

Ambassadors Club Annual Report 2022

MISSION

Ambassadors Club is a giving collaborative empowering young professionals in pursuit of biblical generosity and stewardship that advances the Gospel of Jesus Christ.

CONCLUSIONS UP FRONT

- This year, **51** AC members supported five amazing organizations. In 2022, member donations and related matching support totaled **\$329,000**—a meaningful increase from last year and great continued momentum as AC has experienced a 38% CAGR in dollars stewarded since inception.
- In 2022, God provided new leaders to steward AC in the next phase of our journey. Alex Hibbard has taken the overall leadership reins, while Brendan McLean joined him as a co-leader with specific responsibilities over the donor-advised fund (DAF) administration function. In addition, Morgan Eseke has stepped up to lead the effort to build “Ambassadors Club in-a-box” to support “franchising” other giving groups across the country. David and Stephen will remain actively involved in the ministry but will continue to transition to more of an Executive Committee role.
- Additionally, in 2022, we accomplished our goal to start meeting in person as we moved to a hybrid format. Our third major priority for the past year was to focus on reaching younger members. Although we saw 14 new members join in the joy of giving with AC this year, there was not a lot of traction with the younger demographic.
- The annual survey showed that AC is accomplishing its goals to help members better understand biblical stewardship and to spur increased generosity. Members reported giving an average of 11% of their gross income in 2022!
- As we look forward to 2023, AC will focus on:
 - Successfully completing our leadership transition
 - Complete “AC in-a-box” initiative
 - Launch at least one new affiliated giving group
 - Reach at least 10 new givers

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1. ORGANIZATION OVERVIEW

Founding Inspiration

*“Therefore, if anyone is in Christ, he is a new creation. The old has passed away; behold, the new has come. All this is from God, who through Christ reconciled us to himself and gave us the ministry of reconciliation; that is, in Christ, God was reconciling the world to himself, not counting their trespasses against them, and entrusting to us the message of reconciliation. Therefore, **we are ambassadors for Christ**, God making his appeal through us. We implore you on behalf of Christ, be reconciled to God.” — 2 Cor. 5:17–20*

History & Purpose

Beginning in December 2010, the heart behind the AC initiative was to engage a group of young professionals in recurring discussions regarding stewardship of our time, talent, and treasure with the purpose of spreading the truth and love of Jesus Christ. Today, that same motivation continues to guide AC members as they intentionally engage in building lifestyles of biblical generosity and stewardship.

Fleshing out the purpose of Ambassadors Club, this ministry platform seeks to provide members:

1. An **Avenue** for generous stewardship
2. **Accountability** to give
3. **Amplified giving** through the pooling of resources and use of matching grants, and
4. **Actionable advice** and pragmatic wisdom on biblical stewardship

Structure and Process

Our typical quarterly process flows as follows:

- **Prayerful Proposal**: Engaged members submit a “Giving Narrative,” a grant request for an organization that they are involved in that fits our Giving Criteria (*detailed below*). These Narratives are vetted by a small Review Committee of core members and then shared with all AC members.
- **Discussion**: Giving Narratives are reviewed prior to and then discussed at quarterly meetings.
- **Decision**: Over the following few weeks, members prayerfully decide how much to give. Contributions are sent to our donor-advised fund with the National Christian Foundation.
- **Duplication**: Member gifts are then matched (up to \$2,500 per person per year), as well as counted toward any qualifying specific ministry matches that Giving Narrative authors help facilitate.
- **Disbursement**: Once all gifts have been pooled together and matched in our donor-advised fund, grants are then dispersed to the ministry and members have an opportunity to get further involved.

Giving Criteria

AC is committed to the following criteria as guidelines to our member-sourced giving opportunities:

- ***Christian-led***: The organization is a Christian¹ faith-based 501(c)3 organization, led by capable, indigenous (when investing abroad) Christian leaders.
- ***Mission- and Strategy-aligned***: The organization has a mission and program focus area that AC members feel is aligned with our mission and stirs our passion and conviction. Additionally, the organization must directly support its own programs, the organization itself should not be a pass-through or grant-making organization.
- ***Spreads the Good News of Jesus***: The Gospel is being shared either explicitly through the organization’s operations or in the leadership’s relational investment intended to reconcile others to Christ—restoring dignity, community, and spiritual intimacy.
- ***Leveraging Member Engagement***: AC members are engaged in a relationship with the organization that continues to grow (longer-term, active relationship that has an arc beyond just the grant-making period).
- ***Leveraging Recipient Engagement***: The organization utilizes an asset-backed community development approach that builds upon the skills, intelligence, labor, discipline, resources, and courage of those “in need.”
- ***Sound Stewardship***: The organization is operating under sound business principles or ministry best practices, is in reasonably sound financial condition, and has a plan to achieve quantifiable goals and objectives (“success” is defined, measured, and obtainable).

