



HIGHER GROUND

NAD Year-end Meetings October 30 - November 2, 2014

Secretary's Report

North American Division
2014 Year-End Meetings

“Higher Ground”

Presented by
G. Alexander Bryant



SEVENTH-DAY ADVENTIST CHURCH
NORTH AMERICAN DIVISION

A DEBT OF GRATITUDE

- MY STAFF

- Carolyn Forrest Kyoshin Ahn
- Melissa Gottlieb Elden Ramirez
- Marialyce Fordham Ernest Hernandez
- Stella Oliveras Sandra Brown
- Sharri Davenport Pearly David
- Valerie Robbins Nakila Gipson
- Sarah Kelly Andrea Keele
- Carissa Haley Angel McLarean

Secretary's Report

"Higher Ground"

- 1 Membership
- 2 Accessions
- 3 Missionaries
- 4 Adjustments
- 5 Interests

Membership

“Higher Ground”

- **1,191,436 Members**
- **5,449 Churches**
- **814 Companies**



Membership

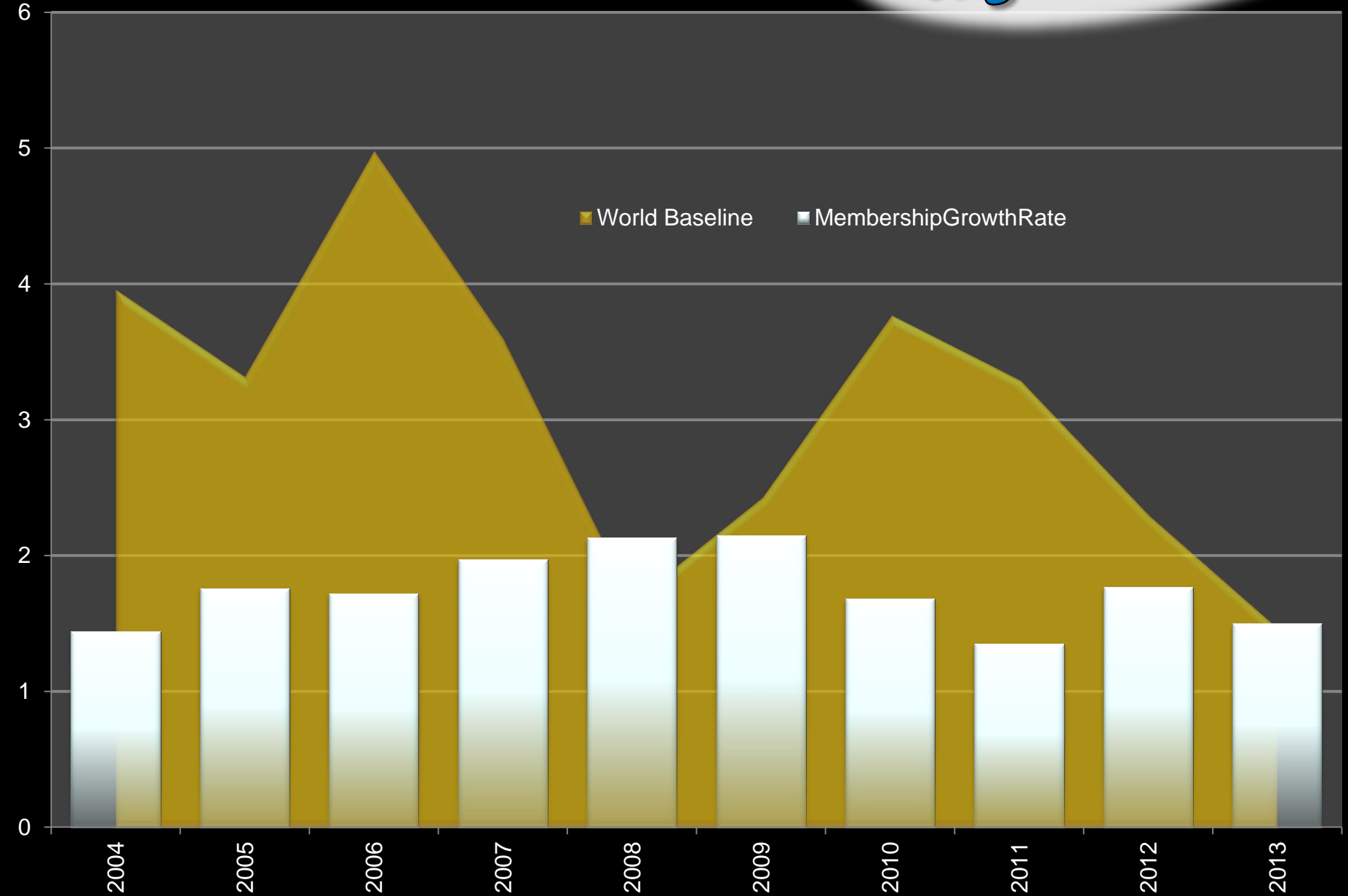
“Higher Ground”

Rate of Net Growth

▪ 2001-2005 (annual)	1.86%
▪ 2006	1.72%
▪ 2007	1.97%
▪ 2008	2.13%
▪ 2009	2.15%
▪ 2010	1.68%
▪ 2011	1.35%
▪ 2012	1.57%
▪ 2013	1.66%

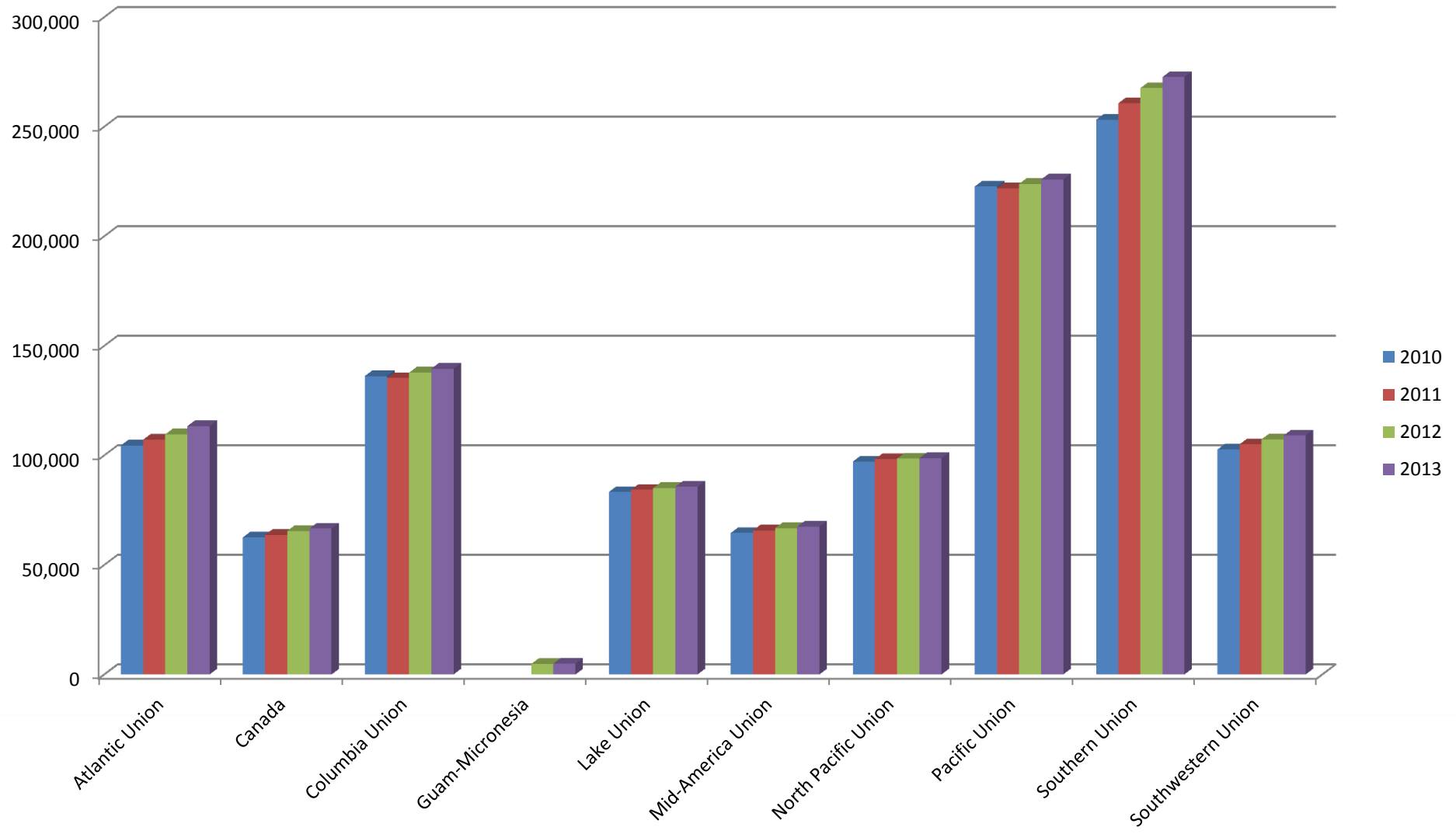
NAD: Growth Rate -- 2004-2013

“Higher Ground”



Membership

“Higher Ground”



Rate of Net Growth

- 2001 – 2005 35,696
- 2006 – 2010 40,277
- 2011 -2013 38,614

Accessions

“Higher Ground”

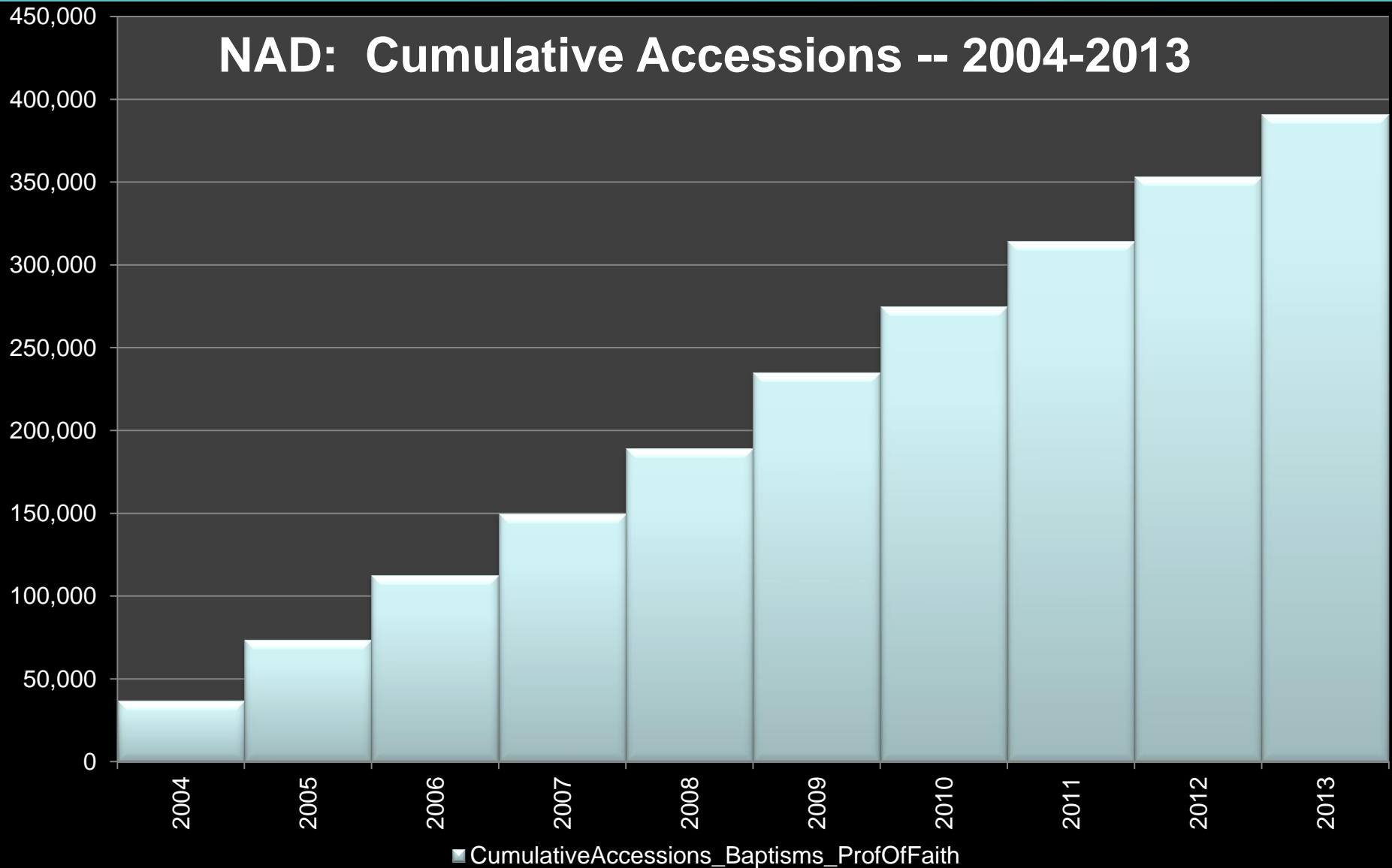
**Additions by
baptism and
profession of
faith for every
100 members at
beginning
of year**

– 2007	3.59%
– 2008	3.74%
– 2009	4.19%
– 2010	3.63%
– 2011	3.51%
– 2012	3.41%
– 2013	3.42%

Accessions

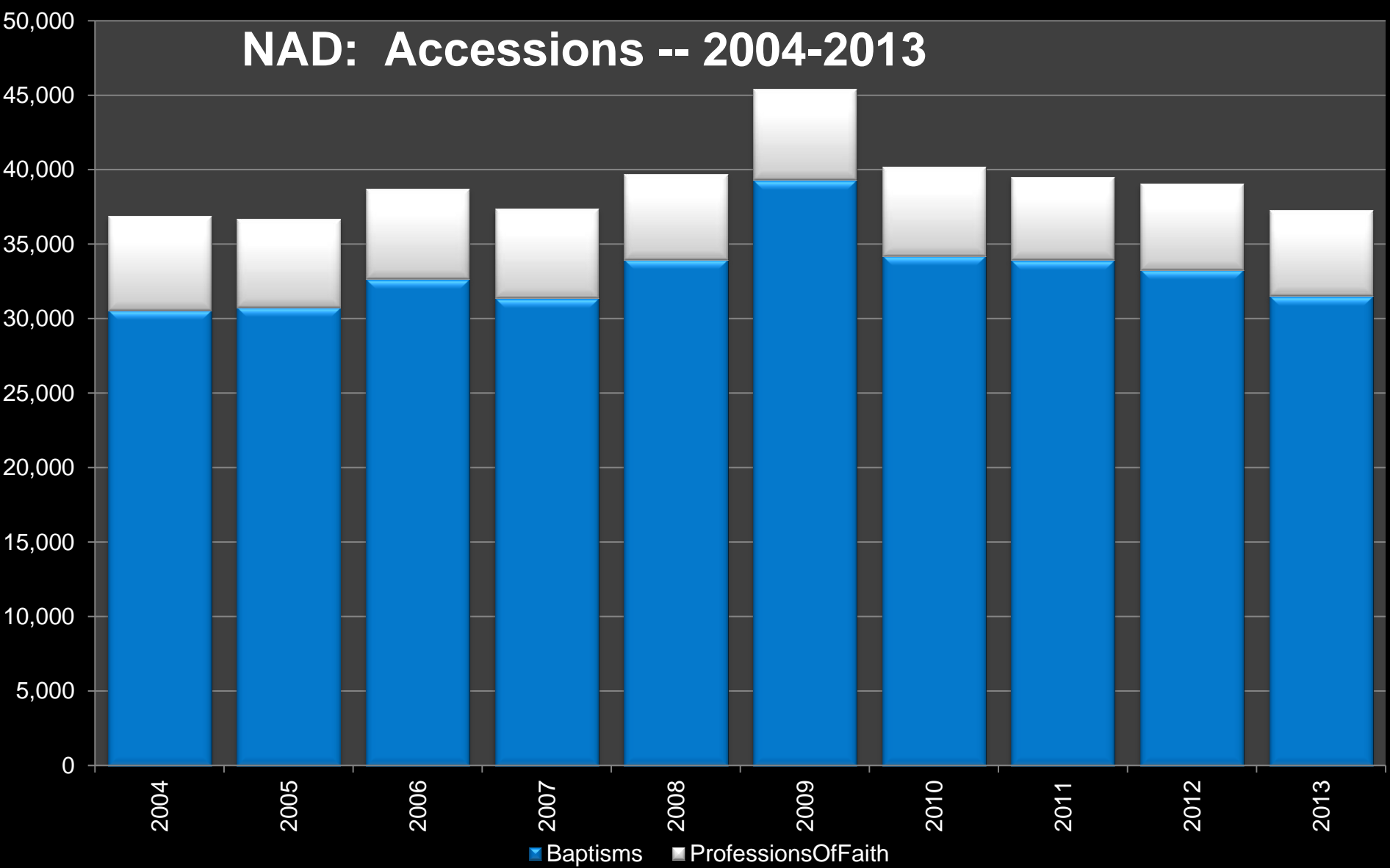
“Higher Ground”

NAD: Cumulative Accessions -- 2004-2013



Accessions

“Higher Ground”

