



**Evangelical Lutheran
Church in America**

God's work. Our hands.

Churchwide Organization 2020 ANNUAL REPORT

COVID-19 RESPONSE IN THE UNITED STATES



Teams from across the organization worked together to launch the COVID-19 Response Fund, which supports the ministries of this church that are most in need and best positioned to make an impact. To date, the fund has received more than \$1.8 million from generous ELCA members, which has been granted to 63 synods and has provided additional support for ELCA World Hunger's Daily Bread Grants.

- 452 vulnerable congregations considered best strategically positioned to respond in particular ministry contexts received grants.
- Priorities include pastors' salaries, children/youth ministry, virtual-technological skills and concern over the future of the local church.

As congregational feeding ministries faced increased and urgent need in their communities due to COVID-19 and its economic fallout, ELCA World Hunger responded with the launch of two emergency rounds of Daily Bread Matching Grants this past spring and fall. **Three hundred sixty grants equipped congregations across 60 synods and 41 states**, plus Puerto Rico and Washington, to fundraise online toward their ministries. Through these efforts, participating congregations **raised**

more than **\$355,000** to add to the **\$180,000** of support through Daily Bread Matching Grants, nearly tripling the impact of the grants and resulting in more than \$535,000 going directly toward local, congregation-led initiatives addressing urgent needs brought on by the pandemic. ELCA World Hunger also responded by releasing new and adapted resources, including [guides for finding community assistance resources by state](#) and an at-home adaptation for the “[On Earth As in Heaven](#)” vacation Bible school curriculum. Constituents connected with [ELCA Advocacy Alerts](#) for opportunities to raise their voices in support of COVID-19 relief legislation, aiming to ensure that efforts focus on the people and communities hit hardest by the crisis. The [ELCA World Hunger blog](#) also provides opportunities to learn about and act on the relationship between the pandemic and hunger in communities.

Lutheran Disaster Response (LDR) identifies those who have been affected by disaster as “disaster survivors.” With COVID-19, we are all survivors in some way. Domestically, LDR responded to the COVID-19 pandemic by **supporting 32 synods** and **three Lutheran social service agencies in 40 states with grants totaling over \$900,000**. The grants supported ministries in their efforts to reach out and serve their communities with food, daily necessities and other forms of assistance.



Churchwide Organization – Technology

- IT was able to transition staff to work from home over a single weekend at start of pandemic with minimal technical issues
- Launched COVID-19 chatbot on elca.org to assist with pandemic response information and prayer requests
- Digitized expense reporting in new Workday System launched during COVID-19
- Improved collaboration using Microsoft Teams during pandemic

GLOBAL PANDEMIC RESPONSE

The COVID-19 pandemic triggered worldwide turmoil and caused major setbacks in progress around food security, nutrition, health, education, gender justice and livelihood, especially in the most affected communities. LDR made a bold commitment internationally to support companion churches and ecumenical partners not only in providing immediate relief but also in continuing support for recovery, disaster preparedness, trauma counseling, implementing innovative programs to adapt to what could be the new normal, and focusing on populations pushed into vulnerable situations such as those affected by gender-based violence, people with disabilities, older adults, migrants and refugees. In 2020, LDR awarded over **\$4.79 million** in **125 grants** to **49 countries; 84 of the grants (\$2.45 million)** were in response to COVID-19, reaching nearly **800,000 people** around the world.

