



Church Giving and Worship Report: Key Findings from 2025

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Table of Contents

Introduction	1
Key Findings	2
Summary	3
Changes in Giving and Worship Attendance 2025 vs 2024	6
Changes in Giving by Annual Budget	7-9
Changes in Giving and Worship Attendance by Region	10-14
Changes in Worship Attendance by Ministry Budget	15-17
About the Authors	18-19
About Horizons Stewardship	20



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Introduction

Horizons Stewardship invited churches of all sizes and denominations to complete a short survey to provide a quick snapshot of changes in giving and worship attendance for January – December 2024 compared with the same period in 2025.

Two hundred twenty-three (223) churches completed the survey, and the results for this report. Participants were asked to share their annual ministry giving and the region of the country where they are located to help readers compare their church's results by size and geography.

This report's primary purpose is to share data rather than to interpret it. I will explore causal factors in upcoming blogs, which can be found in Horizons' free on-demand resource library at [Giving365.com](https://giving365.com).

Readers are invited to compare their 2025 church giving and worship attendance with those of similar-sized churches in your region of the country.

If you want to learn more about creating a culture of generosity at your church, visit nextlevelgenerosity.com.

If you are ready for a conversation, please contact me at jpark@horizons.net or click the contact button on our website, [Horizons.net](https://horizons.net).

Joe Park
CEO
Horizons Stewardship



Key Findings

Church Giving

- 57% reported growth in giving.
- 24% reported giving was about the same.
- 19% reported a decrease in giving.
- 70% with giving over \$5M increased, and 15% decreased.
- 69% with giving \$1M to \$4.999M increased, and 12% decreased.
- 49% with giving \$500,000 to \$999,999 increased, and 30% decreased.
- 52% with giving \$100,000 to \$499,999 increased, and 19% decreased.
- 39% with under \$100K saw increases, and 21% decreased.
- The Southeast saw the highest percentage of churches with increased giving (68%).
- West (47%) and Northeast (47%) churches had the fewest increases in giving.

Church Worship Attendance (in-person & online)

- 58% reported growth in worship attendance.
- 27% reported worship attendance was about the same.
- 15% reported a decline in worship attendance.
- Southeast churches had the highest % of churches with increases at 61%.
- Northeast and Southwest churches had the lowest % of churches with increases at 56%.
- Midwest and Southeast churches had the largest % of decline at 20%.
- Northeast churches had the lowest % decline at 6%.

Changes in Worship Attendance by Annual Ministry Budget

- 85% with giving over \$5M increased, and 0% decreased.
- 70% with giving \$1M to \$4.999M increased, and 15% decreased.
- 51% with giving \$500,000 to \$999,999 increased, and 16% decreased.
- 55% with giving \$100,000 to \$499,999 increased, and 17% decreased.
- 13% with under \$100K saw increases, and 34% decreased.



Summary

Trends in Church Giving in 2025 versus 2024

The percentage of churches experiencing **growth in giving in 2025 (57%)** was almost the **same** as in 2024 (56%) across all church sizes.

The percentage of churches in 2025 experiencing a **decline in giving (19%)** fell slightly among churches of all sizes compared with (21%) in 2024.

Annual Giving	2025 Increased	2024 Increased	2024 vs 2025
\$5m+	70%	79%	-9%
\$1 – 4.999m	69%	56%	+13%
\$500k – 999k	49%	75%	-26%
\$100k – 499k	52%	48%	+4%
Under \$100k	39%	39%	0%

Annual Giving	2025 Decreased	2024 Decreased	2024 vs 2025
\$5m+	15%	8%	+7
\$1 – 4.999m	12%	19%	-7%
\$500k – 999k	30%	21%	+9%
\$100k – 499k	19%	26%	-7%
Under \$100k	21%	15%	+6%



Trends in Worship Attendance 2025 vs 2024

The percentage of churches in 2025 experiencing **growth in attendance (58%)** increased **slightly** among churches of all sizes over (56%) in 2024.

The percentage of churches in 2025 experiencing a **decline in attendance (15%)** **decreased** among churches of all sizes compared with (16%) in 2024.

Annual Giving	2025 Increased	2024 Increased	2024 vs 2025
\$5m+	85%	91%	-6%
\$1 – 4.999m	70%	71%	-1%
\$500k – 999k	51%	65%	-14%
\$100k – 499k	55%	44%	+11%
Under \$100k	13%	29%	-16%

Annual Giving	2025 Decreased	2024 Decreased	2024 vs 2025
\$5m+	0%	9%	-9%
\$1 – 4.999m	15%	10%	+5%
\$500k – 999k	16%	12%	+4%
\$100k – 499k	17%	21%	-4%
Under \$100k	34%	12%	-22%



This data continues the trend that large-budget churches are experiencing more sustained growth in giving and worship attendance than smaller-budget churches.

This has become a significant pattern in these studies since 2020. For example, 85% of churches with budgets over \$5,000,000 reported increased attendance, whereas only 13% of churches with budgets under \$100,000 experienced growth.

These findings reveal differences in attendance and giving trends across churches of varying budgets.

