

The logo for MMBB Giving. It features the letters "MMBB" in a bold, white, sans-serif font. To the right of "MMBB" is a thin white vertical line, followed by the word "Giving" in a white, sans-serif font.

# MMBB | Giving

MMBB Report on Philanthropy in 2024

## From Development Committee Chair, Rev. Margaret E. Lewis

Moses had led the Israelites a long way and had a vision of the Promised Land. This visionary capacity and courage define leaders, especially those whom God calls to a particular ministry.

Dr. Louis Barbarin has ended his tenure as CEO with such a vision for the future of MMBB. Having overseen the receipt of grants from Lilly Endowment Inc. totaling more than \$5.3 million, he has positioned MMBB for a future of financial empowerment for our members.

Under Dr. Barbarin, the expansion of non-contractual support to our members now includes financial and pastoral well-being initiatives and educational offerings that strengthen the resilience of MMBB members to serve in our times—all while maintaining emergency assistance grants.

On behalf of the MMBB Board of Managers, staff, and the entire MMBB family, we are grateful beyond measure to Dr. Barbarin for his faithful and discerning service. As Moses assured Joshua, the Lord goes before us and will be with us as we continue our journey together.



*Margaret Lewis*

Rev. Margaret E. Lewis  
Chair, Development Committee  
MMBB Board of Managers

“

The Lord  
himself  
goes before  
you and  
will be  
with you.

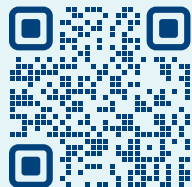
—Deuteronomy  
31:8

”

## A transformative legacy gift creates the Heritage of Sharing Legacy Fund

Coinciding with the 20th anniversary of the launch of the Heritage of Sharing Annual Appeal, MMBB has established the Heritage of Sharing Legacy Fund. Seed-funded by an anonymous legacy gift, \$400,000 of which was received in 2024, this fund will provide emergency assistance to MMBB members on an ongoing basis.

The principal and all subsequent gifts will be retained and invested. An annual drawdown based on MMBB spending policy will be used toward emergency assistance for eligible MMBB members. Donors can contribute outright cash gifts or legacy gifts to the new fund. Beginning in 2025, MMBB will direct all gifts designated to Heritage of Sharing to the Heritage of Sharing Legacy Fund.



**Help sustain the generosity by giving today!**

Scan the QR code or visit [mmbb.org/giving](https://mmbb.org/giving) to support the Heritage of Sharing Legacy Fund or the 2025 Good Shepherd Annual Appeal. *Thank you!*

# Report on all giving in 2024

Gifts for 2024 are reported below by designation. "All giving" shows outright cash gifts, estate gifts, and sponsorships combined. "Outright cash gifts" shows the subset of "All giving" received from living individuals. Excluding sponsorships, outright cash gifts represent gift revenue received, in large part, from our annual appeal mailings. *Thank you to our generous donors and benefactors!*

Generous sponsorships from our vendors supported the inaugural MMBB RE-THINK RE-INVEST Financial Conference, which took place March 10 to 13, 2024 in Philadelphia, Pennsylvania. Additional sponsorships recorded in 2024 are for the ABCUSA Biennial Mission Summit, which took place July 3 to 6, 2025 in Omaha, Nebraska.

	Subset of outright cash gifts	All giving
Heritage of Sharing Annual Appeal .....	\$194,700 .....	\$238,062
MMBB endowment.....	\$4,395.....	\$166,196
Other* .....	\$100.....	\$100
Heritage of Sharing Legacy Fund .....		\$400,000
<b>Subtotal</b> .....	<b>\$199,195.....</b>	<b>\$804,358</b>
MMBB Financial Conference sponsorships** .....		\$11,500
ABCUSA Biennial Mission Summit sponsorships** .....		\$17,750
<b>Subtotal</b> .....		<b>\$29,250</b>
<b>TOTAL</b>		<b>\$833,608</b>

\* For MMBB Cares.

\*\* Certain goods and services, such as recognition, were provided in exchange for a portion of these sponsorships.

# The protective power of the MMBB endowment

MMBB philanthropy began with the aim of raising funds to provide grants to help pastoral leaders retire with dignity. Over time, these efforts also supported the creation of the MMBB endowment. Today, the endowment supports non-contractual benevolence support, the administration of contractual ministries, financial education initiatives (including those funded by Lilly Endowment Inc.), and free access to CFP®-certified financial planners for all MMBB members. Importantly, no assets or fees from members are used to fund the MMBB endowment.