For example, we provided assistance to the Evangelical Lutheran Church in Tanzania's Education for the Deaf schools in Mwanza where hearing impaired students learned through sign language, images and videos about COVID-19 in order to prevent the spread of the virus. In Lebanon, we contributed toward relief efforts led by the Contact and Resource Center for people with disabilities who are unable to leave home due to the government lockdown. Cash vouchers were provided to help pay for utilities, phone bills and drinking water. For migrants at the border of Mexico and the United States, we provided assistance to Casa del Migrante de Saltillo that provided food, hygiene kits and temporary shelter for people seeking asylum in the United States. In India, people living with HIV and AIDS



Syrian women learn how to stay safe from Covid-19 and receive education materials for their children. Photo: StARS

and transgender people are highly vulnerable to COVID-19. We supported the United Evangelical Lutheran Churches in India in providing food and hygiene kits, in addition to information about COVID-19 prevention, to members of these communities in Chennai. In Egypt, refugees are particularly susceptible to pervasive xenophobia and being intentionally excluded from necessary services. We supported St. Andrew's Refugee Services as it increased distribution of cash assistance, switched education programs from in-person to online, offered wellness and mental health checks, and provided COVID-19 information. And in Madagascar, we contributed to the work of the Malagasy Lutheran Health Department (SALFA) in helping patients with disabilities obtain treatment and pastoral care. Pastors, volunteers and doctors were provided sanitation supplies, masks and essential medicine for the patients. In their visits, pastors report sharing from Matthew 25:40, "Truly I tell you, just as you did it to one of the least of these who are members of my family, you did it to me."

In March 2020, mission personnel were asked to return to the United States, including participants in the YAGM program. By the end of 2020, it was also decided to cancel YAGM for the upcoming 2021-22 year. A travel ban was also established for staff, who have continued engagement with companion churches and organizations online.

ECUMENICAL & INTER-RELIGIOUS & THEOLOGICAL DISCERNMENT

Bilateral Dialogue with the Christian Church (Disciples of Christ)

The ELCA and the Christian Church (Disciples of Christ) resumed bilateral dialogue on Wednesday, March 10. The ELCA dialogue team includes Bishop Bill Gafkjen, co-chair, Pastor Bridget Piggue (Southeastern Synod), Prof. Carl Hughes (Southwestern Texas Synod), and Prof. Kris Kvam (Central States Synod). Bishop Don Kreiss (chair, EIR Committee) and Presiding Bishop Elizabeth Eaton will serve ex-officio. For details, click [here](#).

ELCA Pastoral Guidelines for Ministry in a Multi-Religious World

Thank you to all who participated in the survey related to the development of pastoral guidelines for ministry in a multi-religious world, as part of the implementation of “A Declaration of Inter-Religious Commitment.” The survey was open from September 12-October 12, with over 2,600 responses collected – a remarkable response rate of 27%. The ad-hoc committee is actively working with the results. The first set of guidelines to be developed will focus on prayer services, as that was the primary area of need according to the survey.

THEOLOGICAL DISCERNMENT: JUSTICE FOR WOMEN

Quality of Call initiative

Two Justice for Women staff members are serving as director and team member on this multi-partner

initiative. The first phase focuses on responding to ways sexism affects women in calls to Word and Sacrament ministry. The strategic efforts this year are on relationships and policy.

Study Guide for *Faith, Sexism, and Justice: A Call to Action*

About a dozen ministry sites tested the draft study guide until the end of February. The guide will help readers to engage the social statement and to act on it through group and individual activities, videos, and links to resources. It will be available in 2021.

50/40/10 ordination anniversaries

The commemoration of the anniversaries of the ordination of women

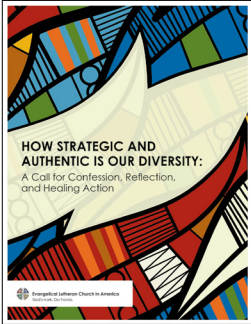
(50th and 40th) is concluding this year with a story collection featuring submissions from pastors who are women from across the ELCA. Resources from the anniversary year will remain up at [ELCA.org/50yearsofordainedwomen](https://elca.org/50yearsofordainedwomen).



Lutheran Women’s Works in Religion (LWWR)

This database is online at <https://learn.elca.org/lwvr/> and includes references to monographs, chapters, articles, and reviews; works from popular literature; sermons; Bible study guides; and more. It further connects Lutheran women in religion and serves to diversify and enrich Lutheran scholarship and teaching. Submission forms for entries are found on the website.

