

## Financial Sustainability Update: 2026 Pledge Campaign Results

### What you will learn:

- Results of the 2026 pledge campaign
- Key risks we face
- What's ahead- and how you can help

As promised, we are sharing more detail about our 2026 pledge campaign results.

Because of your generosity, we saw a remarkable growth in pledges. This has helped reverse a decade-long trend and strengthened our ability to live out our mission.

### Highlights

- 2026 pledges are on track to sustain the significantly increased level of giving seen in 2025
- The number of pledging households increased for both the General Fund and COC
- Many households are now supporting both areas (“dual pledging”), helping lead the way in generosity
- Dual pledgers not only give more overall, but they also contribute more to the General Fund
- Over two years, total pledged support (General + COC pledges) has grown from \$1.2M to \$1.8M

This is worth celebrating. It reflects deep commitment, shared vision, and growing engagement across our community.

### Where We Still Face Risk

At the same time, we want to be transparent about what this data also tells us.

- 45 households account for 48% of all pledged income- this concentration is not healthy or sustainable
- We continue to experience turnover in pledging households each year
- Giving is heavily concentrated among older members
  - 25% of our pledged income is from those age 80+
  - Less than 10% comes from those under age 50

In other words, while we are stronger today, long-term sustainability will depend on broadening participation and deepening engagement across all generations.

### Our Focus Going Forward

We are committed to:

- Strengthening relationships and retaining current pledging households
- Inviting more households into first-time or renewed pledging
- Encouraging broader participation in both General Fund and COC giving
- Building pathways for younger and newer members to engage in generosity
- Working together to make all of this happen

Every pledge matters. Every household matters. Everyone can help encourage others in this effort.

We invite you to learn more- please see our detailed [FAQ \(LINK\)](#).

We also welcome your questions and feedback. Please reach out to [finance@asburyfirst.org](mailto:finance@asburyfirst.org).

Thank you for your continued support.

With gratitude,

Dawn Riedy, Finance Committee Chair

Tim Mahan, Financial Sustainability Task Force Chair