

## November 2023 – Gift Day Report

Once again, we can all thank God for the very satisfying level of gifts made this year totalling £50,680. Given the faltering level of our regular giving and a continuing cost of living crisis, it was encouraging that this year's total was down only 0.5% on last year's, though 7.4% down on 2021's total of £54,739.

You can see from Shawn's very helpful 5 year analysis (**attached as an Appendix**) that the number of gifts, at 71, remains at a similar level to the last two years, bearing in mind that 2020's £63,813 from 95 donors was the big Covid-impacted year when few of us could holiday abroad or even at Bracing by the Sea! Nevertheless, we are still some 20 donors down on pre-pandemic levels, but this is less than the drop in the number of our regular givers over a three/four-year period, which implies we have gained some new Gift Day donors

In assessing how well our two Gift Day groups have performed in our pre-Gift Day publicity, it is instructive to note that nearly 90% of our total came in the first 2 weeks, whereas 4 years earlier the equivalent fortnight produced only 63%. For that, we continue to be very grateful to Joy Wright for her newsletter articles, Mel and Diana Calderwood for the Lobby and Church Service Powerpoints and to Dave Simons for always ensuring the website is up to date. We mustn't forget the youth and Sunday's Cool who with Penny Harrison's encouraged raised money from a bake sale! This publicity also includes the 8 speakers for mission slots which we organise each year plus our Mission Prayer Focus, in which each month there is information & prayer requests from two of our 24 beneficiaries. This takes us back to thanking God for the many ways in which He sustains their work and to marvel at what each of these charities or mission partners contributes to doing His will.

We are also always very grateful to those who lead and preach in the lead up to Gift Day, who never fail enthusiastically to plug it! Our thanks go to them and, in addition, to Chris Strata, our launch day speaker from The Leprosy Mission. Thanks also to Carolyn and Shawn Baggs for receiving and banking the 8.9% of our gifts which still come in the form of cheques or cash and to Chris Stewart for recovering all the Gift Aid and generally keeping us from spending what we do not yet have!

	<b>GDI (60%)</b>	<b>GDUK (40%)</b>
Gift Day final	£30,408	£20,272
Unspent 2022 GD	£1,638	£6
Totals to be allocated	£32,046	£20,278

GDUK and GDI meet provisionally this month to allocate the above sums as recommendations, which, when consolidated, will be scheduled and tabled at the upcoming PCC, accompanied by this report.

**PR Hyatt**  
**GIVING OFFICER**  
**15 November 2023**

**Appendix**

***GIFT DAY SUMMARY (WEEK BY WEEK)***

Week	2023			2022			2021			2020			2019		
	Total(£)	No.	Av Gift(£)	Total(£)	No.	Av Gift(£)	Total(£)	No.	Av Gift(£)	Total(£)	No.	Av Gift(£)	Total(£)	No.	Av Gift(£)
1	36,520	39	936	31,559	35	902	32,600	30	1,082	49,200	61	807	35,600	59	603
2	45,431	56	811	40,591	49	828	45,300	48	944	61,250	84	729	39,500	70	564
3	45,681	57	801	45,804	58	790	54,000	63	857	62,750	89	705	52,500	83	633
4	47,981	68	706	49,366	62	796	54,000	63	857	63,500	94	676	55,400	89	622
5	49,856	70	712	50,822	67	759	54,664	68	804	63,500	94	676	55,450	90	616
Final	50,680	71	714	50,940	68	749	54,739	70	782	63,813	95	672	56,388	91	620

GDUK  
 bfwd  
 GDINT  
 bfwd

6

1,638

52,324

**GDUK** 20,278

**GDINT** 32,046

52,324

Method:	Value	No.
Online	90.8%	52
Cheque	8.9%	13
Cash	0.3%	6
Total	100.0%	71

**Appendix to Gift Day Report**

*Amounts stated include  
 Gift Aid*