

# Home Missions Resource Document

Prepared for

The Executive Board  
Woman's Missionary Union

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HOME MISSION BOARD, SBC  
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# **Strategic Plan Home Mission Board of the Southern Baptist Convention**

## **Purpose of the Home Mission Board**

The Home Mission Board serves Southern Baptists by assisting churches to proclaim the gospel of Jesus Christ, start and grow New Testament congregations, and minister to persons in need in the name of Christ. The Home Mission Board cooperates with churches, associations, state conventions, and other Southern Baptist Convention agencies to develop and implement a comprehensive strategy of missions and evangelism in the United States and assigned territories.

Adopted by the Southern Baptist Convention  
June 13-15, 1989

## **Objectives of the Home Mission Board**

### **1. Evangelism**

To lead and assist Southern Baptists to win the lost of our land by presenting the gospel to all persons.

### **2. Church Starting and Growth**

To lead and assist Southern Baptists to start and grow churches so every person will have the opportunity to share in the life of a New Testament church.

### **3. Ministry**

To lead and assist Southern Baptists to minister redemptively to all persons in the name of Jesus Christ.

### **4. Communication**

To lead Southern Baptists to a greater awareness of home mission opportunities and needs.

Approved by the Board of Directors  
Home Mission Board, October 12, 1988

## **Strategies of the Home Mission Board**

**STRATEGY ONE:** The Home Mission Board (HMB) will appoint, approve, support, and equip missions personnel to serve in vital roles to accomplish the HMB's purpose.

**STRATEGY TWO:** The HMB will endorse chaplains and recruit, train, and deploy short- and long-term volunteers and bivocational ministers as important resources in accomplishing HMB tasks.

**STRATEGY THREE:** The HMB will work in cooperation with Baptist state conventions through Cooperative Agreements.

**STRATEGY FOUR:** The HMB will assist churches and associations in developing and promoting evangelism, church starting, church growth, and ministry.

**STRATEGY FIVE:** The HMB will lead in developing an effective, comprehensive, and cohesive approach to witness and ministry in the great cities of America.

**STRATEGY SIX:** The HMB will lead, where needed, in starting and strengthening churches and providing special ministries in the less-populated areas of the United States.

**STRATEGY SEVEN:** The HMB will intentionally target all ethnic, racial, and socioeconomic groups in America for evangelism, ministry, and church planting by utilizing and training leaders indigenous to each group.

**STRATEGY EIGHT:** The HMB will give priority support in assisting new churches, associations, fellowships, and state conventions with the expectation that these entities will move toward greater self-support.

**STRATEGY NINE:** The HMB will help create a climate in America and its territories to increase receptivity for the gospel and home missions and to communicate the nature and extent of all its work to its various publics.

**STRATEGY TEN:** The HMB will assume a major responsibility in acquiring adequate resources to fund its work.

### **Evangelism Section**

#### **A. Statement of Purpose**

To serve as a channel in motivating and helping churches, associations, and state conventions to develop and implement an effective strategy of evangelism and church growth so the gospel of Jesus Christ may be shared with every person in the United States.

#### **B. Objective**

To lead and equip all Southern Baptist churches in total penetration of their geographic areas with the gospel of Jesus Christ through total participation of their members in witnessing efforts.

### **C. Strategies**

1. The Evangelism Section will motivate and resource state leaders to prioritize evangelism and equip them to provide training for associations and church leaders in total evangelism.
2. The Evangelism Section will resource associational leaders to enable them to provide planning, ongoing training, and effective events for church leaders in total evangelism.
3. The Evangelism Section will resource and create awareness for pastors and church leaders to establish evangelism as a priority and to equip them to lead church members in a program of total evangelism and church growth.
4. The Evangelism Section will develop a national emphasis for church growth and for reaching every person with the gospel of Christ.

### **Extension Section**

#### **A. Statement of Purpose**

To work in partnership with churches, associations, and state conventions to start and develop new congregations among all people groups in the United States.

#### **B. Objective**

To assist all churches to start congregations and other ministry units that will enable every person in the United States, in his or her own socio-cultural context, to become part of the worship, ministry, and fellowship of a New Testament body of believers.

#### **C. Strategies**

1. The Extension Section will work in partnership with state conventions, associations, and churches in the appointment/approval of missions personnel and utilizing bivocational and volunteers involved in the work of starting and developing new congregations with a distinctive focus on the diverse Anglo, Black, and ethnic communities.
2. The Extension Section will assist in resourcing Southern Baptist churches, associations, state conventions, and other agencies in church starting.
3. The Extension Section will strengthen the work of associations by assisting them in developing, resourcing, and implementing effective strategies.

## **Ministry Section**

### **A. Statement of Purpose**

To work with Southern Baptist churches, associations, and state conventions in ministering to people with needs in unique settings, seeking to bring them to wholeness in Jesus Christ.

### **B. Objective**

To lead all Southern Baptist church members in redemptive ministries to meet people's needs in Jesus' name and to include all people reached in a congregational expression.

### **C. Strategies**

1. The Ministry Section will develop in Southern Baptists an awareness of the need for holistic ministry to all people in the name of Jesus Christ.
2. The Ministry Section will assist in resourcing Southern Baptist churches, associations, state conventions, Southern Baptist Convention entities, and other agencies in ministering redemptively to all people in the name of Jesus Christ.
3. The Ministry Section will lead in identifying unmet areas of need and developing ministries in cooperation with states, associations, and churches.

## **Planning and Finance**

### **A. Statement of Purpose**

To coordinate the Home Mission Board's (HMB) planning, financial affairs, and research activities, and to lead in the development of an annual comprehensive HMB/state convention plan of work.

### **B. Objective**

To lead the entire HMB staff to make the most efficient and effective use of financial resources in supporting a national coordinated plan of work with all state conventions and fellowships.

### **C. Strategies**

1. The Planning Section will serve as a resource to HMB and state convention staffs for assistance in research, strategic planning, budgeting, and financial management.
2. The Planning Section will serve as day-to-day contact between the HMB and state conventions in developing a comprehensive plan of work supported by a cooperative budget.

## **Services Section**

### **A. Statement of Purpose**

To provide the necessary support and services to the Home Mission Board (HMB) and staff personnel to enable them to accomplish the HMB's objectives.

### **B. Objectives**

1. To provide adequate services and support at the lowest cost.
2. To maintain a competitive salary structure.
3. To make all Southern Baptists aware of home missions opportunities and needs.

### **C. Strategy**

The Services Section will support the mission and work of the HMB, applied in context of the Christian value system and the environment.