THEOLOGICAL DISCERNMENT: RACIAL JUSTICE



Strategic Authentic Diversity Implementation

In 2019 the ELCA Churchwide Assembly adopted “[How Strategic and Authentic is our Diversity?: A Call for Confession, Reflection, and Healing Action.](#)”

Lead staff across the churchwide

organization are working to implement these actions in the areas of: Theological Framing and Equipping, Healing Action, Structural Accountability, Theological Education and Leadership Development, and Partnerships with Full Communion, Ecumenical and Interreligious Partners, and Related Organizations.

Diversity Goal Reporting Tool for Synods

The churchwide organization continues to work with synods as they assist congregations in achieving those goals. The action requires annual reports to the Church Council and reports every three years to the Churchwide Assembly.

Anti-Racism and Condemning White Supremacy

The ELCA recognized June 17 as a day to commemorate the Mother Emanuel 9 and to repent of racism and white supremacy. Planning is underway for the second annual commemoration. Additional events focused on combatting white supremacy are under development.

THEOLOGICAL DIVERSITY AND ENGAGEMENT

Theological Roundtable

The Theological Roundtable, a gathering of all of the official theological networks of the ELCA, met

in March, focusing on how Covid has affected our various communities and how the networks are responding. We will also have a conversation with the CWO executives about the role of theology in the Future Church redesign.

Freedom of a Christian

We are finishing the Spanish version of the Study Guide for the Freedom of a Christian, which will be available with the English one at www.elca500.org.

Combatting White Supremacy

We are conducting research on how to proceed to develop a theological Statement on Combatting White Supremacy and a process for racial healing across the ELCA.

THEOLOGICAL ETHICS

Social Statement Task Force

In November 2020, the ELCA Task Force on Church, State, and Civic Participation began a series of intensive meetings during the listening and study phase of the social statement process. Meeting topics through March have included close attention to the social message “Government and Civic Engagement in the United States: Discipleship in a Democracy,” Lutheran theology and Confessions, as well as sessions with ELCA bishops and other ELCA staff whose work is closely tied to ELCA social teaching. Members of the task force are beginning to host listening events in order to garner input from across our church while ELCA staff are developing a network of process builders who are volunteers within synods trained to build awareness, conversation, and engagement with this process. Biographies of the 18-member task force, social statement timeline, and additional information are available [here](#).

ENGAGING COMMUNITIES & RELATIONSHIPS

2020 New Starts and Mission Developers



Children, Youth and Young Adult Ministry



Synod leaders started **30 new ministries in 2020** and **13 in 2021**, in diverse settings.

Unique partnership: Neighborhood Church, a new start in the Arkansas-Oklahoma Synod, is training all leaders in the Milwaukee Area Synod on virtual church and partnering to train mission developer leaders across the country.

Online Congregational Vitality **training events** were held for more than **1,000 leaders**.

ELCA Children's Ministry updated elcafaithformation.org and created resources related to ministry during the pandemic and also addressing Black Lives Matter.

Growing Young: Over **250 leaders** from across the ELCA participated in online trainings through a two-day intensive course, monthly gatherings with the ELCA Coaching Network, and the ELCA Youth Ministry Network Book Club.

ELCA Youth Ministry pivoted leadership training virtually, with the Youth Core Leadership Team meeting monthly, creating "Candletime," a weekly online gathering and resource for youth. The ELCA Youth Leadership Summit was held virtually in November, and "Passage," a small group, was created for graduating seniors. The ELCA Youth Ministry Network annual training event, the Extravaganza, had **1,750 leaders participate**, the highest number ever.

Abide: More than **1,000 young adults** across the country gathered for the first time in over 100 small groups, with content entirely created by young people. Young leaders led groups, created liturgies, held online graduation parties for each other, and formed a nimble, innovative community — significantly bolstering their spiritual and mental health.

#NoPlasticsforLent 2020: This initiative on creation care and intersecting issues, **created by young people and reached more than 100,000 followers** and was featured in the New Yorker magazine.

