Church Size:** Groupings by respondents' self-stated church size
  
- **Mission Trip Experience (Yes):** U.S. Christians who have been on a mission or service trip
- **Mission Trip Experience (No):** U.S. Christians who have never been on a mission trip (combining those who have and have considered going on one)

# Key Findings

- Based on projections of reported annual giving, this data suggests that U.S. Christians donate approximately \$3.3 billion dollars to support residential care each year.
  - 19% of U.S. Christians, or an estimated 34 million people, say they support residential care programs financially.
  - While donations range considerably, median reported giving was \$300 dollars over 3 years, or \$100 annually.
- An estimated 4M U.S. Christians report going on a trip to visit an orphanage or children's home
  - 9% of U.S. Christians say they have been on a mission trip, and 21% of that group have visited an orphanage or children's home. This calculates to 4 million Christians who have been on such a trip.
  - 72% of those who have gone on mission trip to a residential care facility have gone with a church group.
- The U.S. Christian population is not well-educated on residential care realities. Most agree that family structures are optimal, but most also believe orphanages are essential and positive.
- The next generation of Christians is piloting a different course than previous generations when it comes to financial generosity and missions.
  - Barna Group various research studies continually affirm Gen Z and Millennial's focus on justice causes, but this data details a strong preference around their support for residential care, participation in missions and misconceptions about the needs of the vulnerable.
- While investigating the COVID-19 pandemic's impact on financial support for residential care was a goal of this project, researchers were unable to detect any meaningful change. By this data alone, financial support for residential care has been annually consistent.

# General Giving

*U.S. Christian financial giving trends*

# Summary of General Giving

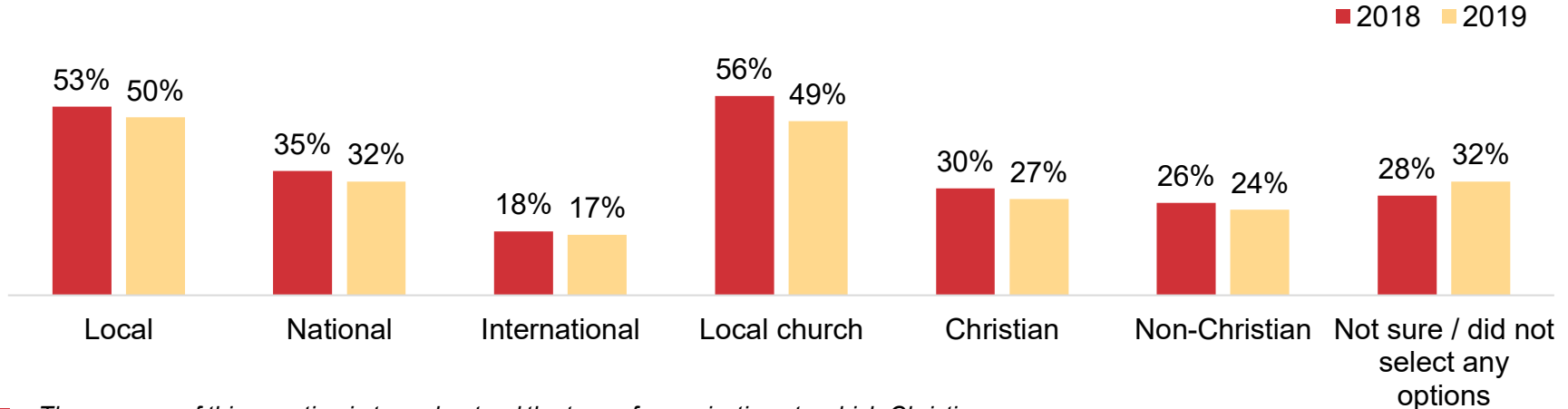
- ❑ Unsurprisingly, Christian giving focuses locally first, then nationally and then internationally. Across generations, though, national and international giving is a larger priority for Gen Z and Millennials compared to their elders.
- ❑ There is not a strong preference for giving to Christian entities compared to giving to non-Christian entities. In general, about the same proportion of Christians donate to Christian and non-Christian organizations.
- ❑ Two-thirds of Christians who donate internationally are also giving nationally and locally, and only 6% of international givers *only* give internationally. Meanwhile 40% of local-givers are only donating locally.
  - *International Christian giving is not happening in a vacuum. These givers tend to be higher-income earners who are likely involved in numerous initiatives. They often support both Christian and non-Christian organizations but say that when it comes to serving children, they prefer faith-based community organizations.*
- ❑ About one in four givers expected their giving to decrease in 2020 compared to 2019. Of these, most (80%) say it will come back in the future. Many also say that due to the COVID-19 pandemic, their one-time giving has decreased. However, the majority of Christians have either increased or maintained steady giving.
- ❑ Out of givers who support residential care internationally, 43% say supporting “orphans and vulnerable children around the world” is one of the most important causes for them (by comparison, only 17% of all Christians surveyed consider this issue one of the most important causes for them).

# Christians favor local giving—specifically to a church.

- Generally, there is not a strong preference between Christian and non-Christian entities. Christians tend to give to what is close. Over half donate to either local causes or a local church.
- About one in four Christians did not select any of the presented types of charities.

**Question: In (2018/2019), did you donate money to any of the following types of charities or non-profit organizations?**

*\*Response options for each type of charity: Yes, No, Can't Recall. Data below represents the percent who responded with "Yes"*

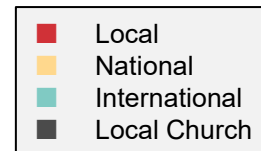


*The purpose of this question is to understand the type of organizations to which Christians prefer to give. Charity types may overlap. For example, a charity may be both international and Christian, or a local charity may occasionally support international causes.*

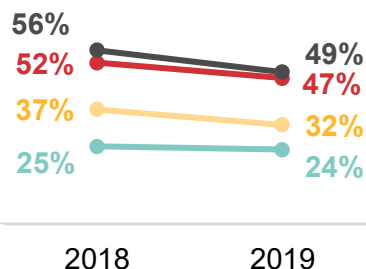
# Higher proportions of Gen Z and Millennials report giving internationally compared to older generations.

- The purpose of this data is to explore the consistency of giving to the different types of organizations. Local and local church giving is highly favored, although younger generations are more likely to give internationally.

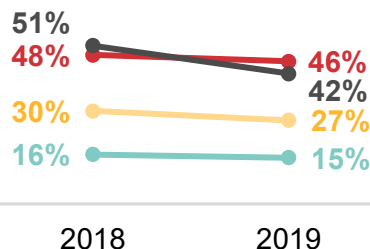
**Question: In (2018/2019), did you donate money to any of the following types of charities or non-profit organizations?**



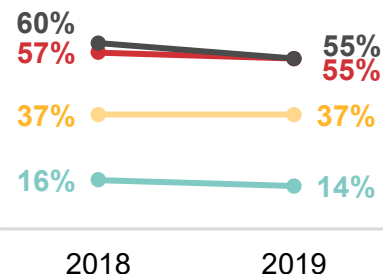
Gen Z + Millennials



Gen X

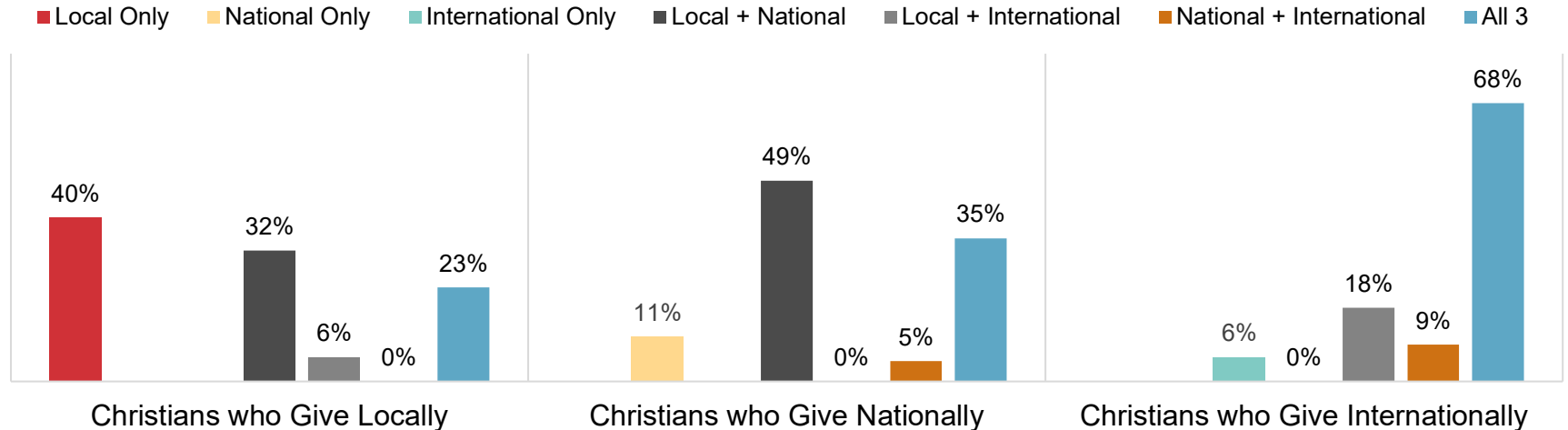


Boomers + Elders



Two out of five of those who give locally are only giving locally (40%). Among those giving internationally, 68% give locally and nationally as well.

### Giving Combinations: Local, National and International

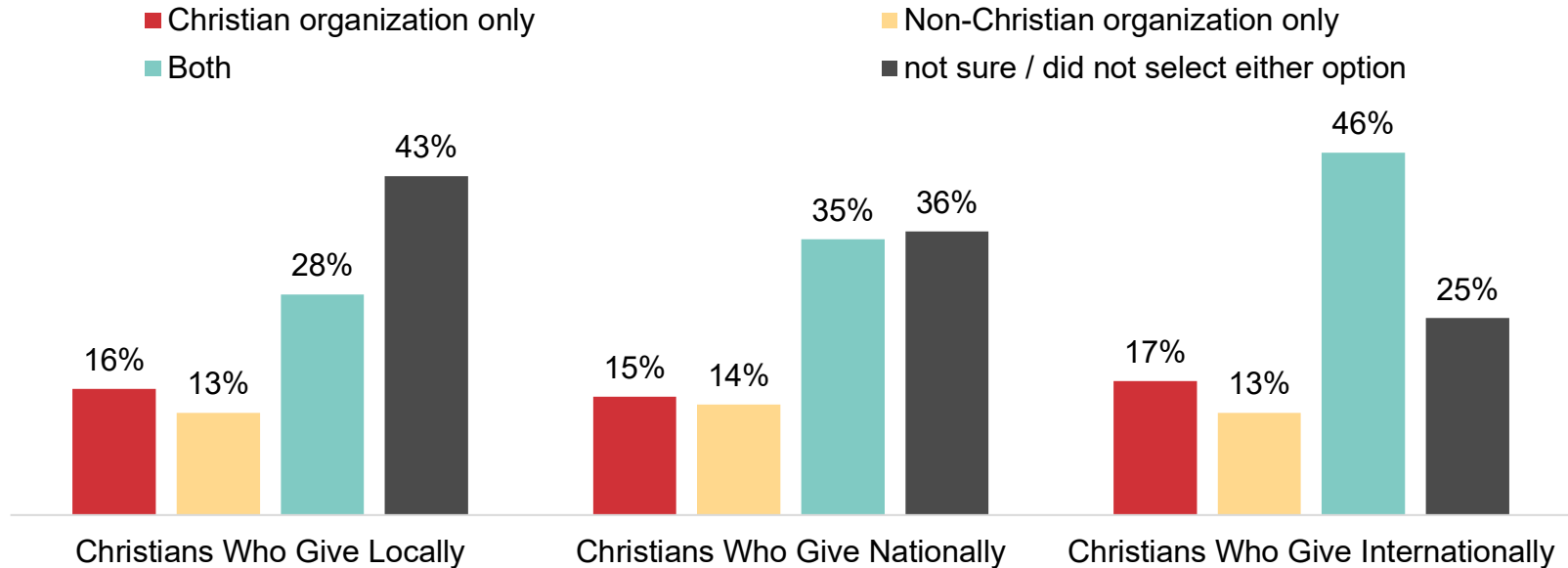


*Example interpretation of this slide: “40% of Christians who give locally, only give locally.” “23% of Christians who give locally, give locally, nationally and internationally.”*

# About half of those who give internationally donate to both Christian and non-Christian entities.

- Similar to the previous graph, this chart looks at overlaps in giving to Christian and Non-Christian entities.
- A plurality of Christians who give locally are actually unsure if the organization(s) they support is Christian or not.

## ***Giving Combinations: Christian and Non-Christians***

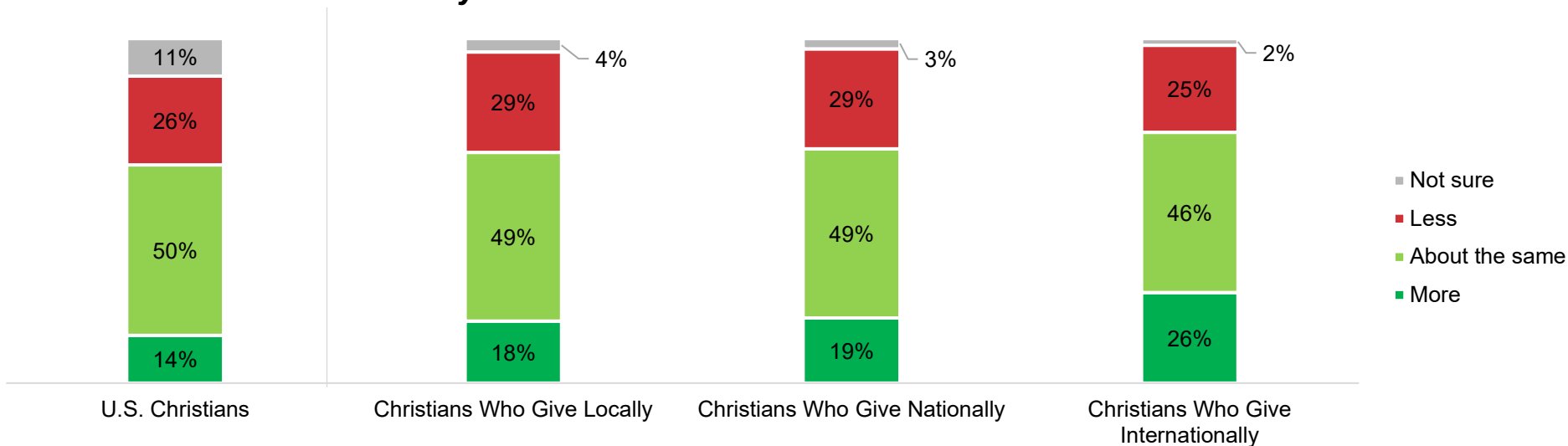




# Higher proportions of those who give internationally—compared to those who give locally or nationally—say their 2020 giving total will be more than their 2019 giving.

- Consistent with other reports of charitable giving in 2020, most Christians report they will either give the same as they did in 2019 or more. A sizeable one out of four, though, report they will have decreased their giving. While we cannot say this is solely due to the pandemic it likely has a large role.

**Question: By the end of this year, 2020, do you think you will have donated more, less or about the same amount as you did in 2019?**

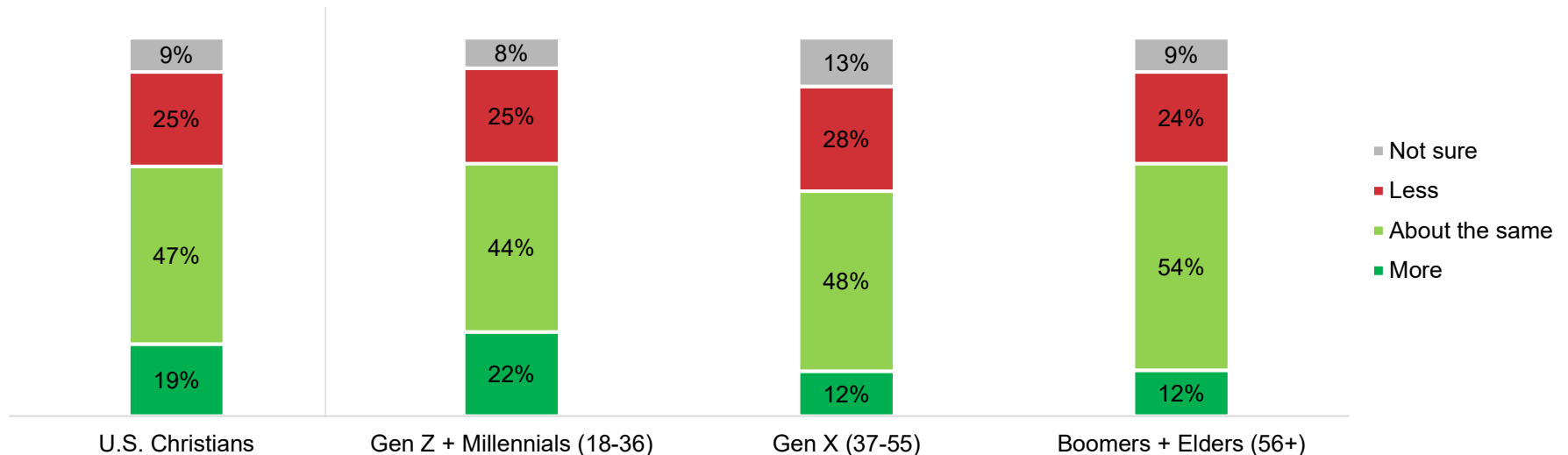


**Gen Z and Millennials say they will be giving more in 2020 compared to 2019. This is significantly higher proportions compared to the older generations.**

**Higher proportions of Boomers and Elders say they will be about the same.**

- The eldest generations are well-set in income streams and thus, their giving, only a minority will be giving more in 2020 compared to 2019. Younger generations may have found new causes this year to support, increasing their giving.
- This being said, one out of four Christians – a consistent proportion across generations – are giving less in 2020.