In addition to the distributions listed at right, **\$143,286** of the annual drawdown from the MMBB endowment in 2024 was directed toward financial education programs.



## Non-contractual benevolence support distributed in 2024

Emergency assistance*	\$876,611
Medical subsidies	\$604,295
Aid through organizations	\$290,355
General grants	\$232,186
Strategic Pastoral Excellence Program (SPEP)	\$218,624
Career development	\$139,000
Thank you checks (lay only)	\$114,449
Premium aid	\$68,586
Educational grants	\$36,400
Gift payments	\$1,445
<b>TOTAL</b>	<b>\$2,581,951</b>

*\* Emergency assistance noted here is in addition to the legacy gift which seed-funded the Heritage of Sharing Legacy Fund (p. 3), as well as what was raised through our 2024 Heritage of Sharing Annual Appeal (p. 4).*

“  
Having caring  
people as part of  
this process [of  
putting a legacy  
gift in place]  
has been so  
meaningful to me.

—President’s Legacy Circle  
member

”

## Overview of legacy giving

Those who make a legacy gift to MMBB often have a lifetime relationship with us and are eager to see our mission advanced in perpetuity. Legacy gifts are directed to the MMBB endowment unless otherwise designated by the donor, CEO, or Board of Managers. Individuals who notify us of their intention to designate MMBB as a beneficiary in their estate plans (including life insurance or retirement plans) are recognized in our President’s Legacy Circle.

Newly realized revenue from legacy gifts*	\$490,434
Annual disbursements from existing trusts	\$114,729

<b>TOTAL</b>	<b>\$605,163</b>
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*\* In 2024, \$43,362 from this total was designated to the Heritage of Sharing Annual Appeal. These gifts are also counted in totals reported on p. 4.*

## The people and stories behind legacy gifts received in 2024



### Lifelong loves commit to “gifts of a lifetime”

MMBB received three legacy gifts with a common theme. Each was from a couple who had been lifelong loves, one couple from as early as high school, with the husband serving as a pastor in the American Baptist denomination. In each instance, one spouse predeceased the other and the surviving spouse kept the couple’s shared plan in place to make a legacy gift to MMBB.



### A lay educator leaves a legacy of generous assistance

A lay MMBB member, who began her career as Director of Christian Education at the historic Baptist House for Christian Workers in Philadelphia, Pennsylvania, established a named fund managed outside MMBB. An annual drawdown from this fund supports emergency assistance.



### A closed church keeps its doors open through giving

The Memorial Church of Fond du Lac established a legacy fund with the American Baptist Foundation from which an annual drawdown benefits MMBB. The first annual gift was directed to the MMBB endowment.



### **Our mission**

To promote interest in the better maintenance of the ministry

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**Legacy giving** [mmbb.mylegacygift.org](https://mmbb.mylegacygift.org)

*CFP Board owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP® (with plaque design) in the U.S. The Ministers and Missionaries Benefit Board of American Baptist Churches (MMBB) is a not-for-profit corporation organized under the laws of the State of New York and recognized by the Internal Revenue Service (IRS) as a tax-exempt religious organization described in Section 501(c)(3) of the Internal Revenue Code. MMBB encourages donors to seek advice from their tax advisors in connection with gifts. Donors are responsible for making any required IRS, state, or local tax filings. The information contained herein is for informational purposes only. While MMBB made every attempt to ensure that the information is accurate, MMBB is not responsible for any errors or omissions or the results obtained from the use of this information. MMBB is not liable for any success or failure that is directly or indirectly related to the use of the information contained herein. The information contained herein does not constitute any financial, insurance, investment, legal, or tax advice. In no event shall, MMBB and/or its fiduciaries, directors, officers, employees, or agents thereof be liable for any special, direct, indirect, consequential, or incidental damages or any damages whatsoever, whether in action of contract, negligence or tort, arising out of or in connection with the use of the information contained herein.*

*For more information, please see the MMBB Financial Services 2024 Annual Report at <https://www.mmbb.org/resources/bookletsbrochures/2025/may/2024-annual-report>*