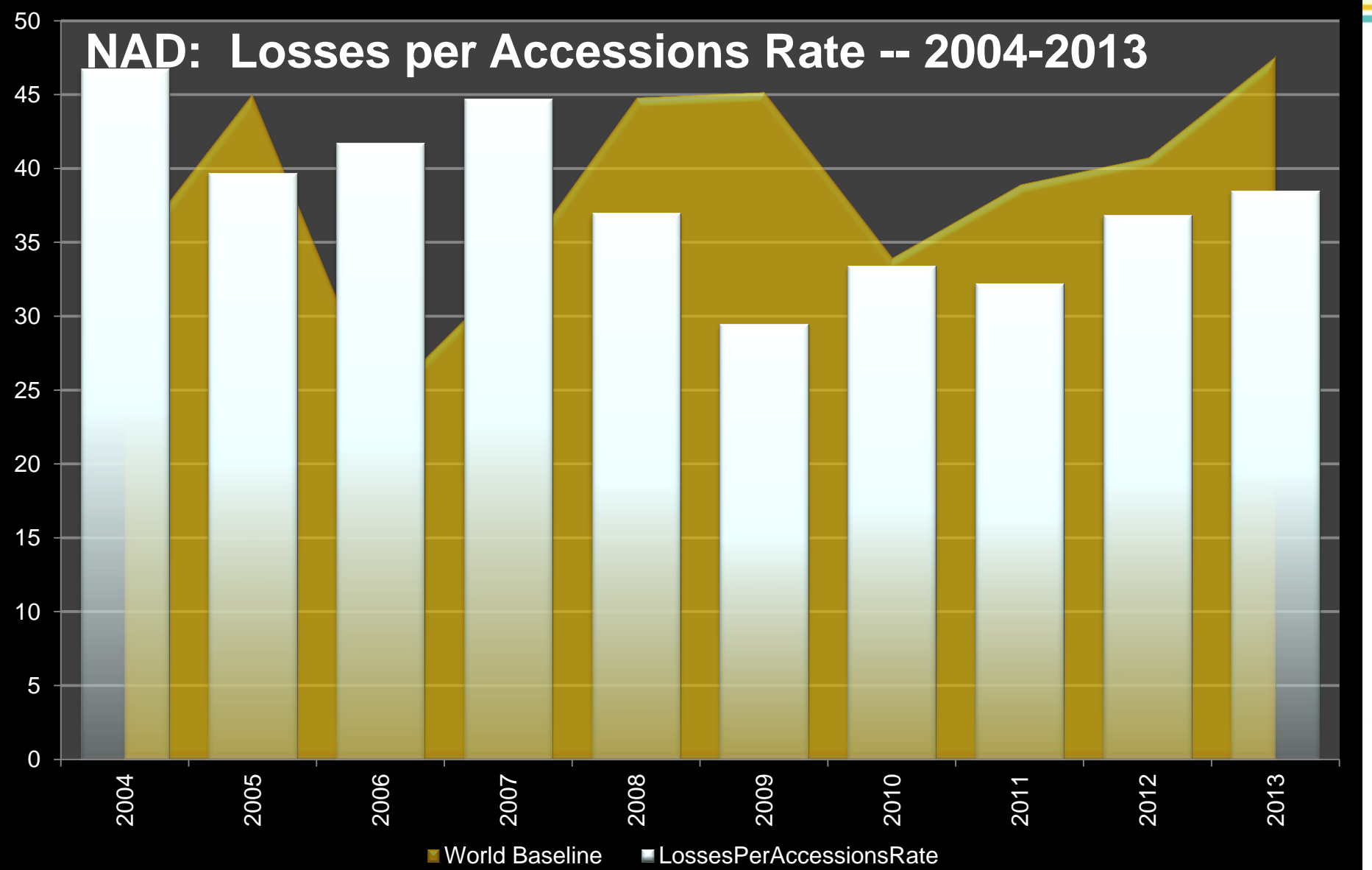


Average Daily Accessions

- ❖ Baptisms and Professions of Faith **37,277**
- ❖ Average Daily Accessions **102**

Accessions

“Higher Ground”



Accessions

“Higher Ground”

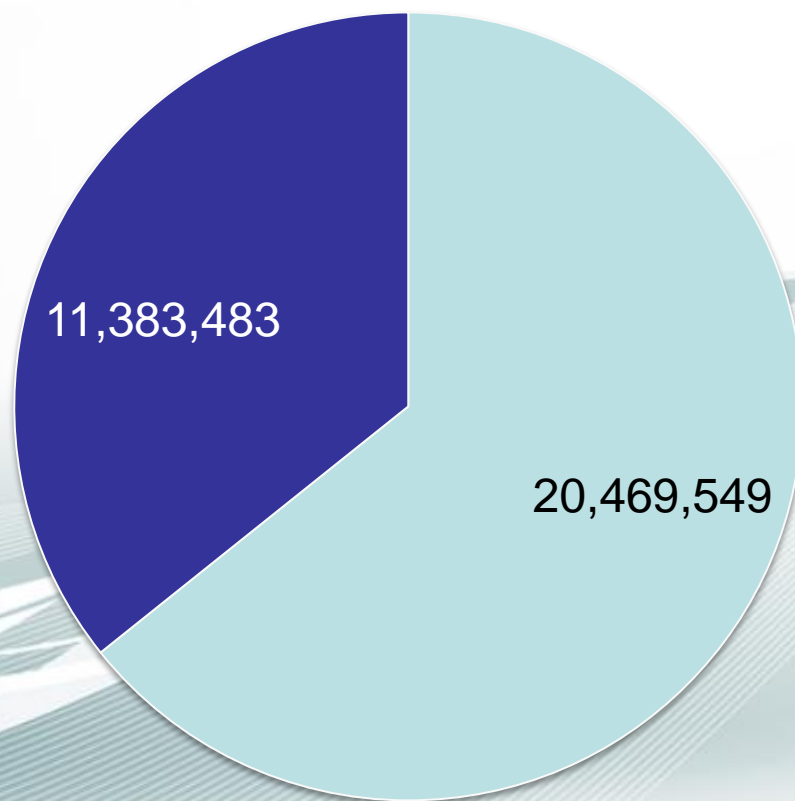
Global membership and loss, forty years to end 2013

in the last 40 years the total
number
of baptized Seventh-day
Adventists

= 31,853,032

Of these, 11,383,483
have left the Church

**Net loss rate:
35.73%**

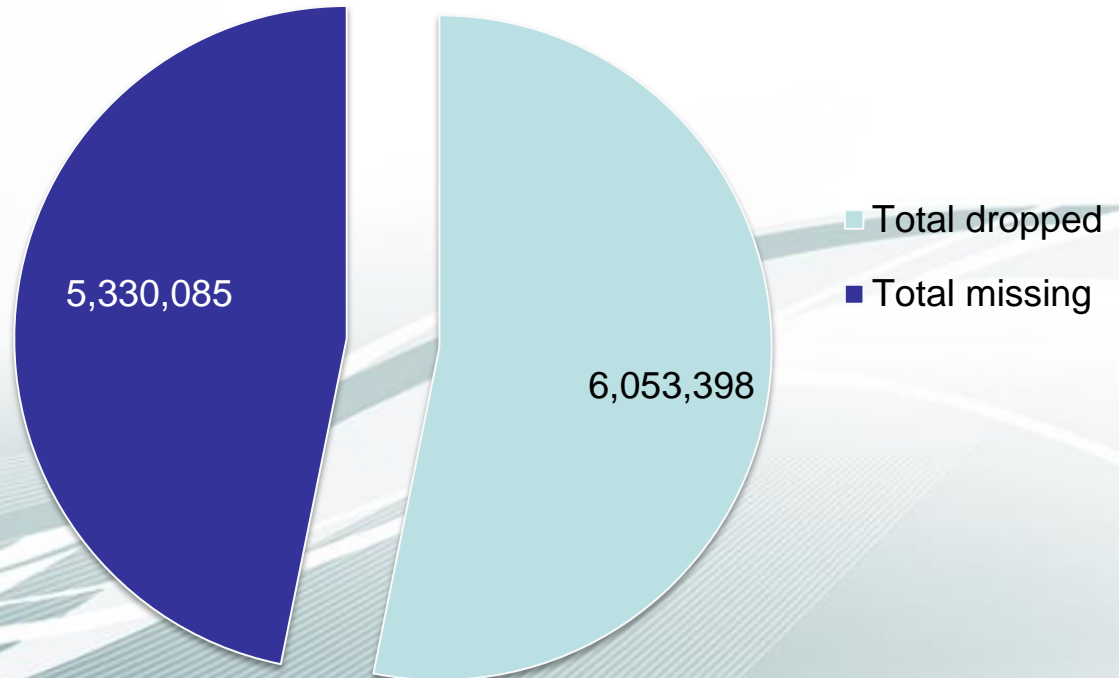


Accessions

“Higher Ground”

Global: dropped vs. missing, 1964–2013

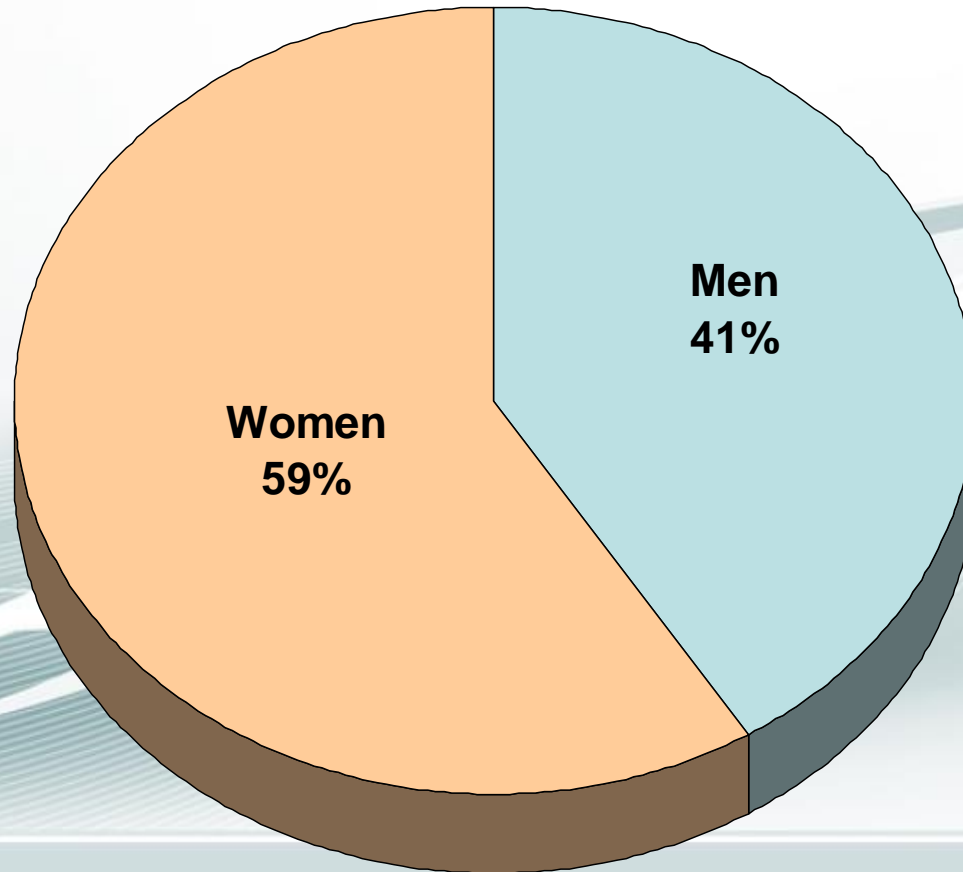
11,383,483
live losses



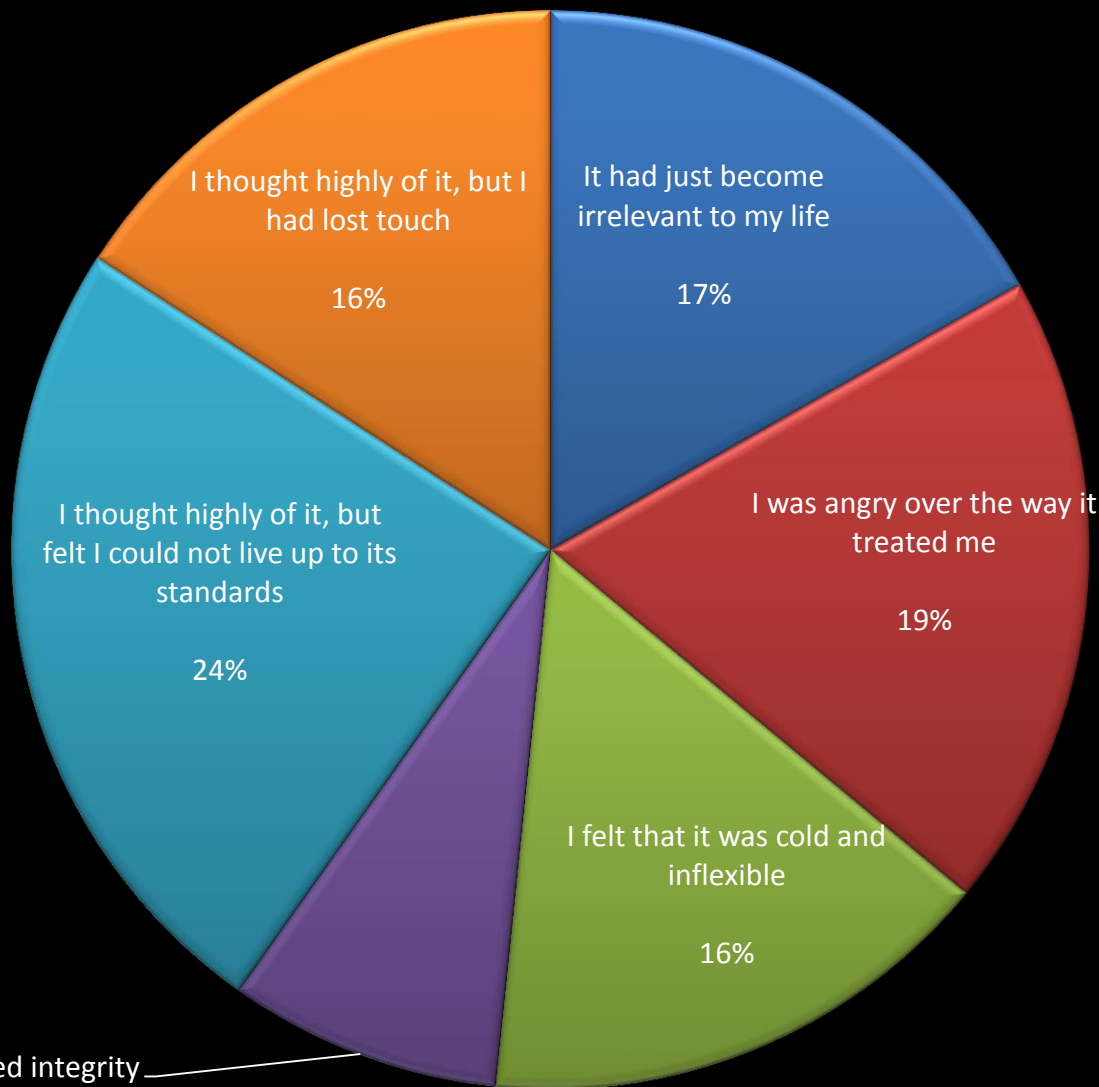
**Missing as % of
total lost =
46.82%**

Demographics: Gender of lapsed/ex-members

Global membership:
Women 57%
Men 43%

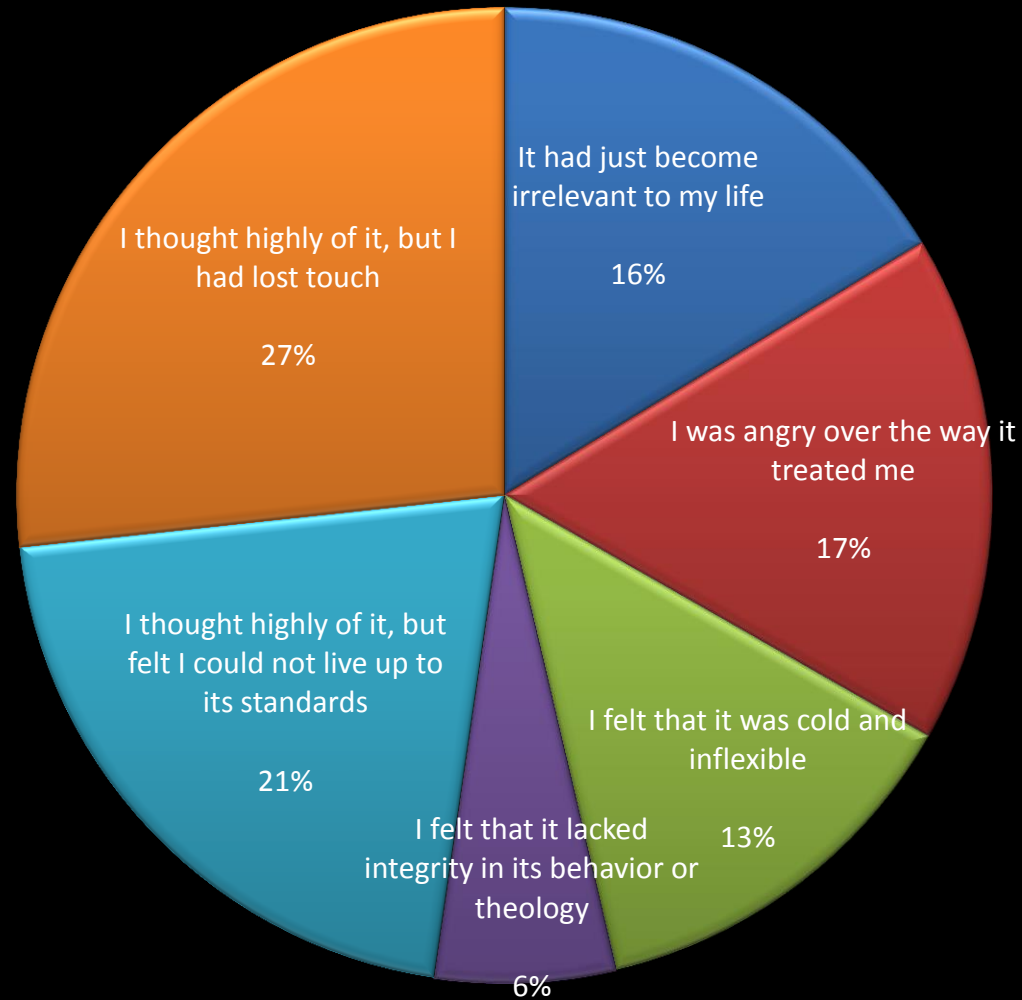


What did you think of the Adventist church at the time you left it? – Former Members