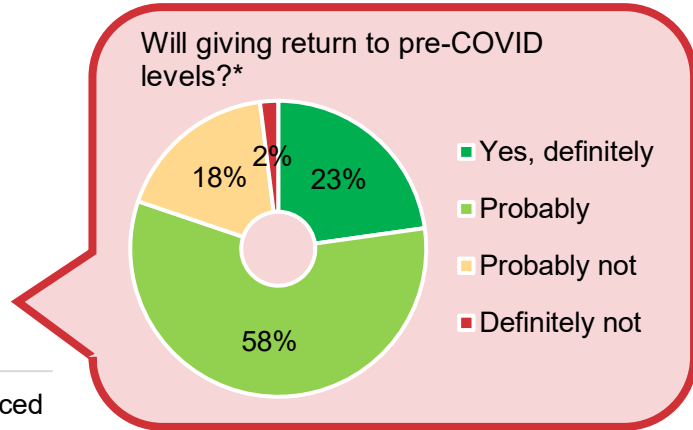
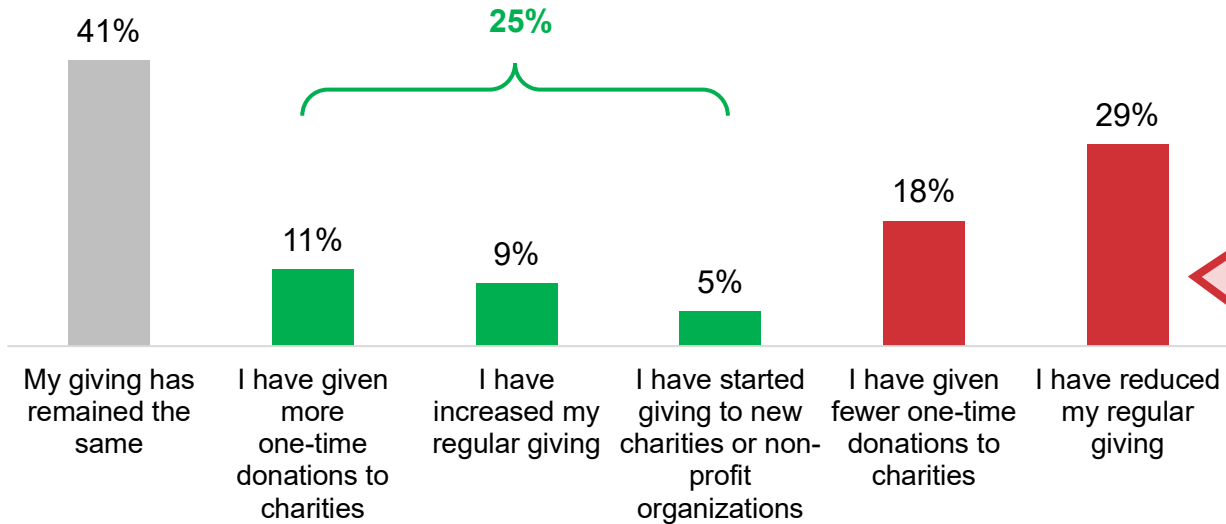
**Question: By the end of this year, 2020, do you think you will have donated more, less or about the same amount as you did in 2019?**



# COVID-19 has impacted giving among some Christians.

- Many Christians reported they maintained or increased their giving. About 29% reported reduced regular giving and one in six reported reduced one-time gifts (18%). Among those who reported reduced giving, a majority report their giving will return to pre-COVID levels once the pandemic is over.

**Question: How has the current global pandemic affected your financial giving, if at all?**  
Select all that apply. Base: donated money in 2018-2019 to charity or NPO



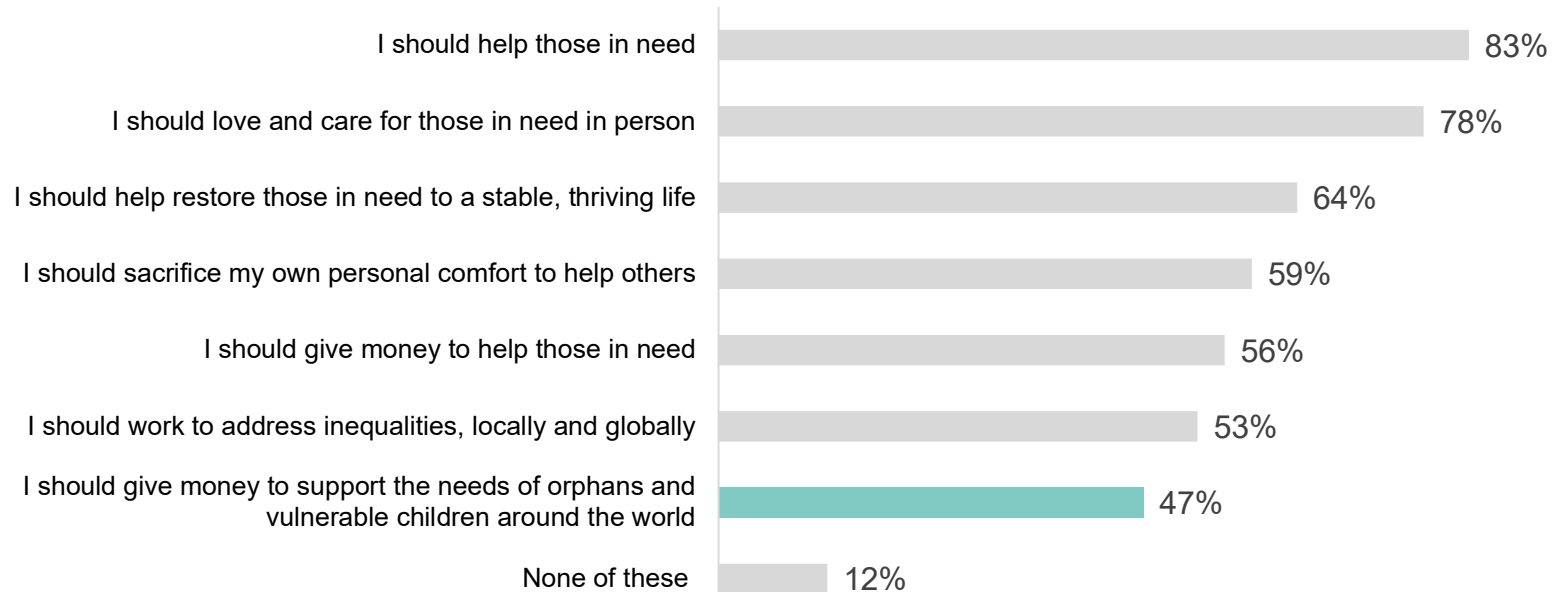
\*Base: Christians who have reduced their giving

# When asked about Biblical teachings, supporting orphans and vulnerable children is a lower but still significant priority.

- Respondents were asked to select the top five important lessons they believe the Bible teaches. The language of “supporting the needs of orphans and vulnerable children around the world” was not prioritized in relationship to the other, broader options.

## ***Question: Which of the following do you believe the Bible teaches?***

*Select the top 5 most important to you.*

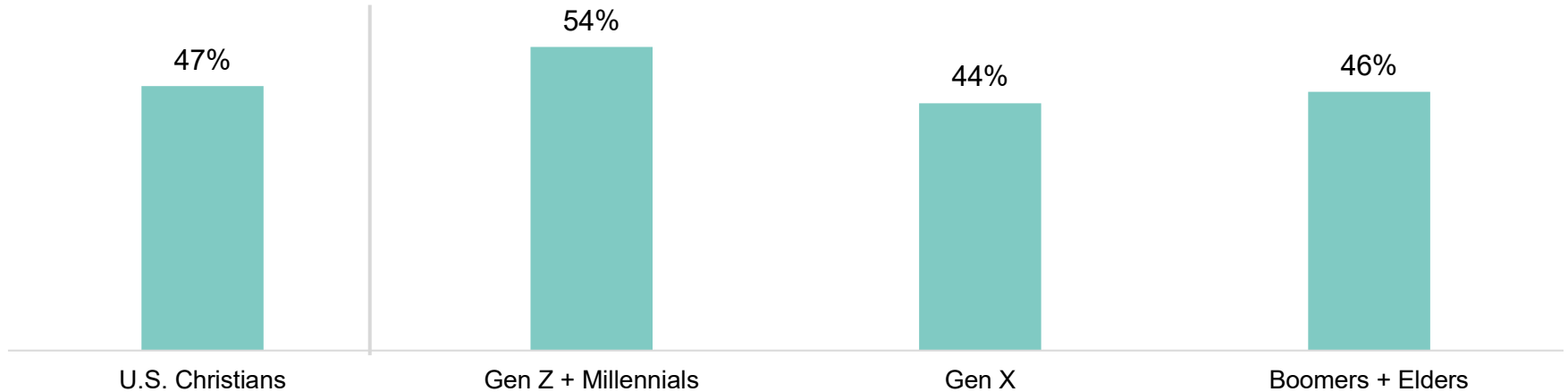


# However, younger generations are more likely to agree that supporting vulnerable children around the world is an important Biblical teaching.

- Analyzing just the statement “I should give money to support the needs of orphans and vulnerable children around the world” reveals younger generations are more convinced of biblical support for this cause.

## **Question: Which of the following do you believe the Bible teaches?**

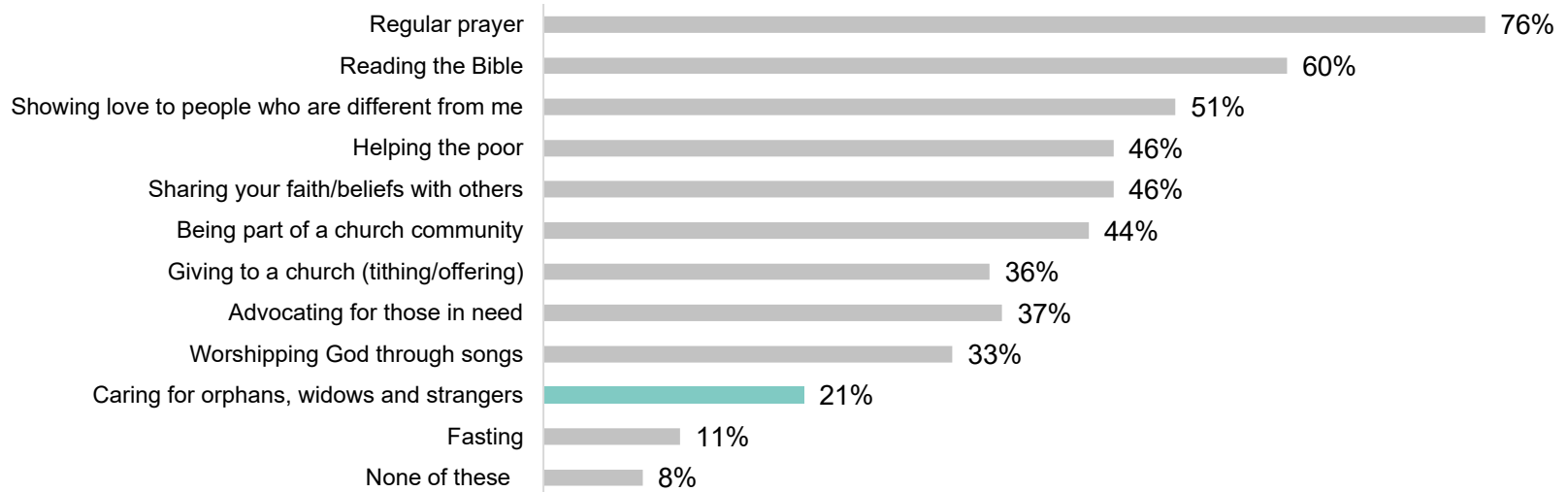
*Responded “I should give money to support the needs of orphans and vulnerable children around the world”*



# One out of five believe caring for orphans, widows and strangers is *most* important to nurturing Christian faith.

- About one out of five (21%) of Christians agree that caring for orphans, widows and strangers helps nurture faith, in comparison to prayer and Bible reading. This question asked respondents to rank their top 5 responses, so it may be that they believe caring for orphans, widows and strangers is important, but not *most* important.

**Question: When you think about growing or nurturing your faith, which of these things do you believe helps a Christian grow in their faith? Select the top 5 most important to you**



# Giving to Residential Care

*Quantifying financial support for residential care from U.S. Christians*

# Summary of Giving to Residential Care

- About 19% of U.S. Christians are currently supporting orphanages, children's homes and other forms of residential care of children. This number is consistent across 2018, 2019 and 2020.
  - Primary trends that correlate with supporting residential care:
    - **Generations** – young adults—Gen Z and Millennial—give more frequently than older generations.
    - **Church Size** – Christians who attend larger churches are more likely to support residential care.
    - **Mission Trip Experience** – Christians who have been on a mission trip are significantly more likely to financially support residential care than those who have not.
  - Regular, ongoing support is the most common financial commitment to residential care.
  - Older Christians are more likely to give one-time gifts while Christians who have been on mission trips or have visited residential care facilities are more likely to be regularly supporting.

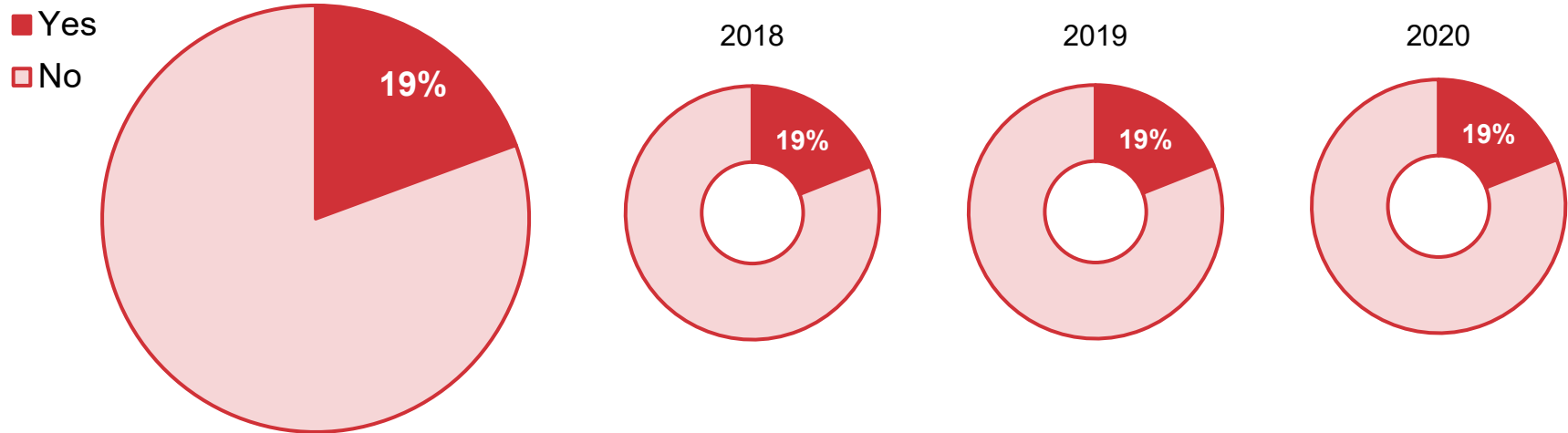


# 19% of respondents have supported residential care programs since 2018.\*

*That's an estimated 34 million people (13% of the American population)\*\**

## In 2018, 2019 and 2020, did you donate to orphanages, children's homes or other residential care programs for children?

*This may be a child in an orphanage / children's home that you are sponsoring, a missionary you support, a short-term mission trip or your church's partnerships that are funding orphanages.*

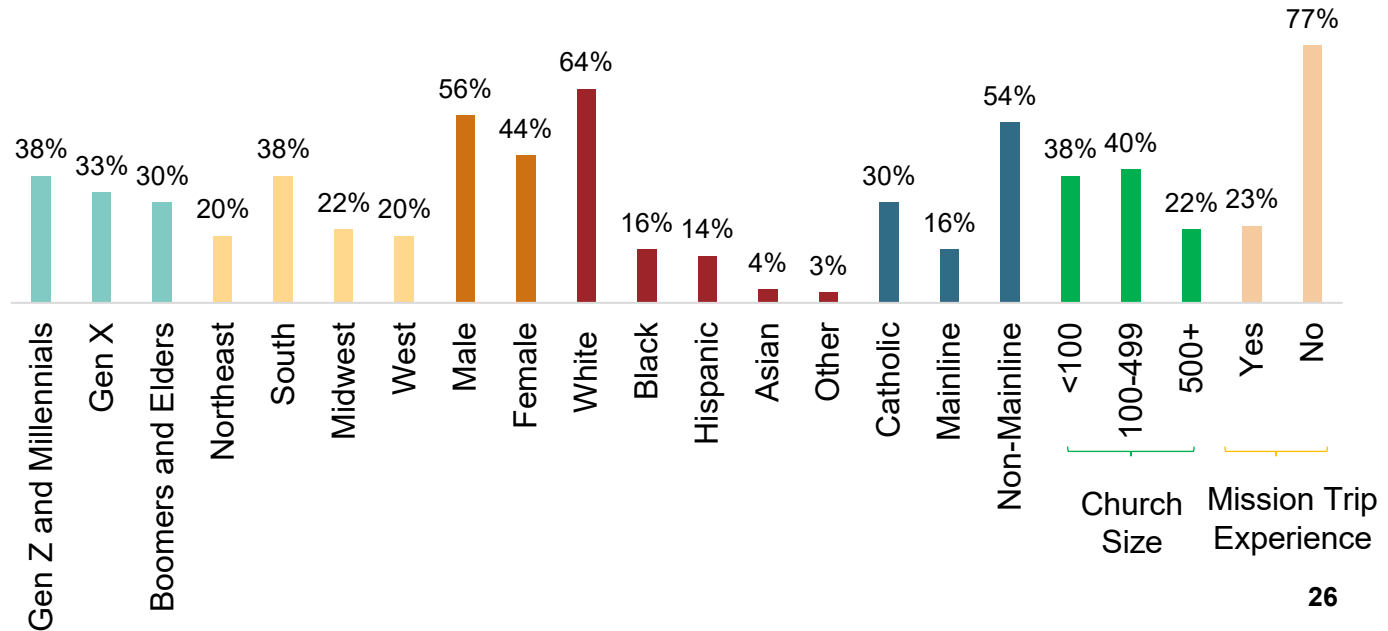
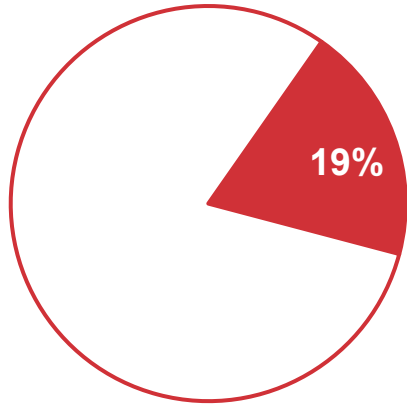


*\*Survey respondents reported giving to residential care globally and in the U.S., but the breakdown between the two was not possible.*

**\*\*Projection:** The U.S. adult population (ages 18 and older) is approximately 255.3 people. If 70% of U.S. adults self-identify as Christian and 19% of them support residential care, we can estimate that 34 million people (13% of the entire adult population) have financially supported residential care. Note that 50% are married and assumed to be giving together as a household.

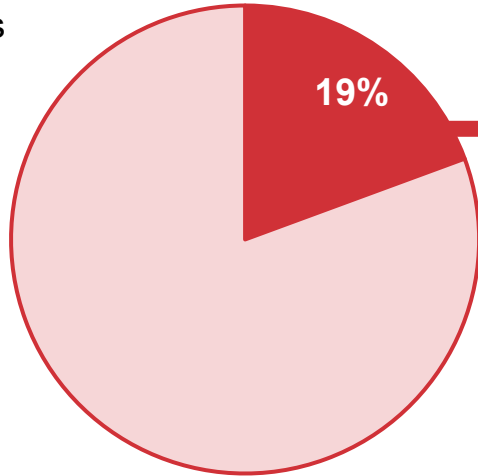
# Who is the 19%?