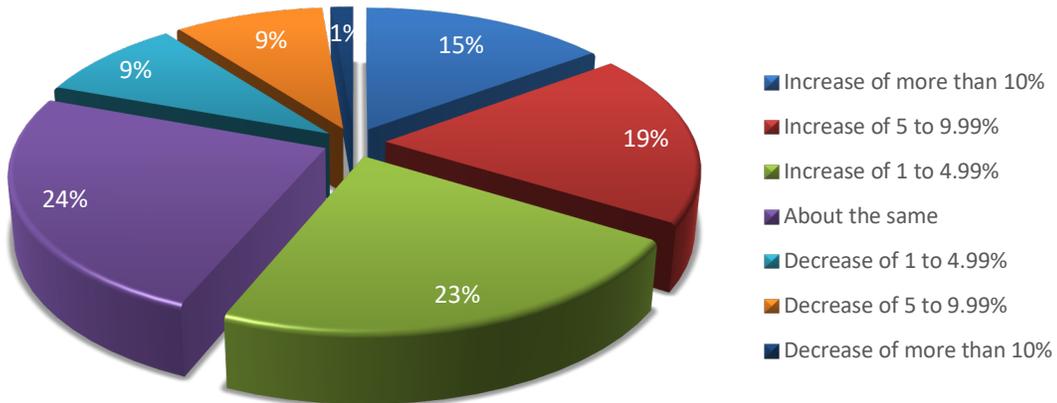
While the long-term decline of smaller churches remains a concern, it's important to recognize that churches of all sizes can and do succeed.

Horizons' experience indicates that larger churches are more willing to implement the adaptive changes needed to remain relevant in their ministry environments. Meanwhile, smaller congregations that are open to adapting and innovating also have the same potential to thrive and make a significant impact in their communities.

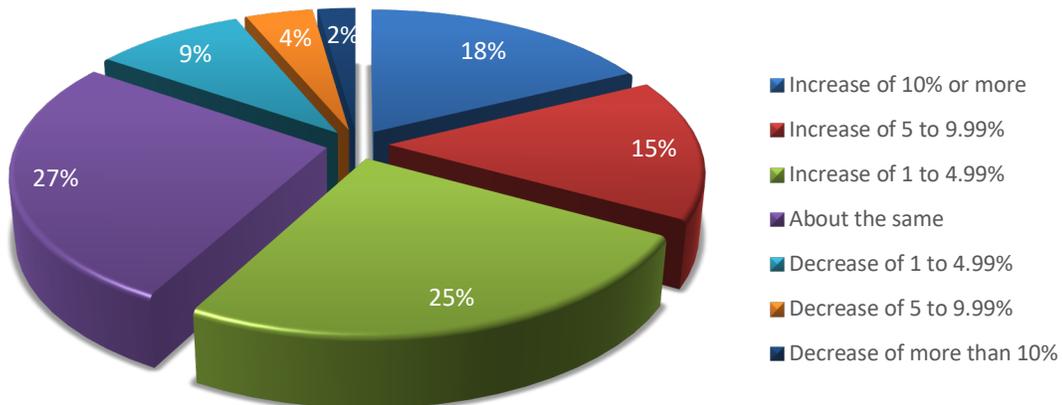


Changes in Giving and Worship Attendance (All Churches)