6/28/91  
7/9/91  
7/10/91 Editor Revision

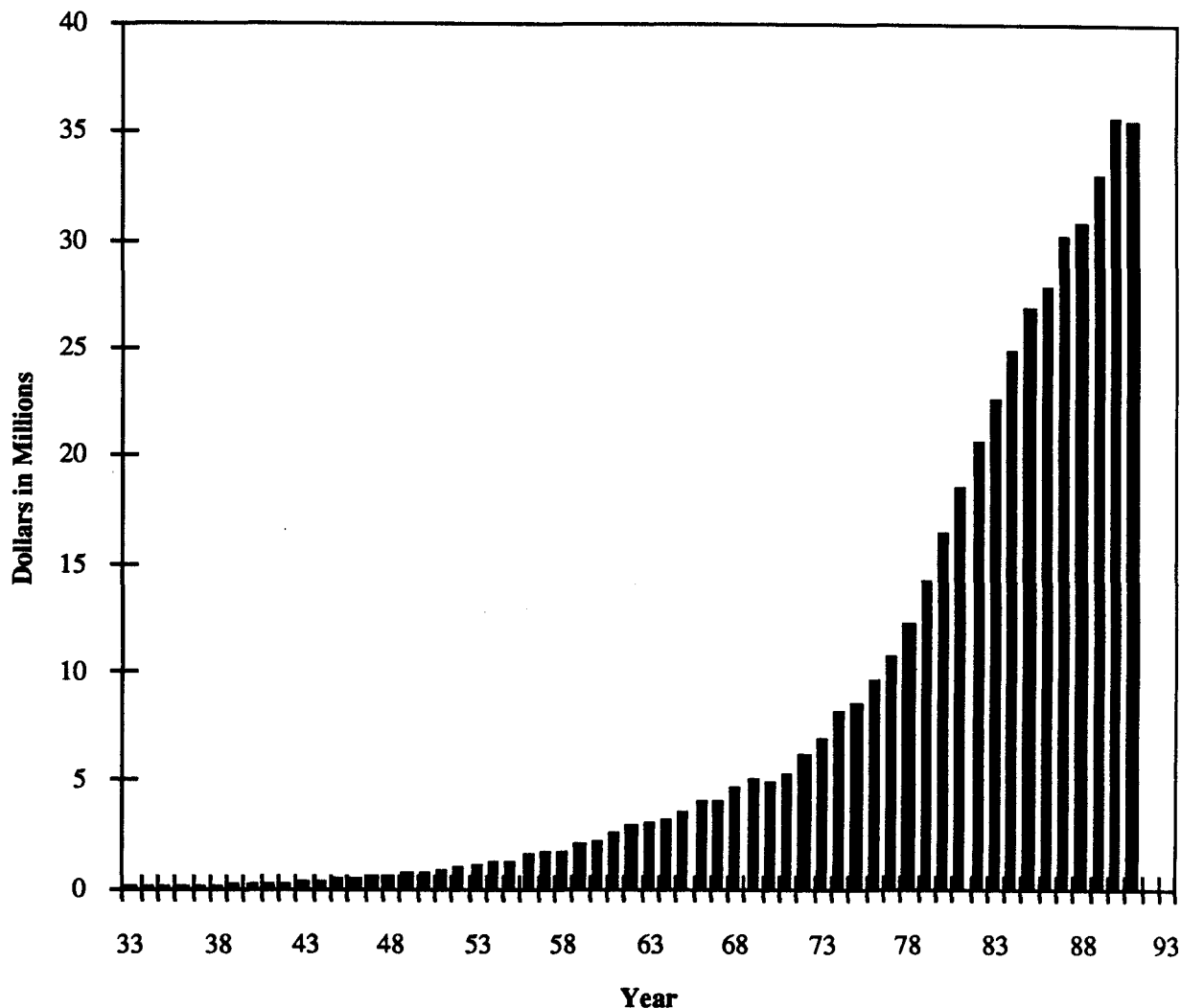
**Annie Armstrong Receipts by State Convention  
January 1–November 30, 1992**

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ALABAMA	\$3,283,103.31
ALASKA	73,434.88
ARIZONA	235,344.38
ARKANSAS	1,058,349.88
CALIFORNIA	640,066.23
CANADA	28,861.05
COLORADO	154,913.23
DAKOTAS	20,626.96
DISTRICT OF COLUMBIA	49,905.06
FLORIDA	1,967,751.40
GEORGIA	3,564,068.58
HAWAII	78,732.71
ILLINOIS	481,831.13
INDIANA	161,955.03
IOWA	32,938.39
KANSAS/NEBRASKA	211,723.29
KENTUCKY	1,326,097.65
LOUISIANA	1,175,377.23
MARYLAND/DELAWARE	286,571.77
MICHIGAN	94,500.93
MINNESOTA	648.92
MINNESOTA/WISCONSIN	39,795.63
MISSISSIPPI	2,132,233.64
MISSOURI	1,298,467.46
MONTANA	32,535.61
NEVADA	42,097.70
NEW ENGLAND	55,586.40
NEW JERSEY	517.25
NEW MEXICO	268,965.26
NEW YORK	91,734.42
NORTH CAROLINA	4,173,382.61
NORTHWEST	157,349.89
OHIO	285,672.72
OKLAHOMA	1,046,546.24
PANAMA	5,336.52
PENNSYLVANIA/SOUTH JERSEY	74,838.90
PUERTO RICO	10,230.47
SOUTH CAROLINA	2,519,769.66
TENNESSEE	2,598,771.41
TEXAS	5,498,495.47
UTAH/IDAHO	34,357.66
VIRGINIA	1,854,788.04
WEST VIRGINIA	76,934.60
WYOMING	35,151.50
MISCELLANEOUS COUNTRIES	21,538.60
<hr/>	
	\$37,281,899.67

Source: Accounting Department, HMB

## Annie Armstrong Easter Offering History, 1933-1991



### OBSERVATIONS:

In 1991, Southern Baptists gave \$35.5 million to the Annie Armstrong Easter Offering. This figure represented a 0.4 percent decrease over the 1990 offering. This was the first decrease in the offering since 1970.

The Annie Armstrong Easter Offering accounted for approximately 44 percent of total revenues of the HMB (including Church Loans Division funds and special funds) in 1991.

The Annie Armstrong Easter Offering surpassed the Cooperative Program funds as a source of HMB income in 1972 and has consistently done so since that time.

Source: Home Mission Board, SBC

## Annie Armstrong Easter Offering Receipts, 1933-1992

Year	AAEO Receipts	Percentage Increase	Percentage of Total HMB Income	Goal	Percentage of Goal
1933	\$62,630	... %	... %	\$80,000	78.3 %
1934	94,274	50.5	...	68,000	138.6
1935	101,548	7.7	...	103,500	98.1
1936	113,981	12.2	...	105,000	108.6
1937	130,905	14.8	...	107,000	122.3
1938	139,766	6.8	...	120,000	116.5
1939	149,969	7.3	...	125,000	120.0
1940	157,009	4.7	...	130,000	120.8
1941	193,298	23.1	...	140,000	138.1
1942	224,910	16.4	...	145,000	155.1
1943	290,112	29.0	...	145,000	200.1
1944	387,038	33.4	...	200,000	193.5
1945	453,935	17.3	28.1	225,000	201.7
1946	517,915	14.1	28.8	500,000	103.6
1947	532,612	2.8	31.5	500,000	106.5
1948	636,841	19.6	32.4	600,000	106.1
1949	671,313	5.4	30.9	1,000,000	67.1
1950	664,476	-1.0	29.6	800,000	83.1
1951	837,389	26.0	35.2	800,000	104.7
1952	991,484	18.4	33.4	900,000	110.2
1953	1,119,865	12.9	37.6	1,000,000	112.0
1954	1,212,435	8.3	38.5	1,250,000	97.0
1955	1,256,255	3.6	37.9	1,375,000	91.4
1956	1,574,891	25.4	37.5	1,500,000	105.0
1957	1,741,860	10.6	39.3	2,000,000	87.1
1958	1,676,354	-3.8	36.3	2,000,000	83.8
1959	2,126,085	26.8	40.6	2,000,000	106.3
1960	2,226,166	4.7	37.6	2,350,000	94.7
1961	2,553,733	14.7	38.1	2,470,000	103.4
1962	2,891,184	13.2	44.3	2,910,000	99.4
1963	3,049,284	5.5	43.3	3,310,000	92.1
1964	3,193,954	4.7	40.4	3,310,000	96.5