- Average Age: 45
- Average Annual Giving: \$1,429
- Average Giving to Residential Care: \$285



# U.S. Christians give an estimated \$2.5 billion annually to support residential care globally and in the U.S.

- Yes
- No



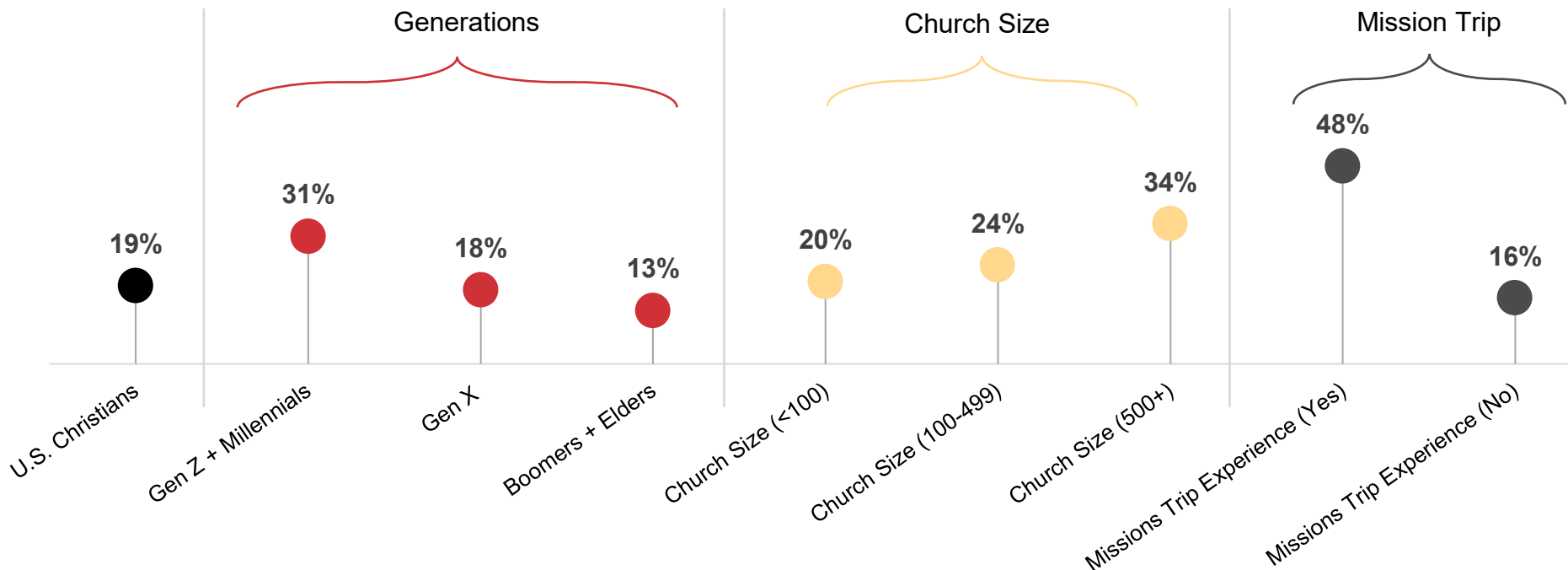
\$2.5 billion to residential care

**Projection:** The U.S. adult population (ages 18 and older) is approximately 255.3 people. If 70% of U.S. adults self-identify as Christian, 19% of them support residential care, 50% are married and assumed to be giving together as a household (instead of as an individual), and the median giving was \$300 dollars over a 3-year period, we can estimate an average \$2.5B dollars to residential care each year. This model was verified by testing consistency across giving quartiles, methods of giving, and other demographics. The range represents the difference between direct support and indirect support.

# Who is Supporting Residential Care?

- Three in ten Gen Z and Millennials (31%) say that, in some function, they are supporting residential care. Higher proportions of large church attendees and Christians who have been on a mission trip say they are supporting residential care (compared to their respective comparison groups).

## Financial Support for orphanages, children's homes or other residential care programs for children



**Question:** In 2018, 2019 and 2020, did you donate to orphanages, children's homes or other residential care programs for children?

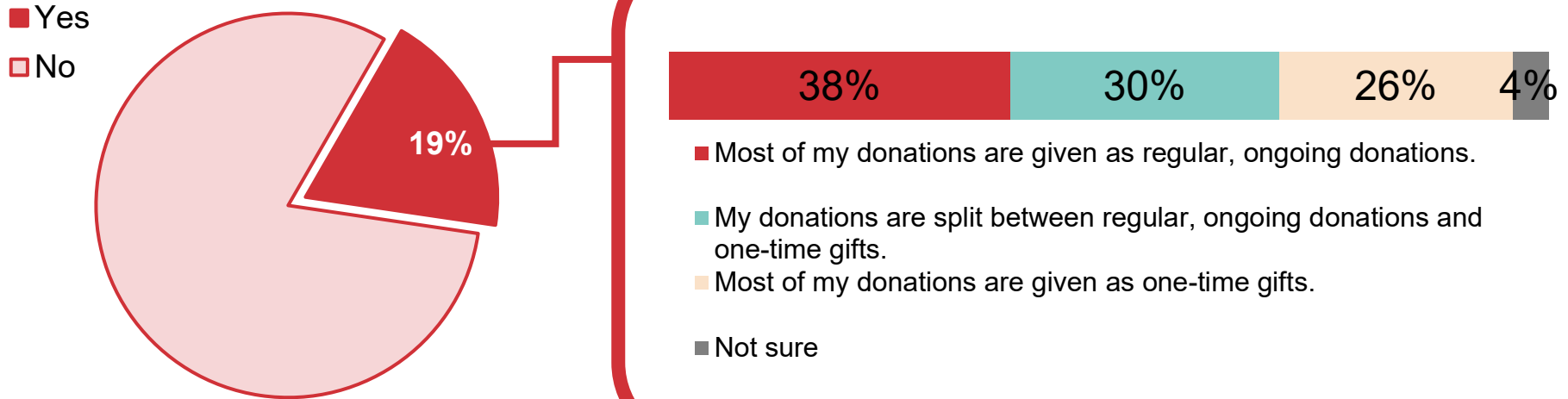
This may be a child in an orphanage / children's home that you are sponsoring, a missionary you support or your church's partnerships that are funding orphanages.

# Two out of five residential care supporters (38%) give regular, ongoing donations.

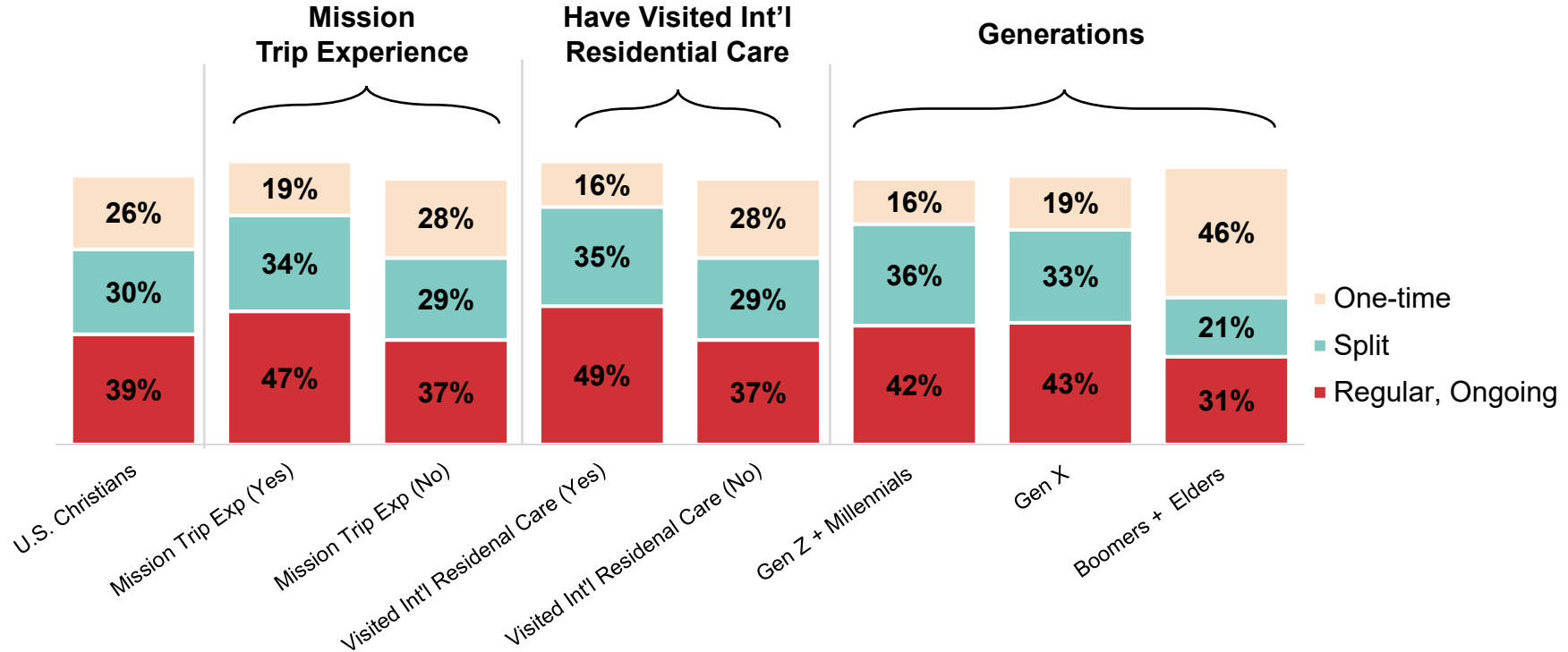
- Residential care is primarily supported by regular, ongoing financial giving. About one out of four (26%) say their giving was mostly in one-time gifts; 53% of one-time gift givers are Boomers and Elders.

**Question: Which of the following best describes how you have donated money to orphanages, children's homes, or other residential care programs for children?**

*Base: Financially supports residential care*



# Those who have been on a mission trip or visited a residential care facility internationally more commonly are regular givers.

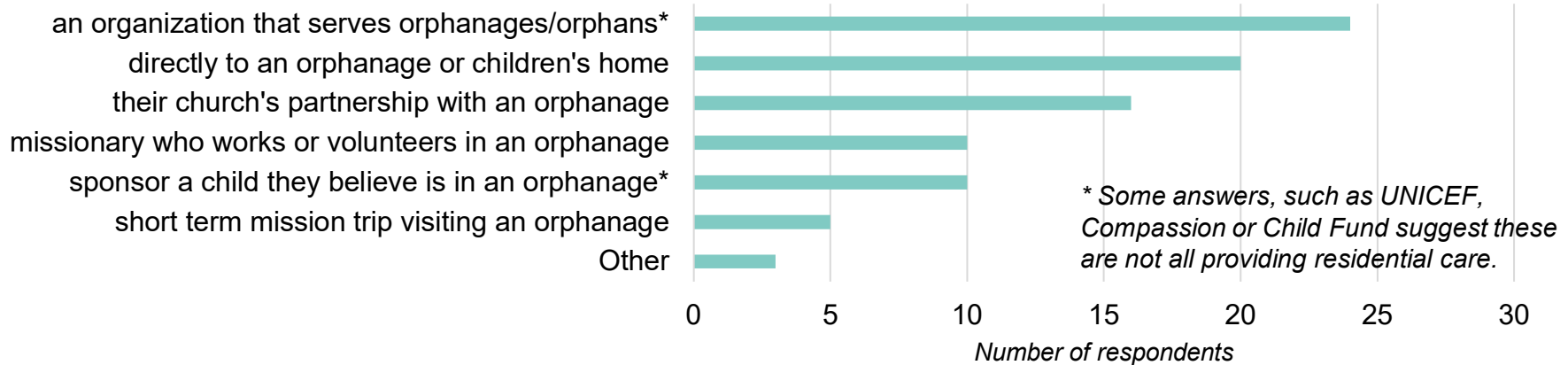


**Question:** Which of the following best describes how you have donated money to orphanages, children's homes, or other residential care programs for children?  
**Base:** Financially supports residential care. **Example interpretation:** 47% of U.S. Christian adults who have been on a mission trip and are supporting residential care are doing so with regular on-going gifts.

# While the sample size is small, we can gain some insight into the channels for financial support to residential care based on the recontact data.

- The most commonly reported channel of support is to an organization or directly to an orphanage.
- Considering a few respondents have potential mis-conception of giving to an organization that does not provide residential care, we might assume that a small percentage of the full survey may also incorrectly assume the organizations they support provides residential, but in reality, it does not.

## Organizations Christian Report Supporting



78 people who participated in the recontact survey indicated that they support residential care through a particular organization or type of organization. Though, 5 were incorrect in their assumptions, naming organizations that do not provide residential care. This data should be viewed qualitatively due to sample size.

# Short-Term Missions

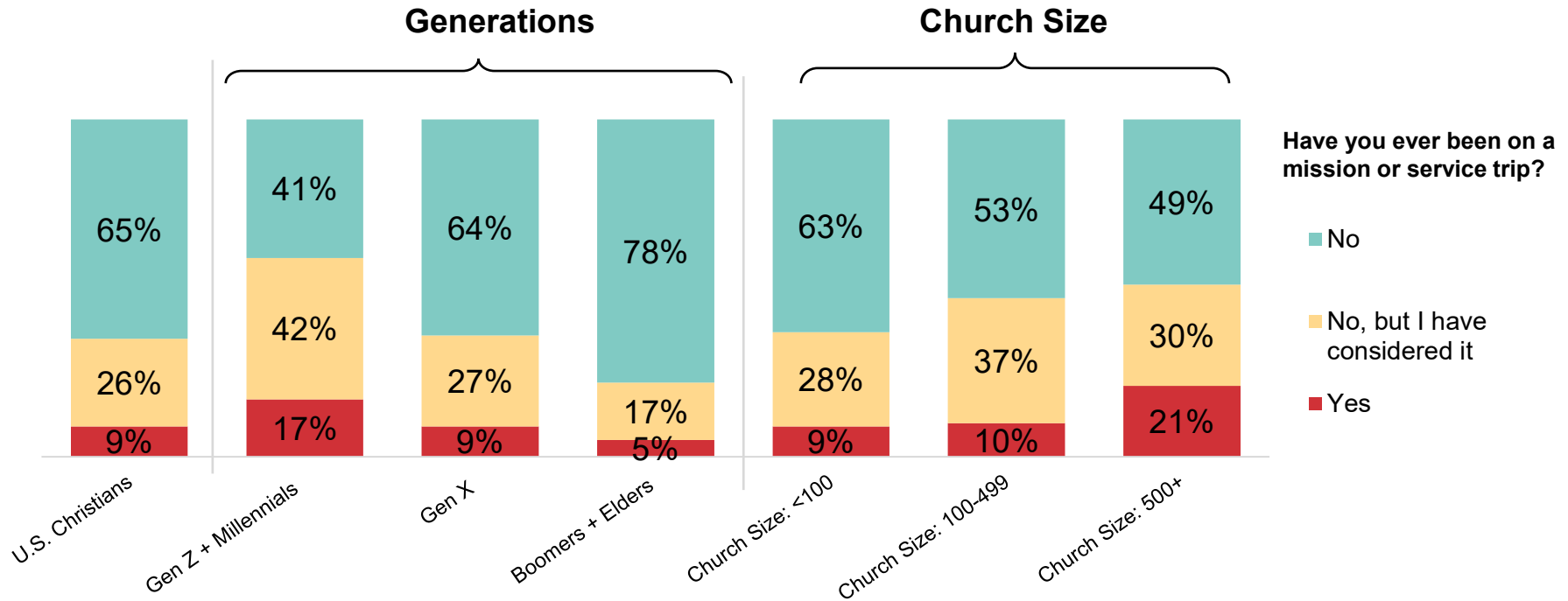
*Investigating the trends of short-term mission trips: Where U.S. Christians go and how many visit residential care*



# Summary of Missions

- ❑ About 1 out of 10 Christians has been on a mission trip. The majority, 65%, say that they have never considered it.
  - Over three-quarters of Boomers and Elders have never been on a trip nor have considered it, while Gen Z and Millennials are somewhat split.
  - One in six (17%) have been on a trip and the remainder are evenly split between being interested and uninterested.
  - Christians in larger churches are also more likely to have been on trips.
  - *We previously saw that younger generations and individuals who go on mission trips are more likely to financially support residential care. While we cannot definitively say younger generations first go on a trip and then later support residential care, it is clearly a strong correlation.*
- ❑ Visiting an orphanage is one of the most popular missional activities. About one out of five U.S. Christians who have been on a mission trip has done so and about 30% of US Christians interested in mission trips desire to visit an orphanage or children's home.

# 9% of U.S. Christians, an estimated 23 million people, have been on a mission or service trip domestically or internationally.\*

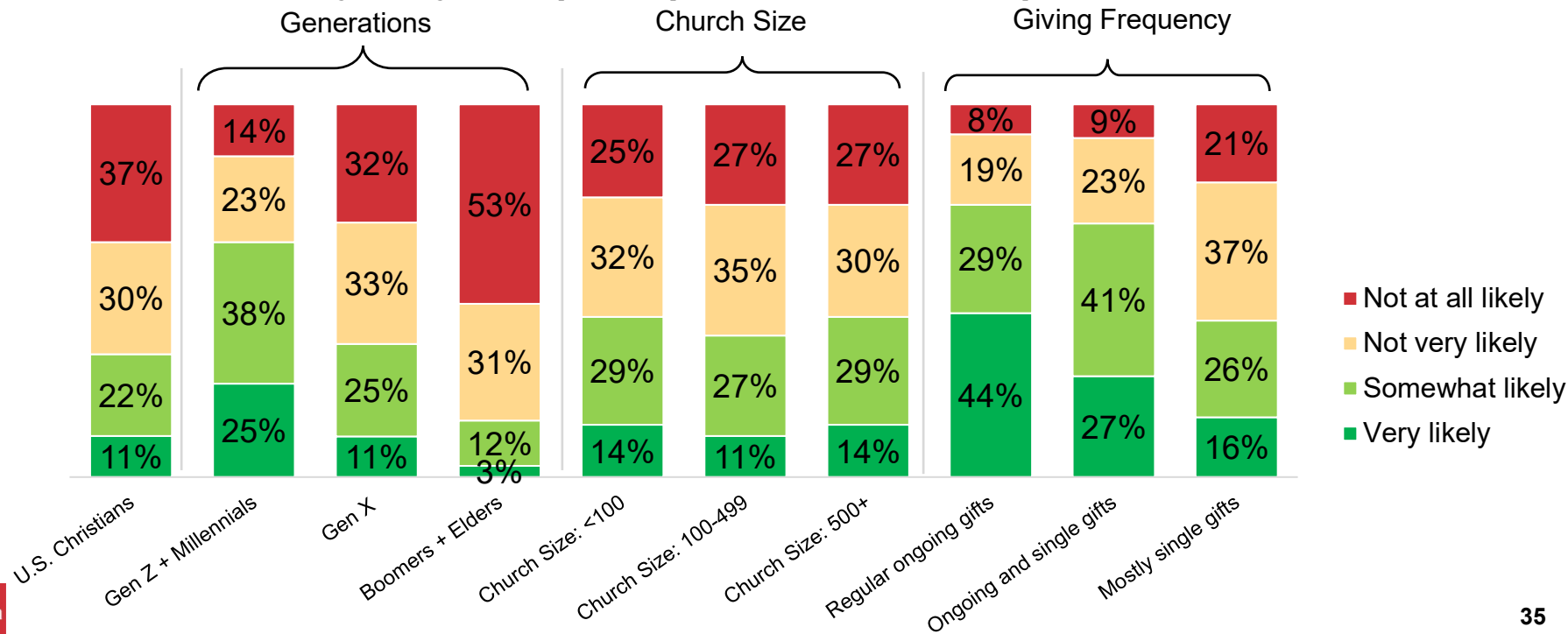


**\*Projection:** The U.S. adult population (ages 18 and older) is approximately 255.3 million people. If 70% of U.S. adults self-identify as Christian and 9% of them have been on a mission trip and 26% of them have considered it, we can estimate that 23 million people have been on a trip and 46.4 million have considered it.