¹ The ministry must explicitly discuss Christianity in its messaging around vision, mission, and/or programs.

Additionally, AC has come to navigate some best practices and potential conflicts of our own, such as:

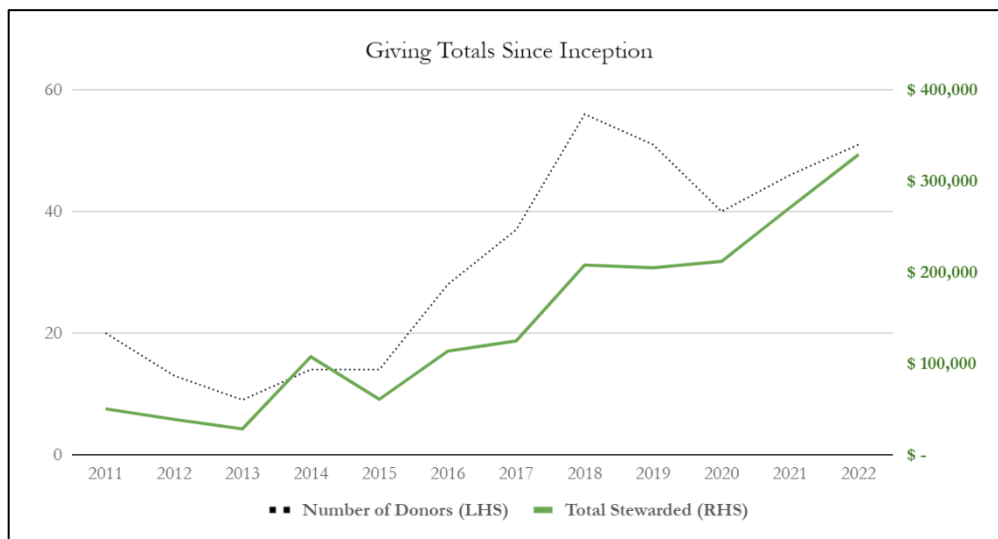
- Though AC strongly encourages individual financial support of each member’s local church community, given that AC is a parachurch collective or collaborative giving organization with members attending myriad local churches, the platform typically avoids supporting ministries that are largely dependent on or affiliated with a specific church or church denomination.
- Similarly, AC as a platform will not support individual’s personal fundraising efforts.
- Members cannot submit a Giving Narrative if the individual and/or his or her spouse receive a salary from the organization they are proposing.
- In order to submit a Giving Narrative, an individual is encouraged to have previously given to *at least two* other AC grant opportunities and also attended *at least two* quarterly meetings (preferably in the past 12 months).

Strategic Partnerships

- National Christian Foundation North Texas:
 - AC’s donor-advised fund with NCF serves as the organization’s charitable “checking account” and grant-making tool. AC members can give all types of assets into the fund (cash, stocks, real estate, etc.) and receive an income tax deduction at the time of the donation, supplying the capital for AC’s recommended grants.
- Anonymous Matching Partners:
 - For 12 consecutive years, an anonymous private foundation has generously matched member donations and in recent years, others have joined the effort in providing additional matching funds for AC grants—for 2022, the foundation’s match was \$75,000.
 - In 2022, for the second consecutive year, Ambassadors Club received an additional anonymous platform match to continue to support growth and as a result of this NCF DAF holder being so encouraged by what AC was doing.
 - In total, AC was able to use \$144,899 in matching funds this year, a record unlikely to be repeated, but much appreciated from our matching partners!
 - We would love to see members continue to bring forward both potential platform matching partners as well as one-off ministry matching opportunities to continue our long-standing practice of seeking “Kingdom leverage” in how individual gifts can be further amplified!

Summary of Activities since Inception

Since our founding, by the grace of God, AC has been a collaborative giving platform for **over 140 individual givers** to invest **\$1,748,327** in the transformative work of our ministry partners!



2. 2022 REVIEW

Financial Support

This year, **51** AC members supported **five** amazing organizations. In 2022, member donations and related matching support totaled **\$329,000**, a meaningful **21% increase** from last year's record giving, driven largely by increased matching and an average increase in donations per member. Donations have increased a whopping ~55% since 2020.