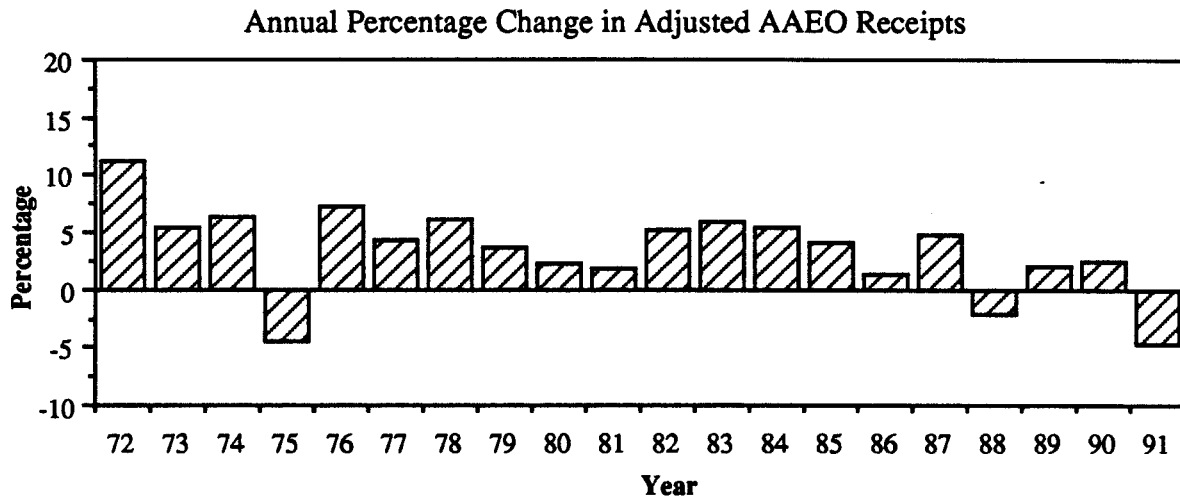
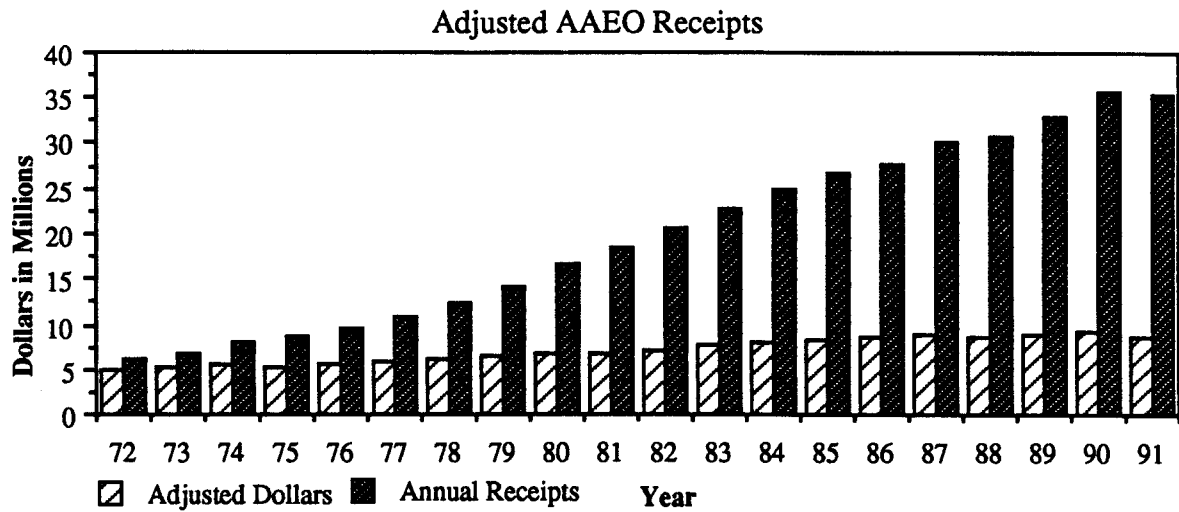
## Annie Armstrong Easter Offering Receipts, 1933-1992

Year	AAEO Receipts	Percentage Increase	Percentage of Total HMB Income	Goal	Percentage of Goal
1965	\$3,573,146	11.9 %	35.7 %	\$3,690,000	96.8 %
1966	4,033,080	12.9	36.8	4,000,000	100.8
1967	4,088,470	1.4	34.4	4,500,000	90.9
1968	4,682,555	14.5	37.1	5,500,000	85.1
1969	5,045,758	7.8	37.3	6,500,000	77.6
1970	4,966,985	-1.6	36.6	6,000,000	82.8
1971	5,345,551	7.6	37.8	6,000,000	89.1
1972	6,137,612	14.8	39.6	6,000,000	102.3
1973	6,884,358	12.2	37.4	6,600,000	104.3
1974	8,130,142	18.1	39.7	7,200,000	112.9
1975	8,491,653	4.4	39.8	8,500,000	99.9
1976	9,656,512	13.7	39.3	9,500,000	101.6
1977	10,728,832	11.1	40.6	11,250,000	95.4
1978	12,282,228	14.5	40.3	13,000,000	94.5
1979	14,171,637	15.4	41.2	15,000,000	94.5
1980	16,479,032	16.3	34.8	15,500,000	106.3
1981	18,539,913	12.5	39.2	17,250,000	107.5
1982	20,709,206	11.7	40.3	22,000,000	94.1
1983	22,648,544	9.4	39.8	25,000,000	90.6
1984	24,914,311	10.0	40.7	29,000,000	85.9
1985	26,890,137	7.9	40.4	30,000,000	89.6
1986	27,810,377	3.4	39.3	33,500,000	83.0
1987	30,246,290	8.8	40.3	37,500,000	80.7
1988	30,855,305	2.0	40.4	37,500,000	82.3
1989	32,993,023	6.9	41.4	39,000,000	84.6
1990	35,679,669	8.1	40.3	41,000,000	87.0
1991	35,522,892	-0.4	39.9	41,000,000	86.6
1992	37,615,371	5.9		41,000,000	91.7

Source: Home Mission Board, SBC, and Woman's Missionary Union

Notes: AAEO receipts are based on a January 1–December 31 fiscal year. AAEO receipts from 1933-1991 are from HMB audits printed in SBC Annuals. Total income figures are from HMB audits printed in SBC Annuals, and include Church Loans Division funds and other special funds. AAEO goals are from WMU. Note that 1992 AAEO receipts are unaudited.