2025 Giving vs 2024 Giving

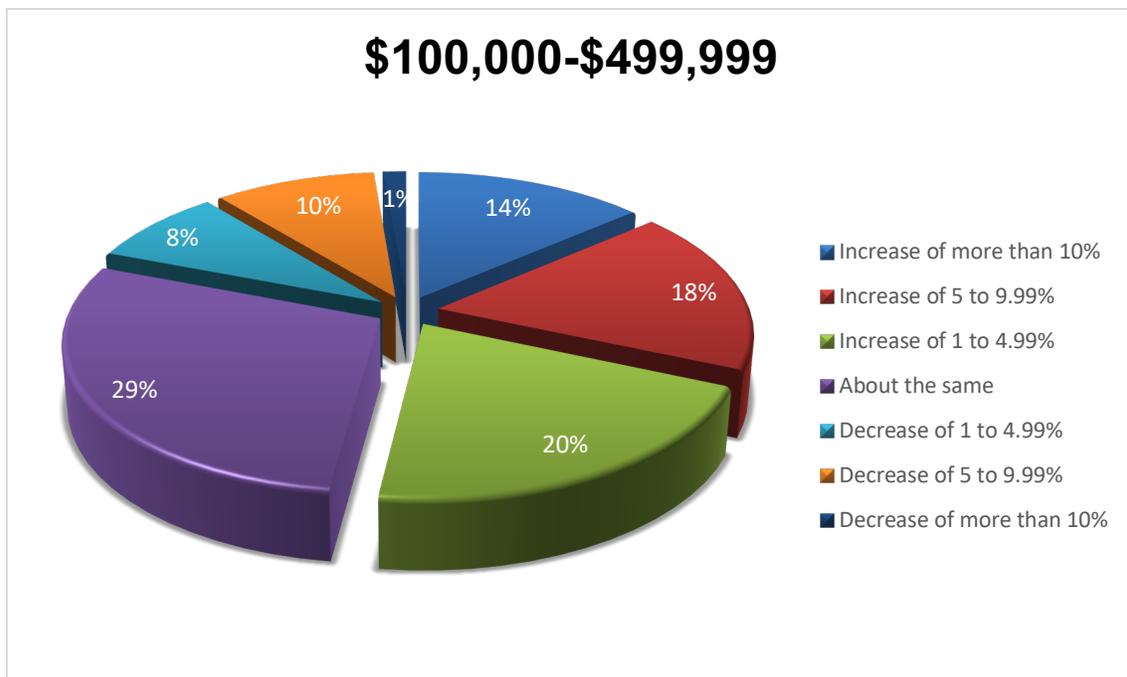
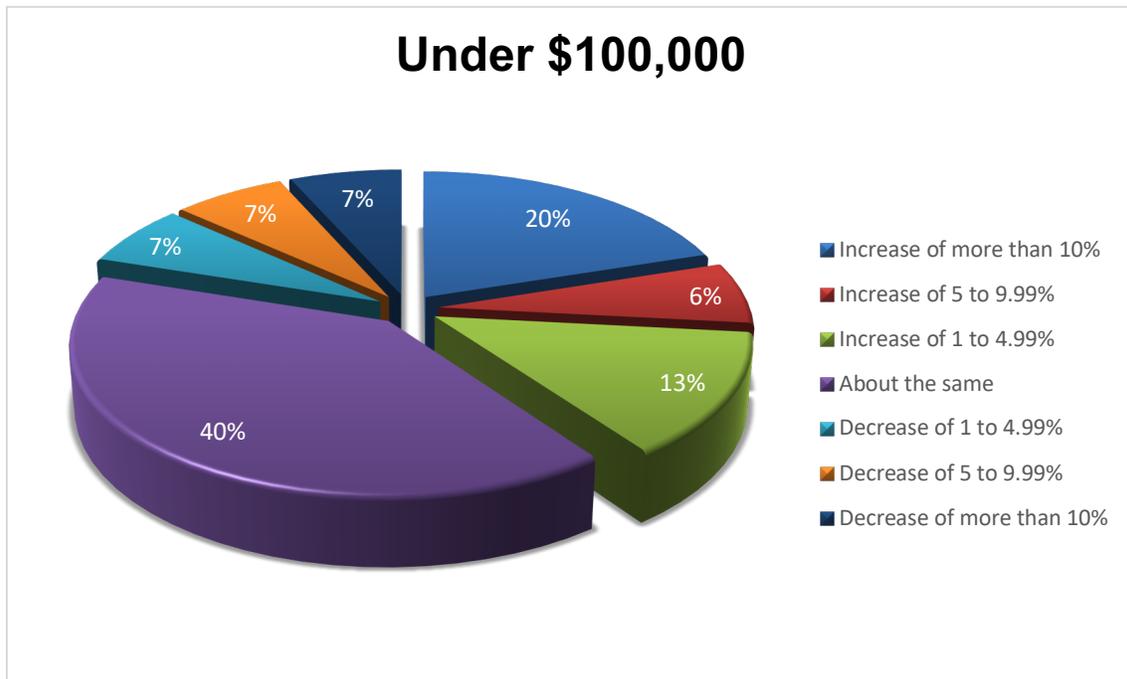