# Three out of four who give regular, ongoing gifts to residential care say they are likely to go on a mission trip.

- This is significantly higher compared to those who give a mix of ongoing or one-time gifts (27% are very likely to go on a mission trip) and those who give mostly single gifts (16% are very likely to go on a mission trip)

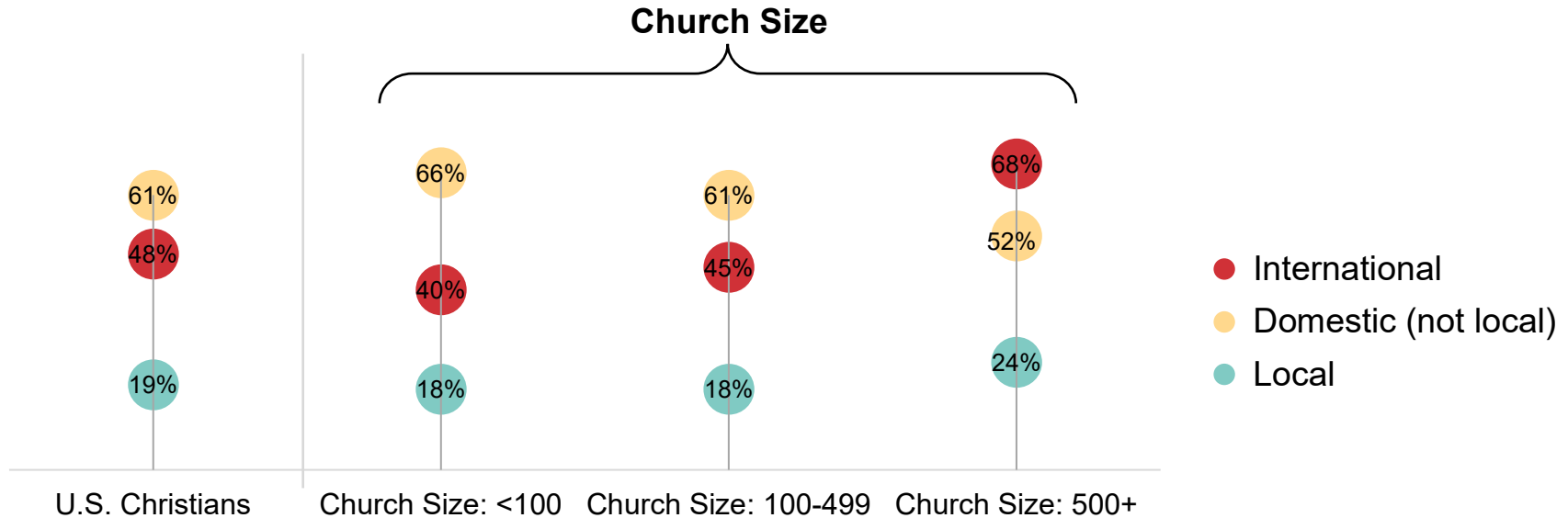
**Question: How likely are you to participate in a mission trip in the future?**



# Members of large churches are far more likely to go on international mission trips.

**Question: What type of trip(s) have you been on? Select all that apply.**

*Base: Among those who have been on a mission or service trip*

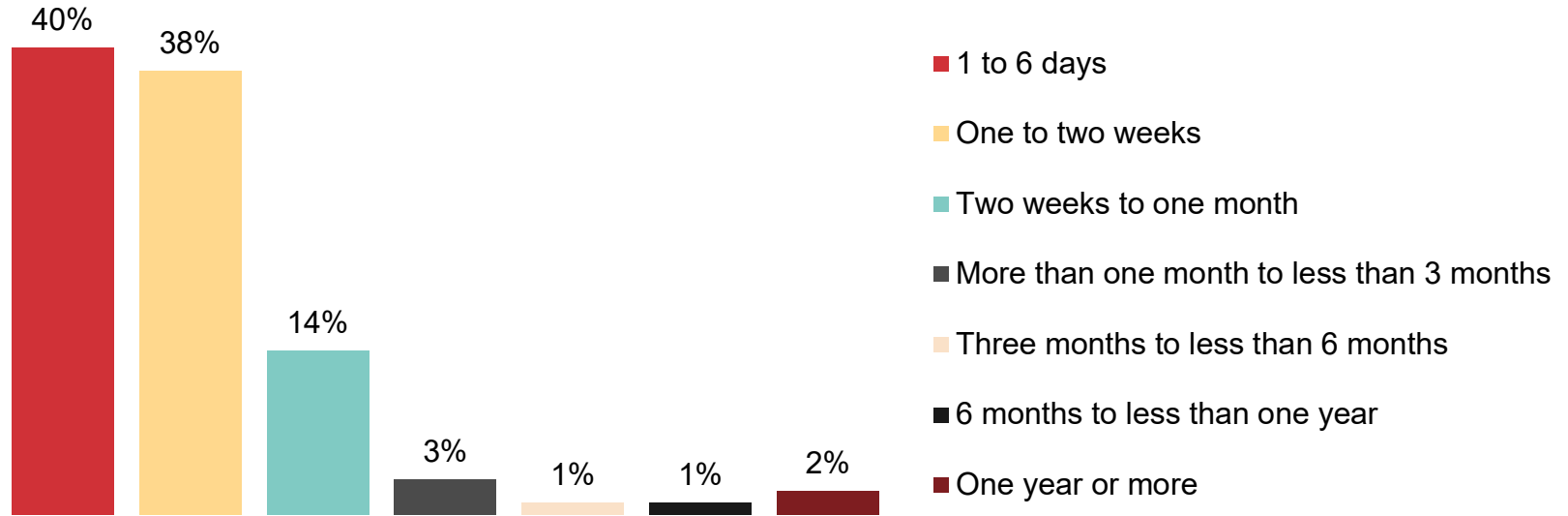


# Mission trips typically last 1 – 2 weeks (either domestically and internationally).

- For the majority of U.S. Christians who have been on a mission or service trip, the longest trip they have ever been on was two weeks or shorter (78%, “1 to 6 days” + “one to two weeks”). One out of 12 (8%) of the longest trips are more than a month long.

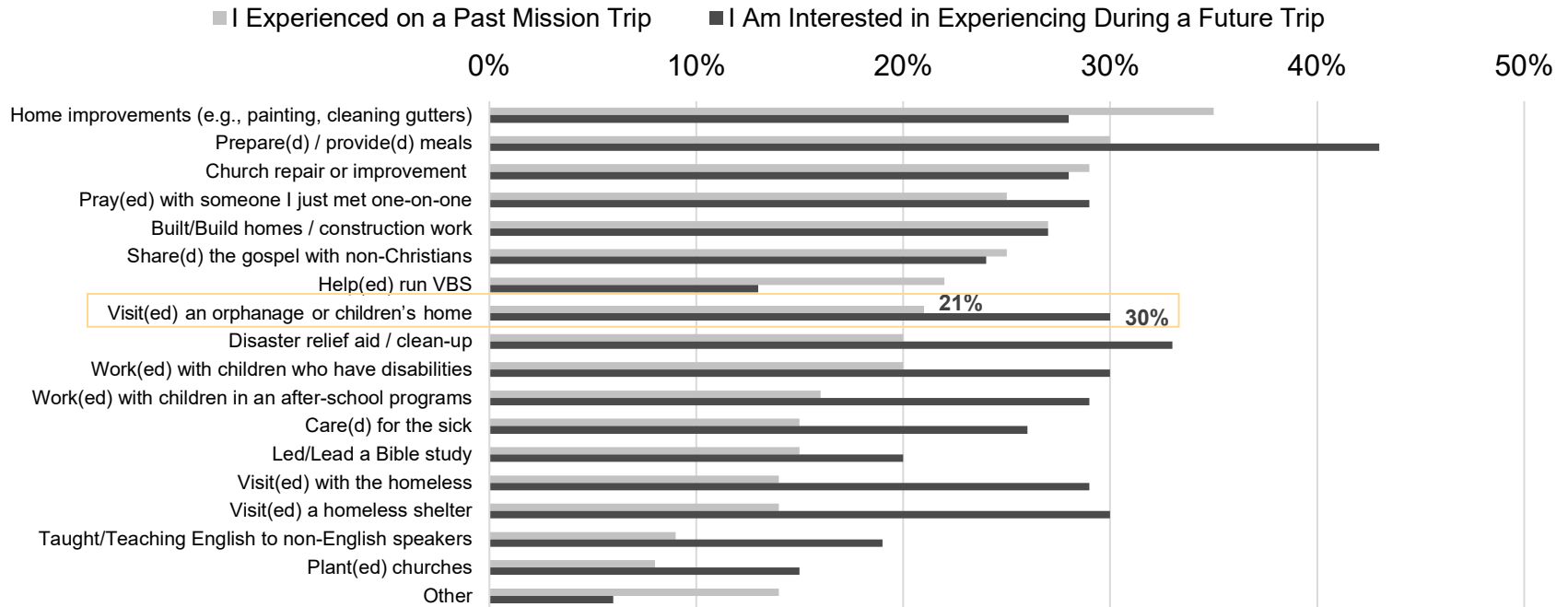
**Question: What was the longest amount of time you spent on a mission or service trip?**

*Base: Has been on a mission or service trip*



# An estimated 4M U.S. Christians report having gone on a trip to visit an orphanage or children's home.\*

- While home improvement and meal preparation are the most common missional activities, visiting orphanages is also common. It is one of the most desired future mission experience.



**Question:** Which, if any, of the following activities have you participated in while on a mission trip? Select all that apply. | Base: Has been on a mission trip

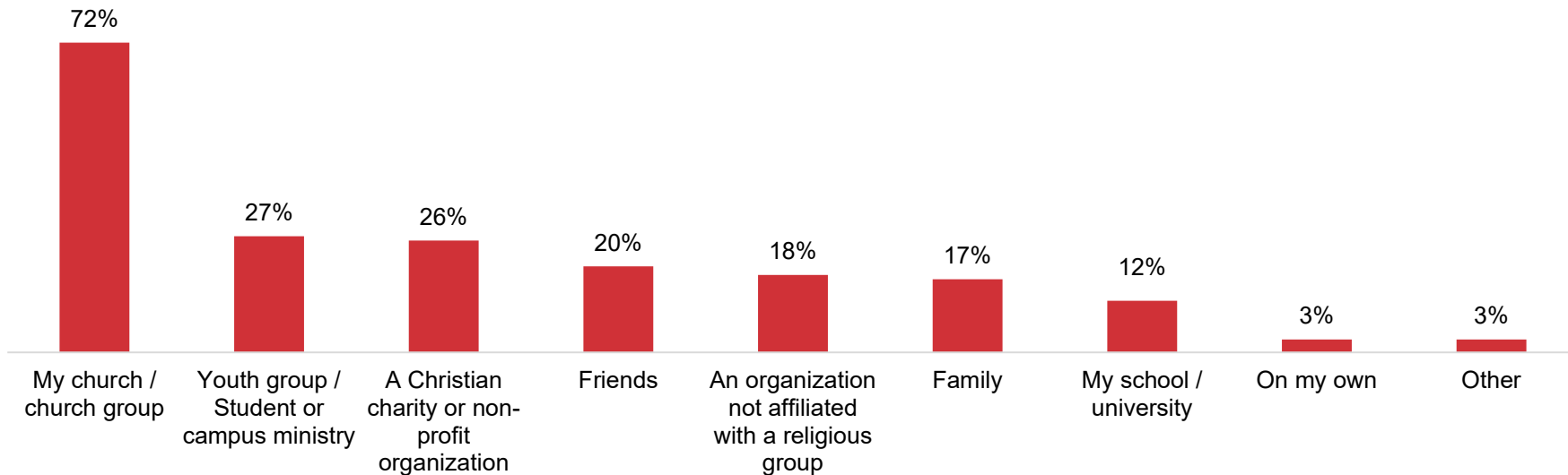
**Question:** In the future which, if any, of the following activities might you be interested in participating in during a mission trip? Select all that apply. Base: Are interested in going on a mission trip

**\*Projection:** The U.S. adult population (ages 18 and older) is approximately 255.3 people. If 70% of U.S. adults self-identify as Christian, 9% of them have been on a mission trip and 21% of that group have visited an orphanage or children's home, we can estimate that 4 million people have been on a trip.

# Most visit residential care facilities with their church or Christian non-profit.

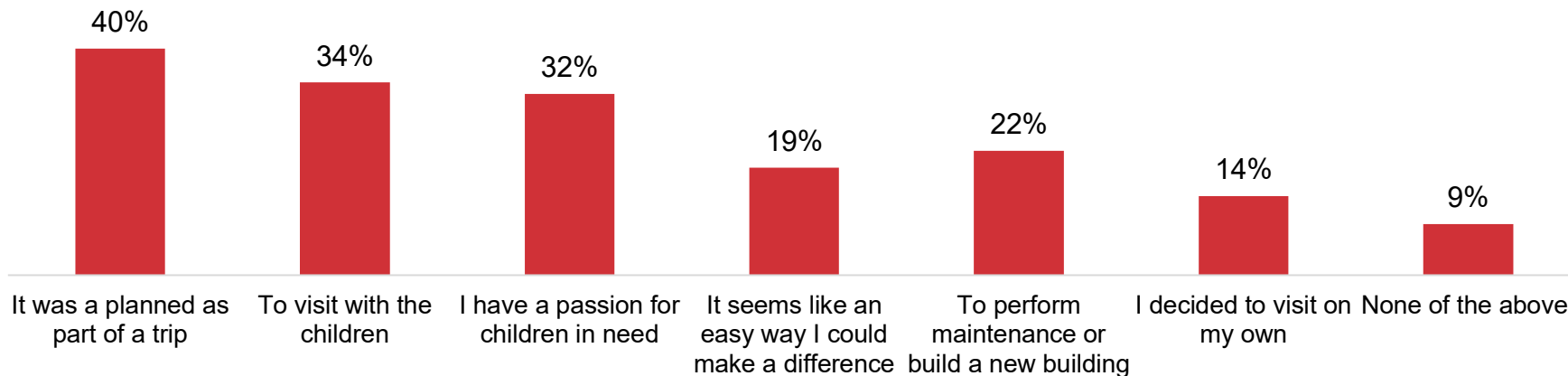
*With whom have you gone on a mission or service trip when you have visited a children's home?*

*Base: Gone on mission trip to residential care facility*



# Passions for children in need and planned visits top the reasons why individuals visit residential care.

*What was the reason you decided to visit an orphanage, children's home or other residential care program for children on your mission trip?*





# About Residential Care

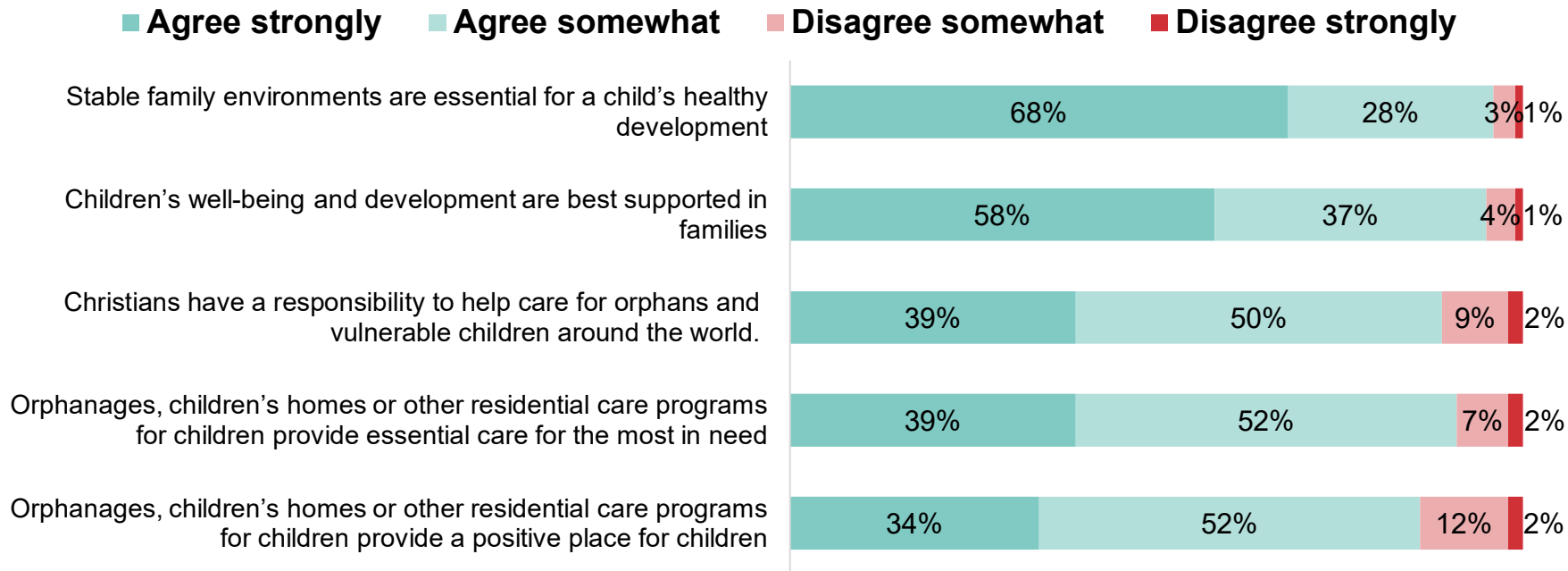
*Christian comprehensions and sentiments about caring for vulnerable children*

# Summary of About Residential Care

- ❑ The data makes it relatively clear that the general U.S. Christian population is not well-educated on residential care realities. Most agree that family structures are optimal, but most also believe orphanages are essential and positive.
- ❑ While it is difficult to be definitive or prescriptive, there are concerning signs that younger generations are more in favor of orphanages and residential care than older U.S. Christians, likely because of lack of education. Looking solely at “agree strongly” on slides 45 and 46, we see that younger generations are slightly less likely than older generations to agree to the benefit of healthy family environments. Simultaneously they are more favorable towards residential care.
- ❑ Meanwhile, the majority of U.S. Christians say that even before participating in this survey, they knew that poverty is the number one cause for placing children in orphanages and that orphanages may have negative long-term impacts on children. It is likely this number is somewhat high since people tend to exaggerate their knowledge on any given subject, it does follow the similar trends we have seen in this report – that is, younger generations and those who have been on mission trips were more likely to say yes to the statements.
- ❑ Financially supporting residential care is not correlated with being able to assess effective solutions for family separation. The data suggests that those supporting these facilities have the same perspectives of the problem as everyone else.

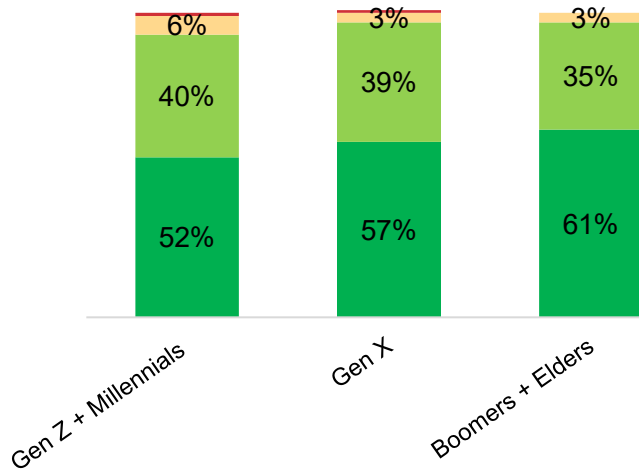
# The vast majority of U.S. Christians agree that a stable family environment is essential for a child's development.