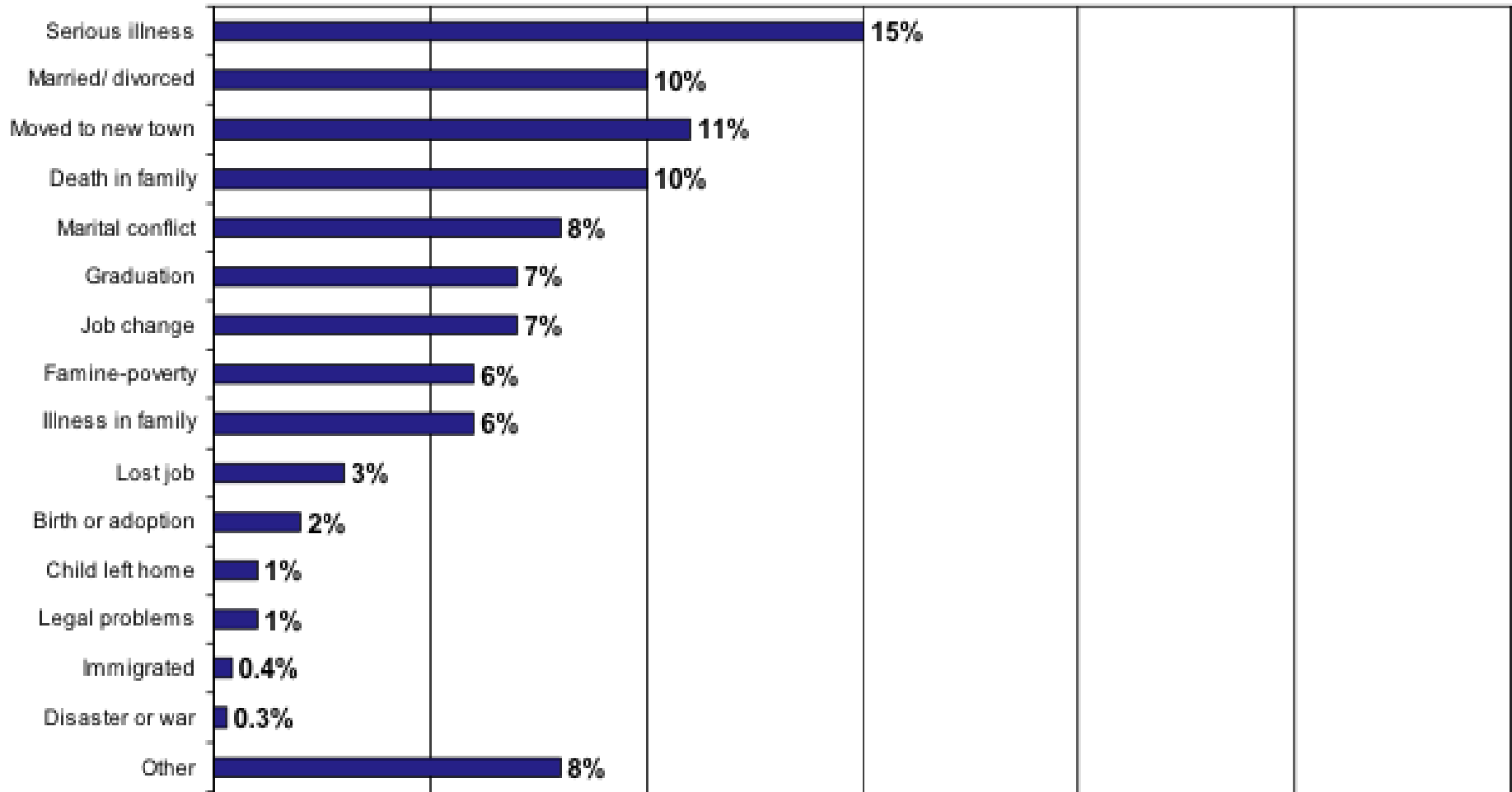


I felt that it lacked integrity in its behavior or theology
8%

What did you think of the Adventist church at the time you left it? – Returned Members



Most Significant Life Events in the Year Before the Decision to Stop Attending



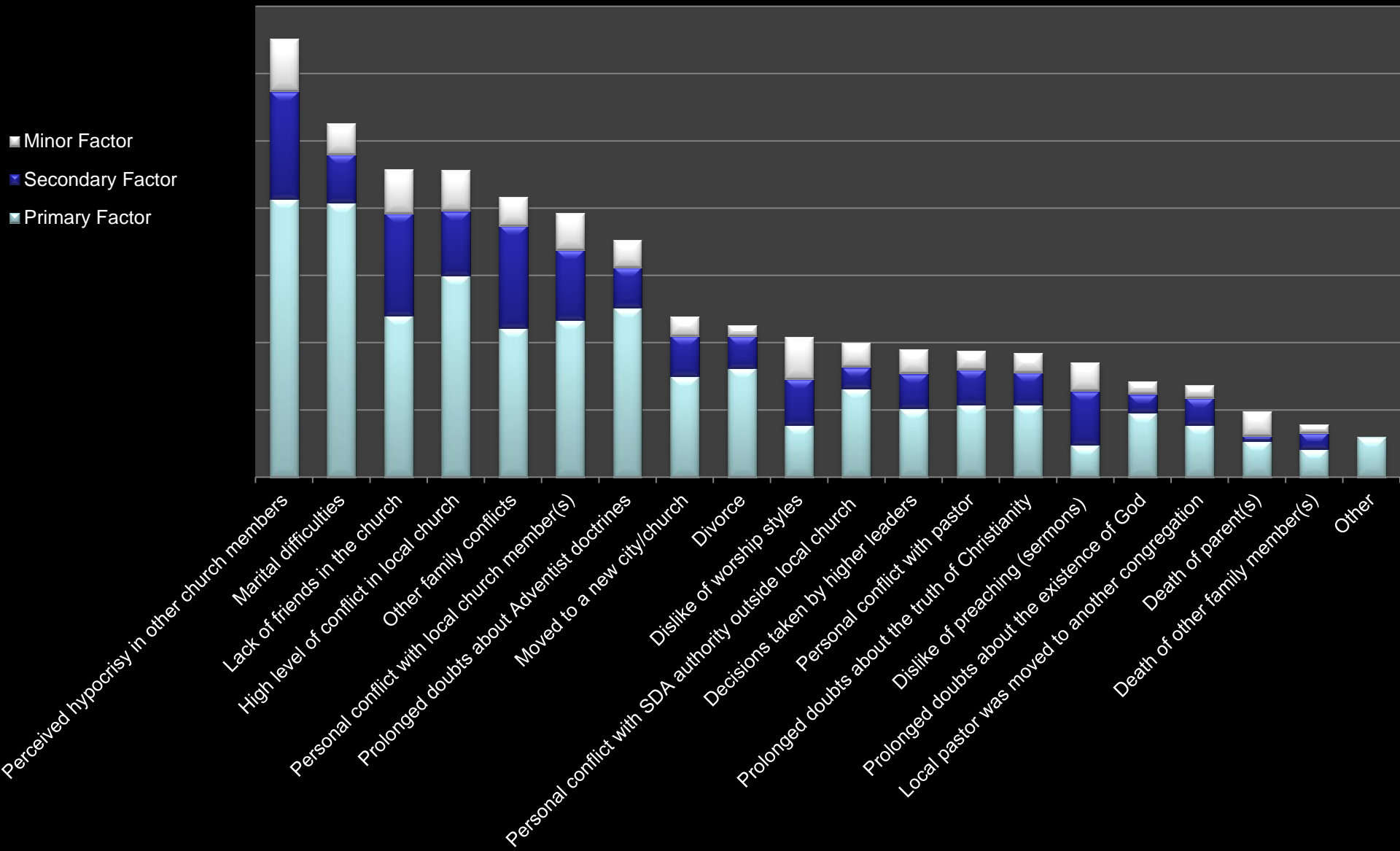
Most Important Reasons Why Decided to Stop Attending

- 28% No big issue; I just drifted away
- 25% Lack of compassion for the hurting
- 19% Moral failure on my part
- 18% I did not fit in
- 14% Too much focus on minor issues
- 13% Conflict in the congregation
- 12% Moral failures of members
- 11% Moral failures of leaders
- 11% Pressure from family or friends
- 10% Race, ethnic or tribal issues

Most Important Reasons Why Decided to Stop Attending

- 8% Few members of my age group
- 7% Legalistic attitudes
- 6% Pastor was dictatorial
- 6% Church did not do much to help the poor
- 5% I did not believe some doctrines
- 5% Unrealistic demands on members
- 4% Low standards
- 3% The worship was not very spiritual
- 3% Too much asking for money
- 2% Church voted to drop me from membership
- 1% Apostate ideas were promoted

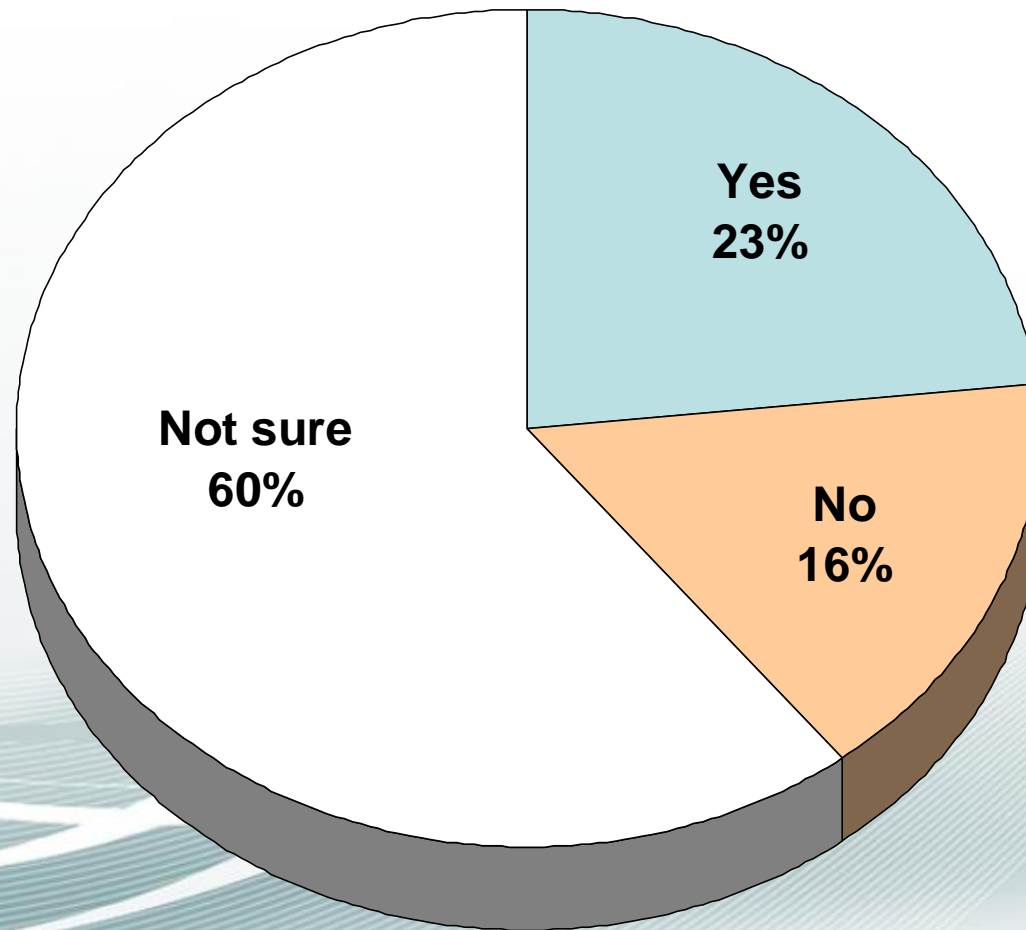
What event triggered your decision to leave? (weighted)



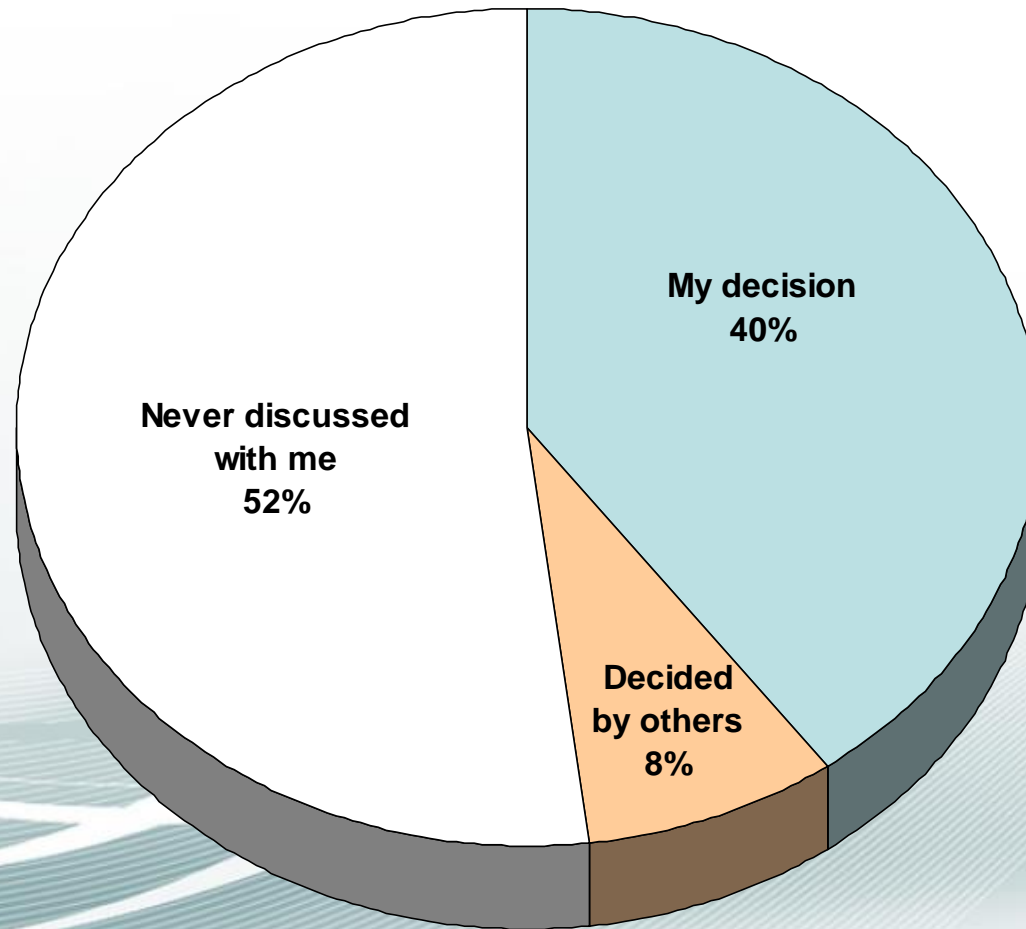
What Happened When They Stopped Attending Church

- 40% No one contacted me
- 19% A church member came to visit me
- 17% A local elder came to visit me
- 15% A local church member contacted me by phone
- 10% An Adventist relative made contact
- 9% The pastor came to visit me
- 6% The pastor contacted me by phone or Email
- 3% An Adventist, not a local member contacted me
- 2% I received a letter in the mail
- 0.3% Printed material was mailed to me