2025 Worship Attendance (on-campus, online & on-demand) vs 2024



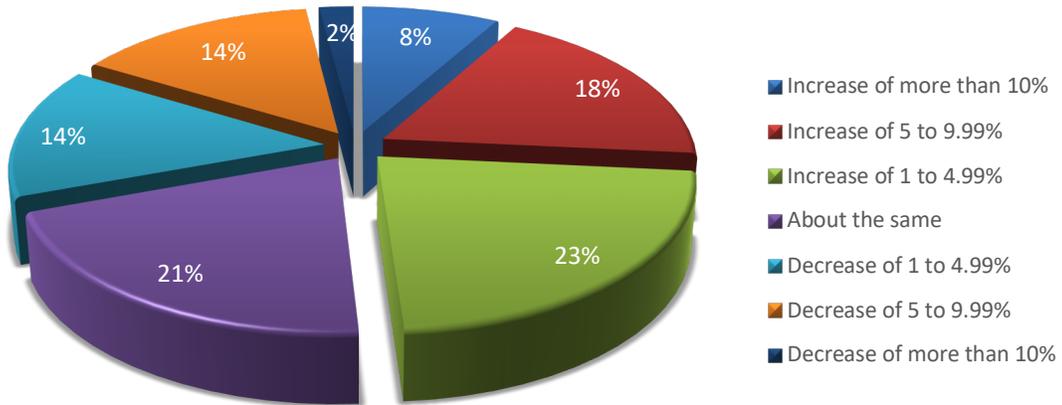


Changes in 2025 Giving vs 2024 Giving by Annual Budget

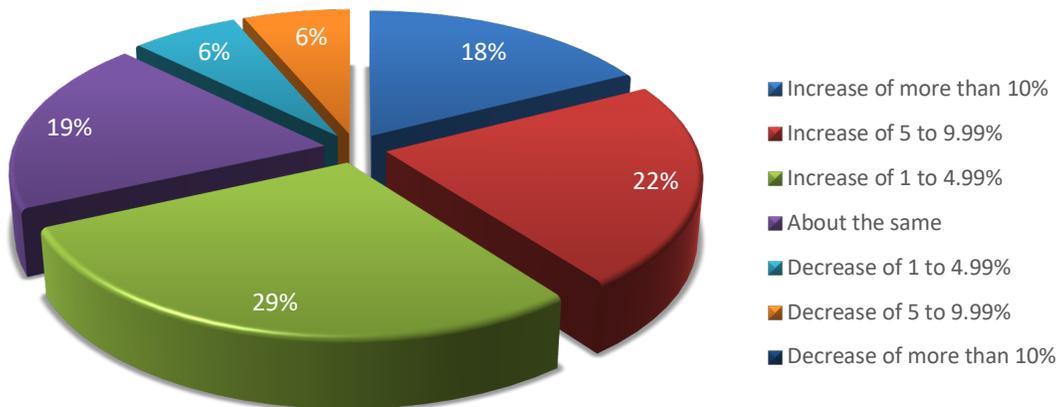




\$500,000-\$999,999

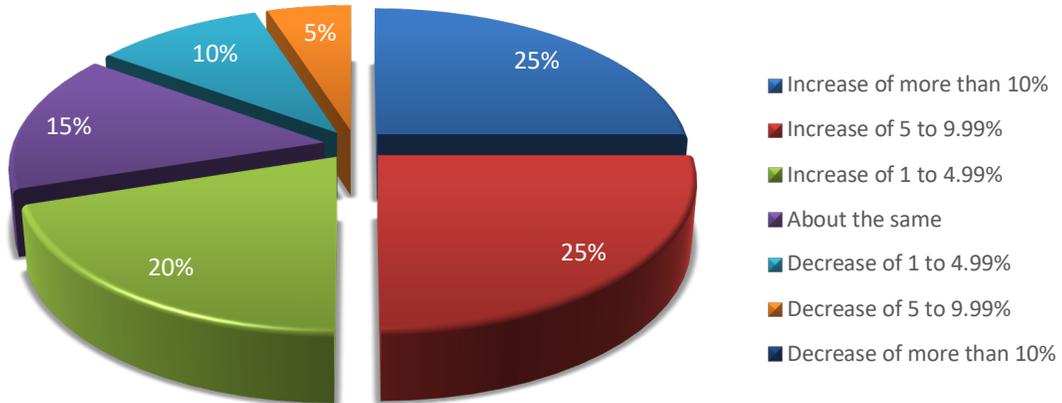


\$1,000,000-\$4,999,999





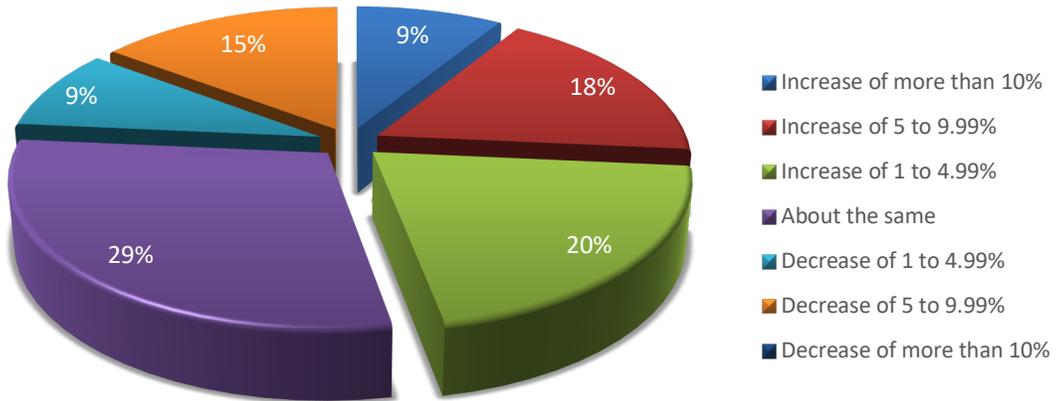
Over \$5,000,000



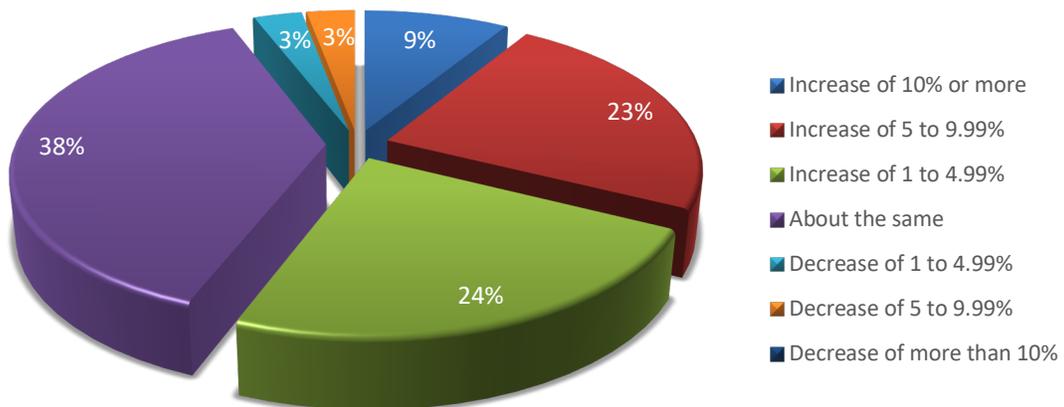