Ministry Partners & Grant Recipients

- **West Dallas Community School**
 - **\$57,000** grant to support their work in providing a private Christian education for the children of West Dallas—one of the most economically, socially, and academically challenged neighborhoods in the country.
 - Giving Narrative submitted by Luke and Elizabeth Gittemeier
- **Women's Nonprofit Alliance (WNPA)**
 - **\$40,000** grant to support their work as an incubator for women-led nonprofits and their mission to strengthen & sustain world-changing causes for the Kingdom of God.
 - Giving Narrative submitted by Morgan Eseke
- **Seed Effect**
 - **\$120,000** grant (the largest in AC history) to support the ministry's Christ-centered economic development work to empower underserved refugees in Uganda.
 - Giving Narrative submitted by Lexi Reiff
- **4Africa**
 - **\$62,000** grant to support their work imparting biblical principles through sustainable clean water and preventative health initiatives while educating future leaders.
 - Giving Narrative submitted by Lane Kipp
- **Spoken Worldwide**
 - **\$50,000** grant to support their vision to see the gospel transform the lives and communities of oral learners worldwide.
 - Giving Narrative submitted by Alex Hibbard

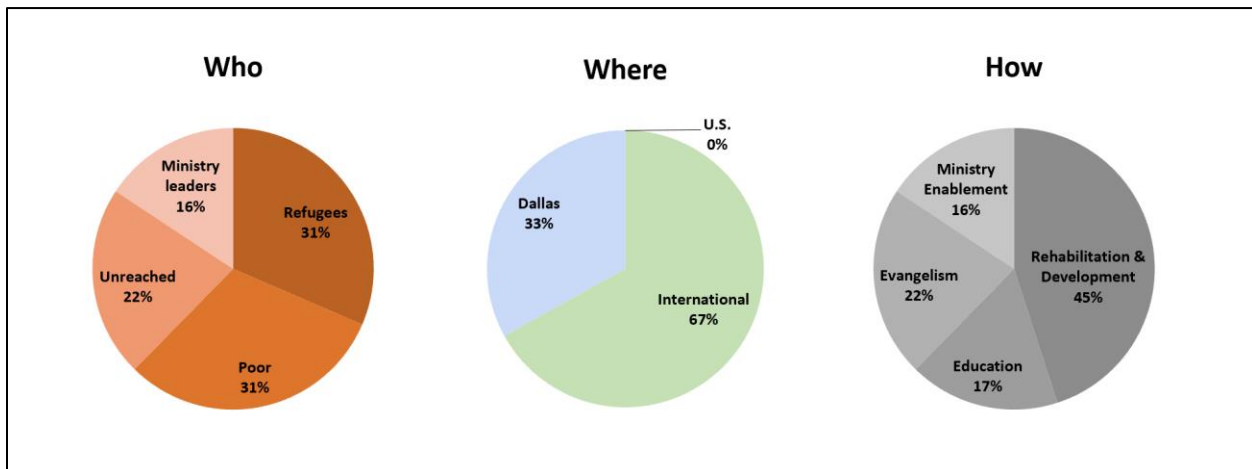
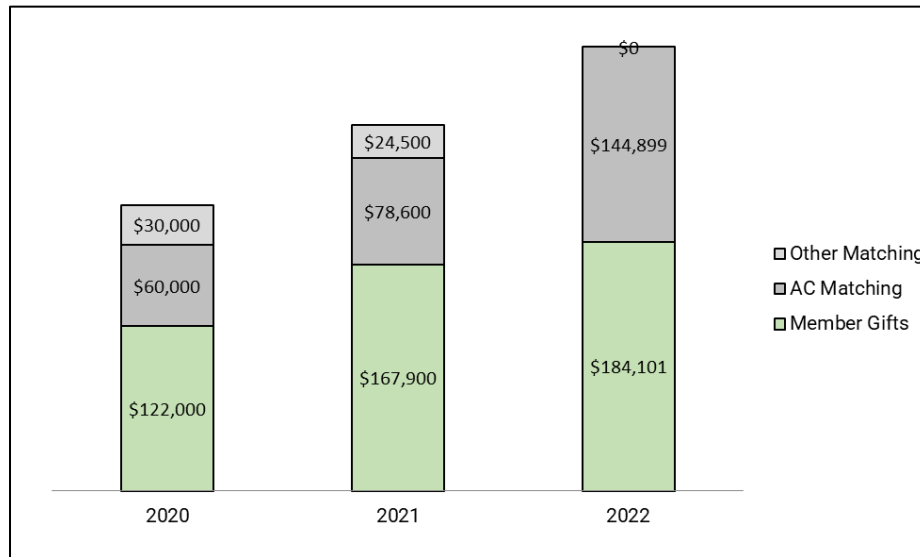
Accomplishments Summary

- ✓ In 2022, God provided new leaders to steward AC in the next phase of our journey. This marks a huge milestone for the ministry. Alex Hibbard has taken the overall leadership reins, while Brendan McLean joined him to serve the “treasury” and DAF administration functions. In addition, Morgan Eseke has stepped up to lead the effort to build “Ambassadors Club in-a-box” to support the planting of other giving groups across the country. David and Stephen will remain actively involved in the ministry, and will continue to transition to more of an Executive Committee role this year.
- ✓ Started meeting in person again thanks in large part to Reid Kruger opening his offices to us.
- ✓ Met our giving goals with number of givers, the number of grants, and the total dollars stewarded. As a result of God working on members' hearts, Ambassadors Club had its largest giving year ever.