Holy Innovations

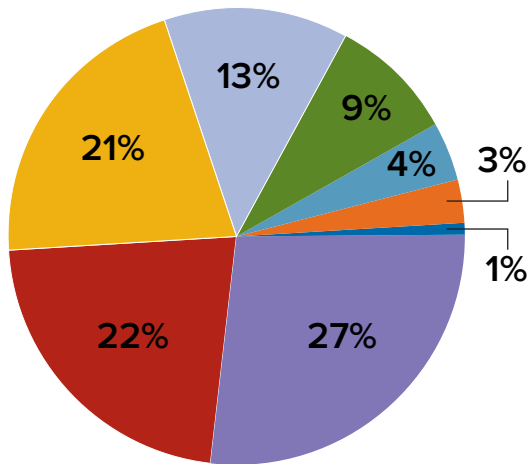
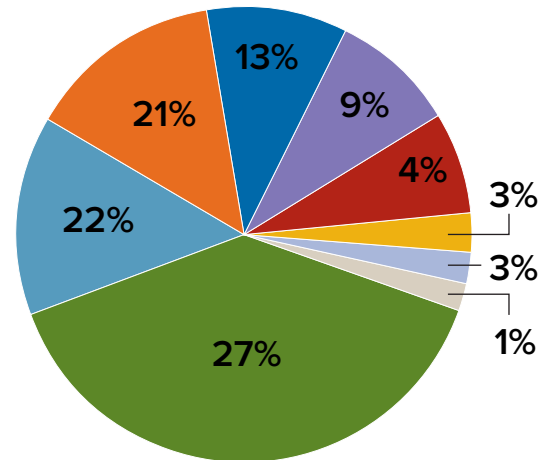


Thanks to the Campaign for the ELCA, the ELCA Congregational Vitality Team **partnered with synods** to continue **creating 21 collaborative Holy Innovation projects** that will share their learnings across the ELCA.

For one of these, “The Grief and Transitions Project”, ten leaders from around the country came together to share strategy and resources. This website is the culmination of the Holy Innovations project and offers a resource for all synods and leaders walking with congregations through significant change. <https://elcaresources.org/help/>

Geographic Setting of New Starts

- Large city 250,000+ population
- Medium city 50,000 to 249,999 population
- Small town <10,000 population
- Suburb of a medium city
- Small city 10,000 to 49,999 population
- Near suburb of large city <10 miles
- Distant suburb of large city >10 miles
- Rural non-farming
- Rural farming

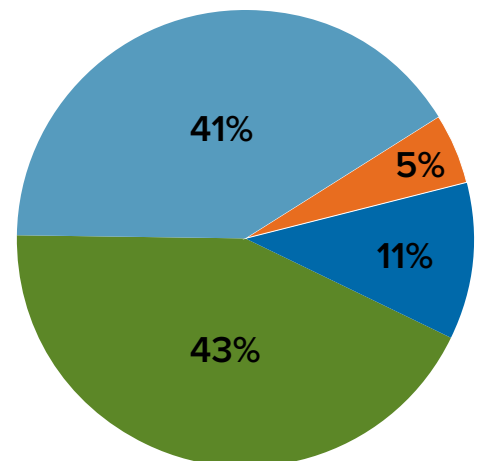


- African National
- African American/Black
- American Indian//Alaska Native
- Arab/Middle Eastern
- Caucasian
- Latino/Hispanic
- Multi-racial
- Asian/Pacific-Islander

Ethnicity of New Starts

New Starts by Economic Group Type

- Working class Clerical, blue/pink collar, HS education \$16,000 to \$30,000
- Middle class semi-professional, craftsman, college educated, \$35,000 to \$75,000
- Upper middle class salaried, professional, managers, highly educated, \$100,000+
- Poverty/below the poverty line



Latinx L3 Initiative



The Latinx Lutheran Leadership Initiative (L3) is a project to identify, equip and accompany Latinx leadership in the ELCA. The initiative has a goal to **create a network of 300 Latinx leaders** to feed the three expressions of our church within two years. It has three focus areas: leadership, formation and development. The preliminary launching date for this initiative is Pentecost Sunday, May 23, 2021.