## Annie Armstrong Receipts Adjusted for Inflation, 1972-1991

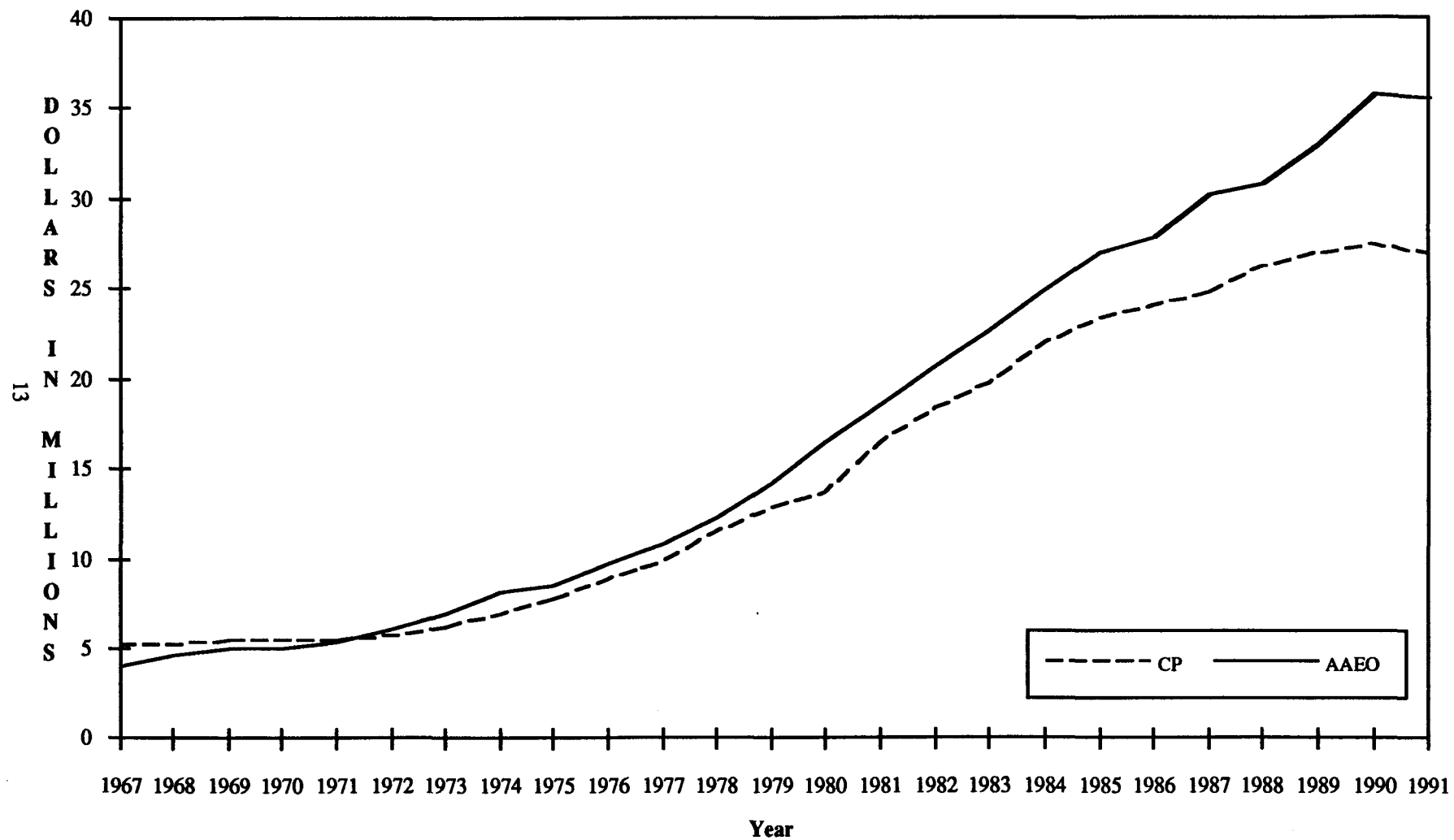


### OBSERVATIONS:

From 1967 to 1991, Annie Armstrong Easter Offering receipts have increased 769 percent. Most of this increase is due to effects of inflation. In terms of purchasing power, Annie Armstrong Easter Offering receipts have increased 113 percent—a doubling of purchasing power. There has been an average 3.3 percent yearly increase over the the past twenty-four years. For the past five years there has only been an average annual growth of 0.6 percent.

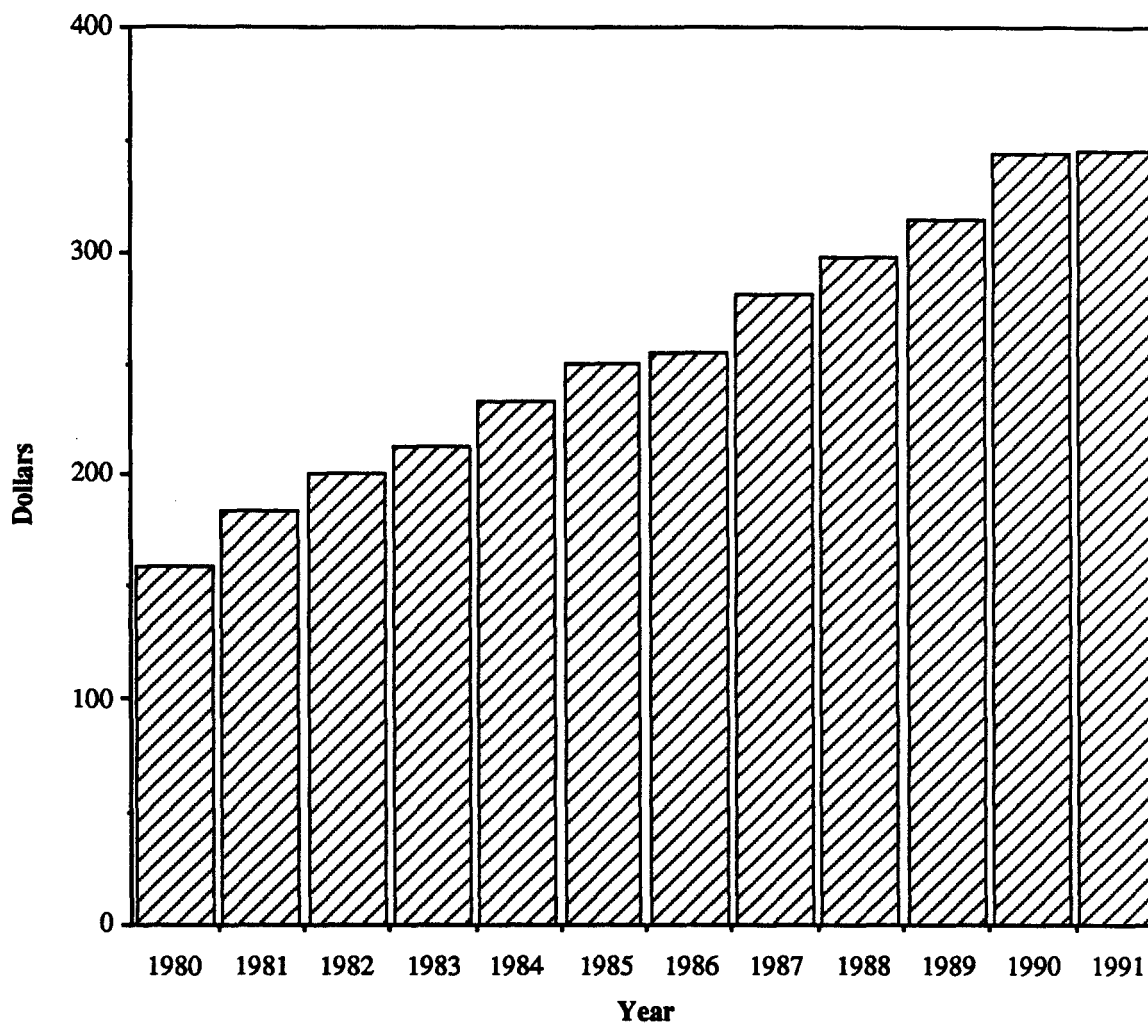
Source: Home Mission Board, SBC, Atlanta, GA and U.S. Bureau of Labor Statistics

**COMPARISON OF ANNIE ARMSTRONG EASTER OFFERING AND  
COOPERATIVE PROGRAM RECEIPTS, 1968-1991**



Source: Home Mission Board, SBC

### Median Annie Armstrong Easter Offerings for Southern Baptist Churches, 1980-1991



#### OBSERVATIONS:

The median church gave \$345 to the Annie Armstrong Easter Offering in 1991. Ninety percent of Southern Baptist churches gave \$2,257 or less to the special offering. The 10 percent of the churches who gave more than \$2,257 to the offering account for 55.5 percent of the total given.

In 1991, 7,339 churches reported no gifts to the Annie Armstrong Easter Offering—20 percent of reporting SBC churches. The percentage of churches not giving to the Annie Armstrong Easter Offering has consistently decreased since 1978 when 33.5 percent of churches did not report offering gifts.

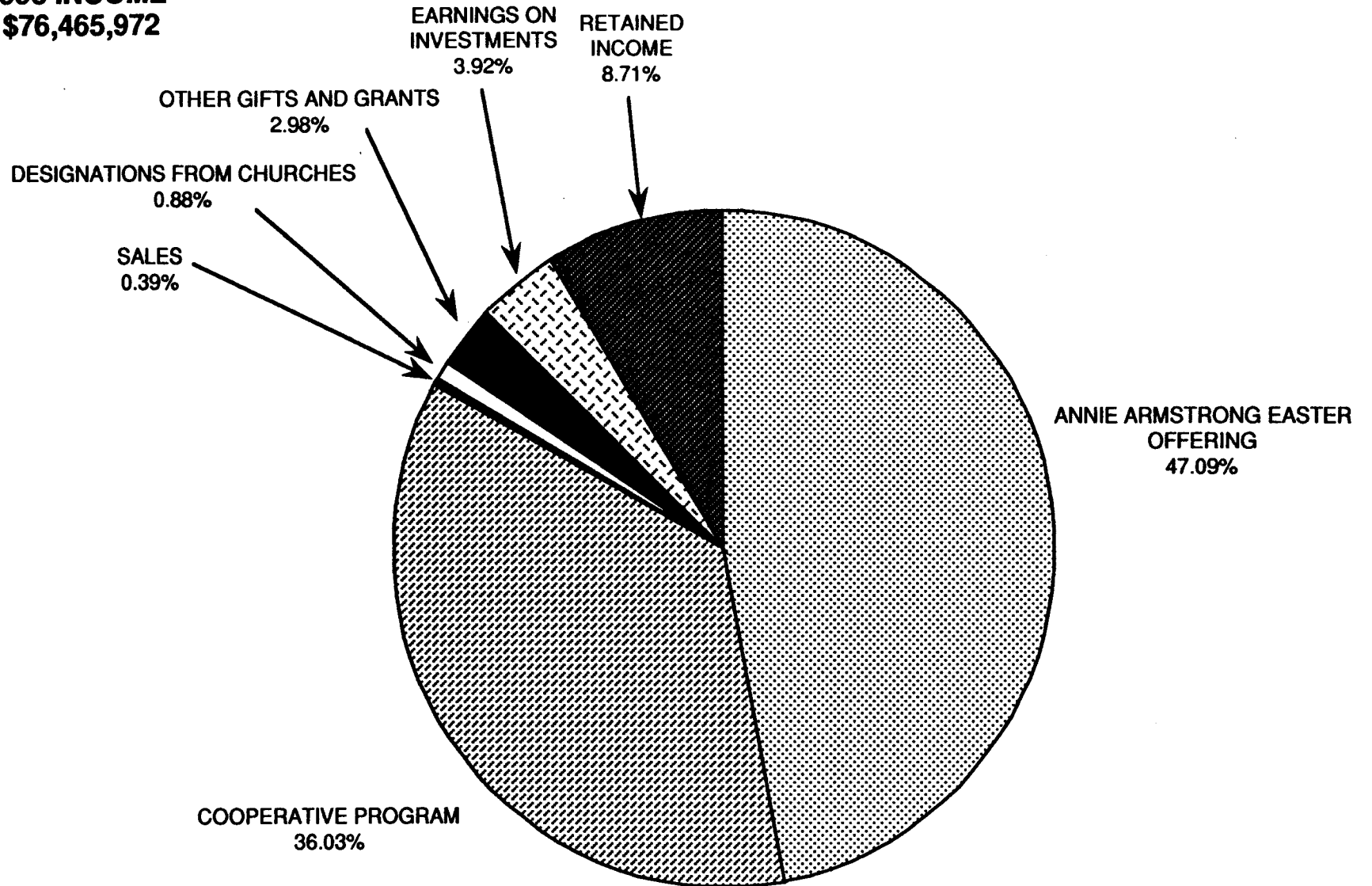
Source: Research Division, Home Mission Board, SBC

