



# IMPACT STUDIES

*Qualitative & Quantitative Feedback*

## *Quantitative Study*

- Focuses on financial giving (dollars)
- Conducted in partnership with the National Christian Foundation
- Led by Peter Amico, PhD

## *Qualitative Study*

- Focuses on stories of life change
- Sponsored by Maclellan Foundation
- Led by Steve Patty, PhD



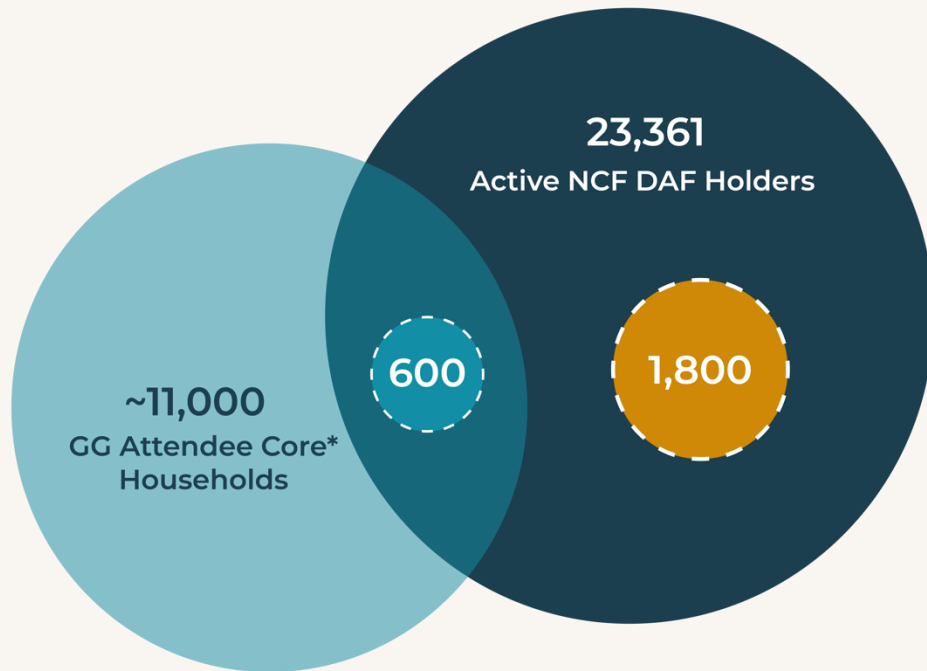
## *Quantitative Study*

“I’ve evaluated dozens of interventions where hundreds of thousands or millions of dollars were spent to try to achieve certain outcomes, but where the data showed little to no statistical impact. Generous Giving’s impact was surprisingly significant. We just don’t see these kinds of results in almost any interventions.”