Lutheran Theological Center of Atlanta (LTCA)



In order to help the ELCA reach a more diverse population, this ELCA-sponsored center will identify, support and guide lay leaders and candidates for rostered and congregational ministry, with an intentional focus on African descent leaders. It will give leaders an experience in historically black seminaries at the Interdenominational Theological Center (ITC) in Atlanta.

Digital Resources for Congregations



An additional **650 congregations signed up for services** from our preferred partners who offer digital church management and giving options.

[ELCA.org/publichealth](https://elca.org/publichealth) was created in response to the pandemic as a resource hub for congregations and members. To date, we have **nearly 80,000 page views**.

Social Media Engagement



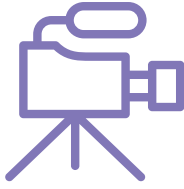
Over the last year, ELCA social media platforms collectively saw a **20% increase** in impressions and a 30% increase in engagements from the previous year.

Twitter engagements **increased by 90%** and **Instagram increased by 150%**.

ELCA social media platforms have seen continued growth in audience size. **Facebook** has **140,000 followers**, **Twitter** has **26,000 followers**, and **Instagram** has **17,000 followers**.

In 2020, **ELCA social media accounts** had more than **55 million impressions**.

2020 Media Coverage

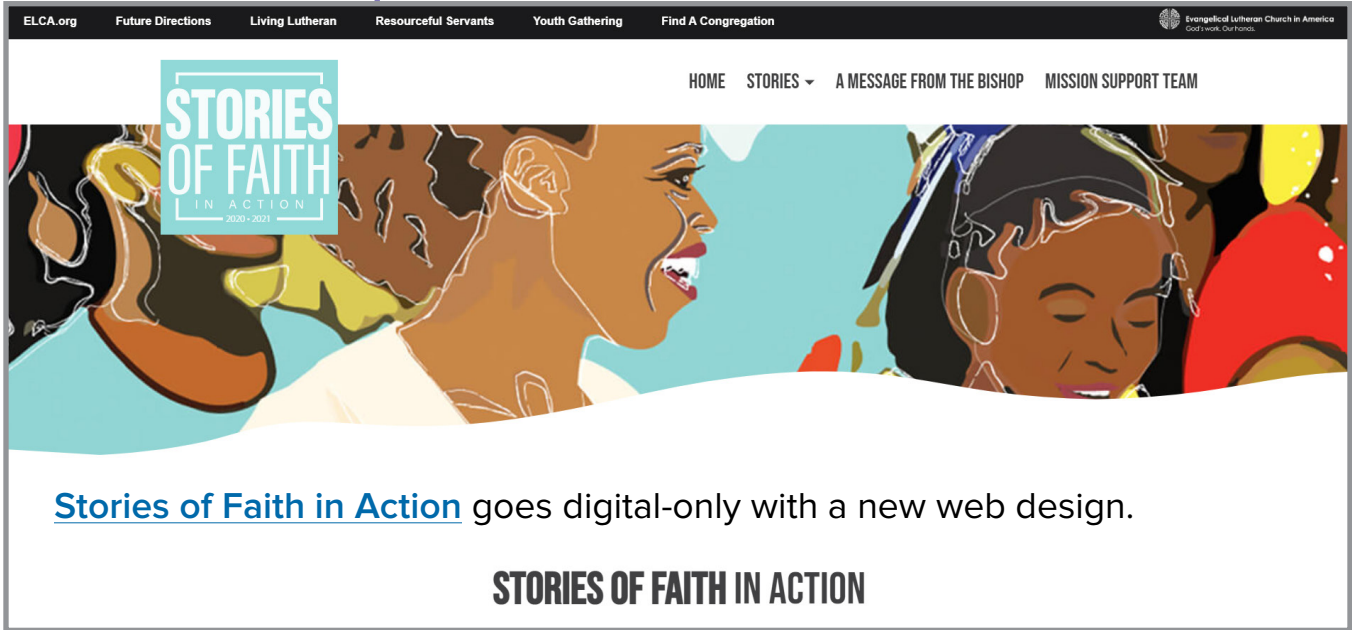


Bishop Eaton appeared on CNN to discuss navigating worship during the pandemic.