- Nine out of ten U.S. Christians also believe orphanages provide essential care. However, they are less likely to agree strongly on this statement.

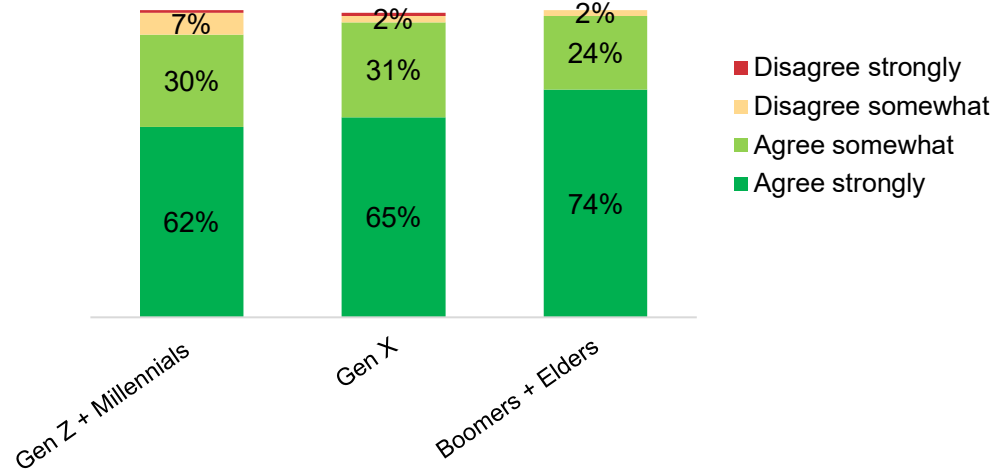


# Older generations are more favorable toward family structures...

Children's well-being and development are best supported in families



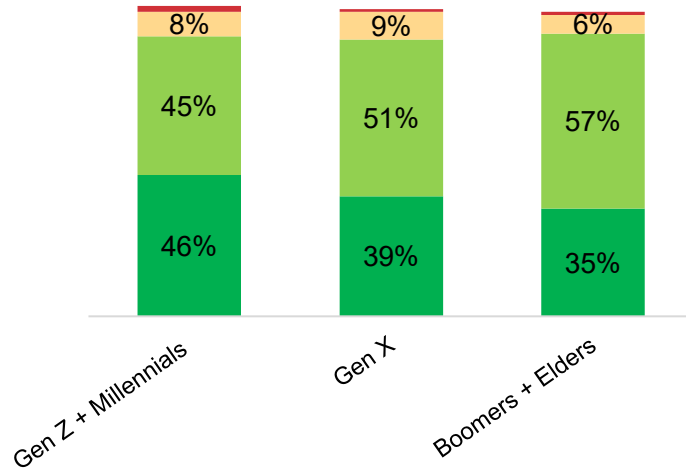
Stable family environments are essential for a child's healthy development



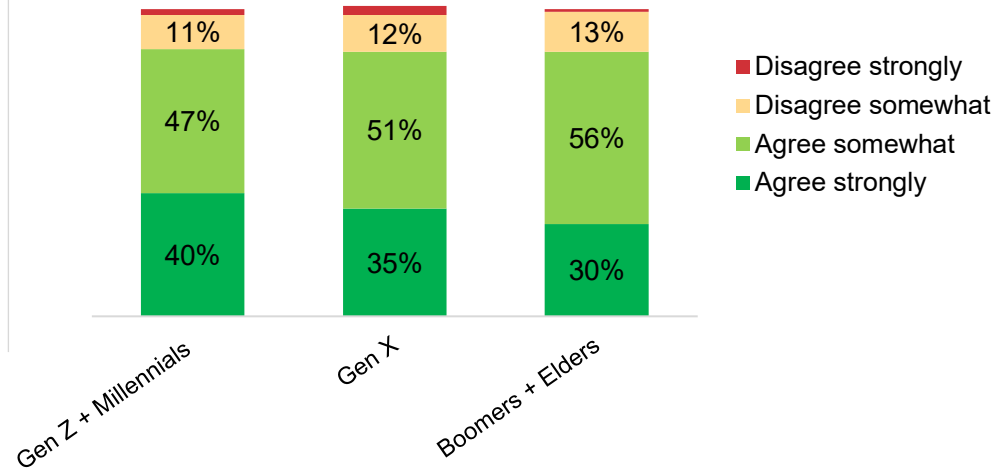
- Disagree strongly
- Disagree somewhat
- Agree somewhat
- Agree strongly

# ... while higher proportions of younger generations feel positively about residential care facilities.

Orphanages, children's homes or other residential care programs for children provide **essential care** for the most in need



Orphanages, children's homes or other residential care programs for children provide a **positive place** for children

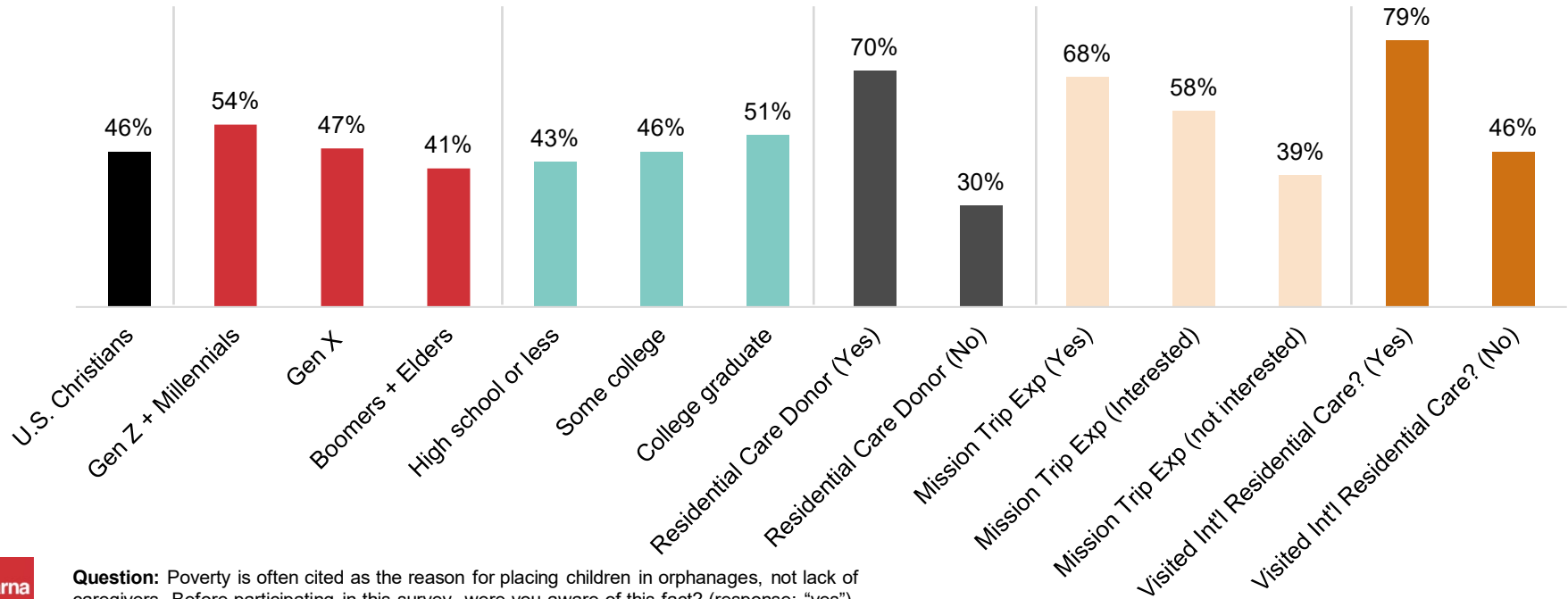


- Disagree strongly
- Disagree somewhat
- Agree somewhat
- Agree strongly

Question: To what extent do you agree or disagree with the following statements?

# Almost half of Christians say they knew that poverty is cited as the reason children are placed in orphanages. Those who have visited or support residential care programs are *more likely* to affirm the connection between poverty and orphanages.

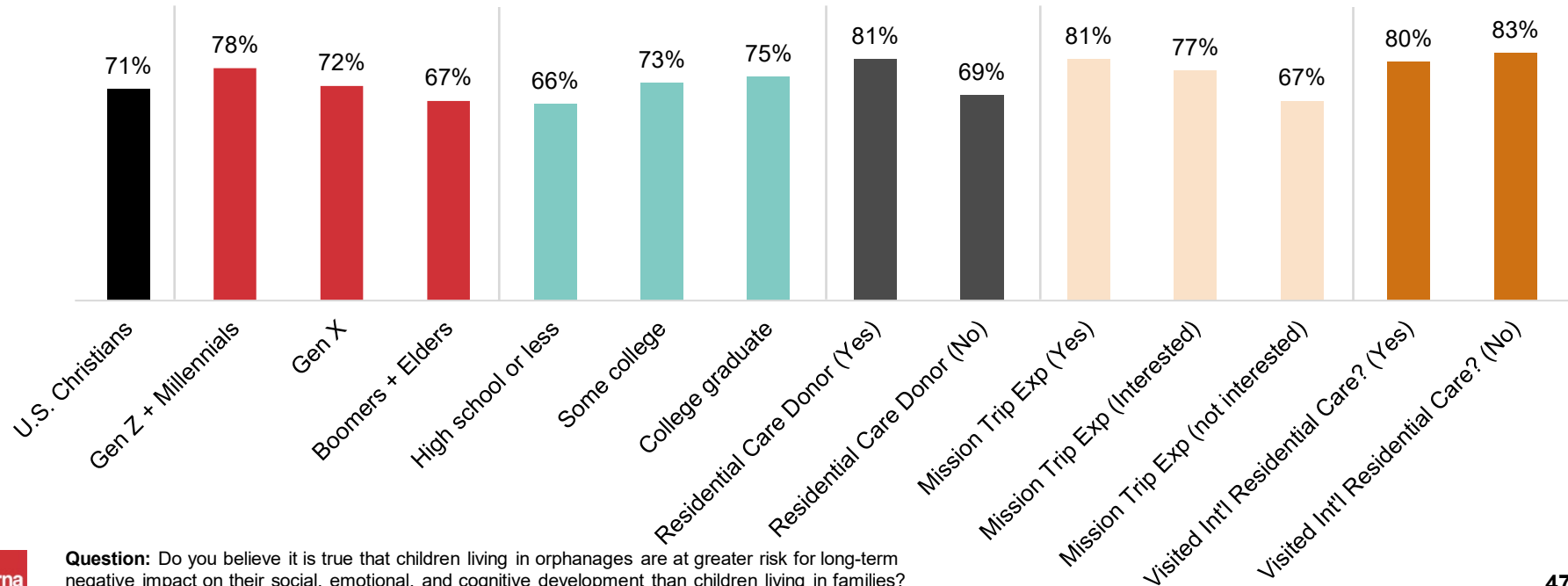
*Report knowing that 'Poverty is often cited as the reason for placing children in orphanages, not lack of caregivers.'*



**Question:** Poverty is often cited as the reason for placing children in orphanages, not lack of caregivers. Before participating in this survey, were you aware of this fact? (response: "yes")

# Awareness of the long-term risks from orphan care is relatively similar across groups, including 81% of those supporting residential care.

*Report knowing that 'children living in orphanages are at greater risk for long-term negative impact on their social, emotional, and cognitive development than children living in families.'*

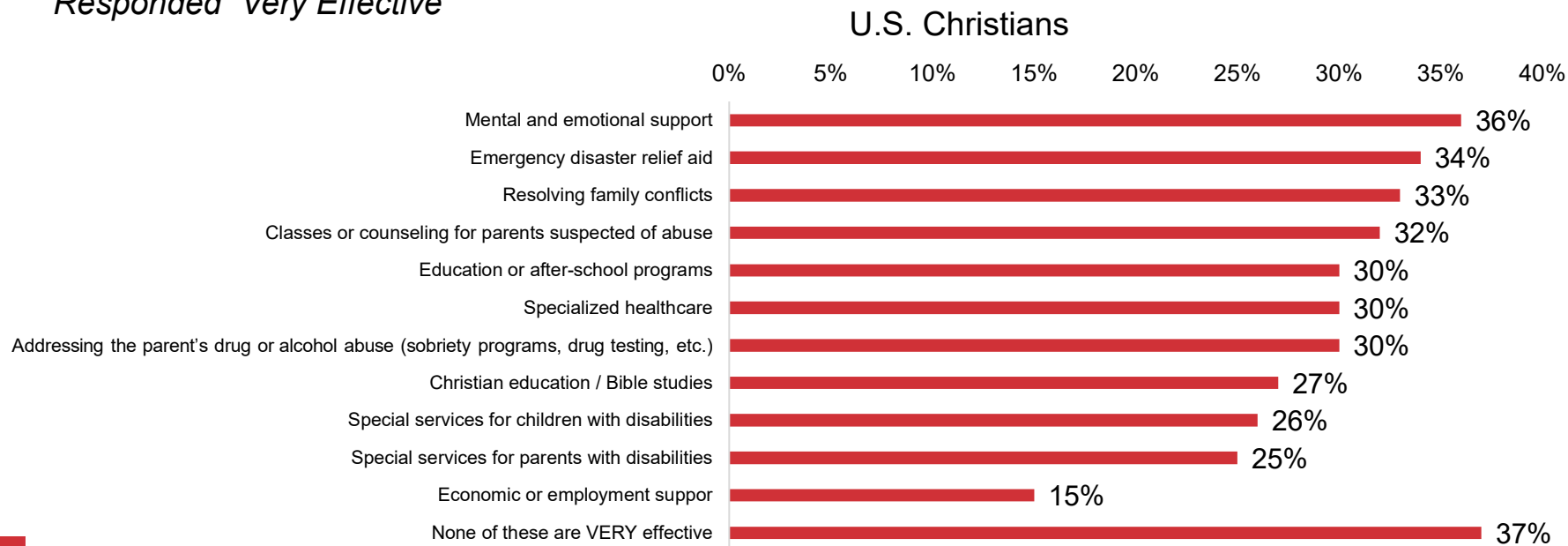


**Question:** Do you believe it is true that children living in orphanages are at greater risk for long-term negative impact on their social, emotional, and cognitive development than children living in families?  
(response: "yes")

# While about two out of five say none of the given options are very effective, the most common way Christians believe family separation should be addressed is through mental and emotional support.

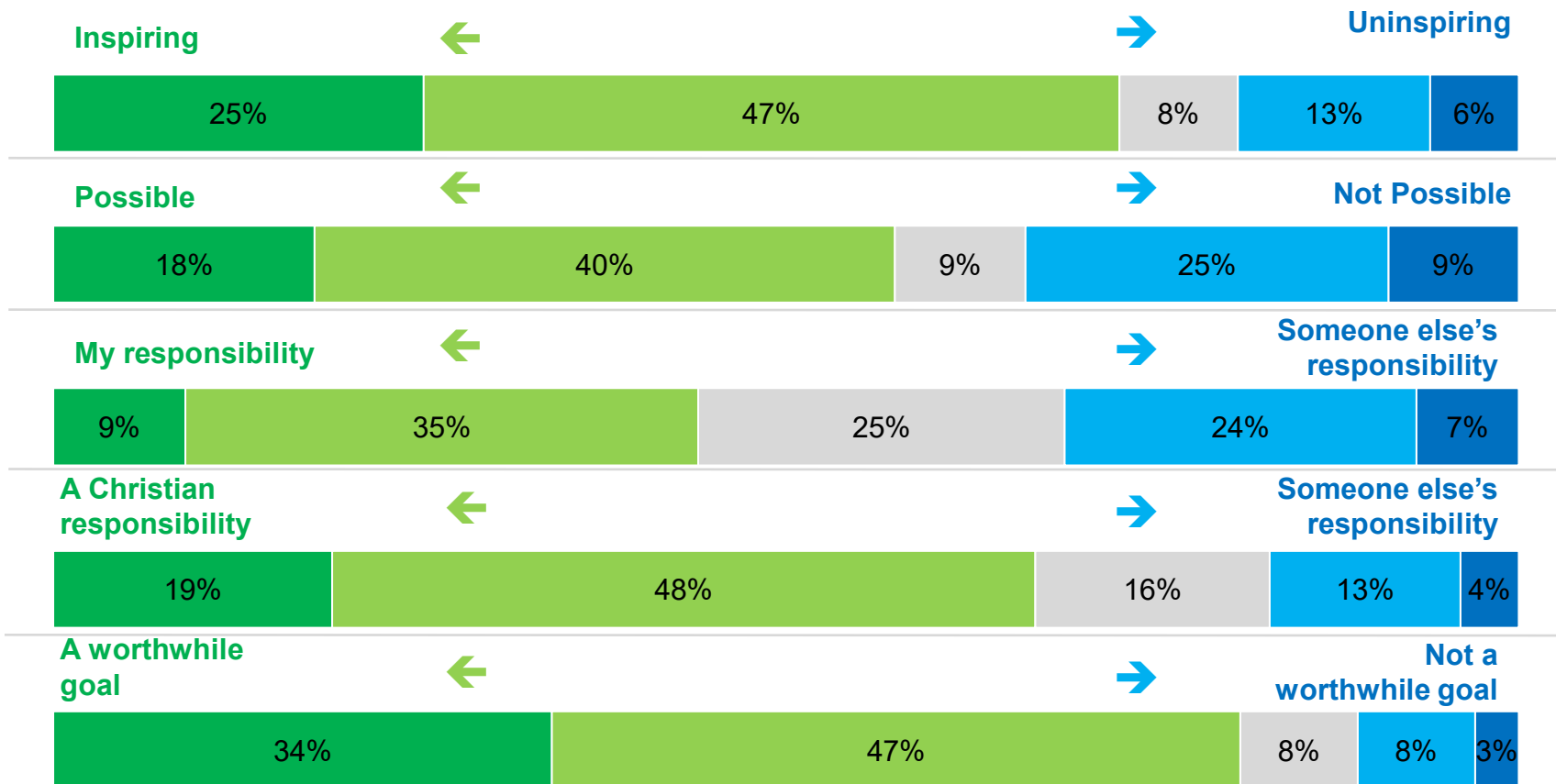
**Question: How effective or ineffective do you think each of the following are at addressing the issue of family separation?**

*Responded "Very Effective"*





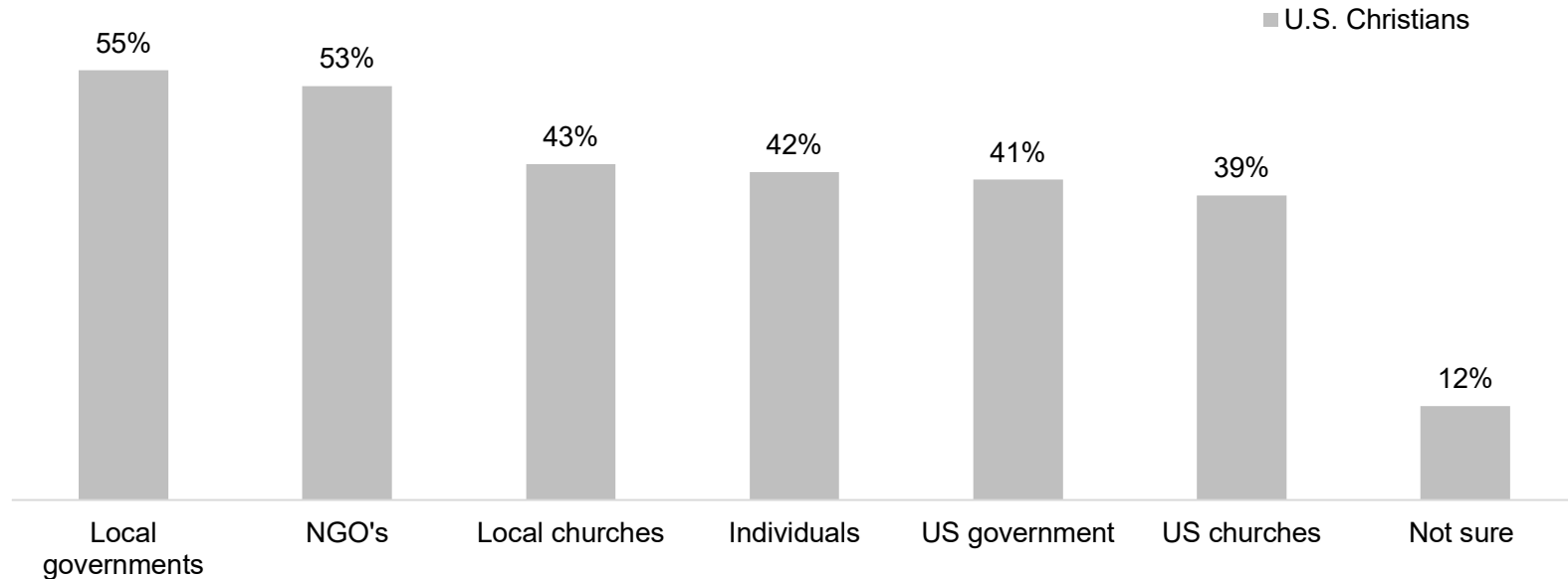
# Ending the need for orphanages around the world is...