- ✓ While records are fun to celebrate, not captured in the quantitative data is the life change that occurs in our hearts when we participate in God-honoring generosity, as well as the end beneficiaries of these grants experiencing transformational ministry services and the Truth of Jesus.

Giving Breakdowns

Total AC Giving: Last 3 Years



* Pie charts showing geography and category are based on member gifts only (does not include any matching)

Potential Risks and Concerns

Membership Growth

- Consistent with last year's numbers, we have seen fewer donors giving greater dollars, and we would love to see the number of donors continue to climb. While the growing dollars deployed is exciting, Jesus has always been about capturing our HEARTS. In light of the 2,300+ Scripture

references to money, the Bible makes it clear that heart transformation is the goal of generosity. God doesn't actually *need* "our" money, but He invites us to steward His money and experience heart change and join Him where He is at work in our city and the world!

- Additionally, AC was founded with primarily recent college graduates, and we want to maintain that connection point to recent college graduates. Given our mission to serve young professionals, it's important to continue "recruiting" younger members.

3. SURVEY FEEDBACK

With **19** members responding, we learned the following:

- Net Promoter Score (NPS)
 - According to global benchmarks, scores of 50 or greater are considered excellent customer results, with 71+ being a benchmark for exceptional results.
 - AC has an NPS of 74, which increased slightly from the last year, but is significantly higher than our peer group (small, religious non-profits).
- Did AC help you become more generous this year?
 - Overall, 79% of our members responded that AC helped them become more generous this year, with 21% reporting no change. The percentage of individuals who reported an increase in generosity increased significantly when compared to last year.
- What percent of your gross (pre-tax income) did you give in 2022?
 - Our members reported giving an average of 11% of their gross incomes (*slight decrease* from last year) and a median of 11% with percentages ranging from 1.0% all the way to 17.5%!
 - These giving shares compare quite favorably to the average "Christian" giving of 2.5%.²
- Has AC encouraged you to talk more openly with others about your finances?
 - Over 89% said AC has encouraged them to talk more openly with others, which is a slight decrease from the prior year.
- Do you have a better understanding of Biblical stewardship because of your involvement?
 - Overall, 84% of members responded that AC is deepening their understanding, which is an increase from the prior year.

Stories of Impact

"AC has opened the door to have many conversations at work about generosity and the gospel. The concept of giving money away as fast as possible is foreign to many, and it always prompts follow up questions that lead to meaningful conversations about why I relate to money the way that I do."

Opportunities for Improvement

- *More In-person Interactions:* Members have a strong desire to interact with others in AC outside the once a quarter meeting.
- *More People:* Members also stressed the importance of wanting to add new people to the organization and engage members who are not as involved as they once were.

Aspects Working Well

- *Diversity of Ministries:* Members have enjoyed seeing a variety of organizations that are reaching different people groups with the gospel and solving unique problems in the community.

² Compared to the U.S. "Christian" average of 2.5% of income: <https://nonprofitsource.com/online-giving-statistics/>.

- *Organization & Structure*: Members love the meeting cadence, meeting structure, and the thoughtfulness the review committee puts into reviewing organizations.
- *Biblical Generosity*: Members are encouraged to have a community where they can meet with others who are growing in their generosity with their finances.

2023 GOALS

Carry-over Goals:

- Write at least five grants
- Have at least 55 donors
- Steward more than \$150,000 and use 100% of the 2023 matching grant capacity (leveraging 1:1 match up to \$2,500/person)

Other Initiatives for 2023

- Successfully complete leadership transition
- Complete “Ambassadors Club in-a-box” initiative
- Launch at least one new chapter
- Reach at least 10 new givers

LOOKING AHEAD

We are excited for new leadership that desires to see more followers of Jesus positively impacted by a Biblical understanding of generosity. We look forward to welcoming new members who want to be faithful to the Gospel with their time, talents, and treasures. We pray that God will be stirring the affections of members’ hearts to be called to serve with and through Ambassadors Club this year!

Excited to share in this adventure with you in 2023,
Alex, Stephen, David