**Median Annie Armstrong Easter Offering for  
Southern Baptist Churches and Number of  
Churches Not Reporting Annie  
Armstrong Easter Offerings,  
1978-1991**

Year	AAEO	Number of Churches Not Reporting Gifts to AAEO	Percentage of Churches Not Reporting Gifts to AAEO
1978	\$107	11,557	33.5 %
1980	160	10,004	28.7
1981	185	9,843	28.1
1982	200	9,517	27.0
1983	213	9,246	26.1
1984	233	9,199	25.9
1985	250	9,177	25.8
1986	254	9,080	25.4
1987	280	8,631	24.1
1988	297	8,034	22.4
1989	315	7,560	21.0
1990	344	7,472	20.7
1991	345	7,339	20.3

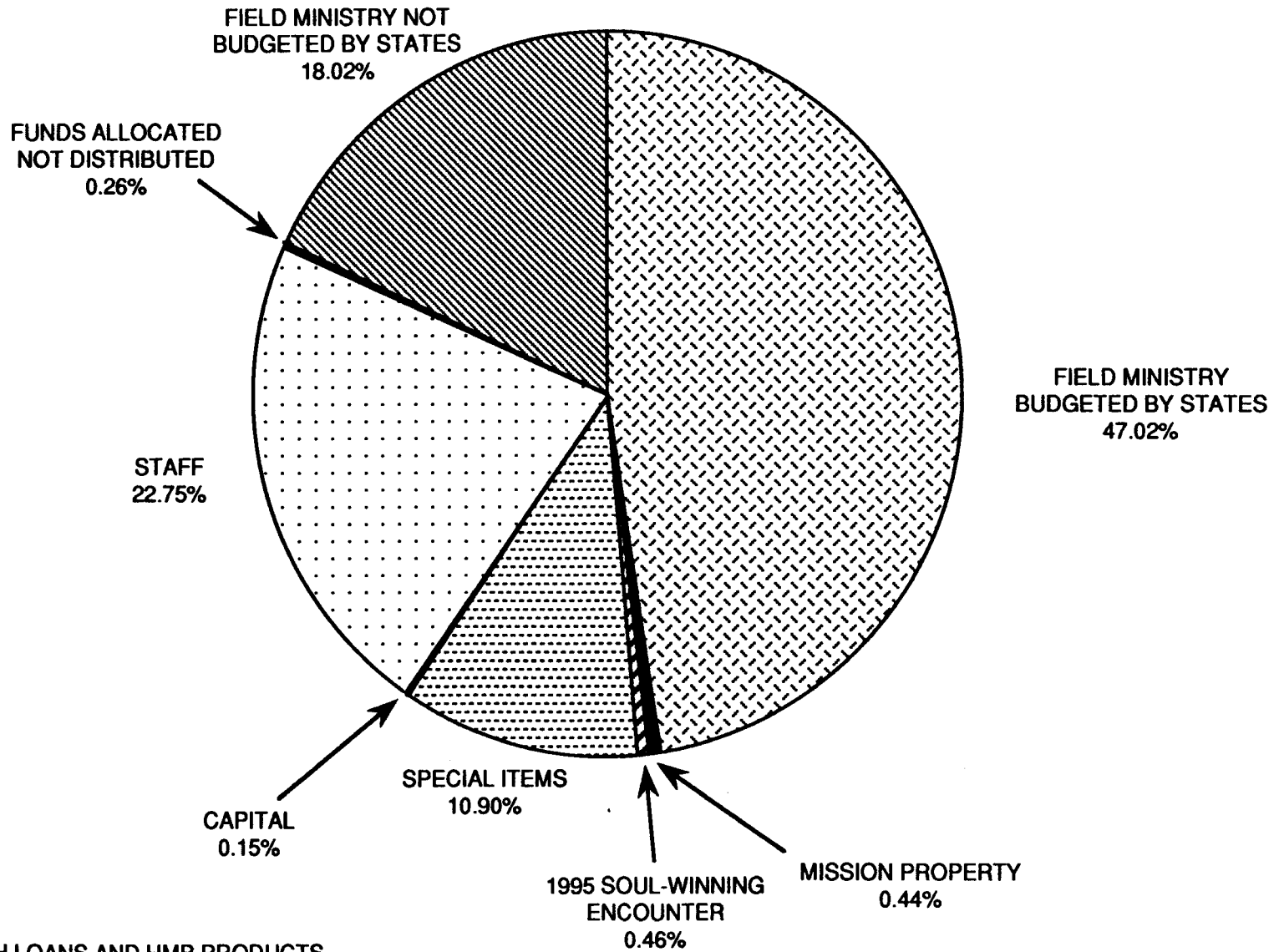
Source: Research Division, Home Mission Board, SBC