Question: Please read the statement above before answering the following questions. To me, ending the need for orphanages around the world is...?

# Half of Christians believe local governments and NGO's should be responsible for addressing the situation of children living in orphanages around the world.

- However, there is only a slim majority for local governments, indicating there is not a clear feeling on who should be responsible.

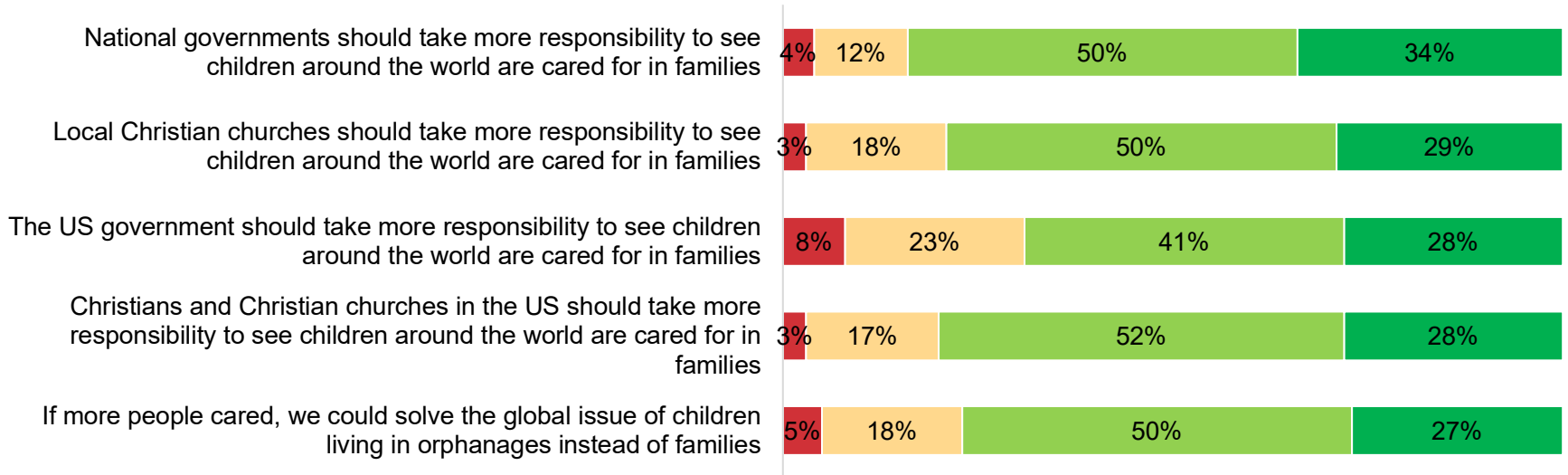


**Question:** Overall, who do you think should be responsible for addressing the situation of children living in orphanages around the world?  
Select all that apply.

# A majority of U.S. Christians agree that national (or local) governments should take more responsibility to see children are cared for in families.

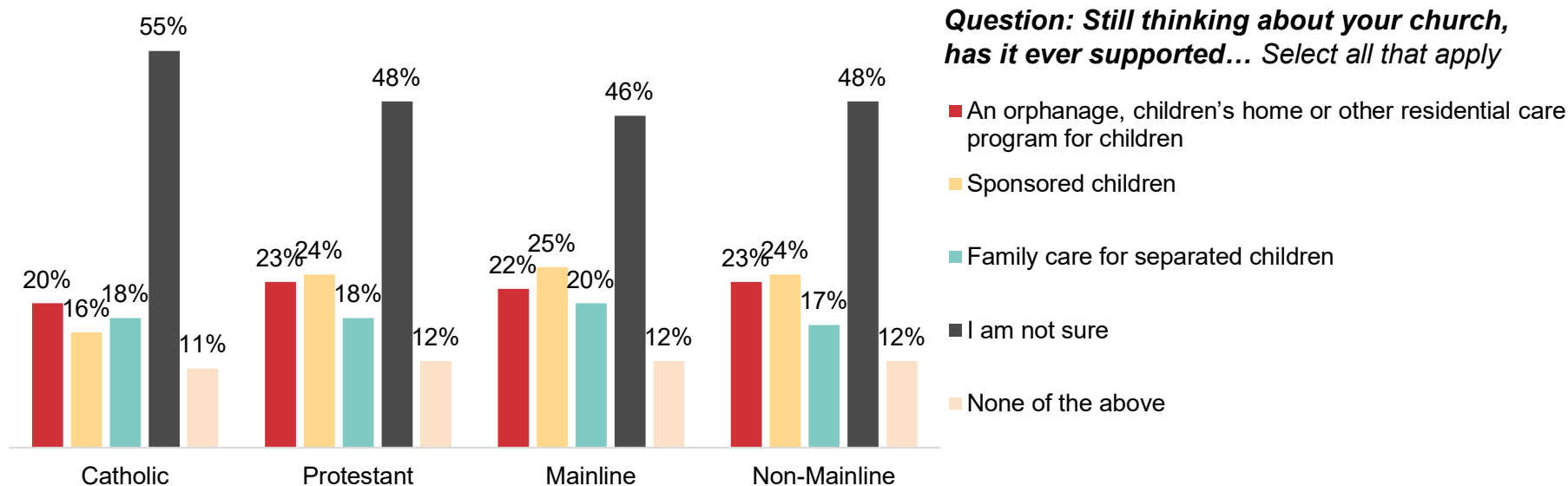
- Nearly as many U.S. Christians believe churches and Christians in the U.S. or local churches should take more responsibility in this way.

■ Disagree strongly   ■ Disagree somewhat   ■ Agree somewhat   ■ Agree strongly



**Protestants are more likely than Catholics to say their church has sponsored children.**

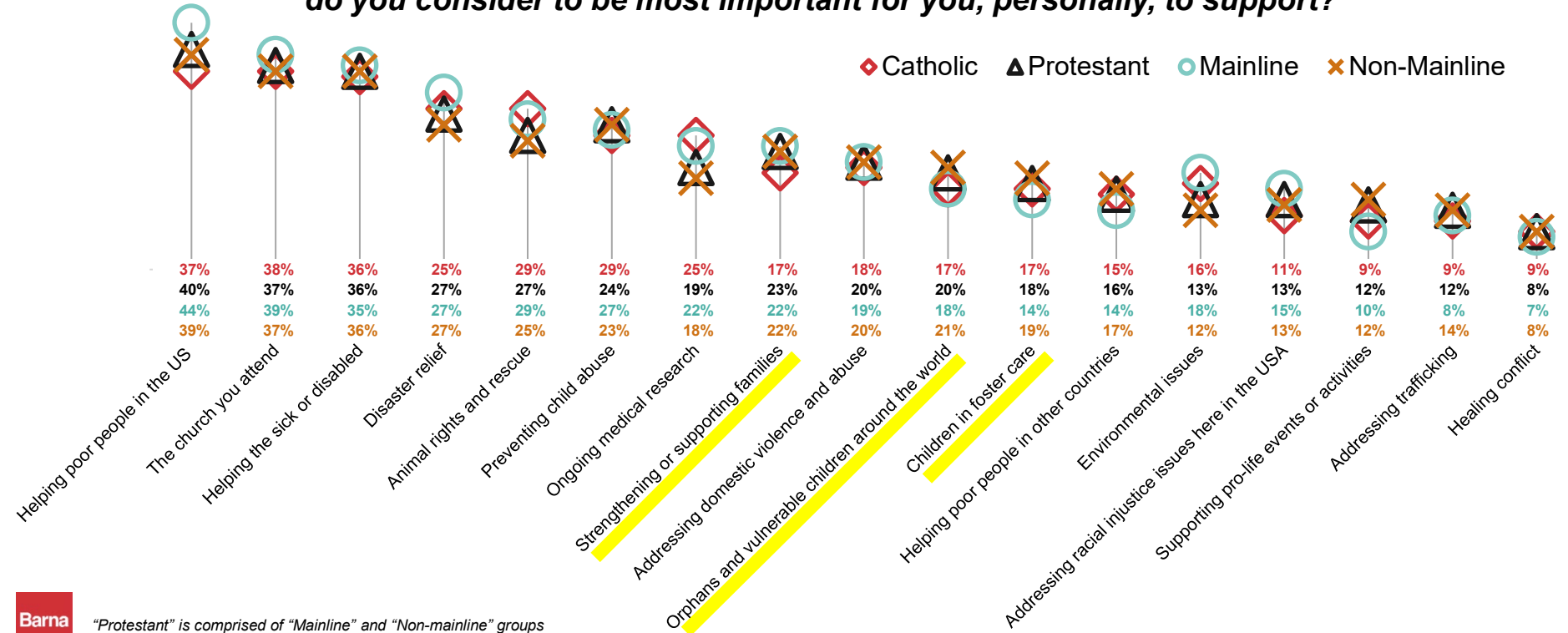
**Catholics are more likely to say they are not sure if their church has ever supported any of the presented options.**



# All four faith groups consider it important to help poor people in the U.S.

- Among Catholics, this is nearly tied with supporting the church they attend.
- As indicated by the chart below the faith groups are tightly clustered at each cause.

**Generally, when it comes to donating money, which of the following causes do you consider to be most important for you, personally, to support?**



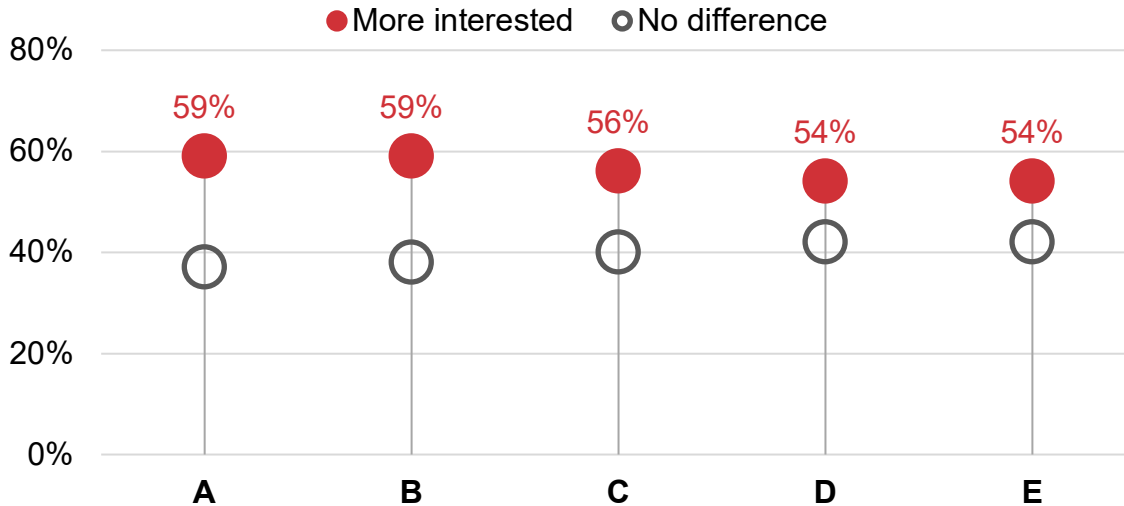
# Message Testing

# Message Testing (1/2)

- Respondents were shown a randomized set of statements and asked if the statement made them more or less interested in learning more.
- Few statements made respondents “less interested.”

***Please indicate whether each of the following statements makes you more or less interested in learning more.***

## Top 5 Statements



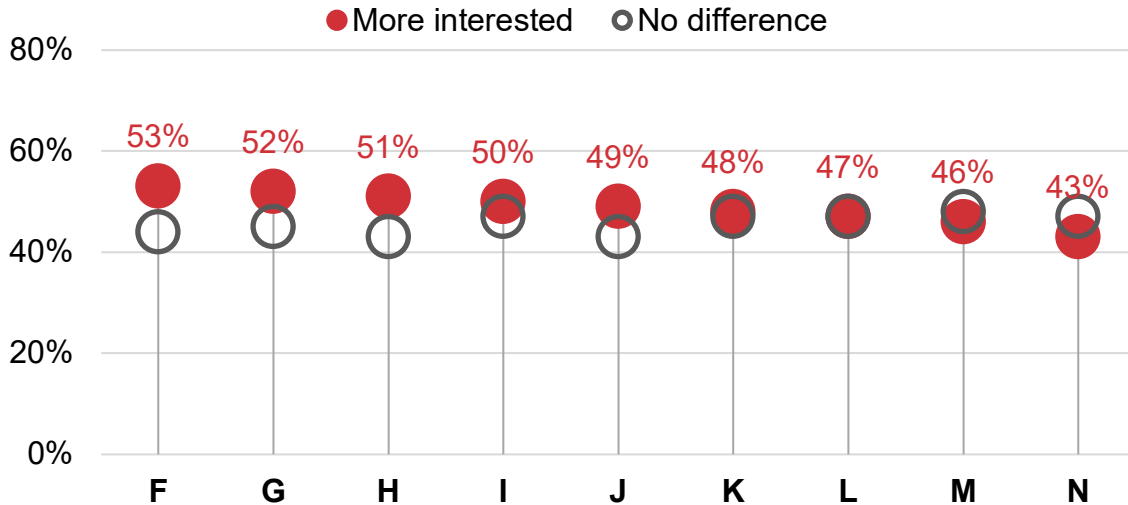
- All children need love, a sense of belonging, the experience of family, and connection to community in order to thrive into adulthood
- A** Strengthening families is the best way to support orphans and vulnerable children by investing in things like economic support, access to education and daycare, or parent support groups.
- Studies show that living in an orphanage, especially for a long time or at a young age, negatively impacts children’s development, social relationships, and increases risks later in life
- C** Regardless of the quality of care in orphanages and children’s homes, children often face isolation, loss of a sense of belonging, identity struggles, and difficulty living independently in society after they have to leave.
- D** Children with disabilities can be cared for and thrive in their family, instead of an orphanage, if given the proper access to inclusive services and support.
- E**

# Message Testing (2/2)

- Respondents were shown a randomized set of statements and asked if the statement made them more or less interested in learning more.
- Few statements made respondents “less interested.”

**Please indicate whether each of the following statements makes you more or less interested in learning more.**

(additional statements)

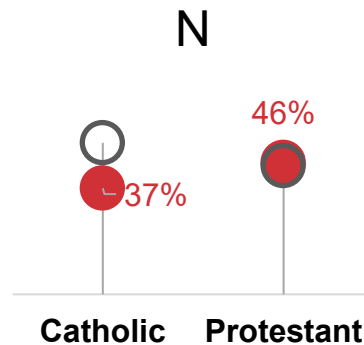
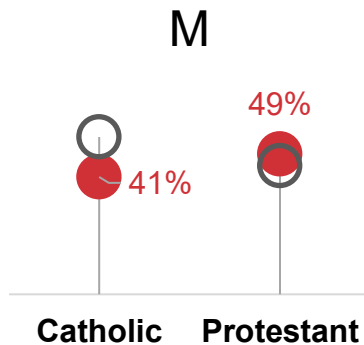
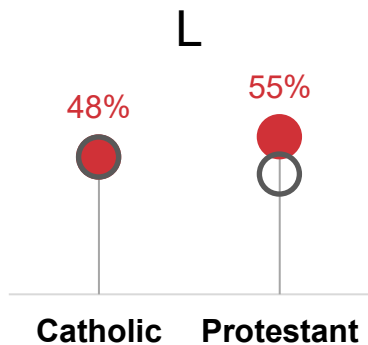
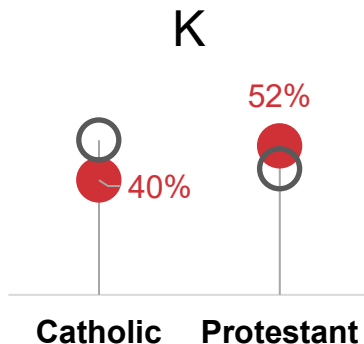
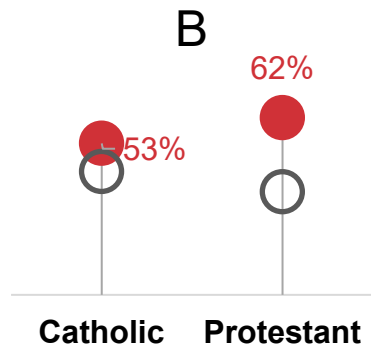


- F Families living in poverty often struggle to provide for their children. Many are placed in orphanages by their parents or relatives just to meet their children’s basic material needs
- G The best ways to help children access education, food and shelter are within families instead of in an orphanage.
- H Scripture, life experience, and years of academic research all agree...Children grow best in families
- I 140 million children worldwide, are considered orphans, having lost at least one parent. Of these, over 15 million children have lost both parents. Yet, most of these children live with their surviving parent, grandparents, or other relatives.
- J Can you imagine knowing that the only way to provide your child with an education, food, and shelter was to place him or her in an orphanage?
- K Scripture recognizes that family is God’s intention for the care and protection of children. “God sets the lonely in families.”
- L The cost of supporting a child in an orphanage is 5-10 times higher than supporting a child in a family, either in their own family or in foster care
- M Most children in orphanages are not orphans. The vast majority (80%) of children we call “orphans” have a surviving family or extended member
- N Christians who want to help vulnerable children have unknowingly played a role in the separation of children from families each time they build, financially support, or volunteer in an orphanage.