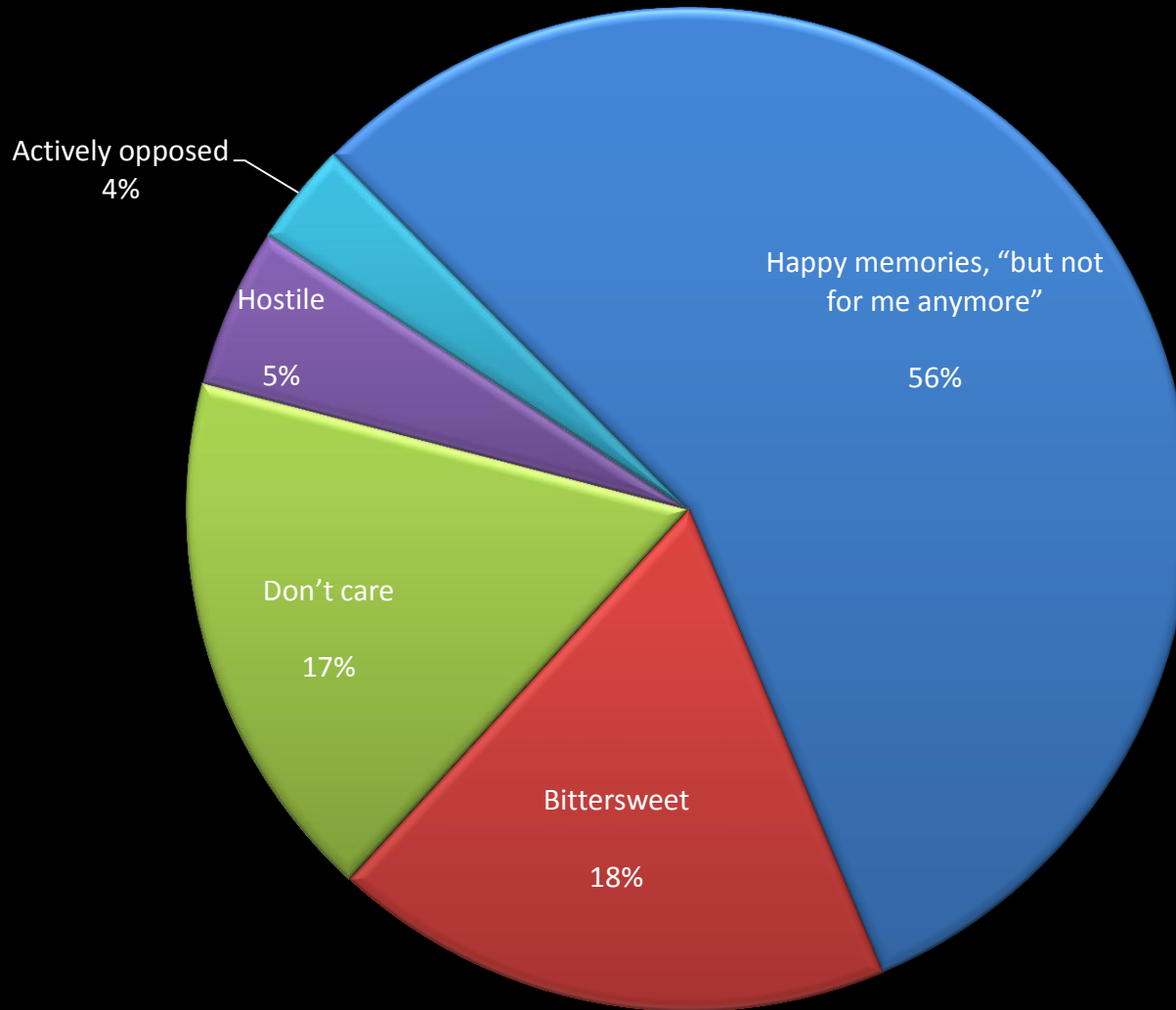
Is your name still on the membership list?



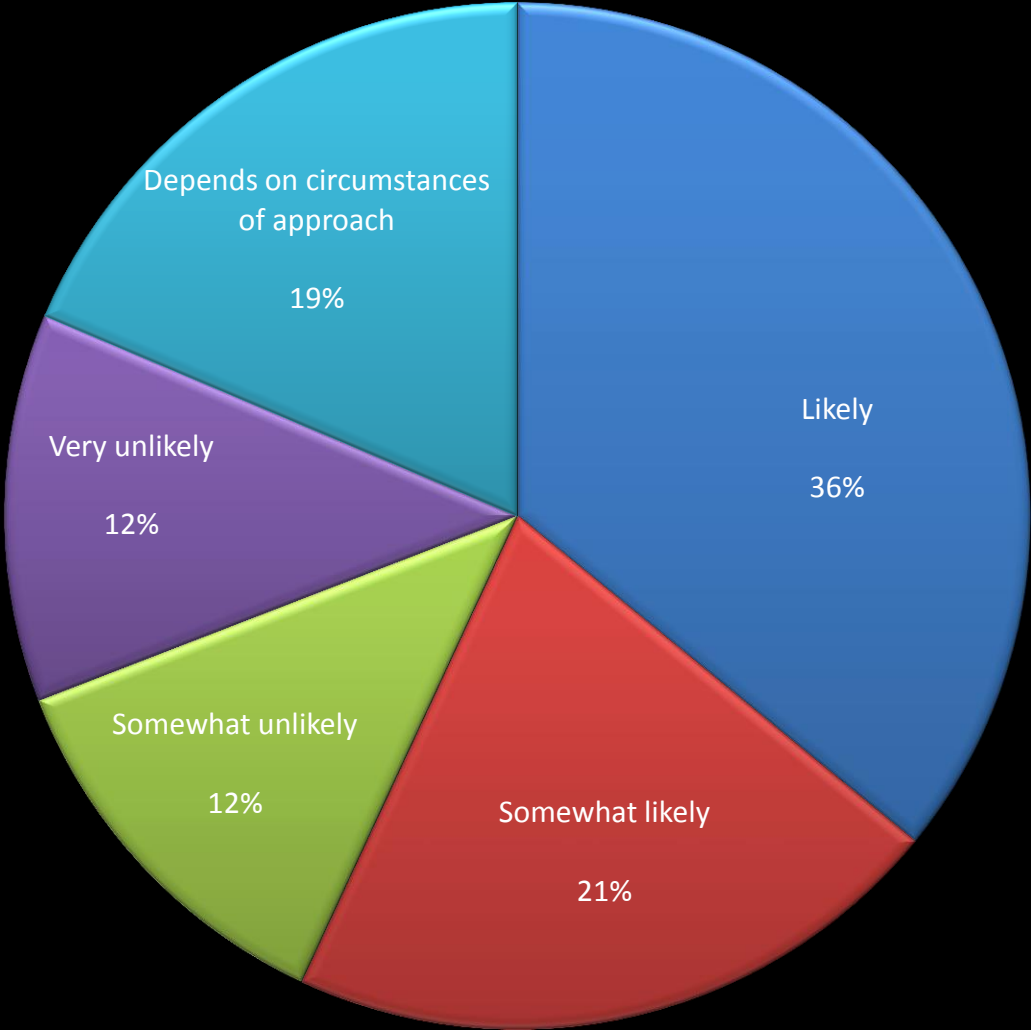
Did you decide to withdraw or were you expelled from the church?



How do you presently feel about Adventism? – Former Members



How would you rate your openness to reconnect? – Former Members

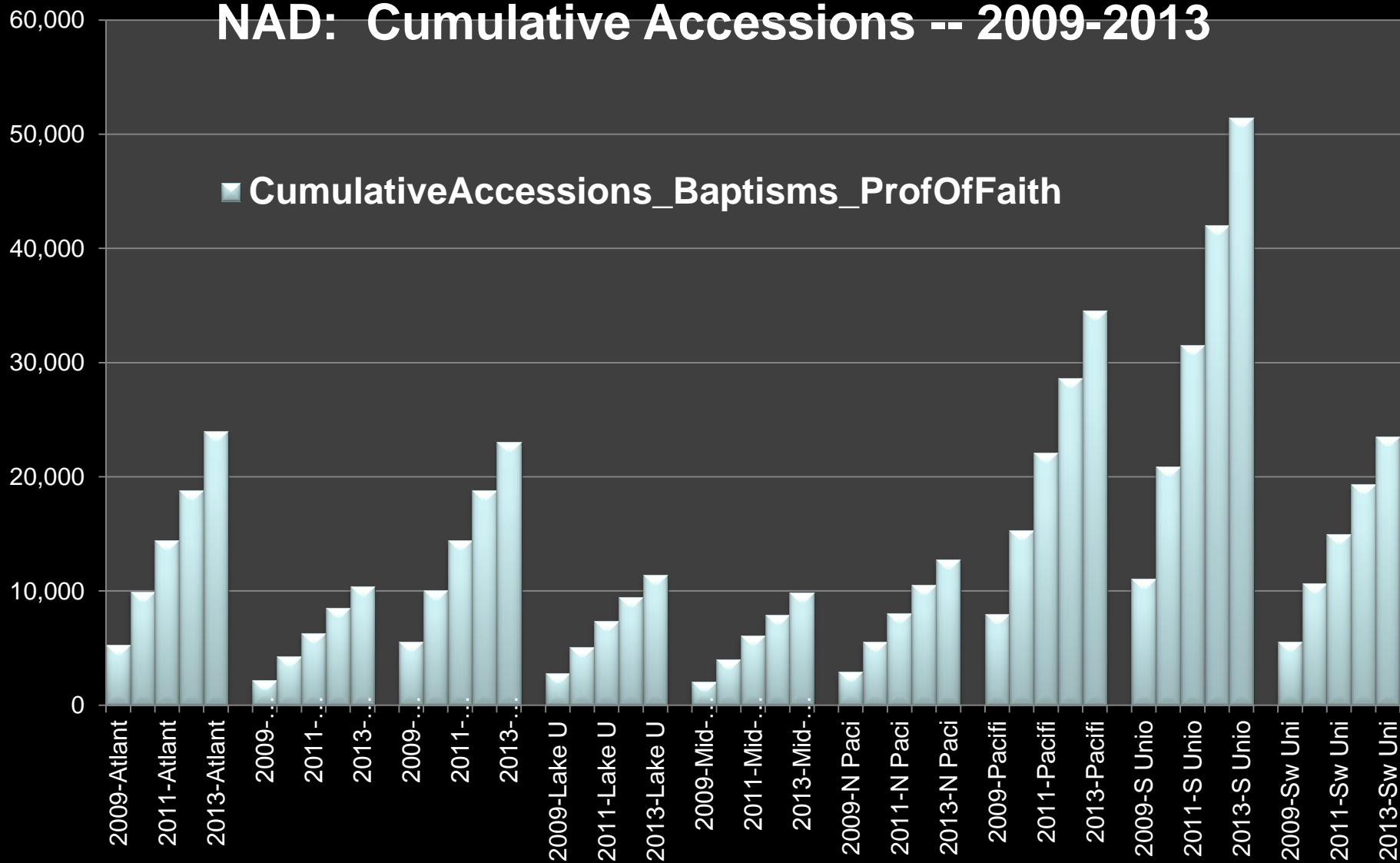


Accessions

“Higher Ground”

NAD: Cumulative Accessions -- 2009-2013

■ CumulativeAccessions_Baptisms_ProfOfFaith



Accessions

“Higher Ground”

Baptisms and Professions of Faith



■ 2008	39,709
■ 2009	45,419
■ 2010	40,182
■ 2011	39,504
■ 2012	38,243
■ 2013	<u>37,277</u>
<i>6 – Year Total</i>	<i>240,334*</i>

**before adjustments*

Accessions

“Higher Ground”

Baptisms and Professions of Faith

Quarter	2012	2013	Rate
1 st Quarter	7,152	6,718	-6.1%
2 nd Quarter	10,001	8,591	-14.1%

Adventist Volunteers

“Higher Ground”

Long Term Missionaries

*(generally serving
1 to 2 years)*

■ AVS Processed Volunteers	511
■ Tutoring/Mentoring Services	55
■ Adventist Frontier Mission	96
	<hr/>
YTD	662



Adventist Volunteer Service

By Division

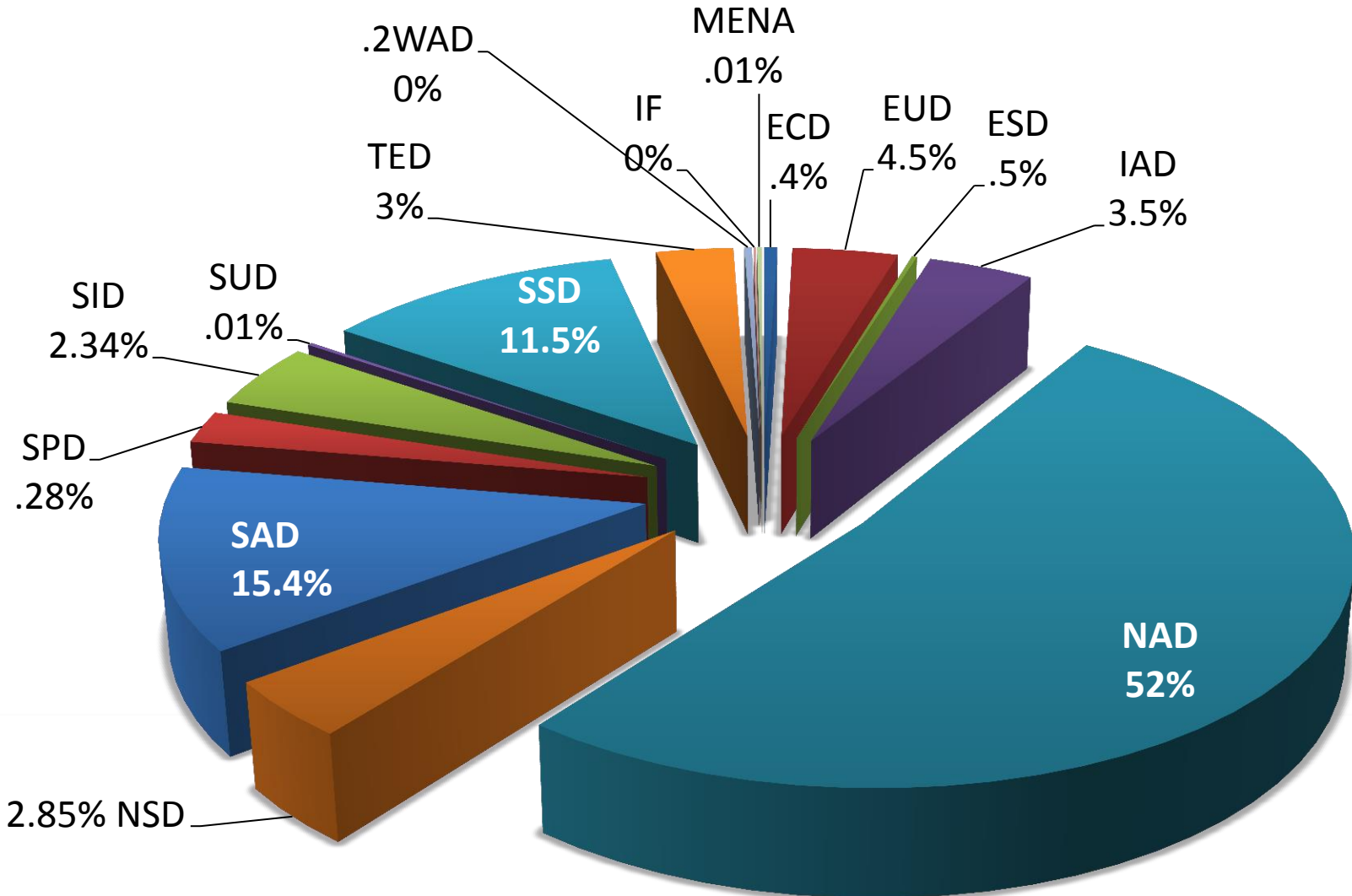
(Jan. – Oct. 2014)

DIVISION	SERVING in 2014
East-Central Africa (ECD)	4
Inter-European (EUD)	44
Euro-Asia (ESD)	5
Inter-American (IAD)	34
North America (NAD)	511
Northern Asia-Pacific (NSD)	28
South American (SAD)	151
South Pacific (SPD)	28
Southern-Africa & Indian Ocean (SID)	23
Southern Asia (SUD)	1
Southern Asia-Pacific (SSD)	109
Trans-European (TED)	30
West-Central Africa (WAD)	2
Israel Field (IF)	0
Middle East & North Africa (MENA)	<u>1</u>
<i>Total serving from Jan. to Oct. 2014</i>	971

Adventist Volunteers

“Higher Ground”

% AVS Serving per Division (year 2014)



Adventist Volunteer Service year 2013

AVS Presence in 82 countries for 2013

NAD AVS Presence in 54 countries (**Black**)
94 mission sites.