**1993 INCOME\***  
**\$76,465,972**



\*LESS CHURCH LOANS AND HMB PRODUCTS  
SOURCE: PLANNING SECTION, HMB, ATLANTA, GA

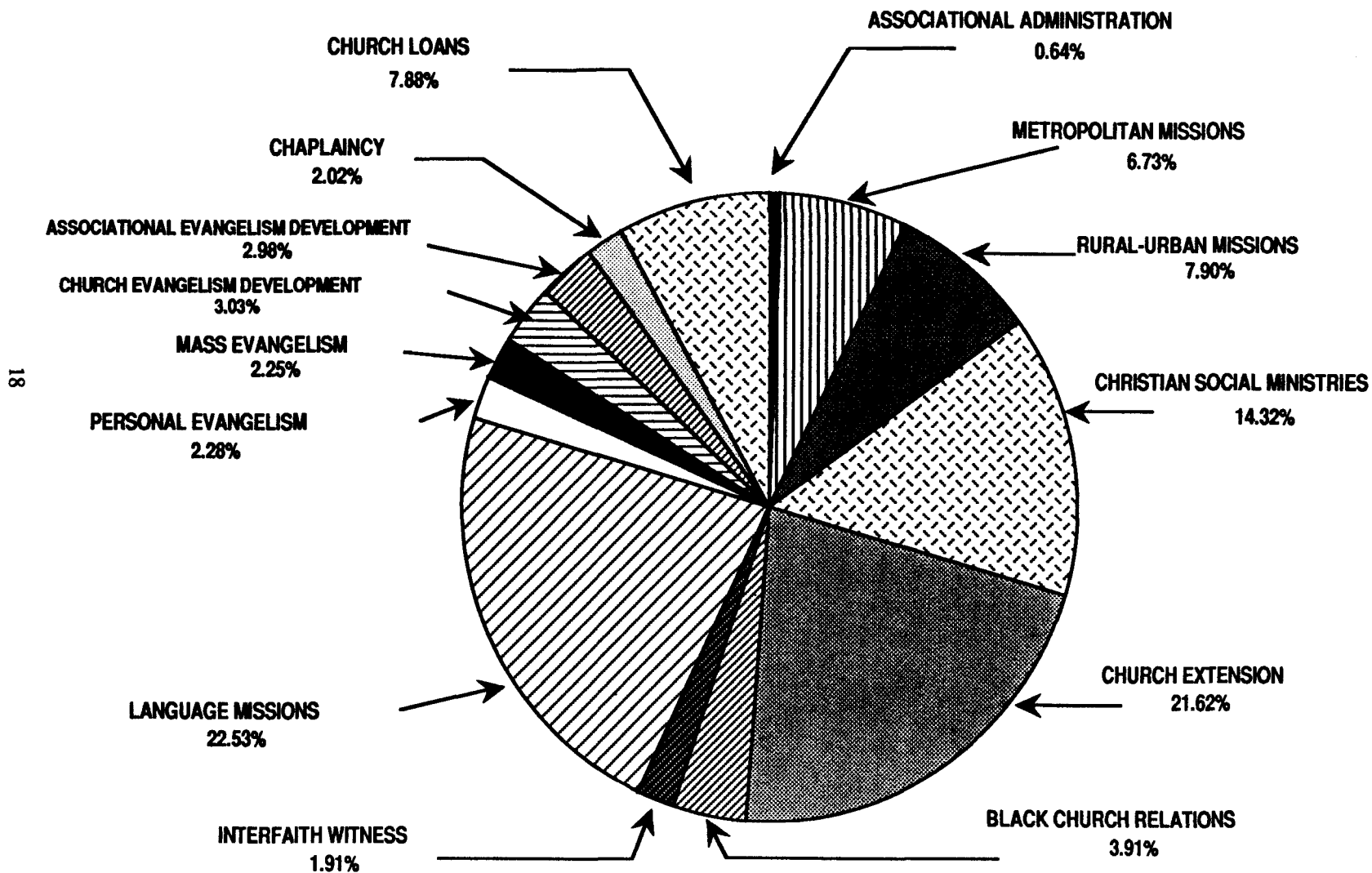
**1993 EXPENDITURES\***  
**\$76,465,972**



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\*LESS CHURCH LOANS AND HMB PRODUCTS  
SOURCE: PLANNING SECTION, HMB, ATLANTA, GA

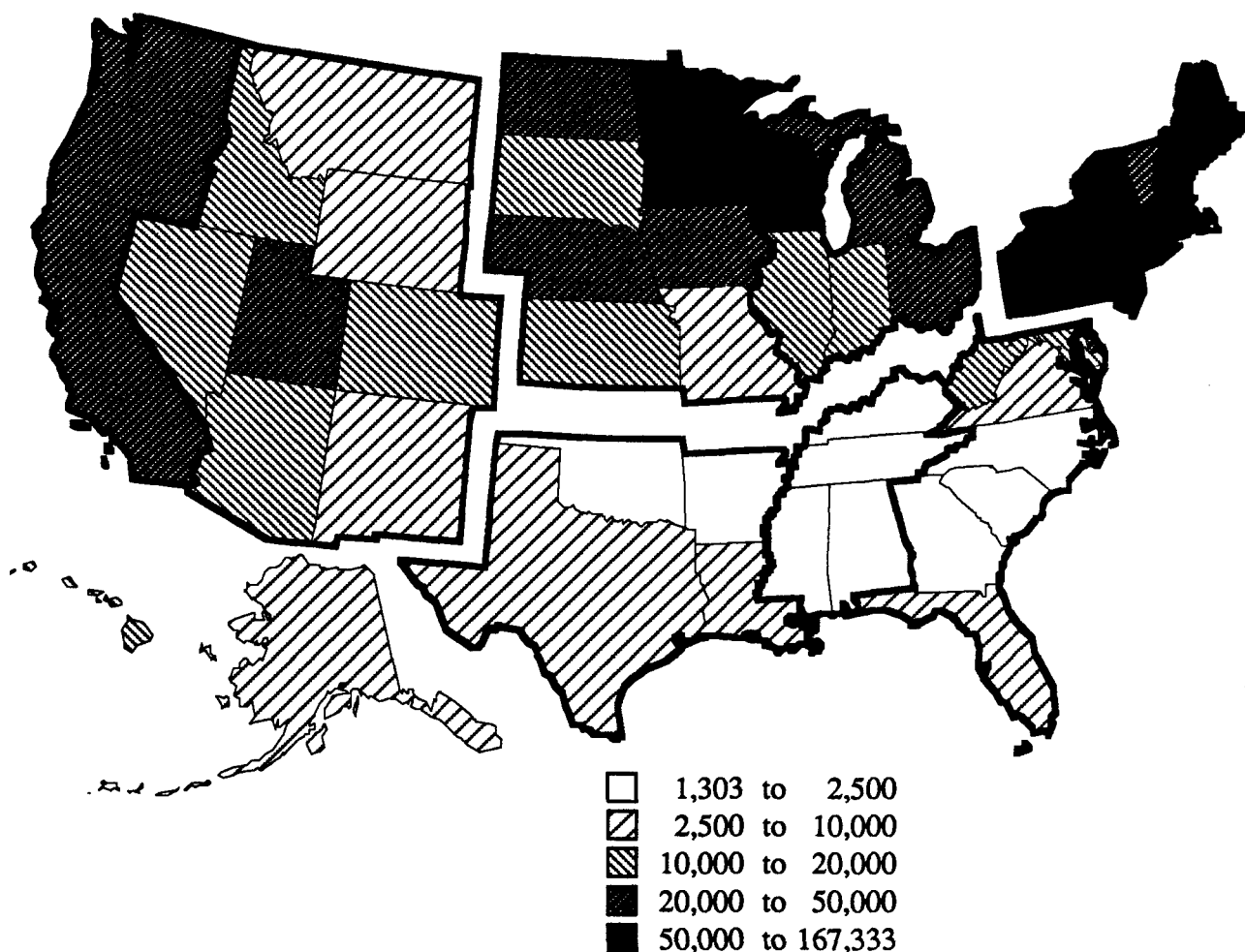
## RATIO OF EXPENSES AMONG 14 SBC PROGRAMS