Changes in Giving and Worship Attendance by Region

Northeast 2025 Giving vs 2024 Giving

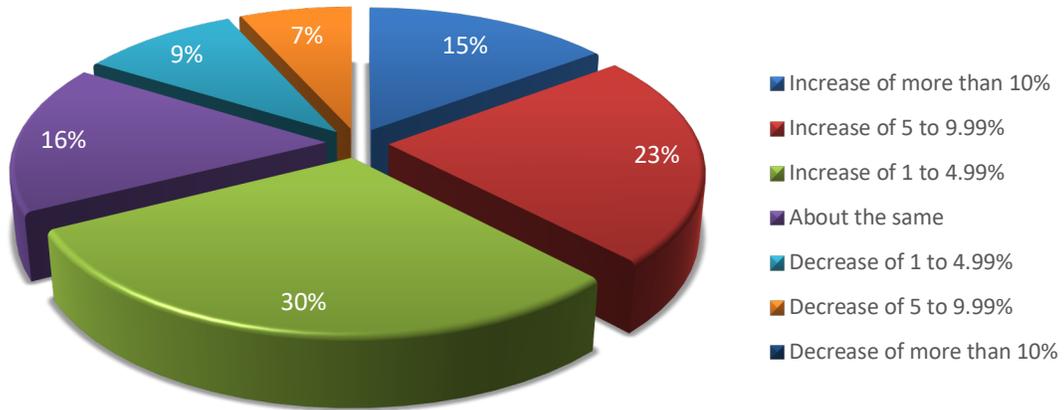


Northeast 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)

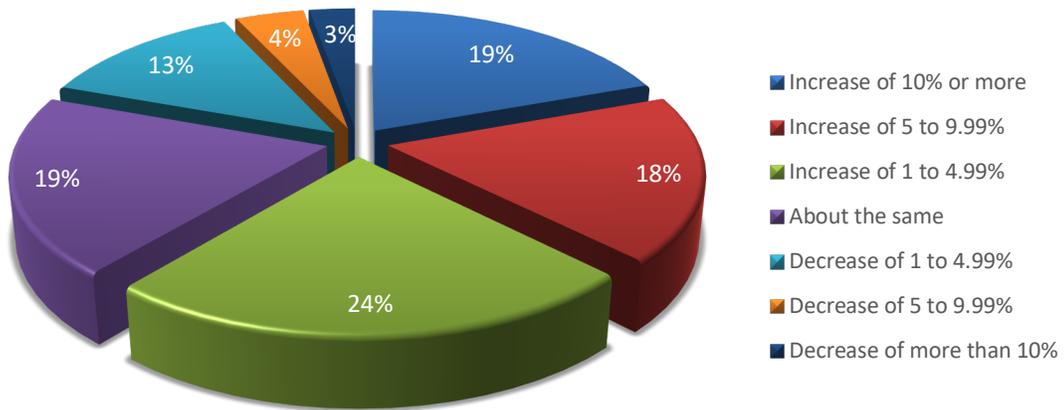




Southeast 2024 Giving vs 2023 Giving

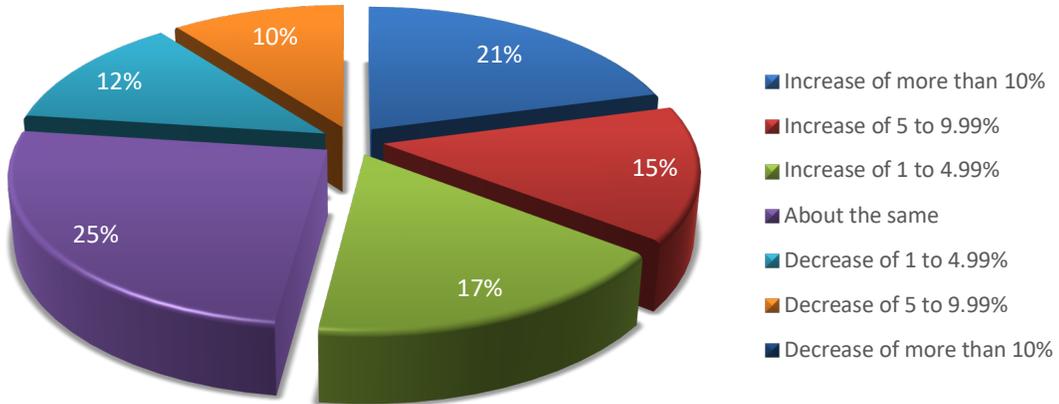


Southeast 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)