Argentina 10	Chile 7	Egypt 17	India 4	Kyrgystan 2	Mongolia 3	Norway 9	Russia 2	Taiwan 16	Zambia 2
Australia 8	China 1	Ethiopia 2	Indonesia 4	Lebanon 14	Morocco 1	Palau 47	Rwanda 3	Tanzania 1	
Austria 24	Colombia 10	Fiji 2	Iraq 13	Lesotho 2	Mozambique 3	Papua New Guinea 1	Saint Kitts & Nevis 1	Thailand 40	
Bangladesh 1	Congo Dem. Rep. of 3	Germany 6	Israel 1	Liberia 2	Nepal 3	Paraguay 1	Serbia and Montenegro 2	Turkey 2	
Bolivia 1	Costa Rica 8	Guam 14	Italy 11	Madagascar 2	Netherlands 1	Peru 25	Sierra Leone 3	Ukraine 7	
Brazil 32	Cyprus 5	Guinea-Bissau 2	Japan 16	Malawi 16	New Zealand 7	Philippines 14	Solomon Islands 1	United Kingdom 22	
Cambodia 5	Denmark 13	Haiti 2	Kazakhstan 4	Marshall Islands 67	Nicaragua 4	Poland 10	South Africa 16	United States 76	
Cameroon 3	East Timor 4	Honduras 11	Kenya 23	Mexico 6	Nigeria 3	Portugal 4	Spain 27	Uruguay 7	
Chad 10	Ecuador 15	Hong Kong 6	Korea, South 159	Micronesia, FS of 109	Northern Mariana Islands 18	Puerto Rico 2	Sri Lanka 1	Yemen 1	

Adventist Volunteers

“Higher Ground”

Short term Missionaries

*Individual and group
trips under 2 months*

- | | |
|-------------------------------------|-------|
| ■ Universities/Colleges/Hosp. | 15745 |
| ■ Union Conf. (those that reported) | 8288 |
| ■ Supporting Ministries | 3269 |
| ■ Adventist Community Services | 30000 |
| ■ Office of Volunteer Min. | 1944 |

YTD

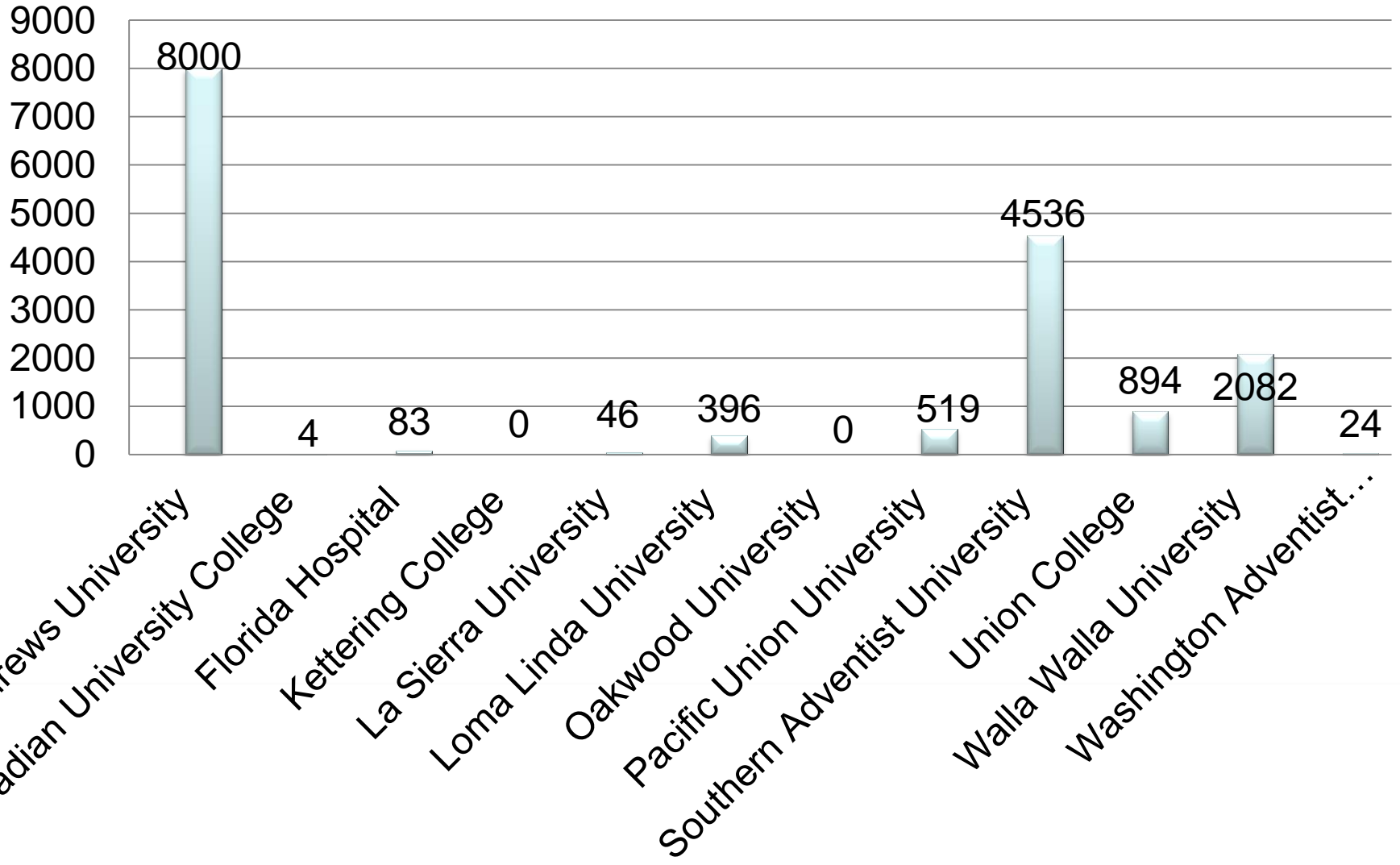
59,246



Adventist Volunteers

“Higher Ground”

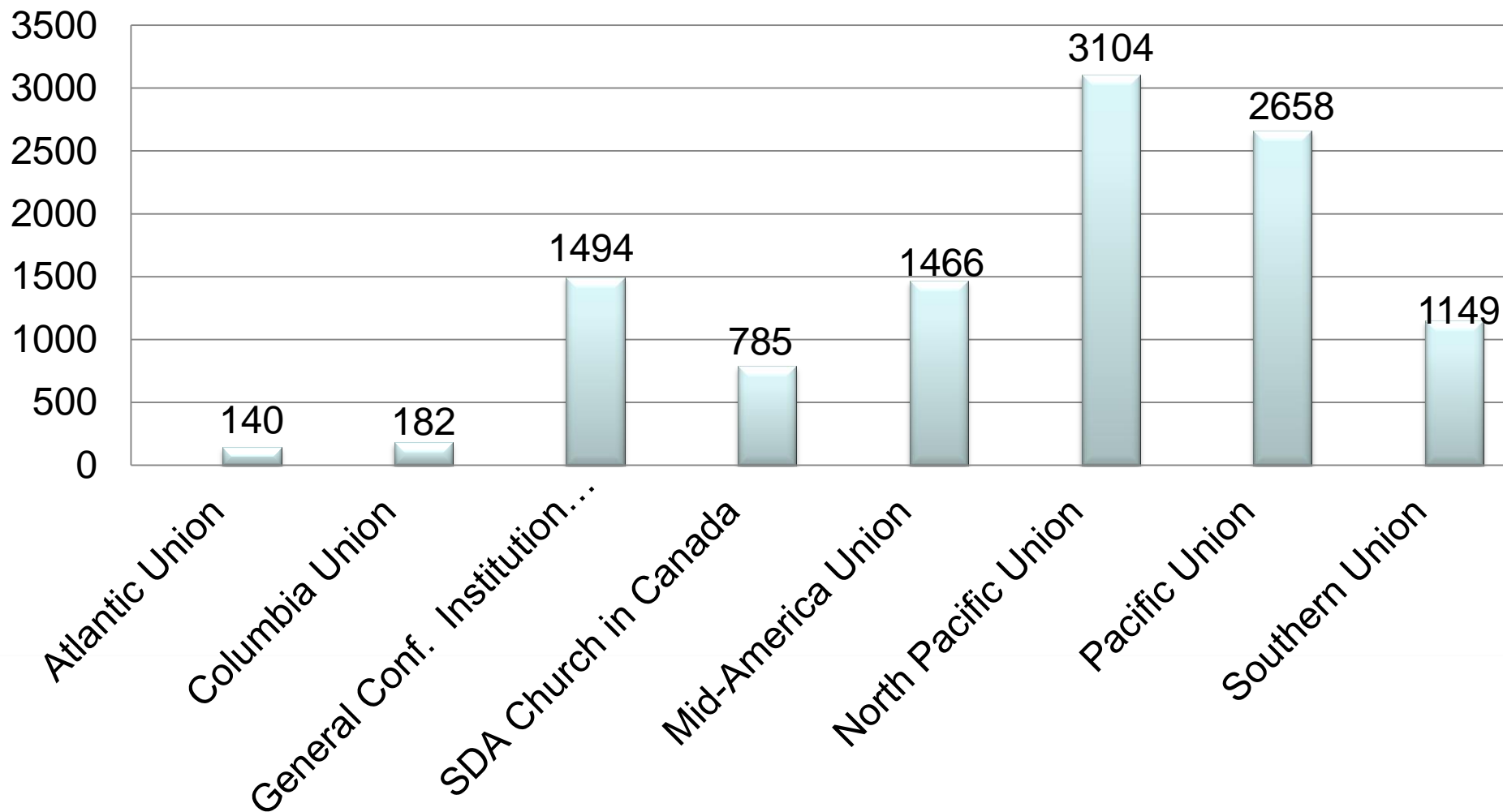
Short Term Volunteers from Universities/Hospitals



Adventist Volunteers

“Higher Ground”

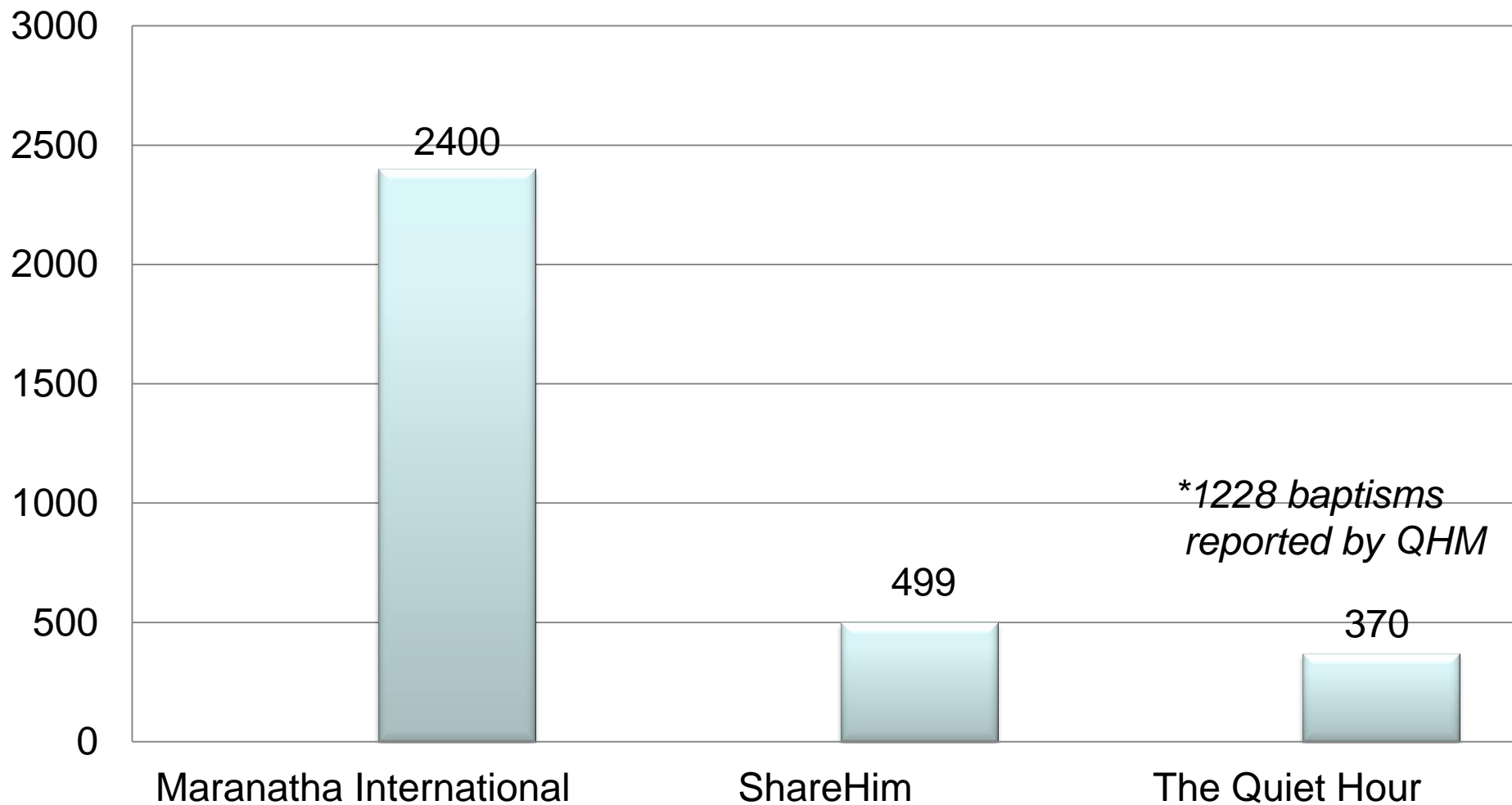
Short Term Volunteers from Union Conferences
(those that reported)



Adventist Volunteers

“Higher Ground”

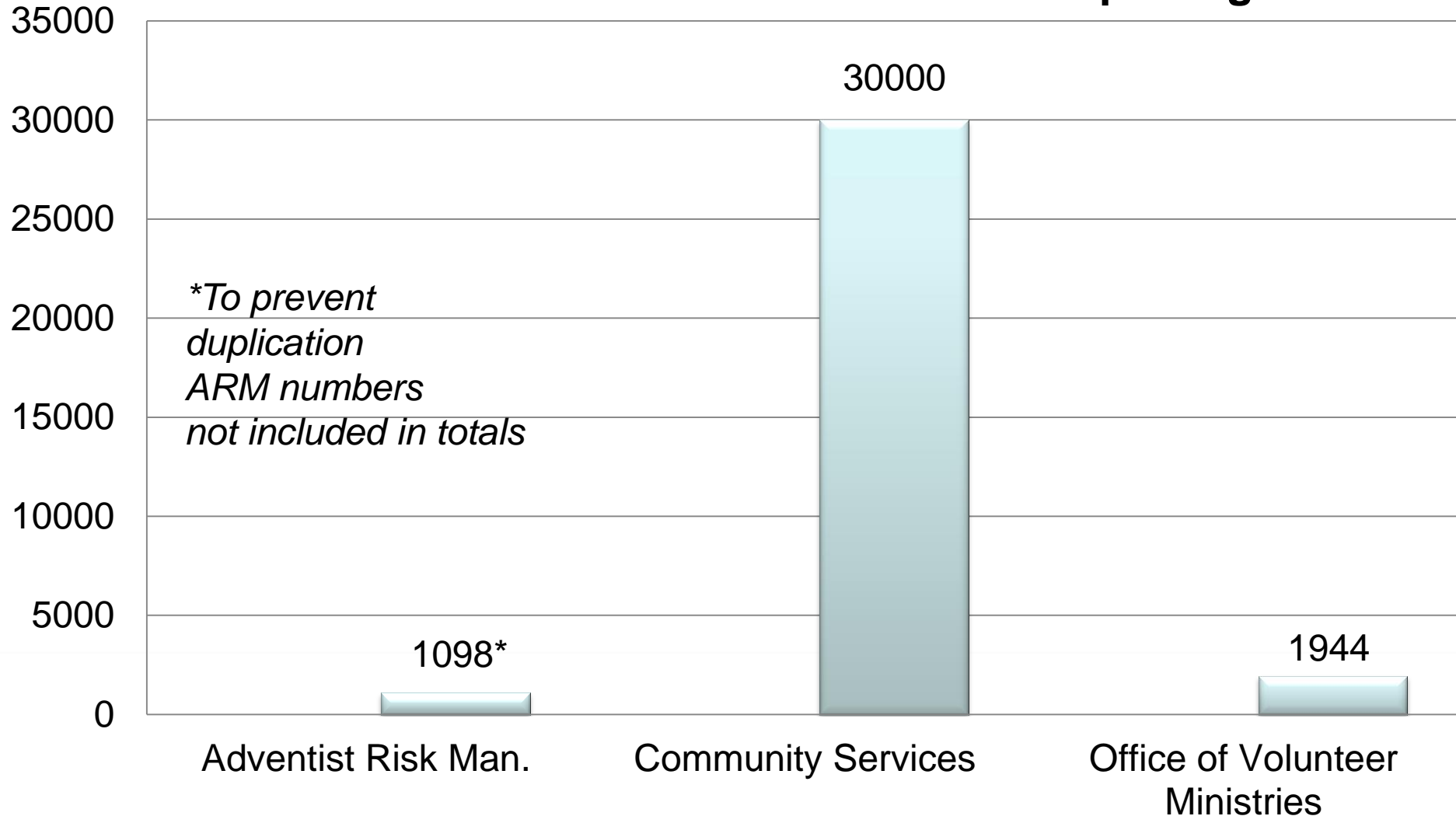
Short Term Volunteers from Supporting Ministries



Adventist Volunteers

“Higher Ground”

Short Term Volunteers from NAD/ARM Reporting



Adventist Volunteers

“Higher Ground”

