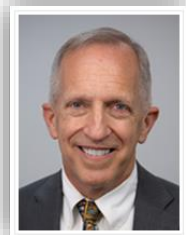




## About the Sponsor

**About ECFA:** The project's sponsor is ECFA (Evangelical Council for Financial Accountability), which equips churches and ministries for financial integrity. Its mission is to enhance trust in Christ-centered churches and ministries. Founded in 1979, ECFA has more than 2,500 member organizations spanning all 50 states. Their combined activities touch 2 billion people annually. They receive \$30 billion in total annual revenue, including contributions from 14.6 million donors.

ECFA is not itself a fundraising organization. Therefore, its status as a highly trusted, high-integrity third party uniquely positions ECFA for researching generosity across a wide range of evangelical charities.



**About the Research Team:** The project will be personally overseen by ECFA's senior vice president of research and equipping, Dr. Warren Bird (M.A., M.Div., Ph.D.). A nationally recognized researcher with more than 15 years of experience in hands-on surveys and analysis, his recent research reports for ECFA include "Unleashing Your Board's Potential: Comprehensive Report" and "The

Changing Reality in America's Largest Churches:

Megachurch Research Report." He has also authored or co-authored 33 books for church and ministry leaders. He also oversaw the large-church compensation report series for 13 years at Leadership Network.

Bird, a member of several academic societies for religious research, will be joined by several statistical consultants, as well as a support staff of communications specialists.