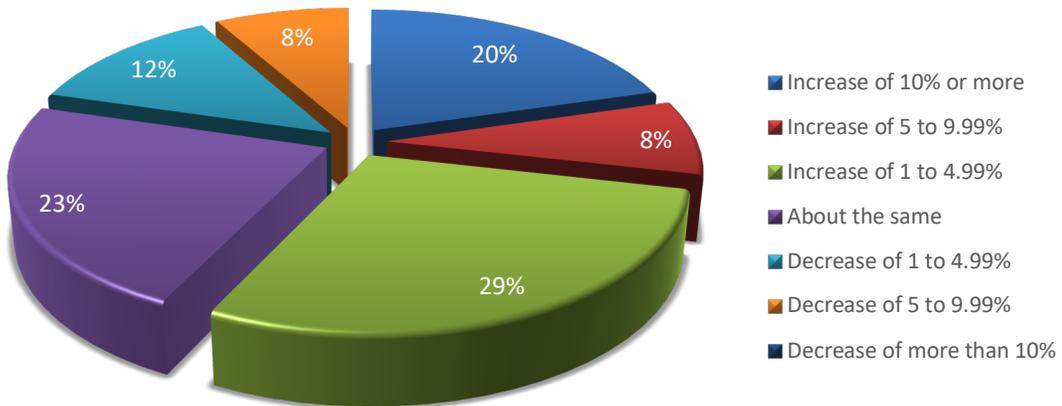




Midwest 2025 Giving vs 2024 Giving

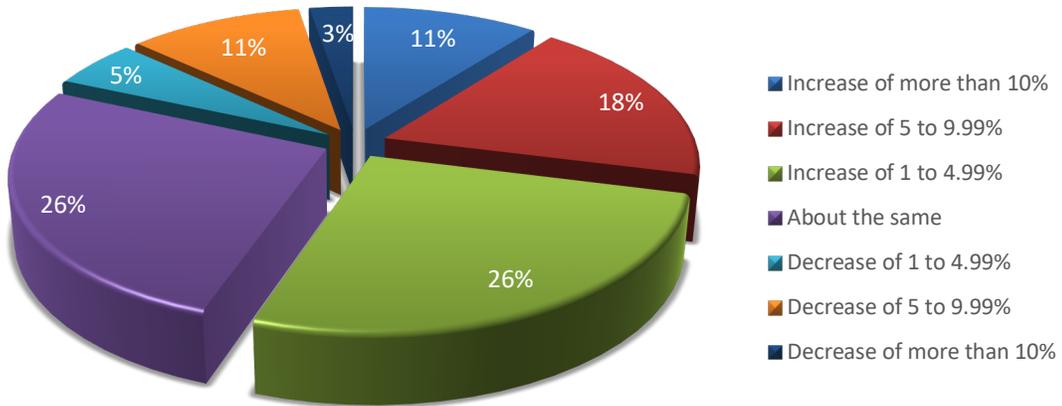


Midwest 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)

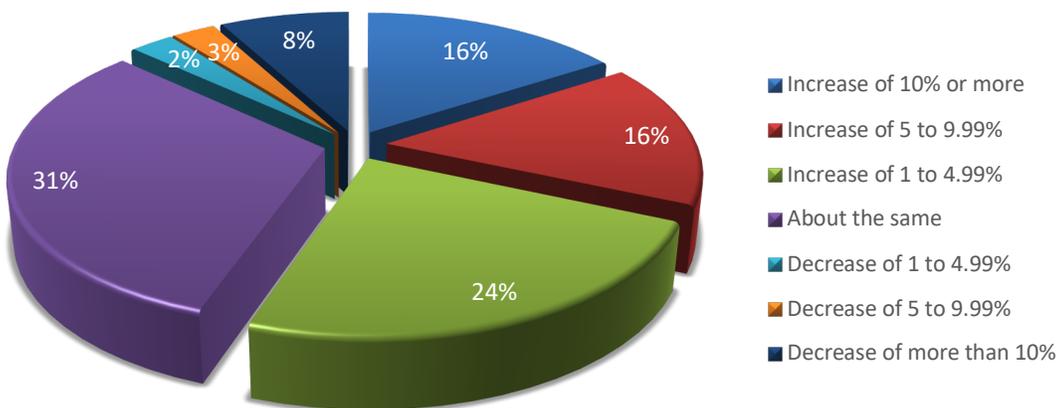




Southwest 2025 Giving vs 2024 Giving

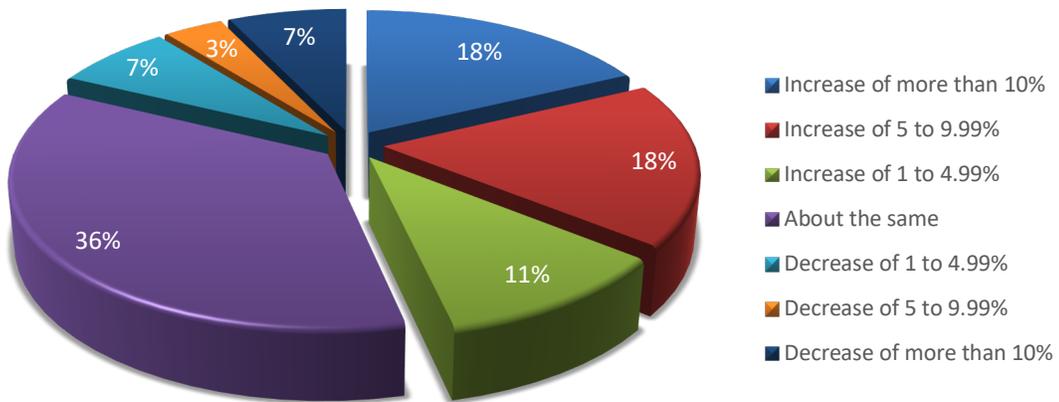


Southwest 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)