The ELCA was **mentioned in 6,570 articles**.

This is an **increase of 116%** compared to 2019 media coverage.

This media exposure resulted in **10.1 billion potential viewers** exposed to the ELCA.



Living Lutheran magazine got a fresh new look to start 2021, the year it turns five years old.



CANDIDACY AND FIRST CALL

There are currently **1,852 active candidates** in the candidacy process.

Of the nearly 300 candidates entranced into candidacy in 2020, 14% self-identified as non-white and 86% as white.

There are **107 active TEEM candidates**. They have self-identified as:



254 candidates were approved and assigned so they could begin interviewing for first calls. **232** of those candidates were candidates for **Ministry of Word** and Sacrament. **22** were candidates for **Ministry of Word and Service**.

The Candidacy Team partnered with COB and other assignment partners to redesign the Assignment Process. In Fall of 2020, the COB approved the proposed First Call Process. Following that decision, a new system of assignment was strategically implemented, the Roster Manual, Candidacy Manual and First Call documents were updated and training resources were provided to synods, seminaries and candidates to provide education about the new process.

The Horizon Apprenticeship Program, which provides summer internship opportunities for young people of color or whose primary language is that other than English, quickly pivoted to offer completely online education and community building and helped congregations identify remote internship opportunities. **14 congregations** and **29 apprentices were accepted** into the summer program in 2020; three of the participating congregations were new to the program.

Visions & Expectations

Visions & Expectations was repealed in 2020. Once Definitions and Guidelines is updated by Church Council, The Conference of Bishops will be asked again if a new document of any kind is needed and for what purpose. An update will be provided to the Church Council in the fall.





All Creation Sings is a new curated set of worship resources in the *Evangelical Lutheran Worship* family, developed as part of the ELCA's commitment to the ongoing renewal of worship by supporting congregations' mission in these changing times. This supplement was released at the end of 2020 by Augsburg Fortress / 1517 Media after a nearly three-year process of research, development, editing, and a broad liturgical and theological review. Over 50 people from throughout the ELCA had direct involvement in the development, not including the gifts of the many contributors of prayers, hymn texts, and music.

All Creation Sings includes a fully bilingual Spanish-English setting of Holy Communion, a setting of Holy communion especially appropriate for evening, a service of word and prayer adaptable for many occasions, and a section of topical prayers, thanksgivings, and laments. The supplement also includes 200 hymns and songs, offering

a fresh and diverse selection to enliven worship and the people's song in a new day. Learn more at augsburgfortress.org/AllCreationSings.



GENEROSITY



Members of this church were incredibly generous in their support of ELCA ministries in 2020. Overall giving to fundraising priorities in 2020 finished the year at nearly 99% compared to 2019 totals. We saw an increase of nearly 25% in numbers of individual donors in 2020 (163,931 donors in 2019 vs. 188,735 donors in 2020). While some programs saw an understandable decrease in support due to programmatic disruption (Young Adults in Global Mission and International Women Leaders specifically), other programs saw increased support. Support for “Where Needed Most” saw an increase of nearly 23% compared to 2019 support (\$2.8 million in 2019 vs. \$3.4 million in 2020). ELCA World Hunger, due to an intentional focus mid-year as a feared decrease in support loomed, was able to not only keep pace but also surpass support levels seen in 2019. ELCA Fund

for Leaders also saw increased support compared to 2019 numbers, finishing the year with nearly \$3.7 million in donations to the program. The two most significant stories for 2020 have been the COVID-19 Response Fund and Mission Support. Despite fears that Mission Support would see a dramatic decrease due to congregations meeting virtually, the final numbers tell a different story. At year-end, total Mission Support hovers at 98% of the anticipated 2020 goal (a goal set prior to COVID-19 realities). Around \$41 million in Mission Support was shared with the churchwide organization to be used to support the ministries we do together as a church. This number is an incredible testament to the generosity of our members and the commitment we have to being church together. God is good, and our members are generous.