Year to date totals
January – October. 2014

Long Term
662

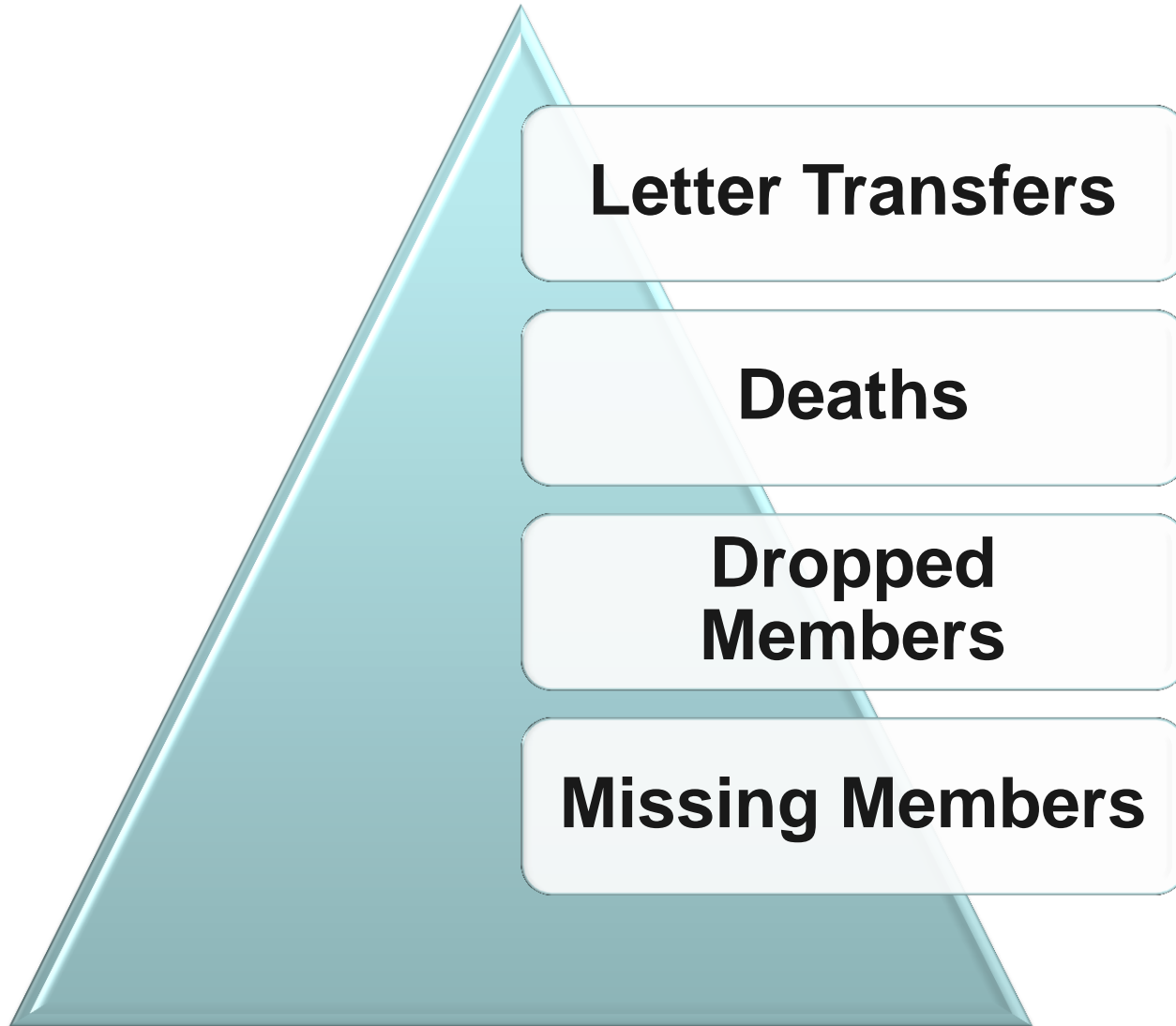
Short Term
59,246

Totals
59,908



Adjustments

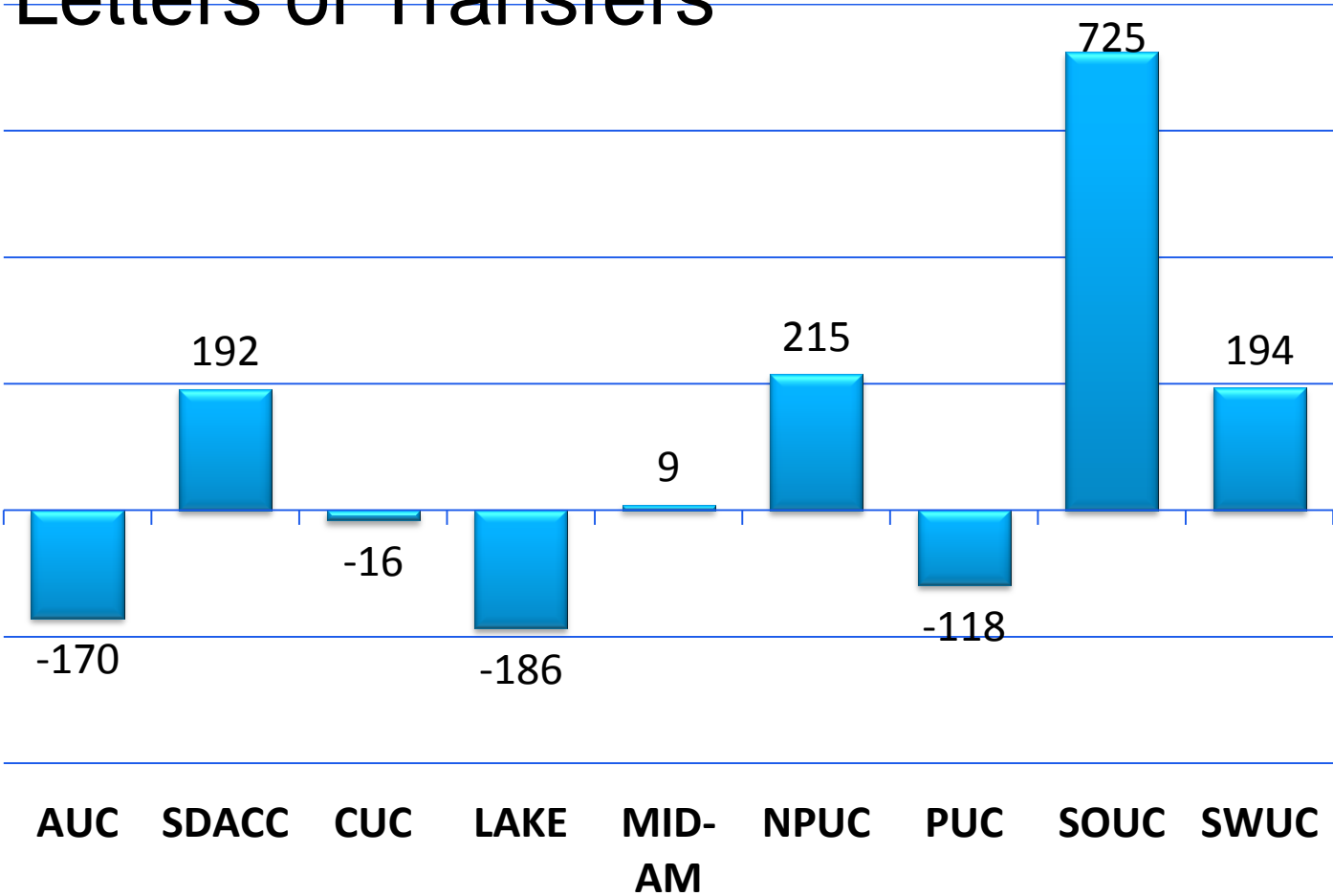
“Higher Ground”



Adjustments

“Higher Ground”

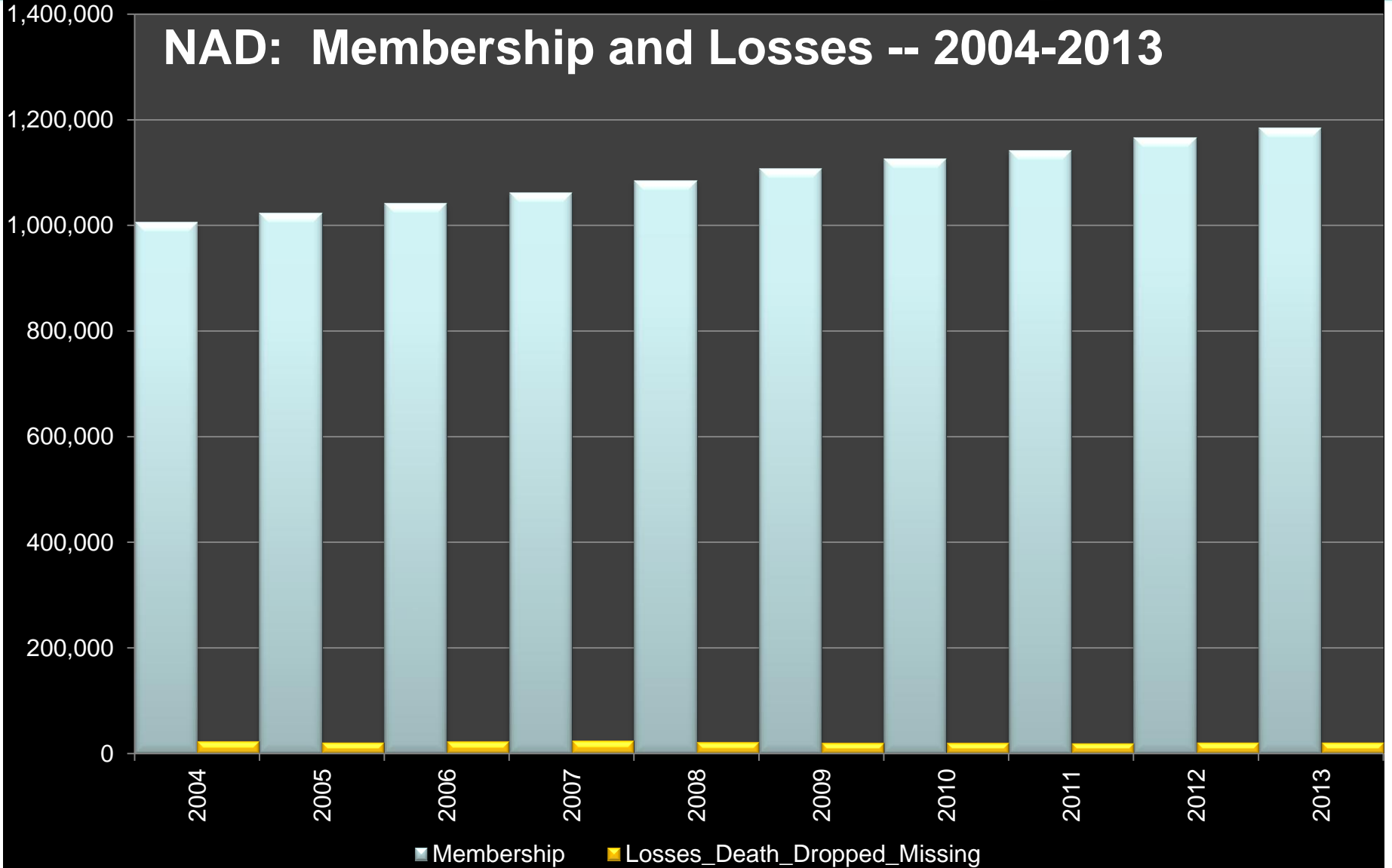
2013 Letters of Transfers



Adjustments

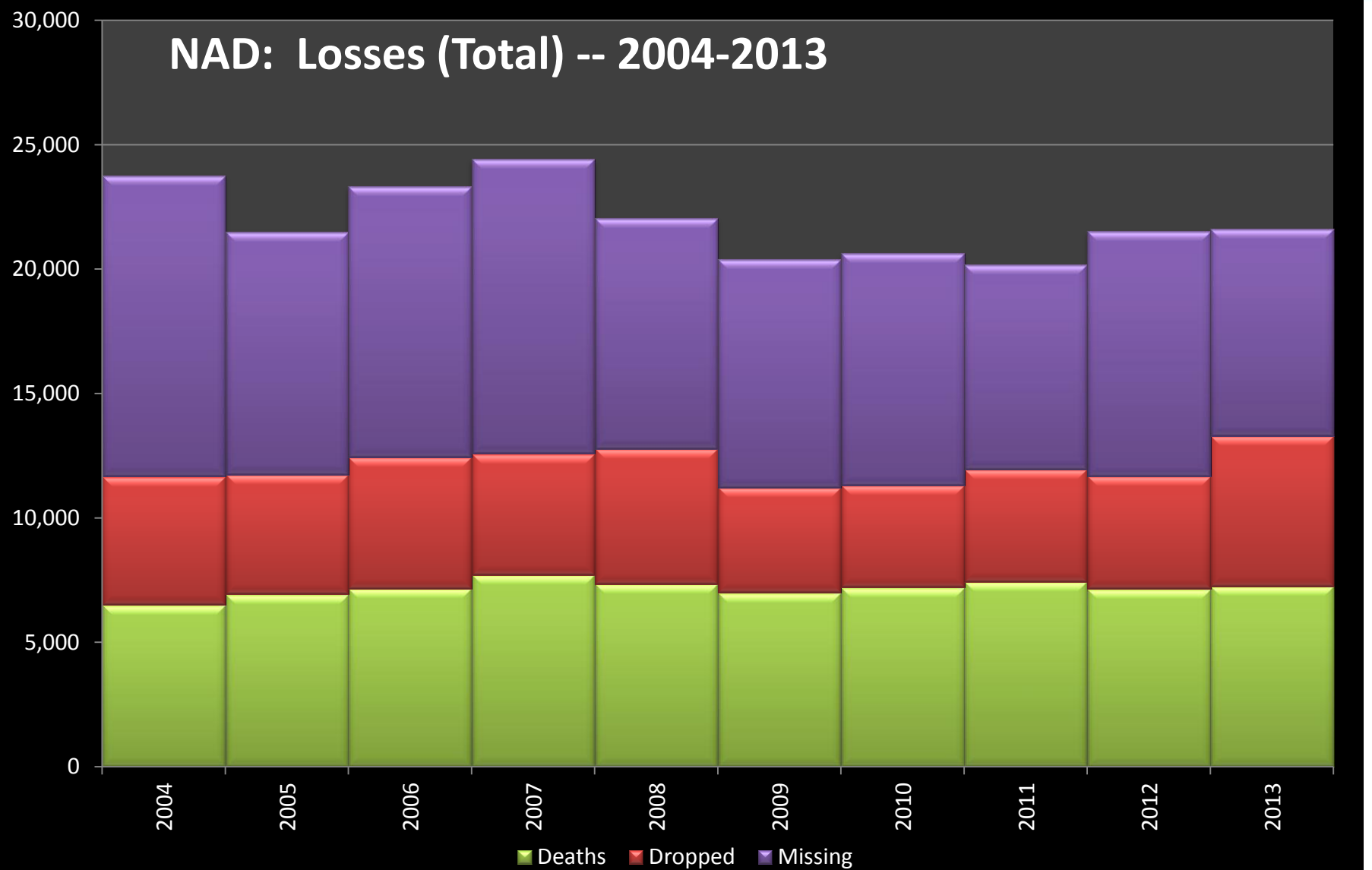
“Higher Ground”

NAD: Membership and Losses -- 2004-2013



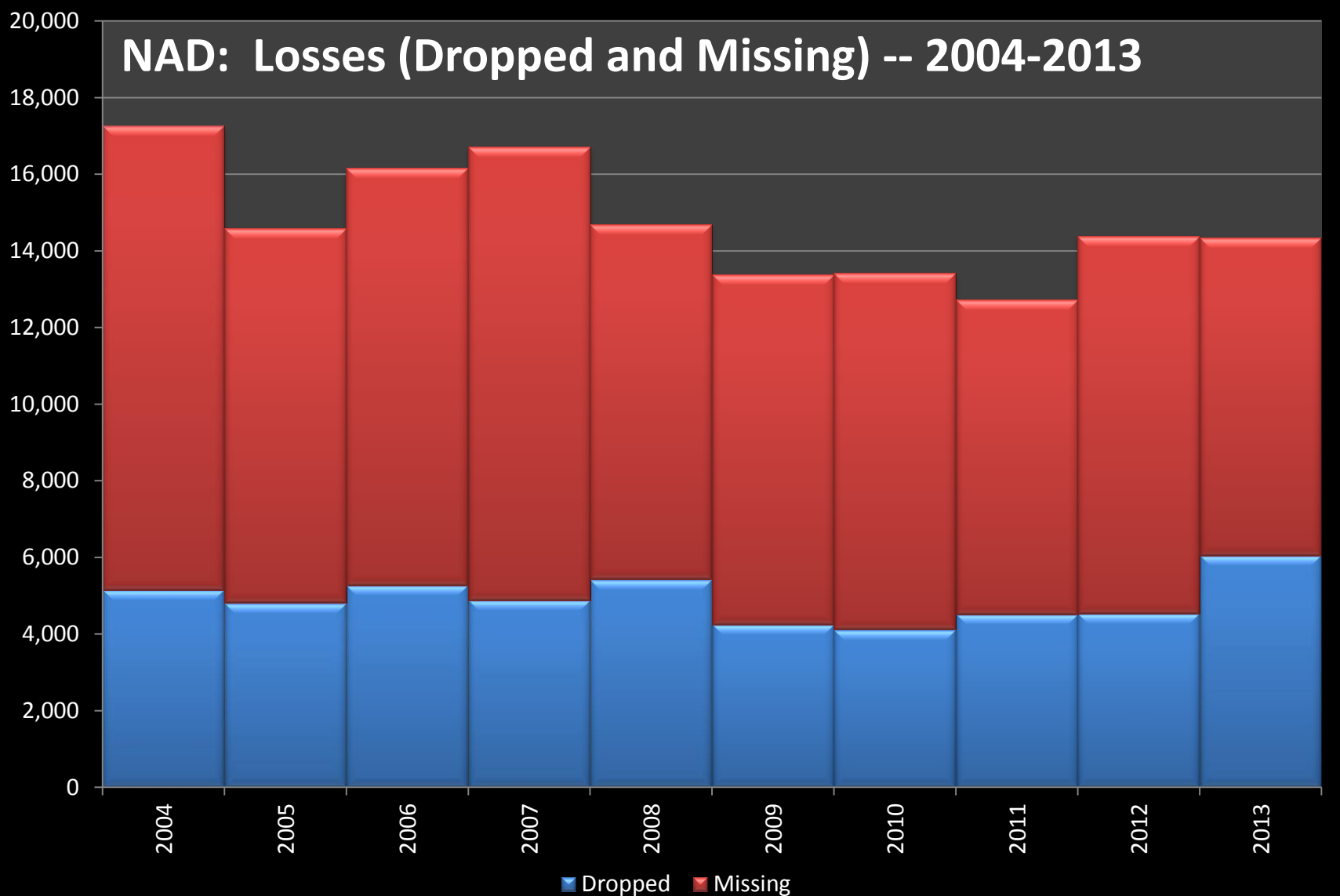
Adjustments

“Higher Ground”