\*SBC Programs

SOURCE: PLANNING SECTION, HMB, ATLANTA, GA

## Population Per Southern Baptist Church, 1991

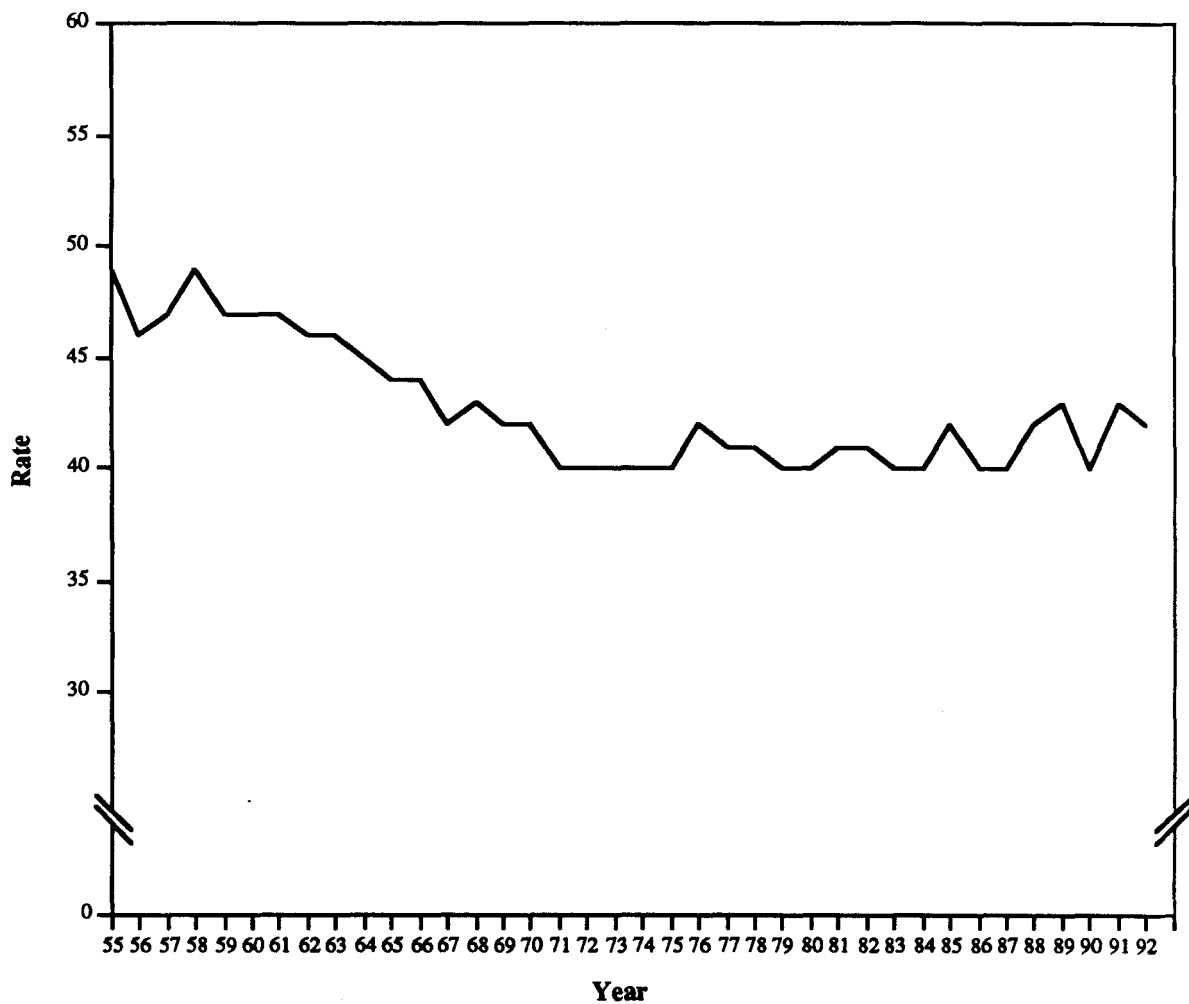


### OBSERVATIONS:

In 1991 there was 1 Southern Baptist church for every 6,587 persons in the United States. The population to church ratio is not evenly distributed throughout the United States because of the concentration of Southern Baptist churches in the South where the population to church ratio is much lower. The population to church ratio ranges from a low of 1,303 people for every Southern Baptist church in Mississippi to a high of 167,333 people for every Southern Baptist church in Rhode Island. Most states in the Northeast Region of the nation have a ratio of more than 100,000 people per Southern Baptist church.

Source: Corporate Planning and Research Department, Baptist Sunday School Board, SBC, Nashville, TN and Census Bureau

## Percentage of Adult Population Attending Church During Previous Seven Days, 1955-1992

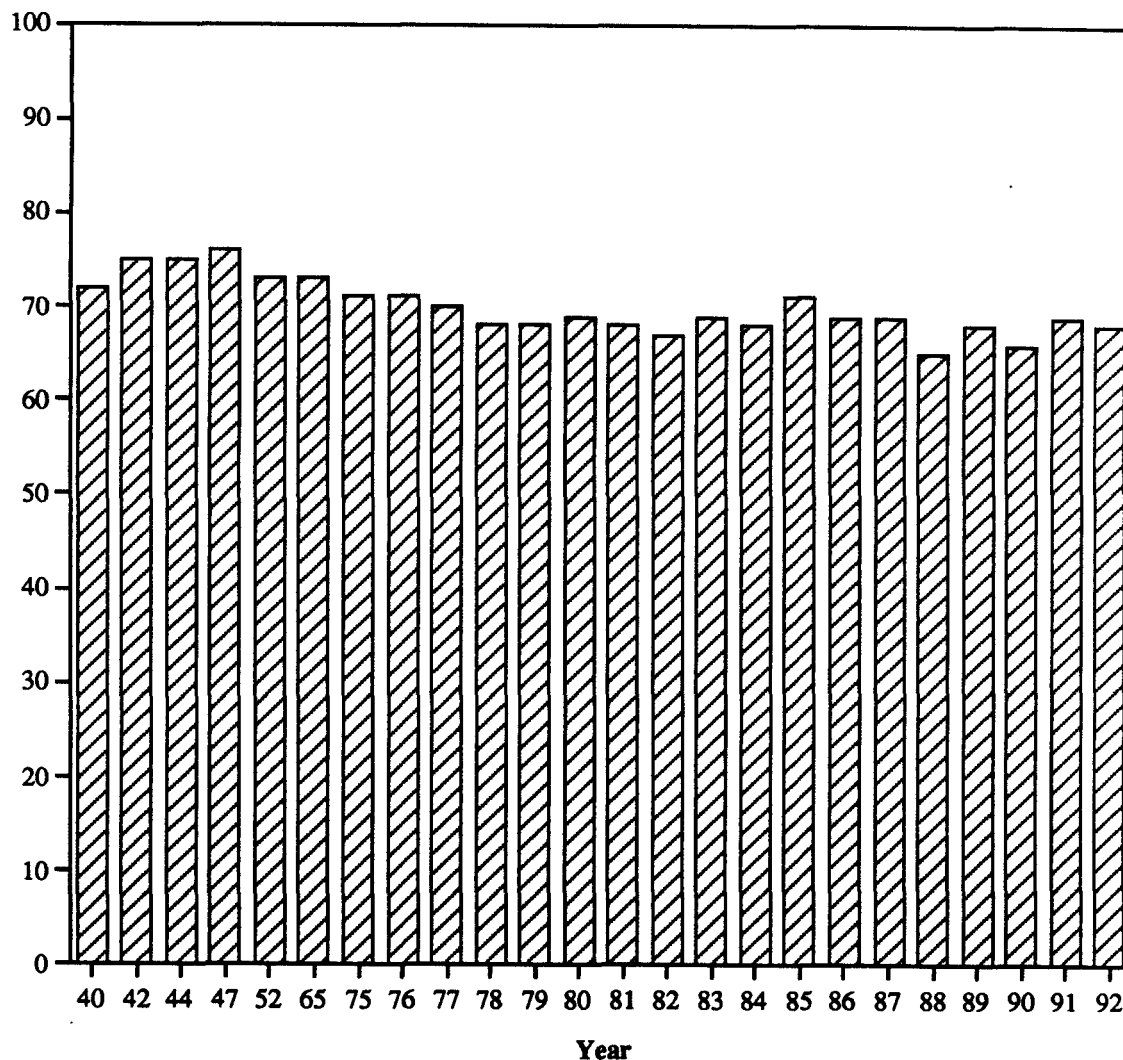


### **OBSERVATIONS:**

Four of every 10 adults attended church or synagogue during a typical week in 1992. This attendance rate has been about the same since 1970. The highest attendance rates occurred in the 1950s when about half of all adults attended during a typical week. A special tabulation of Southern Baptist adherents showed an attendance rate of 46 percent.