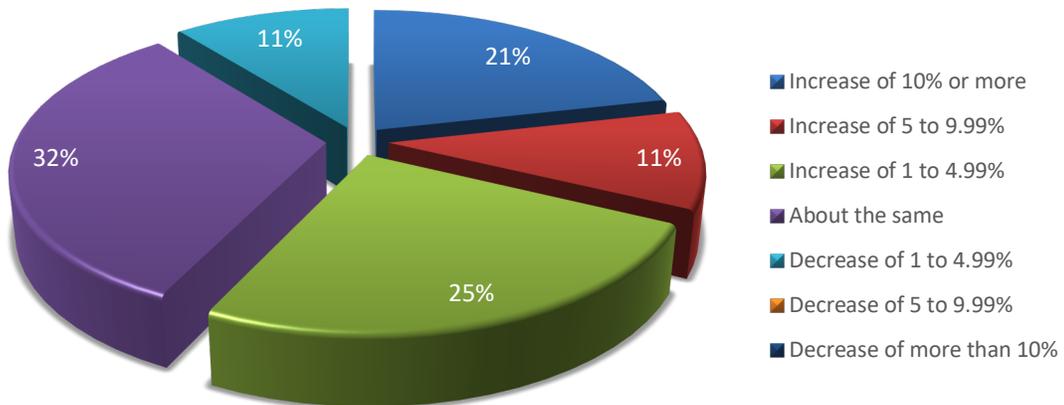




West 2025 Giving vs 2024 Giving



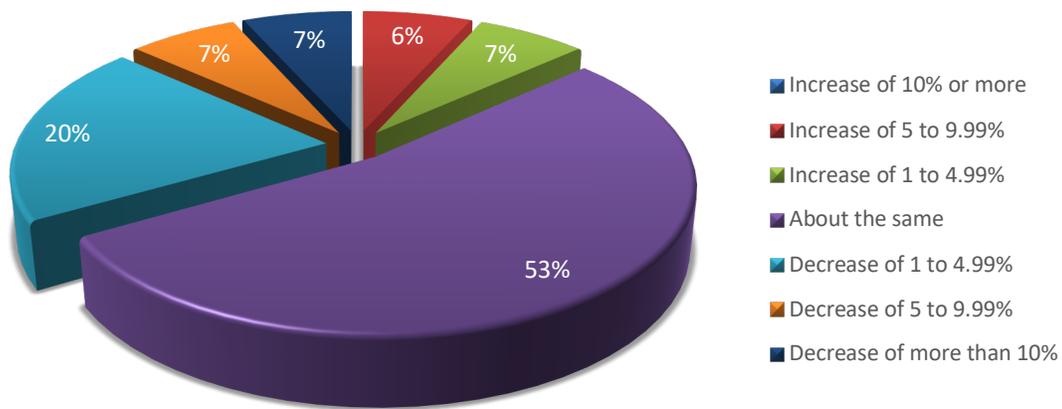
West 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)



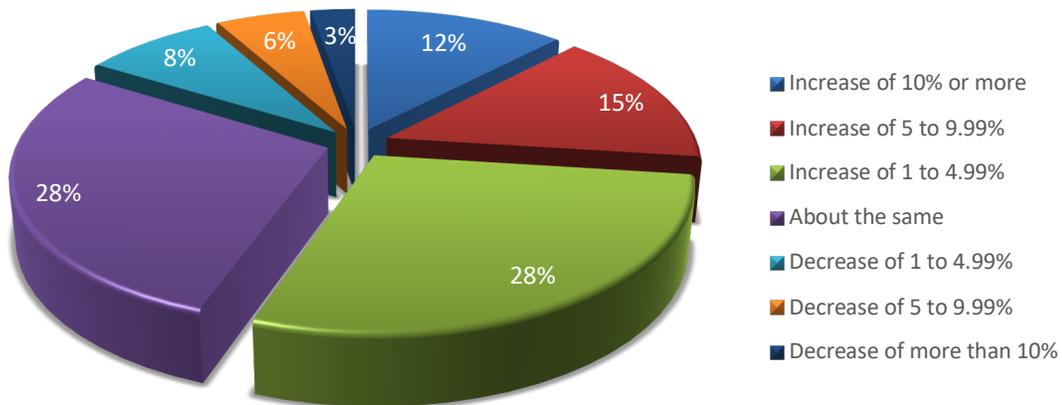


Changes in Worship Attendance by Ministry Budget

Under \$100,000
2025 Worship Attendance vs 2024
(on-campus, online & on-demand)

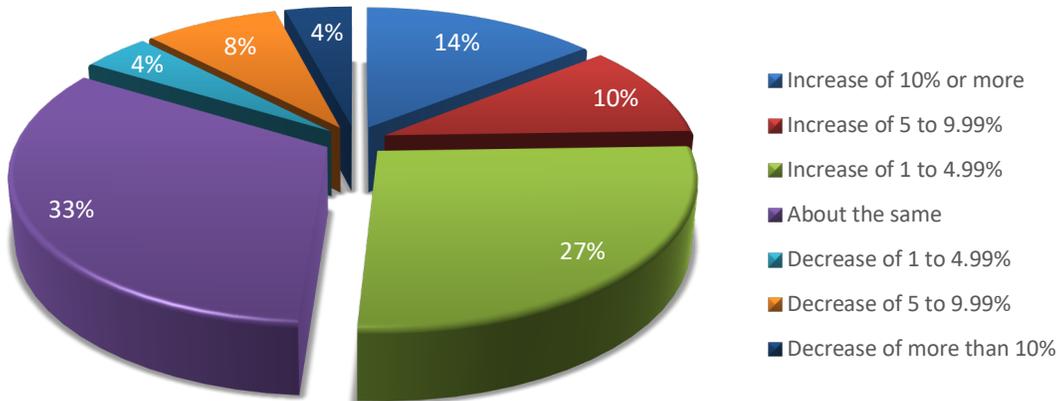


\$100,000-\$499,999
2025 Worship Attendance vs 2024
(on-campus, online & on-demand)