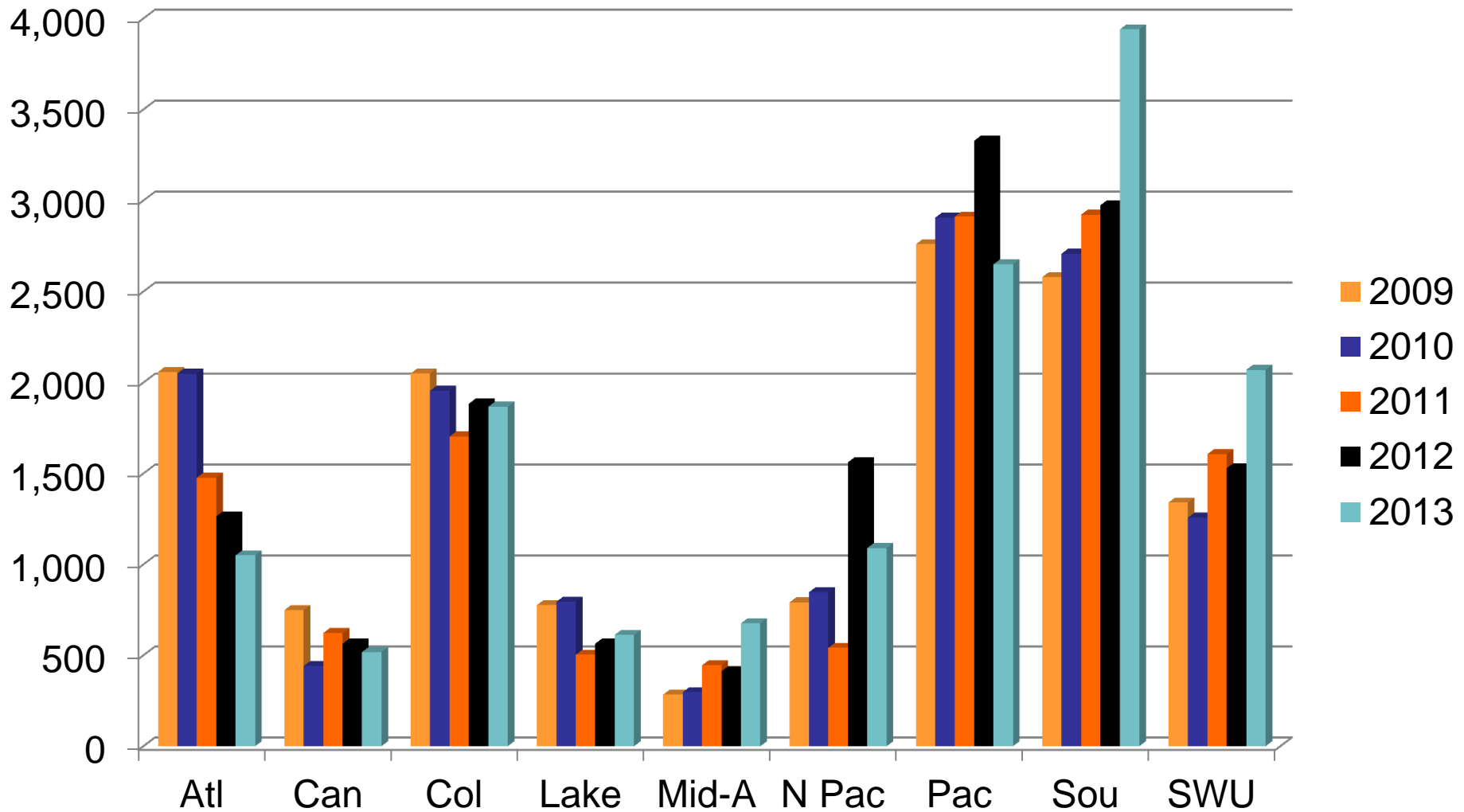
Adjustments

“Higher Ground”



Dropped and Missing (2009-2013)

“Higher Ground”



Adjustments

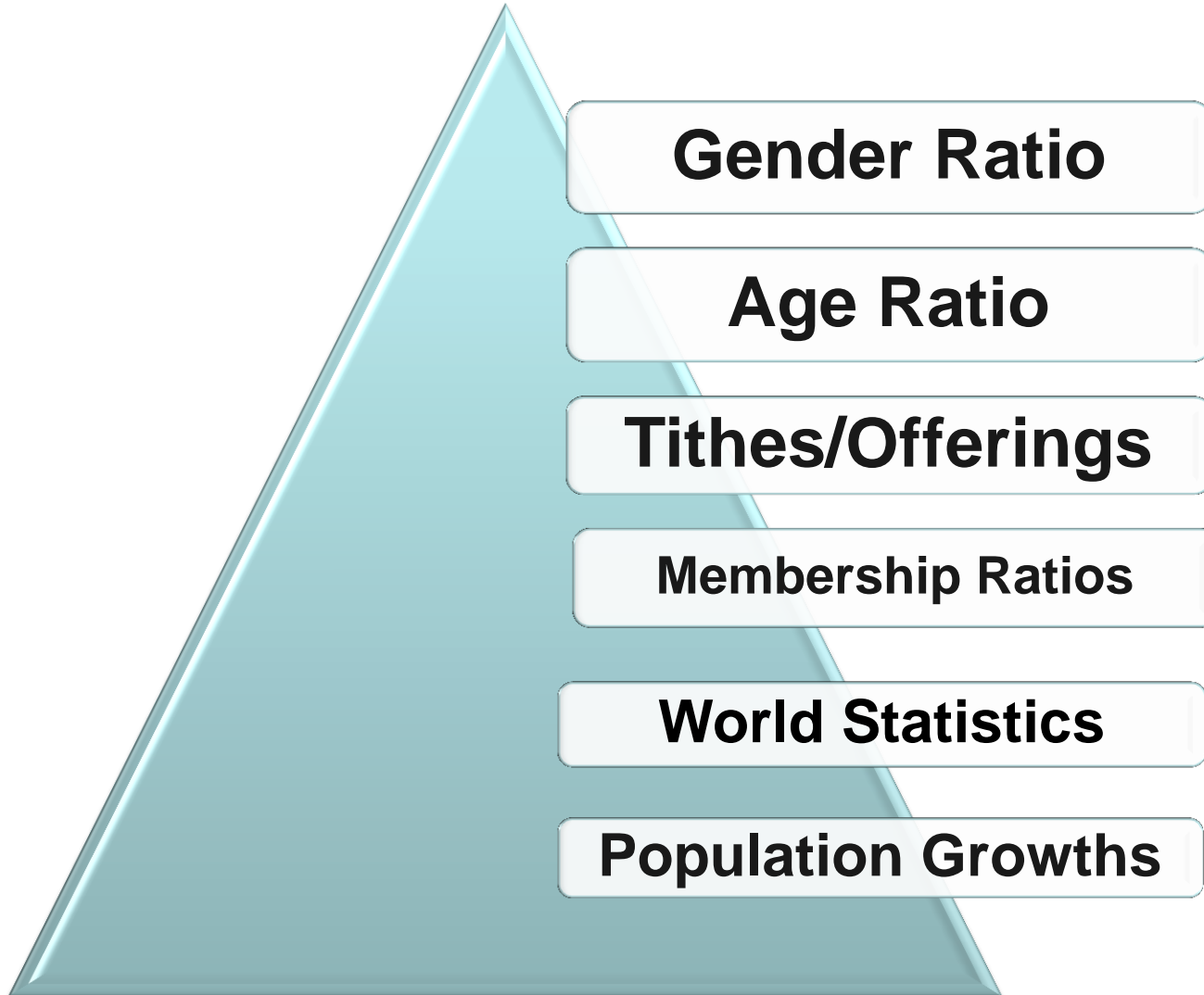
“Higher Ground”

Total Accessions after Adjustments (2—6-2012)

❖ Dropped and Missing	91,614
❖ Deaths	53,702
❖ Total Loss	145,316
❖ Baptisms and Professions of Faith	240,891
❖ Minus Total Loss	(145,316)
❖ Net Gain in Seven (7) Years	95,575

Areas of Interest

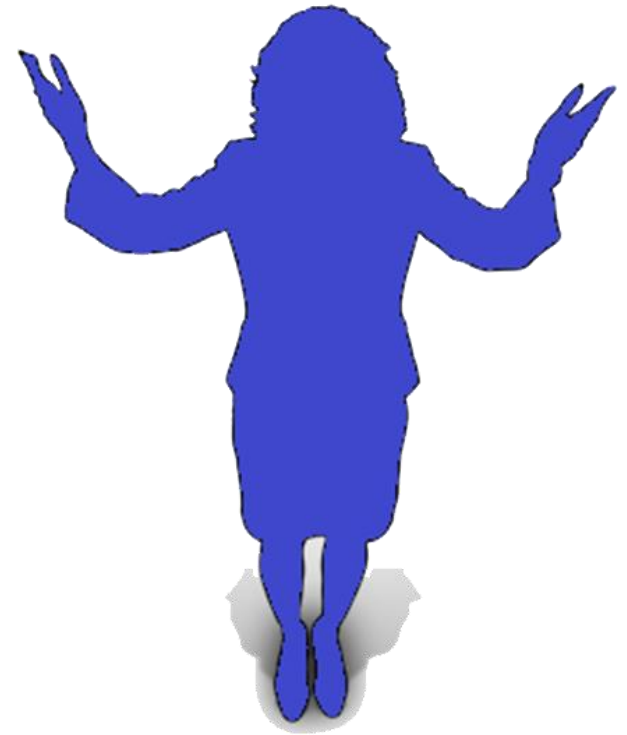
“Higher Ground”



Gender Ratio

“Higher Ground”

**Approximate
Percentage of
Female Members
52.3%**



Youth Statistical Report (2013)

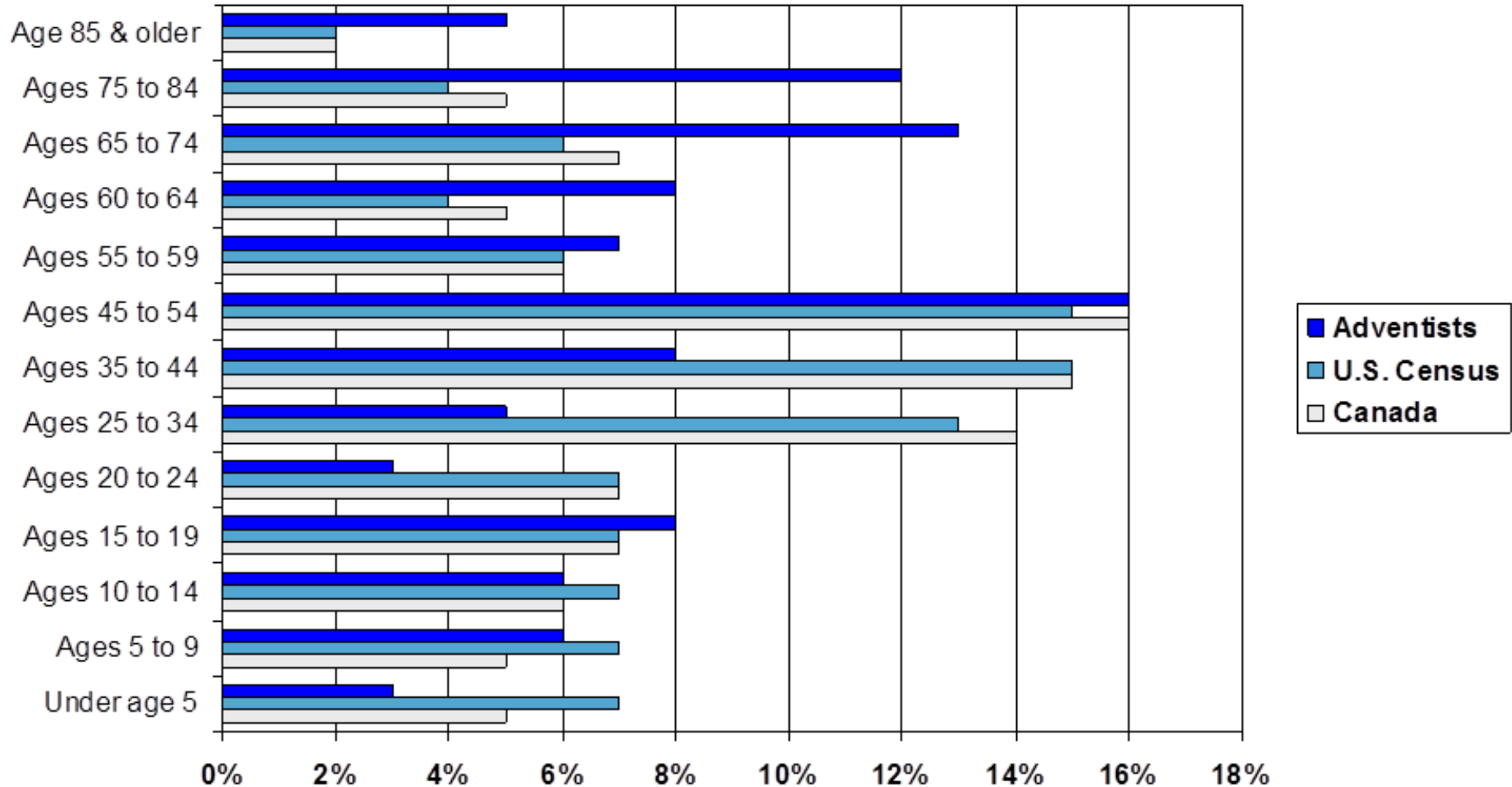
“Higher Ground”

Ministry	totals
Adventurers	18,945
Pathfinders	59,560
Ambassadors	85
Young Adults	99,134
<i>Total</i>	<i>177,724</i>



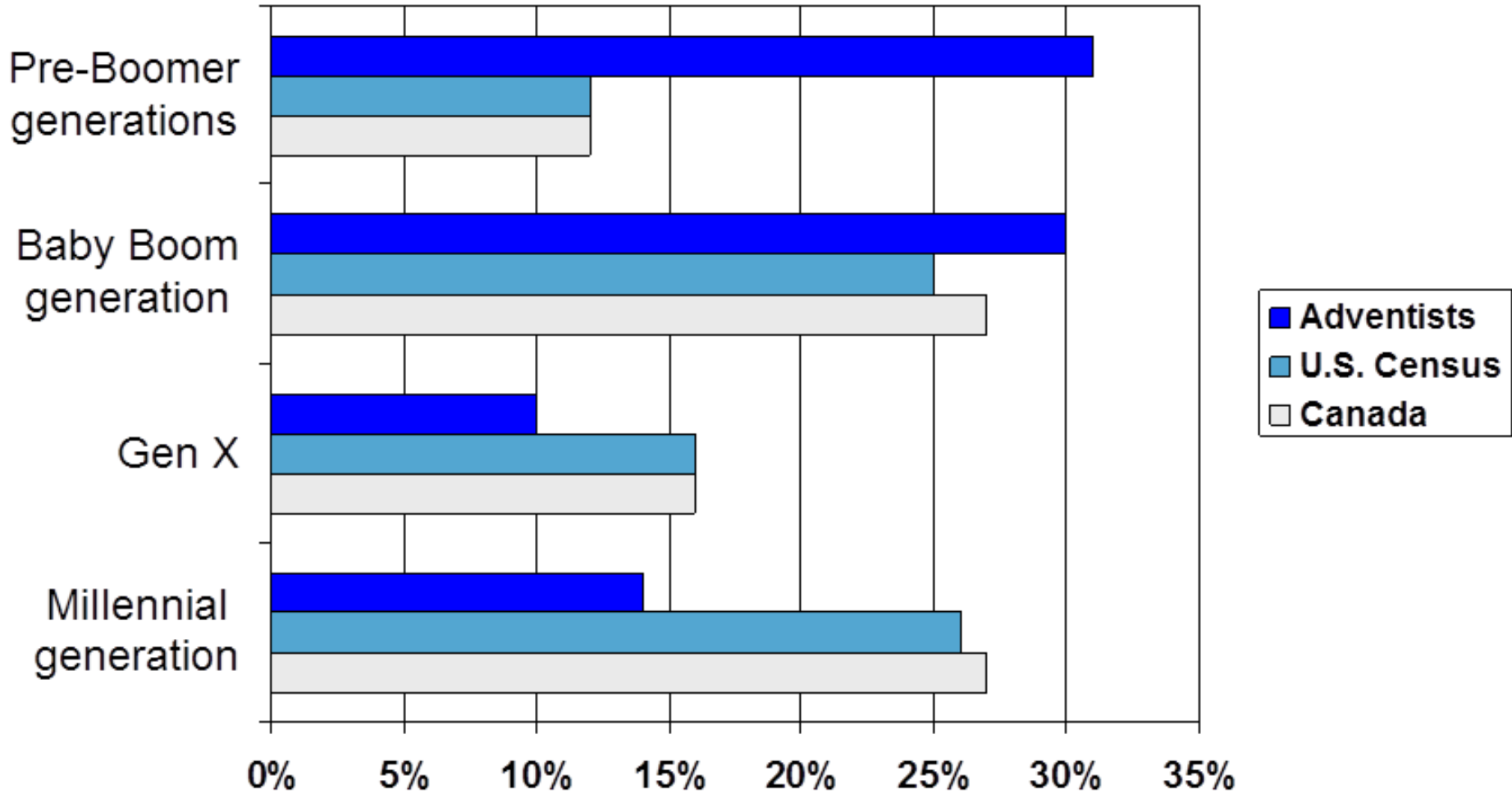
Age Profile

“Higher Ground”