Source: Princeton Religion Research Center, *Religion in America*

## Percentage of Population Who Claim to be a Member of a Church or Synagogue, 1940-1992



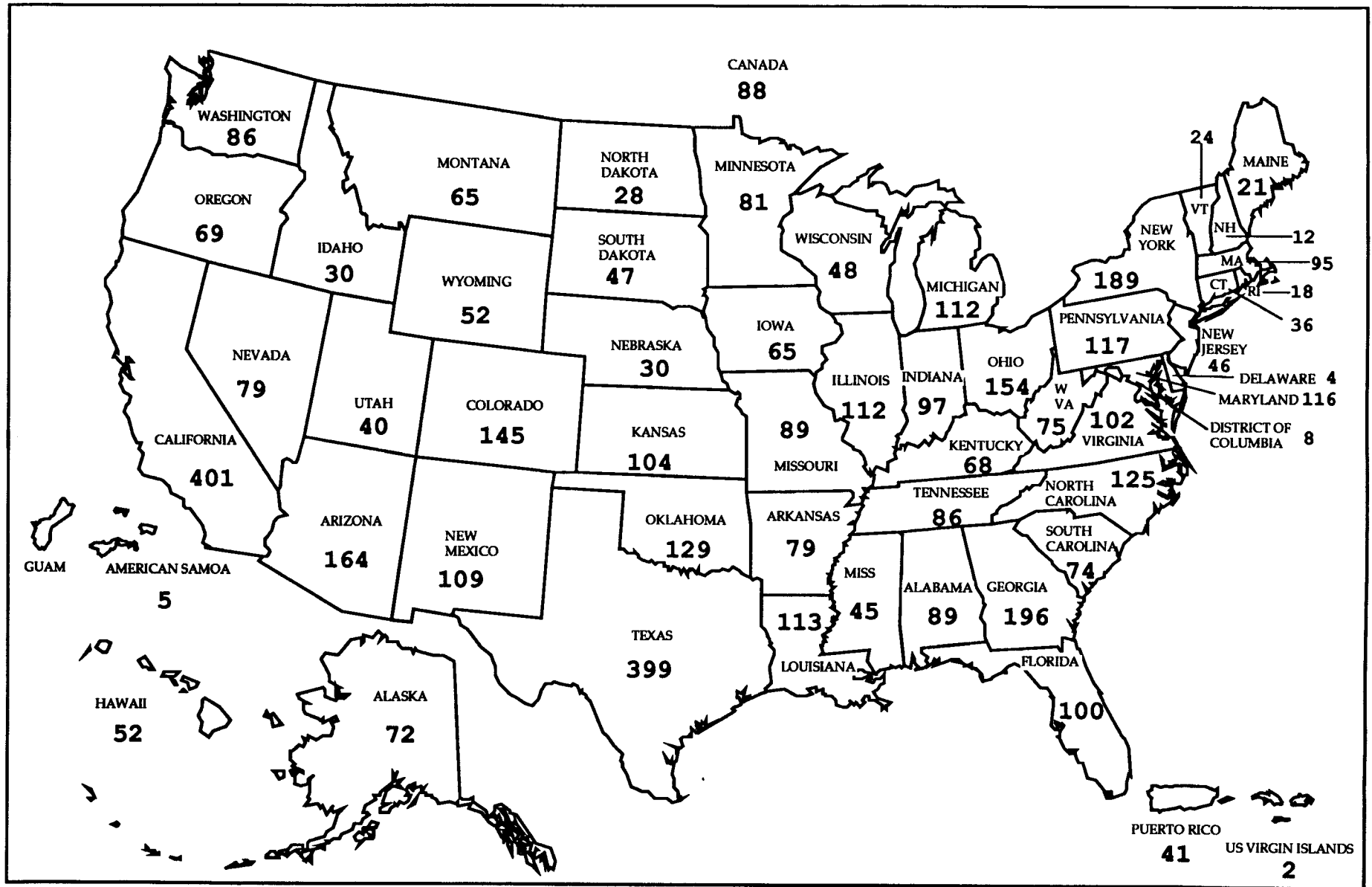
### **OBSERVATIONS:**

Two of 3 adults in the United States say they are members of a church or synagogue. The present membership rate represents a slight decline from the rates of earlier decades. The highest percentage of adult membership was recorded in 1947—76 percent.

Church membership is a function of a number of demographic variables. Women are more likely to be members than men. Membership rates increase for older age cohorts. Adults in the South are most likely to be church or synagogue members followed by persons in the Midwest, East and West, respectively.

Source: Princeton Religion Research Center, *Religion in America*

## Home Missionaries Listed By State/Territory (As of 12/31/92)



**MISSIONS PERSONNEL LISTED BY STATE/AREA AND CLASSIFICATIONS  
AS OF 12/31/92**

STATE	MISSIONARY				MISSION PASTOR	FIELD PERSONNEL		STATE STAFF	MISSION SERVICE	
	MISSIONARY	ASSOCIATE	APPRENTICE	US-2		ASSISTANCE			CORPS*	TOTAL
Alabama	18	11	4	2	2	29	3	20	89	
Alaska	19	6	..	1	24	13	2	7	72	
Arizona	20	12	2	4	22	73	4	27	164	
Arkansas	16	6	..	1	14	27	2	13	79	
California	78	42	15	5	24	182	4	51	401	
Colorado	20	18	2	..	38	38	3	26	145	
Connecticut	1	2	2	..	6	23	..	2	36	
Delaware	2	..	..	..	..	2	..	..	4	
District of Columbia	4	2	..	..	..	..	2	..	8	
Florida	33	12	10	3	..	6	9	27	100	
Georgia	32	26	8	2	6	69	2	51	196	
Hawaii	14	2	..	1	16	16	1	2	52	
Idaho	2	2	2	..	15	7	..	2	30	
Illinois	18	22	2	1	22	28	4	15	112	
Indiana	10	20	4	2	6	50	1	4	97	
Iowa	6	2	2	1	34	10	4	6	65	
Kansas	26	10	4	2	25	23	3	11	104	
Kentucky	10	8	2	1	10	22	2	13	68	
Louisiana	24	6	..	1	..	77	..	5	113	
Maine	2	..	..	..	5	9	..	5	21	
Maryland	20	16	2	1	24	45	2	6	116	
Massachusetts	1	11	3	2	22	42	3	11	95	
Michigan	19	11	5	3	29	29	3	13	112	
Minnesota	11	4	2	..	29	19	1	15	81	
Mississippi	2	9	..	..	6	8	3	17	45	
Missouri	15	6	5	5	2	20	5	31	89	
Montana	8	2	3	3	12	21	1	15	65	
Nebraska	6	..	2	2	8	9	..	3	30	
Nevada	11	6	1	..	31	25	2	3	79	
New Hampshire	..	..	..	..	8	..	..	4	12	
New Jersey	2	6	..	..	6	30	..	2	46	
New Mexico	27	11	..	..	17	32	2	20	109	
New York	40	7	4	6	40	71	5	16	189	
North Carolina	21	12	2	3	4	77	..	6	125	
North Dakota	9	..	..	..	4	14	1	..	28	
Ohio	32	16	7	1	35	56	3	4	154	
Oklahoma	25	24	2	..	13	47	3	15	129	
Oregon	18	2	..	1	16	21	4	7	69	
Pennsylvania	16	4	6	2	41	37	3	8	117	
Rhode Island	2	..	4	2	4	6	..	..	18	
South Carolina	20	8	5	5	4	2	3	27	74	
South Dakota	12	2	..	1	6	18	..	8	47	
Tennessee	10	10	2	3	2	48	4	7	86	
Texas	49	60	..	1	..	31	..	258	399	
Utah	11	6	..	2	14	5	2	..	40	
Vermont	4	..	..	..	10	5	..	5	24	
Virginia	19	24	..	2	20	30	1	6	102	
Washington	16	2	..	2	20	38	..	8	86	
West Virginia	8	11	..	..	7	40	2	5	73	
Wisconsin	6	..	..	..	8	26	..	8	48	
Wyoming	10	4	..	1	18	14	2	3	52	
American Samoa	..	..	..	..	..	4	..	1	5	
Canada	14	10	3	..	13	42	1	5	88	
Puerto Rico	8	2	..	1	..	27	..	3	41	
Virgin Islands	..	..	..	..	..	1	..	1	2	
East	2	..	..	..	..	..	..	..	2	
East Central	2	..	..	..	..	..	..	..	2	
Midwest	2	..	..	..	..	..	..	..	2	
Northeast	..	..	..	..	..	..	..	..	..	
Southeast	..	..	..	..	..	..	..	..	..	
West	2	..	..	..	..	..	..	..	2	
National	17	12	..	..	..	..	..	..	29	
<b>TOTAL</b>	<b>852</b>	<b>507</b>	<b>117</b>	<b>76</b>	<b>742</b>	<b>1,644</b>	<b>102</b>	<b>828</b>	<b>4,868</b>	

\*Mission Service Corps (MSC) is a program for volunteers who commit to more than one year of service. At the end of 1992 there were 1,611 MSC volunteers, but only those serving two years or more are included in the missions personnel list.

There were 2,284 chaplains who serve in America and abroad as of December 31, 1992.