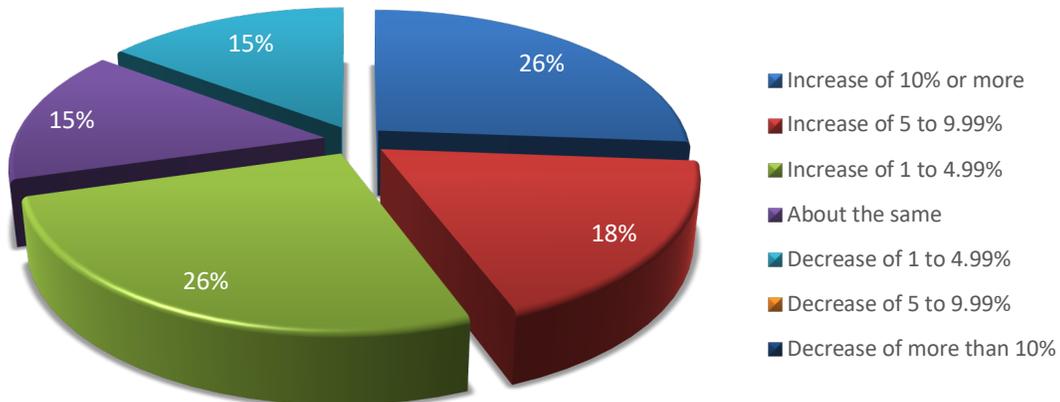




\$500,000-\$999,999 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)

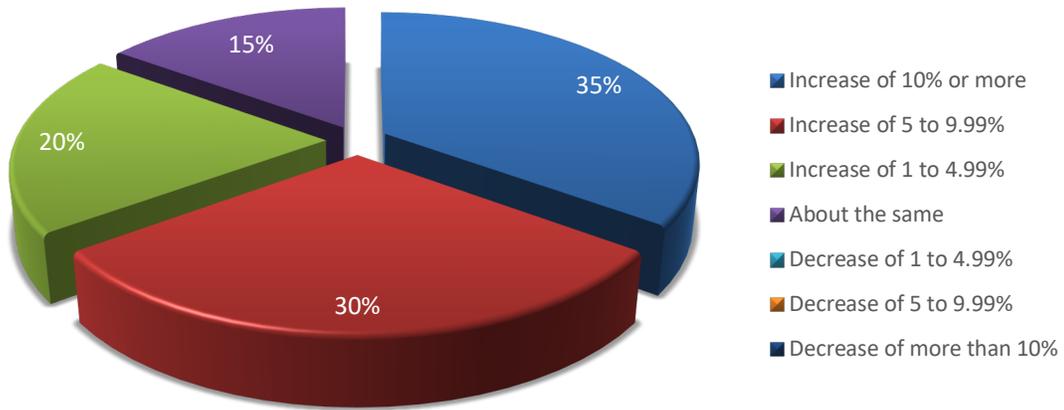


\$1,000,000-\$4,999,999 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)





Over \$5,000,000 2025 Worship Attendance vs 2024 (on-campus, online & on-demand)





About the Authors



Joe Park, CEO

Joe leads a team of 34 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over \$ 11 billion in capital funding and uncountable amounts in annual and planned giving. Joe has consulted and taught extensively on implementing best practices in generosity, strategic planning, and change management.

Prior to joining Horizons in 2002, he served as CEO of Community Financial Group with banking, insurance, and investment presences in seven different cities. He was named one of Arkansas' Outstanding Business leaders by Arkansas Business Magazine, was a recipient of the Sam Walton Business Leader Award, and was selected by the Secretary of the Air Force as a Civilian Leader representative to the Air War College. The Community Financial Group received the prestigious Arkansas Governor's award for Most Outstanding Mid-Sized Company for Community Service.

Joe earned a degree in Finance and Banking from the University of Arkansas and a master's degree in business administration from Boston University.



Erica Allen, Senior Ministry Strategist

Rev. Erica Allen brings a deep commitment to equipping churches for effective ministry by raising faithful disciples of Jesus whose lives are marked by generosity and service. Her work is driven by a love for the local church and a belief in its power to transform lives and communities. With more than a decade of ministry leadership—including church planting, pastoring, and guiding churches through strategic growth—Erica brings both practical insight and

spiritual clarity to her work with congregations at Horizons.

Before joining Horizons, Erica launched and led a new church in Tampa, Florida, focused on reaching new generations and building a community committed to spiritual growth, generosity, and community impact. She also served on staff at one of the fastest-growing churches in the country in Mount Juliet, Tennessee, and helped lead church development initiatives in the Nashville area.

Erica is passionate about helping churches thrive. She brings energy and insight to her work, helping leaders clarify vision, cultivate generosity, and connect people more deeply to God's mission. Her practical experience and deep commitment to the local church shape her work as a strategist at Horizons, where she walks alongside leaders to take meaningful steps toward growing giving and expanding ministry impact.

Erica holds a Bachelor of Arts degree from the University of North Carolina and a Master of Divinity degree from Vanderbilt University. She lives with her family in Richmond, Virginia.



About Horizons Stewardship

Horizons Stewardship helps church and faith-based nonprofit leaders grow disciples and fund ministry through a collaborative framework tailored to the church's unique culture, aligned with the leadership's vision, and implemented through coaching, planning, technology, and analytics to ensure the church lives into its full ministry potential and impact.

After over thirty years of working with thousands of churches to raise billions of dollars for ministry projects, Horizons has developed a deeply integrated, spiritually centered approach that consistently leads to increased ministry funding and more effective disciple-making strategies.

Horizons' ministry team of International Coaching Federation (ICF) trained coaches is ready to help you discover a proven, effective process that will empower you to move forward with clarity and confidence. Churches that partner with Horizons, on average, experience **double-digit increases in giving within the first twelve months.**

Visit Horizons.net today to discover if Horizons can help you transform your ministry plan into a powerful discipleship experience.