Dr. Peter Amico

# Impact Study Selection Criteria

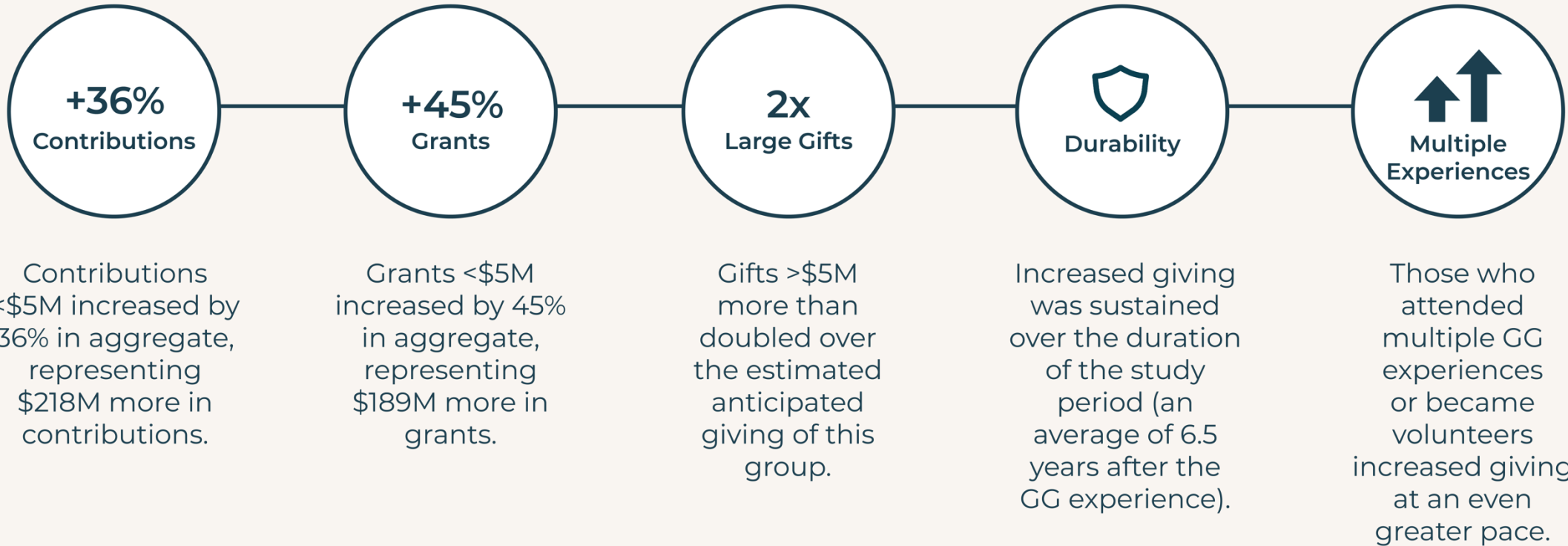


	Core Impact Group	Control (Comparison) Group
Sample Size	600 High Capacity Givers	1,800 High Capacity Givers
Active NCF DAF Holder	Yes	Yes
Lifetime Contributions	>\$25K	>\$25K
Large Gifts (\$5M+)	Capped at \$5M in primary analysis to prevent skewing averages **	Capped at \$5M in primary analysis to prevent skewing averages **
GG Experience	Yes; 1st experience occurred from 2011-2019	None
Dates Analyzed	2011-2022	2011-2022

\*GG Core is defined as anyone with \$250K+ in annual income or over \$2M in assets

\*\*Large gifts >\$5M analyzed as a separate group for specific results

# GG & NCF Impact Study Summary



## *Qualitative Study*

“I don’t know if I’ve ever seen qualitative, deep change as strongly as I did in this data.”



Dr. Steve Patty

# Qualitative Study Methodology

Number of Interviews

101 In-depth Interviews

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Length of Interview

30-60 Minutes

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Conducted by

Trained Internal and Third-Party  
Research Team

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Recorded, Transcribed, &  
Analyzed by

PhD Intervention Researcher

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Locations of Interviewees

21 States and Canada

When people experience qualitative change, there is often evidence of transformational impact in three dimensions of human experience:

- 1. The mental dimension (how people think)***
- 2. The behavioral dimension (how people live)***
- 3. The emotional dimension (how people feel and love)***



This evaluation sought to answer the question:

***How have the thinking, behaviors, and deep affections of people been durably and deeply impacted by Generous Giving?***

## *People become more generous*

“ It’s just one of those decisions we made about our financial goals. At one point, we were giving about 20% of our gross income. As we earned more, we reached a point where we decided to give 100% of every additional dollar we earned.

“ I now love giving. And I used not to like it. But now, this is so fun.

## *People build the capacity of local ministries and local churches*

“ I’m on the board of...

“ We’ve been partnering with our church to help people find jobs.

## *People live more surrendered to Jesus*

“ It’s been a journey of maturing in faith and growing closer to Him.

“ It immediately pushed me to dig much deeper than just the surface, realizing that the other 90% isn’t mine either.

## *People orient their lives to the Kingdom work of God*

“ I left something I was good at and loved for something new. I believe He spent all these years preparing me for this beloved work.

“ When I became a Christian 25 years ago, I thought I had to quit working in finance because it seemed too secular or worldly. But now I realize He placed me here strategically to use the assets of this world to further His kingdom.

## *People have greater clarity about their identity*

- “ There used to be a sense of keeping up with the Joneses, where your identity was tied to what you did, what you wore, and where you belonged. But now, I don't feel that way at all. My identity is rooted in being a child of God.
- “ My identity shifted from being a business guy to seeing work as ministry. I didn't even know that phrase before, but now it feels like I'm being drawn more in that direction.

*People create, sustain, and enjoy healthy relationships*

“ It gave us a language to talk about money in our marriage.

“ I want to be inspired by these people.

## Six Areas of Change

- 1** People become more generous
- 2** People build the capacity of local ministries and local churches
- 3** People live more surrendered to Jesus
- 4** People orient their lives to the Kingdom work of God
- 5** People have greater clarity about their identity
- 6** People create, sustain, and enjoy healthy relationships

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***Dr. Peter Amico***

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