# Messaging for Faith Groups

- More interested
- No difference



**B** Strengthening families is the best way to support orphans and vulnerable children by investing in things like economic support, access to education and daycare, or parent support groups.

**K** Scripture recognizes that family is God's intention for the care and protection of children. "God sets the lonely in families." (Psalm 68:6 NIV)

**L** Families living in poverty often struggle to provide for their children. Many are placed in orphanages by their parents or relatives just to meet their children's basic material needs.

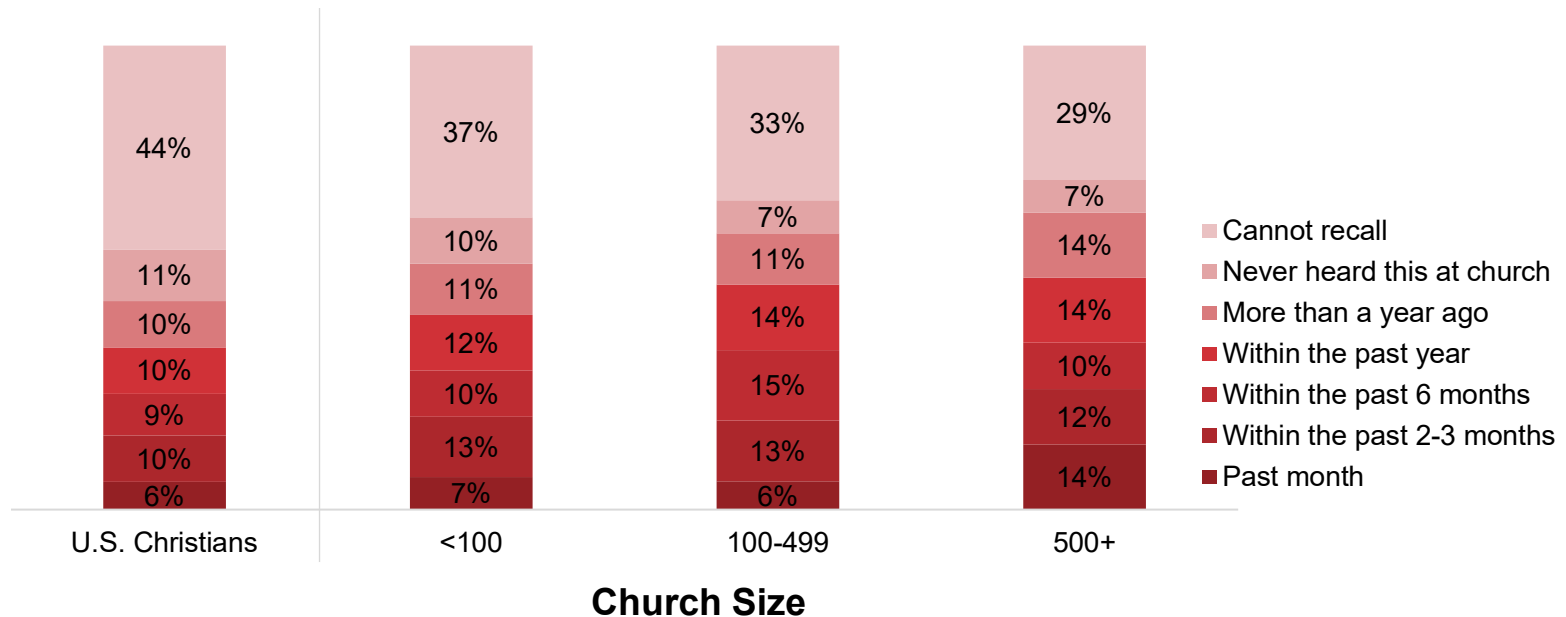
**M** Most children in orphanages are not orphans. The vast majority (80%) of children we call "orphans" have a surviving family or extended member

**N** Christians who want to help vulnerable children have unknowingly played a role in the separation of children from families each time they build, financially support, or volunteer in an orphanage.

# Church

# Those who attend a large church are significantly more likely to have heard a sermon on the topic of caring for orphans and vulnerable children within the past month.

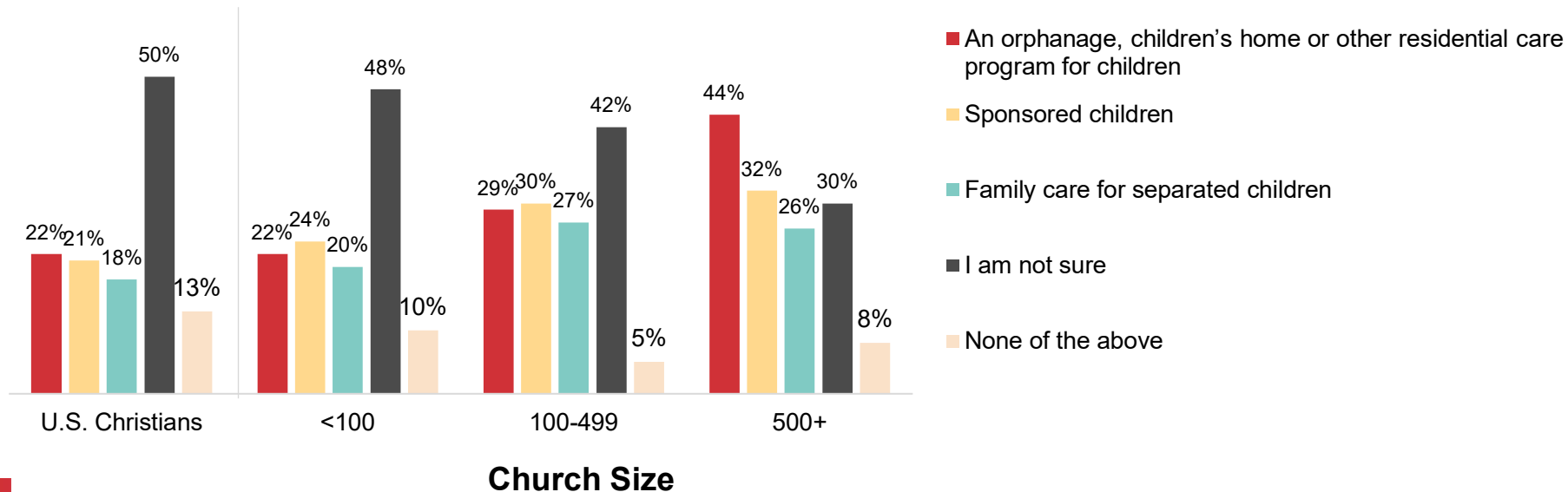
**Question: Thinking about your church, when was the last time you recall hearing a sermon at your church on the topic of caring for orphans and vulnerable children?**



## Members of churches with 500+ attendees are more likely to support an orphanage or children's home.

- Churches of 100+ are more likely to support sponsored children or family care for separated children.
- Nearly half (48%) of U.S. Christians attending a smaller, less than 100-person church are not sure what vulnerable-children causes their church has supported.

**Question: Has your church ever supported...**  
*Select all that apply*



# Denominations

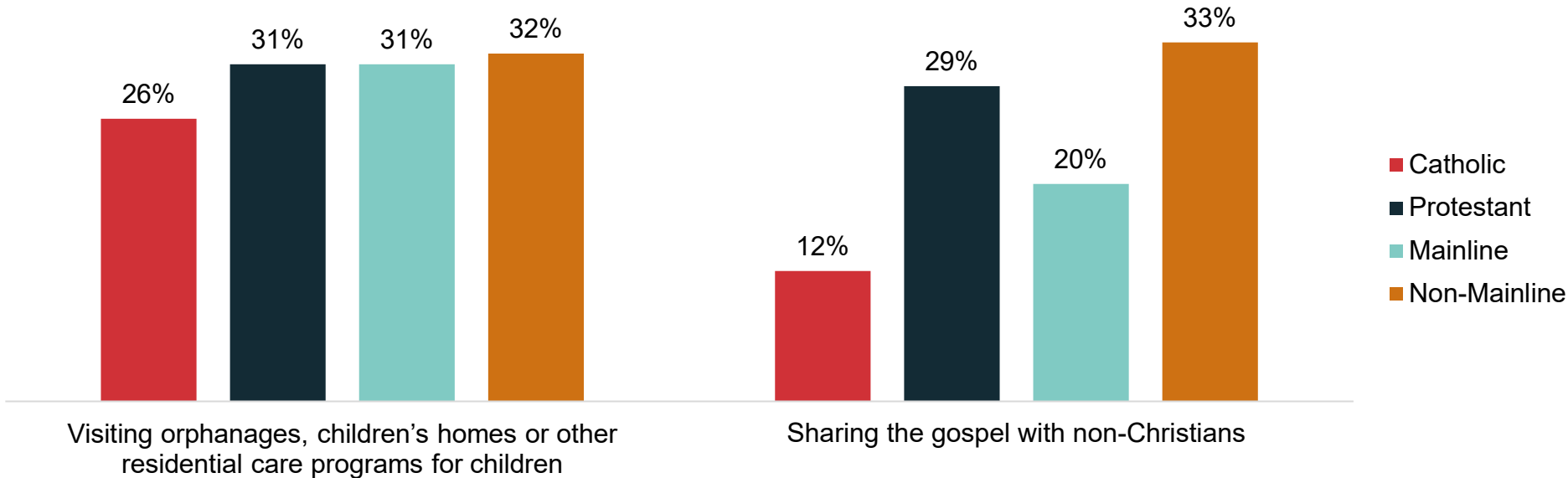
# Summary of Denomination Key Findings

- ❑ Non-mainline protestants are more interested in sharing the gospel compared to Catholics or mainline Protestants.
- ❑ Protestants are more likely than Catholics to think churches in general should be responsible for addressing the situation of children living in orphanages around the world.
- ❑ When it comes to donating money and important causes for a U.S. Christian to support, there are some significant differences in how faith groups respond.
  - For example, non-mainline denominations are more likely than mainline denominations to say it is important to support children in foster care (19% vs 14%). However, this does not necessarily mean mainline denominations are not interested in this cause.
- ❑ It may be most helpful to think about these findings for the fine-tuning of messaging or building cause awareness among some audiences.

# Non-mainline protestants are more interested in sharing the gospel compared to Catholics or mainline Protestants.

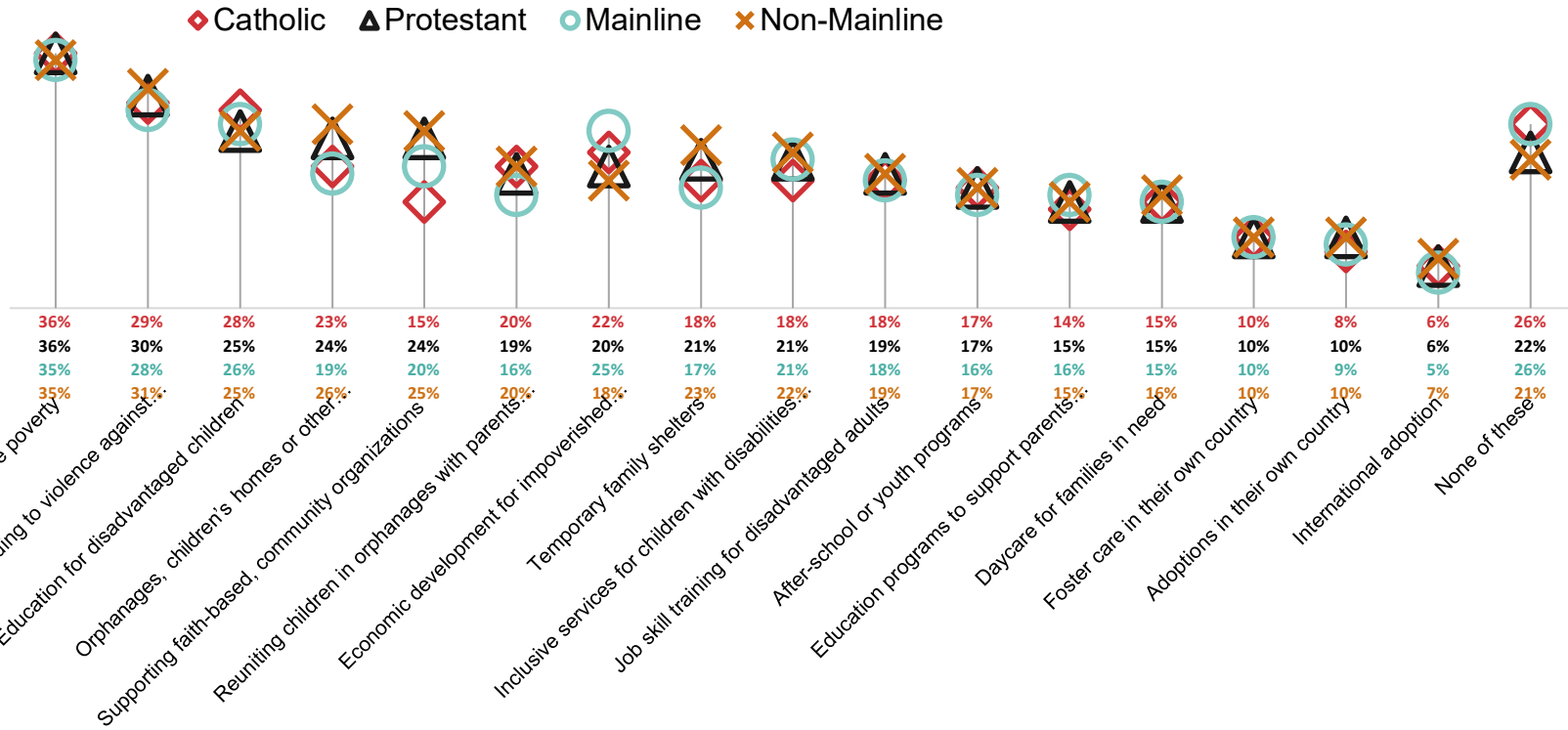
- Catholics are less likely than Protestants to say they are interested in visiting an orphanage or residential care program for children during a mission trip.

**Question: In the future which, if any, of the following activities might you be interested in participating in during a mission trip? Select all that apply. Base: interested in going on a mission trip**



# Internationally, which of these initiatives would you be most interested in financially supporting when it comes to helping children? Select up to 5.

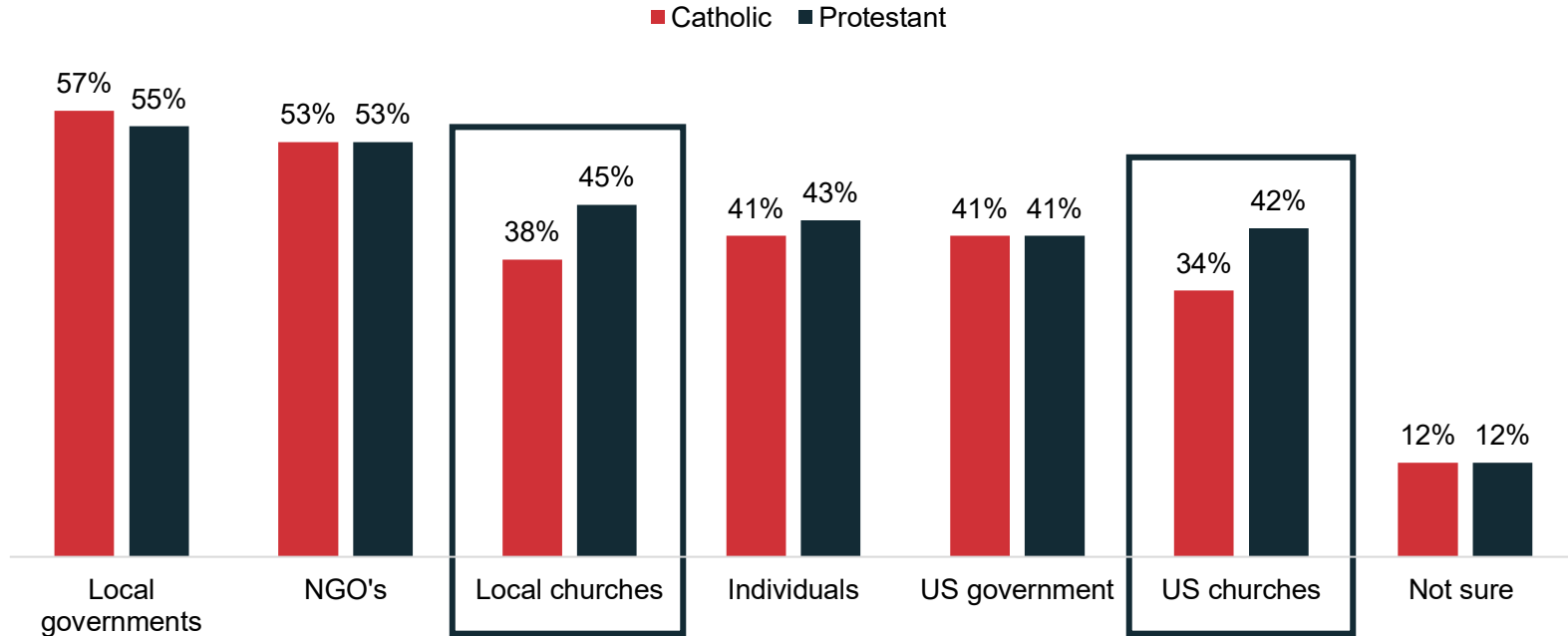
- At least one-third of each faith segment, indicated they are interested in financially supporting families living in extreme poverty internationally.
- As indicated by the chart below the faith groups are tightly clustered at each cause.





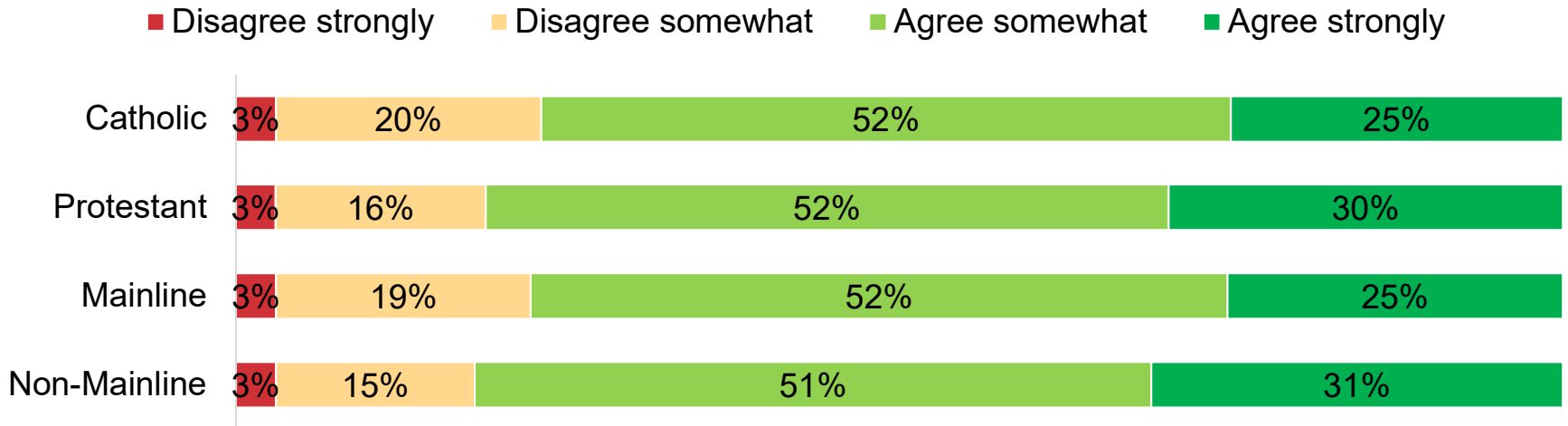
# Protestants are more likely than Catholics to think churches in general should be responsible.