Development Events Go Virtual

Each year, we hold more than 10 donor events, including leadership tables and immersion trips, but in 2020, the pandemic caused us to pivot to create online events where donors could still interact with programs and other donors. Here are the stats from 2020:

[**7** Virtual Events and **4** Virtual Leadership Tables]

Total Event Reach:

172,787
constituents

Total Event Participation:

4,800
constituents

Total Event Generosity:

\$673,810

Giving

The ELCA had its best single day of fundraising on Giving Tuesday (Dec. 1) in 2020, raising more than

\$600,000!

ELCA INNOVATION LAB

Launched by Presiding Bishop Eaton in January 2020, the ELCA Innovation Lab is a space for the church to generate ideas, unleash creativity and create positive change in the world God so loves. In 2020, the ELCA Innovation Lab has provided innovation-related support, facilitation, and leadership of projects throughout the church and churchwide organization. Here are some highlights:

2020 ELCA Innovation Lab Goals

1. Develop the willingness and culture (i.e., purpose, values, rules of engagement) and ability (i.e., abrasion, resolution and agility) for innovation throughout the church.
2. Champion and drive innovation denomination: connected leaders who inspire and drive co-creation and make new and useful things.
3. Prove and encourage that a good idea can come from anywhere, take shape and be tested by co-creators at velocity.

2020 Engagement Snapshot

Participation



50% of churchwide staff have participated in a Lab project or learning event.

Reach



3,201 individuals and ministries reached by Lab projects and activities.

Leadership



Projects supported by the Lab involved the **leadership of 27 unique project leaders.**

Generosity



Secured a nearly \$1 million grant to launch the Congregations Lead Initiative.

What did the Lab learn in 2020?

Sharing our stories is an important part of generating ideas and problem solving.

The Church has always been a place for storytellers. At the Lab, we have found that telling the story of a new idea or can help us explore important questions. One activity to help shape these stories is to create your own [“origin story.”](#)

We are not always sure if we are exploring the right problem or question.

The Lab is a space to explore the biggest questions the church is facing, both today and tomorrow. Often, it can be hard to know if we are asking the right questions. At the Lab we always ask questions using the [“how might we”](#) method and if the question being asked doesn't seem quite right, then an [abstraction ladder](#) can help to reframe the problem!

The ideas we support should take us closer to the future we want to see.

A good idea can come from anywhere! The Lab is a space for the church to co-create positive change in the world God so loves and is guided by the priorities of the [ELCA's Future Church priorities](#).

A new chapter.

Building on the learnings from year one, the ELCA Innovation Lab is now part of the Innovation home area of the churchwide organization. Stay tuned for more!

FUTURE CHURCH

Purpose

Activate each of us so more people know the way of Jesus and discover community, justice and love.

Vision

A world experiencing the difference God's grace and love in Christ make for all people and creation.

Priority 1

**A Welcoming Church:
Engaging new, young
and diverse people**

"Your young ... shall see visions, and your old ... shall dream dreams."

Acts 2:17

Priority 2

**A Thriving Church:
Rooted in tradition and
radically relevant**

"You are the salt of the earth; but if salt has lost its taste, how can its saltiness be restored? ... You are the light of the world."

Matthew 5:13-14

Priority 3

**A Connected,
Sustainable Church:
Raising the bar
together**

"I am the vine, you are the branches. Those who abide in me and I in them bear much fruit, because apart from me you can do nothing."

John 15:5

Goal

Share the story of Jesus and the ELCA by engaging with one million new people as we grow the church together.