*Question: Overall, who do you think should be responsible for addressing the situation of children living in orphanages around the world? Select all that apply.*



# Non-mainline Protestants are more likely than mainline to agree that US Christians and churches should take more responsibility to see children around the world are cared for in families (82% vs 77%).

“Christians and Christian churches in the US should take more responsibility to see children around the world are cared for in families”



# Profiles

# Generations

# Gen Z & Millennials



Gen Z + Millennials,  
38%  
of Financial Support  
to Residential Care



17% Have Been on a Mission Trip

## Giving:

Annual average giving to residential care\*

: **\$251**

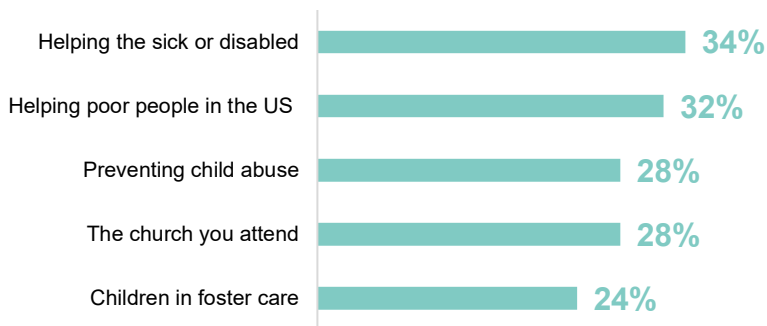
Annual average giving to churches and NPOs

: **\$395**

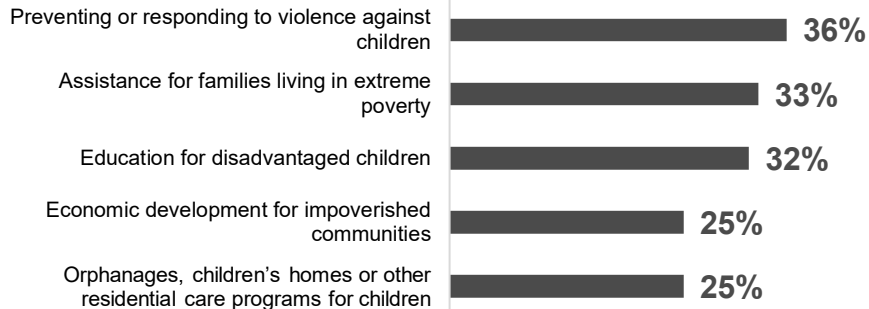
## Residential Care:

- 42% support residential care with regular, ongoing gifts\*
- 25% have visited an orphanage on a mission trip\*\*
- 13% have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me... \*\*\*

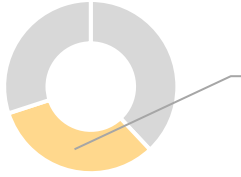


## Internationally, what children's initiative would I support?\*\*\*

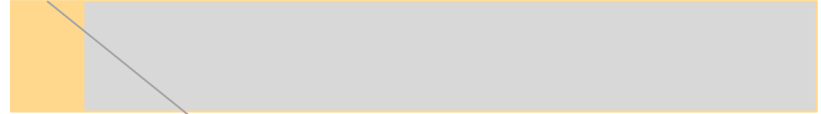


\* of those who give to residential care  
 \*\* of those who have been on a mission trip  
 \*\*\*top 5 responses shown

# Gen X



**Gen X, 32%**  
of Financial  
Support to  
Residential Care



**9% Have Been on a Mission Trip**

## Giving:

Annual average giving to residential care\*

**: \$341**

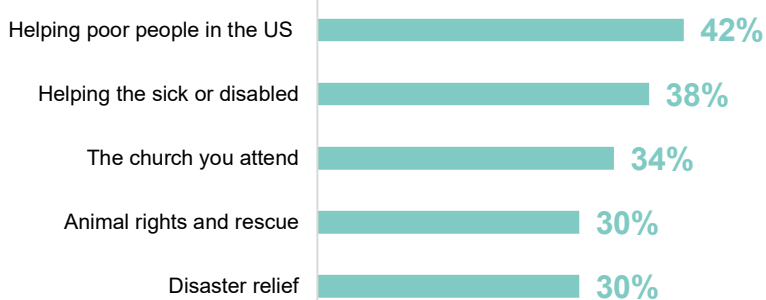
Annual average giving to churches and NPOs

**: \$631**

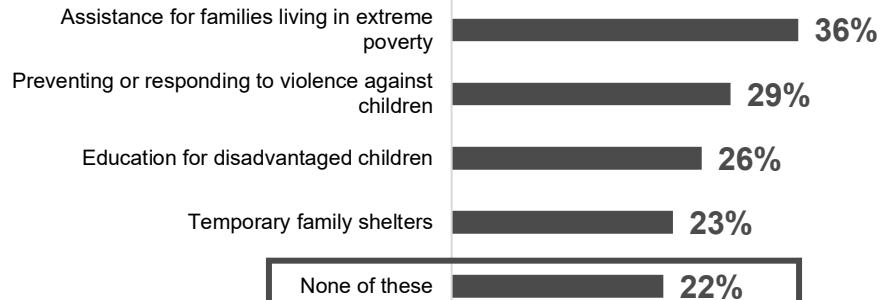
## Residential Care:

- **43%** support residential care with regular, ongoing gifts\*
- **22%** have visited an orphanage on a mission trip\*\*
- **5%** have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me is... \*\*\*



## Internationally, what children's initiative would I support?\*\*\*



\* of those who give to residential care  
\*\* of those who have been on a mission trip  
\*\*\*top 5 responses show

# Boomers & Elders



Boomers + Elders, 30% of financial support to residential care



## Giving:

Annual average giving to residential care\*

: \$266

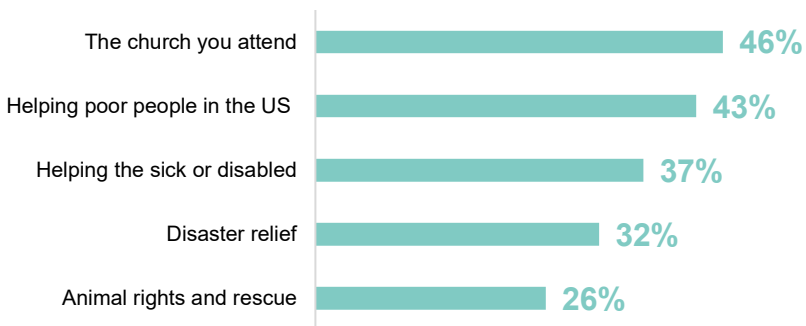
Annual average giving to churches and NPOs

: \$1,176

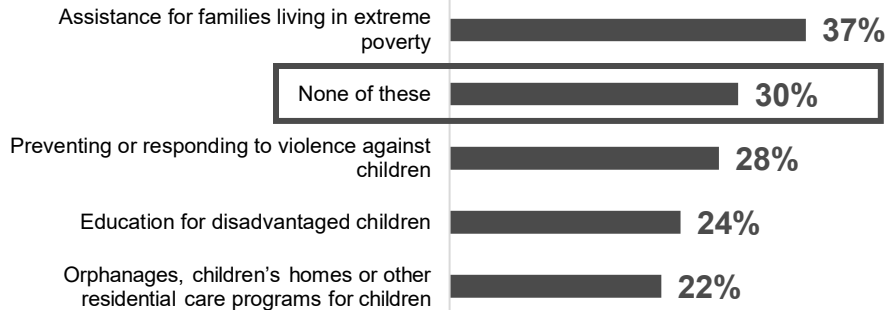
## Residential Care:

- 46% support residential care with one-time gifts\*
- 15% have visited an orphanage on a mission trip\*\*
- 2% have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me is... \*\*\*



## Internationally, what children's initiative would I support?\*\*\*



\* of those who give to residential care  
 \*\* of those who have been on a mission trip  
 \*\*\*top 5 responses show

# Denominations



# Catholic



Catholic, 30% of financial support to residential care



5% Have Been on a Mission Trip

## Giving:

Annual average giving to residential care\*

: **\$298**

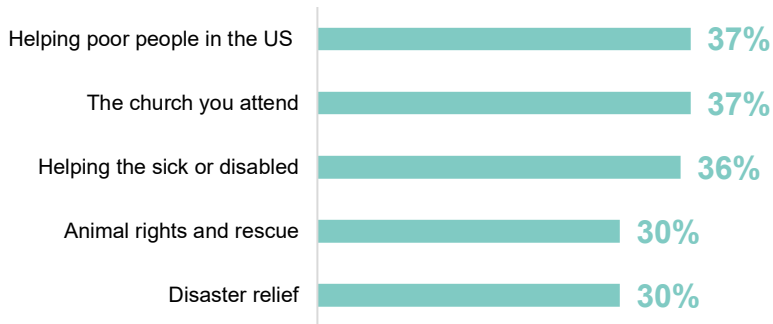
Annual average giving to churches and NPOs

: **\$649**

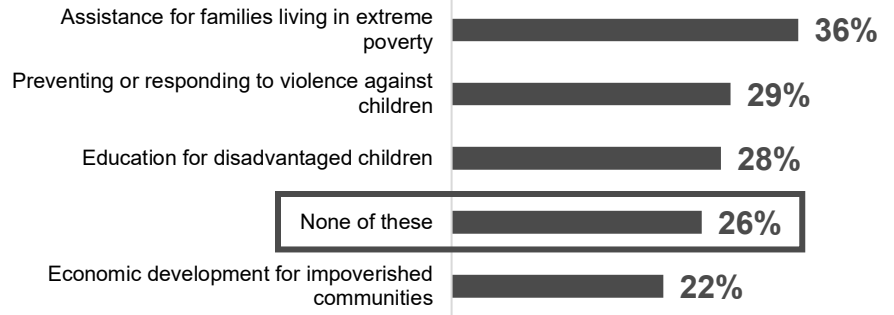
## Residential Care:

- 46% support residential care with one-time gifts\*
- 17% have visited an orphanage on a mission trip\*\*
- 4% have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me is... \*\*\*

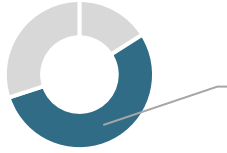


## Internationally, what children's initiative would I support?\*\*\*



\* of those who give to residential care  
 \*\* of those who have been on a mission trip  
 \*\*\*top 5 responses show

# Non-Mainline Christians



Non-Mainline,  
54% of financial  
support to  
residential care



11% Have Been on a Mission Trip

## Giving:

Annual average giving to residential care\*

: **\$311**

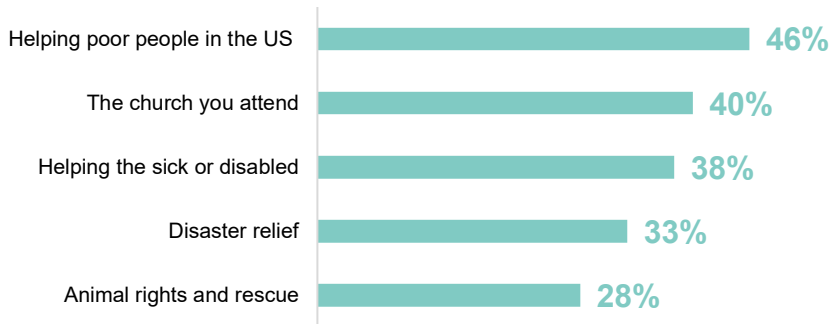
Annual average giving to churches and NPOs

: **\$896**

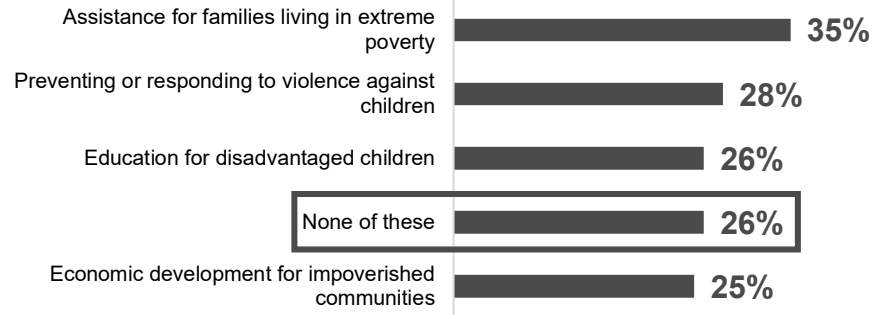
## Residential Care:

- 40% support residential care with one-time gifts\*
- 13% have visited an orphanage on a mission trip\*\*
- 6% have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me... \*\*\*

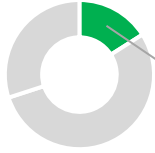


## Internationally, what children's initiative would I support?\*\*\*



\* of those who give to residential care  
 \*\* of those who have been on a mission trip  
 \*\*\*top 5 responses show

# Mainline Christians



**Mainline**, 16% of financial support to residential care



**12% Have Been on a Mission Trip**

## Giving:

Annual average giving to residential care\*

**: \$180**

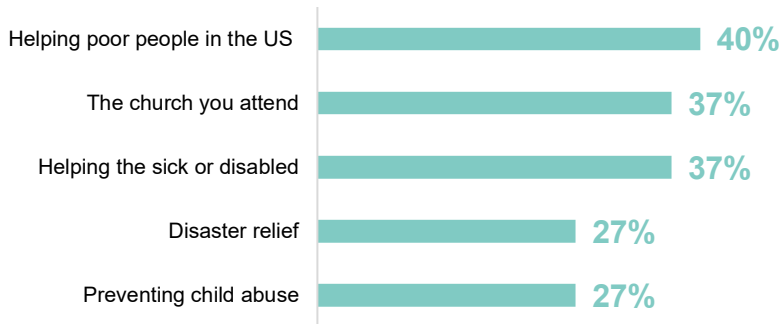
Annual average giving to churches and NPOs

**: \$890**

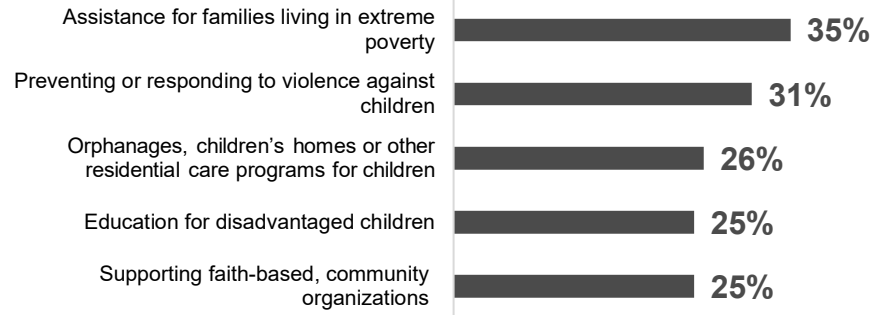
## Residential Care:

- 29% support residential care with one-time gifts\*
- 26% have visited an orphanage on a mission trip\*\*
- 6% have visited a residential care facility in the last 5 years\*\*

## When it comes to money, what's most important to me... \*\*\*



## Internationally, what children's initiative would I support?\*\*\*



\* of those who give to residential care  
 \*\* of those who have been on a mission trip  
 \*\*\*top 5 responses show

# Making Connections

# Faith Engagement

- In public works, Barna often reports on Practicing Christian. These are adults who self-identify as Christian, attend church at least monthly and strongly agree that their religious faith is very important in their life. While this research was focused on the Christian demographic rather than faith engagement, below are insights about how Practicing Christians engage with residential care and short-term missions.
  - 25% of Practicing Christians are financially supporting residential care, compared to only 16% of non-practicing Christians (any Christian who does not meet the “practicing” definition).
  - Practicing Christians financial support for residential care is more commonly given as recurring, regular donations (45% vs. 35% non-practicing Christians).
  - 14% of Practicing Christians have been on a mission or service trip (vs. 6% of non-practicing Christians).
  - Higher proportions of Practicing Christians have visited an orphanage or children's home during a mission or service trip, compared to non-practicing Christians (29% vs. 13%).
  - Compared to non-practicing Christians, higher proportions of Practicing Christians believe orphanages provide essential care (50% Practicing Christian vs. 33% Non-practicing Christians, agree strongly) and are a positive place for children (44% Practicing Christian vs. 28% Non-practicing Christians, agree strongly). Of note, higher proportions of non-practicing Christians say the opposite. That is, 10% of non-practicing Christians disagree (somewhat + strongly) that orphanages provide essential care (compared to 6% of Practicing Christians) and 16% disagree (somewhat + strongly) that orphanages are a positive place for children (compared to 11% of practicing Christians. While not definitive, this does suggest that faith engagement may influence one’s perception of residential care.

# The Next Generation and Missions

- Barna Group's *Future of Missions (2020)* investigated the perspectives of young adults who are engaged Christians. Half of them say are potential missions, eager to become involved in missional work around the globe. However, one in four of all engaged Christian young adults are “supportive skeptics.” This group is more likely to be engaging missionally but are concerned about the ethics of missions. This group is 1.5x more likely to say the priority of mission should be aid, not sharing the Christian gospel (compared to all other Christians in the age range).
  - Is it possible that this skepticism has drawn young-adults to supporting causes they may not fully understand? If the next generation of Christians are less compelled by missional evangelism, it may be that social justice causes (like caring for marginalized children) will rise in importance. However, their appetite may be out-pacing their discernment. Proper education about the realities of children's needs around the world is needed.
- Barna Group's *Future of Missions (2020)* also found that 50% of young adults know a missionary “well” and that knowing a missionary is a predisposition for giving to and praying for missions.
- The Christian church is in the midst of re-defining its approach, ethics and definition of missions. Millennials and Gen Z are changing the conversation. Many of them see fighting poverty / injustice and missions as “very similar” (29%, *Future of Missions*).

# Global Poverty

- In Barna Group's *The Good News About Global Poverty (2018)*, 24% of all U.S. adults said they were extremely concerned about global poverty. Generationally, Millennials were twice as likely to be extremely concerned as Boomers and Elders (33%, 18% and 15%, respectively).
- That research also reminds us that “the more you care, the more you care.” Donors who support child-relief efforts are also more likely than other adults to have provided food for a needy family, donated in-kind items, helped their neighbors, volunteer to alleviate domestic poverty, and volunteer to help the poor in other nations. Financial support is often just one aspect of a donor’s support; many are actually “whole life responders.”
- In *The Good News About Global Poverty* we saw that 54% of U.S. Adults were financially contributing to child-poverty relief (alternatively, 46% were not) and that 18% of Practicing Christians (those who are actively involved in their religious faith) feel they have a major role to play in personally alleviating child poverty.
- Connecting that research to the new residential care research displays that younger generations (and especially younger Christians) are globally aware and are quickly becoming the primary financial supporters of global causes. *The Good News About Global Poverty* teaches us that Christians who support causes financially are also likely supporting in numerous other ways – such as volunteering and advocacy.

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