Age by Generation

“Higher Ground”

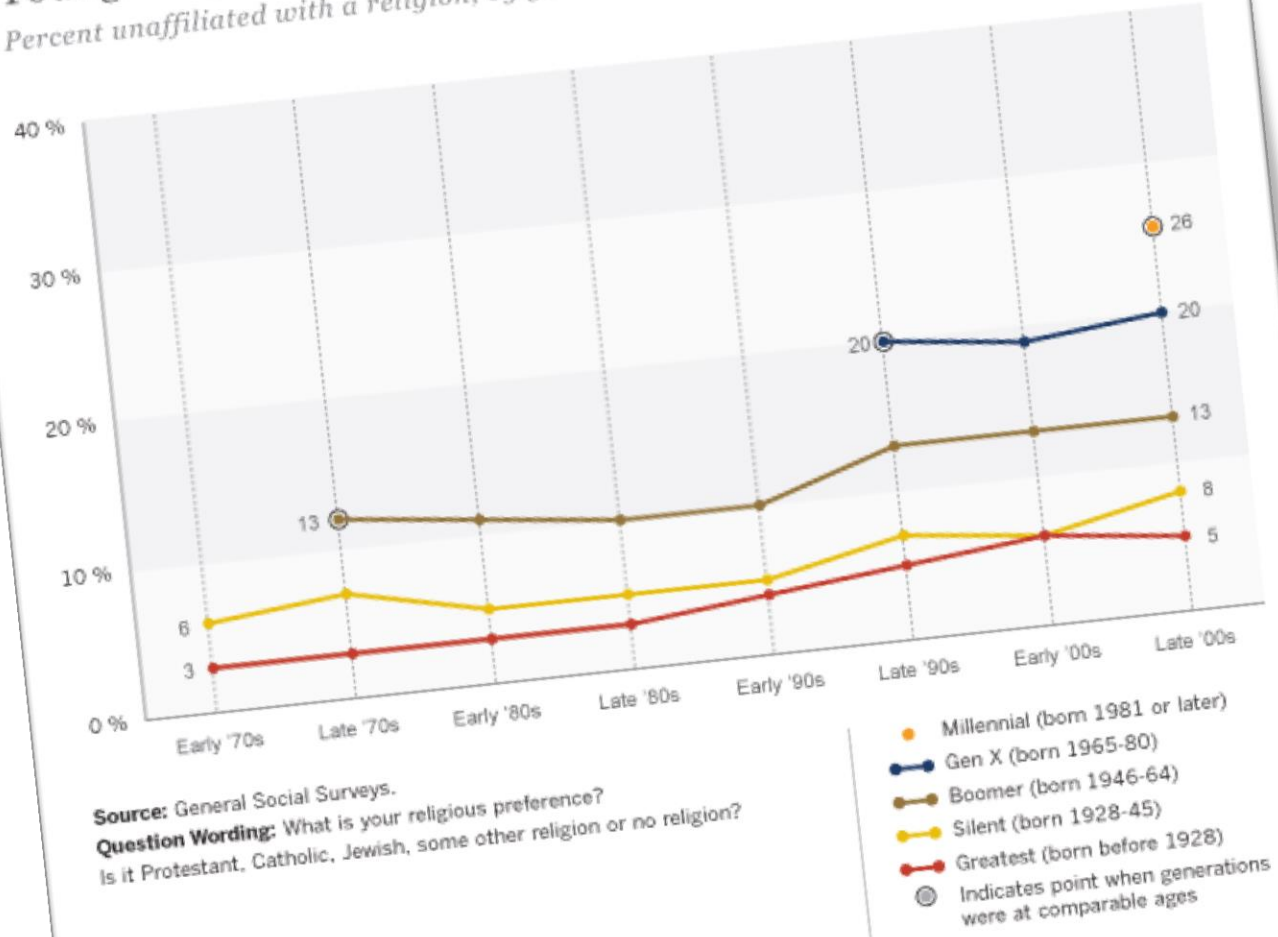


Age by Generation

“Higher Ground”

Young People Less Religiously Affiliated

Percent unaffiliated with a religion, by generation



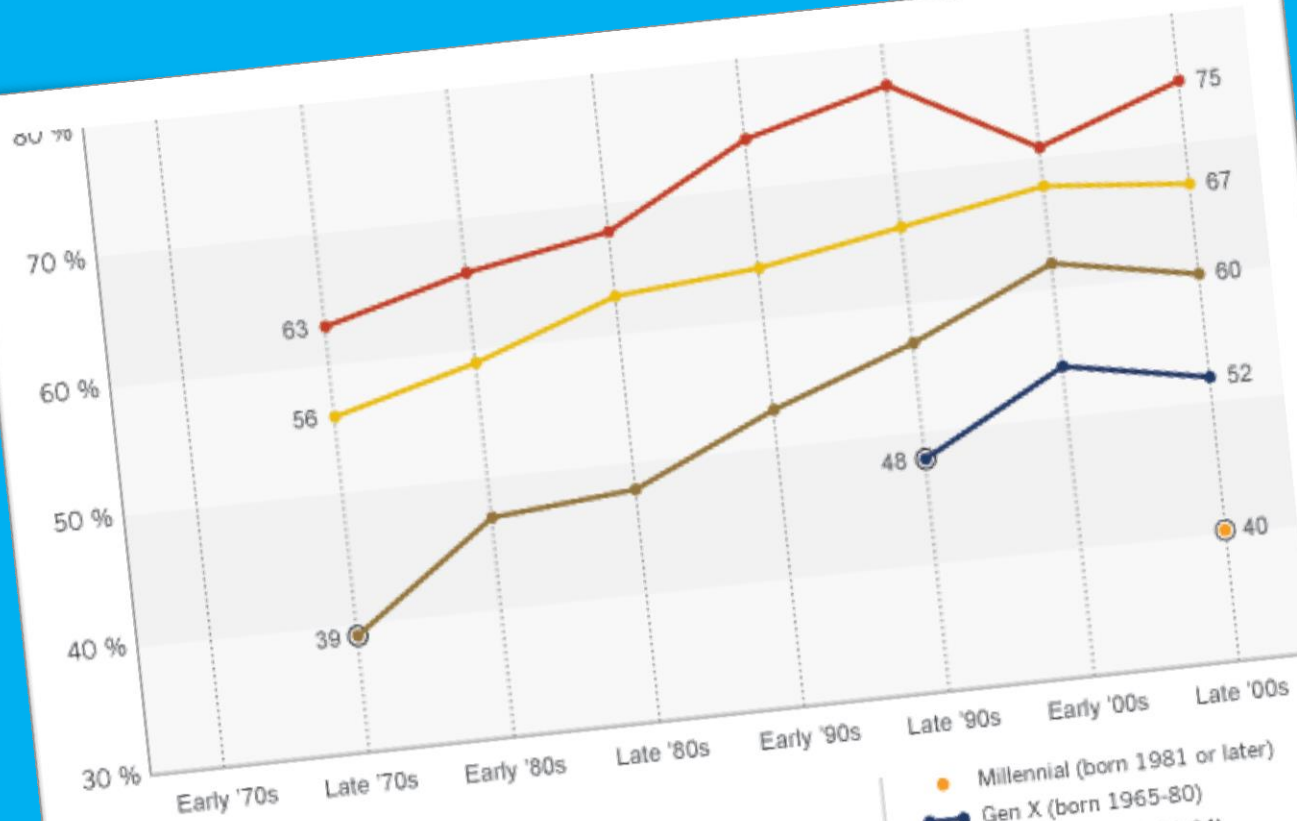
Source: General Social Surveys.

Question Wording: What is your religious preference?
Is it Protestant, Catholic, Jewish, some other religion or no religion?

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
- Silent (born 1928-45)
- Greatest (born before 1928)
- Indicates point when generations were at comparable ages

Religion by Generation

“Higher Ground”



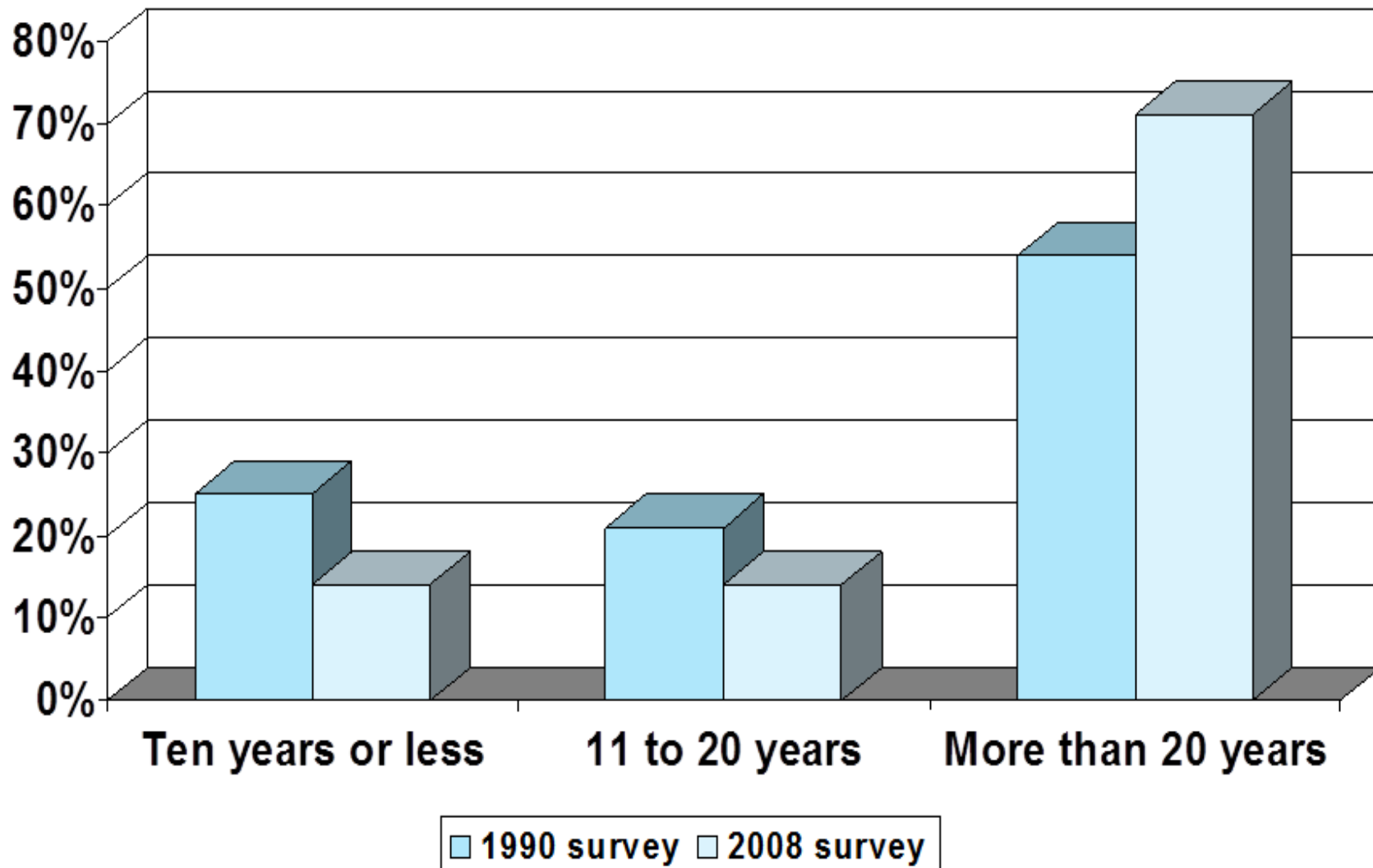
Source: Gallup Surveys.

Question wording: How important would you say religion is in your own life - very important, fairly important, or not very important?

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
- Silent (born 1928-45)
- Greatest (born before 1928)
- ⊙ Indicates point when generations were at comparable ages

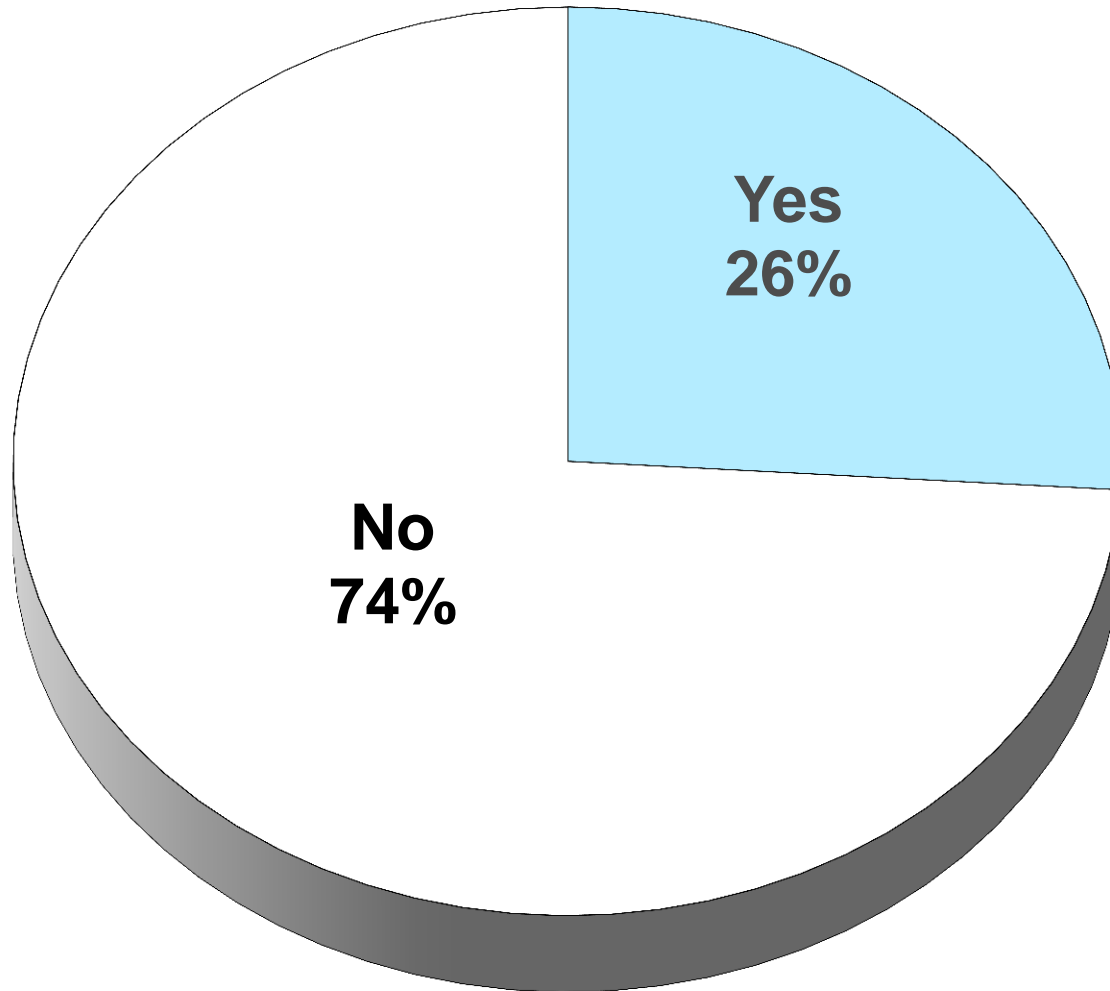
Tenure as a Baptized Adventist

“Higher Ground”



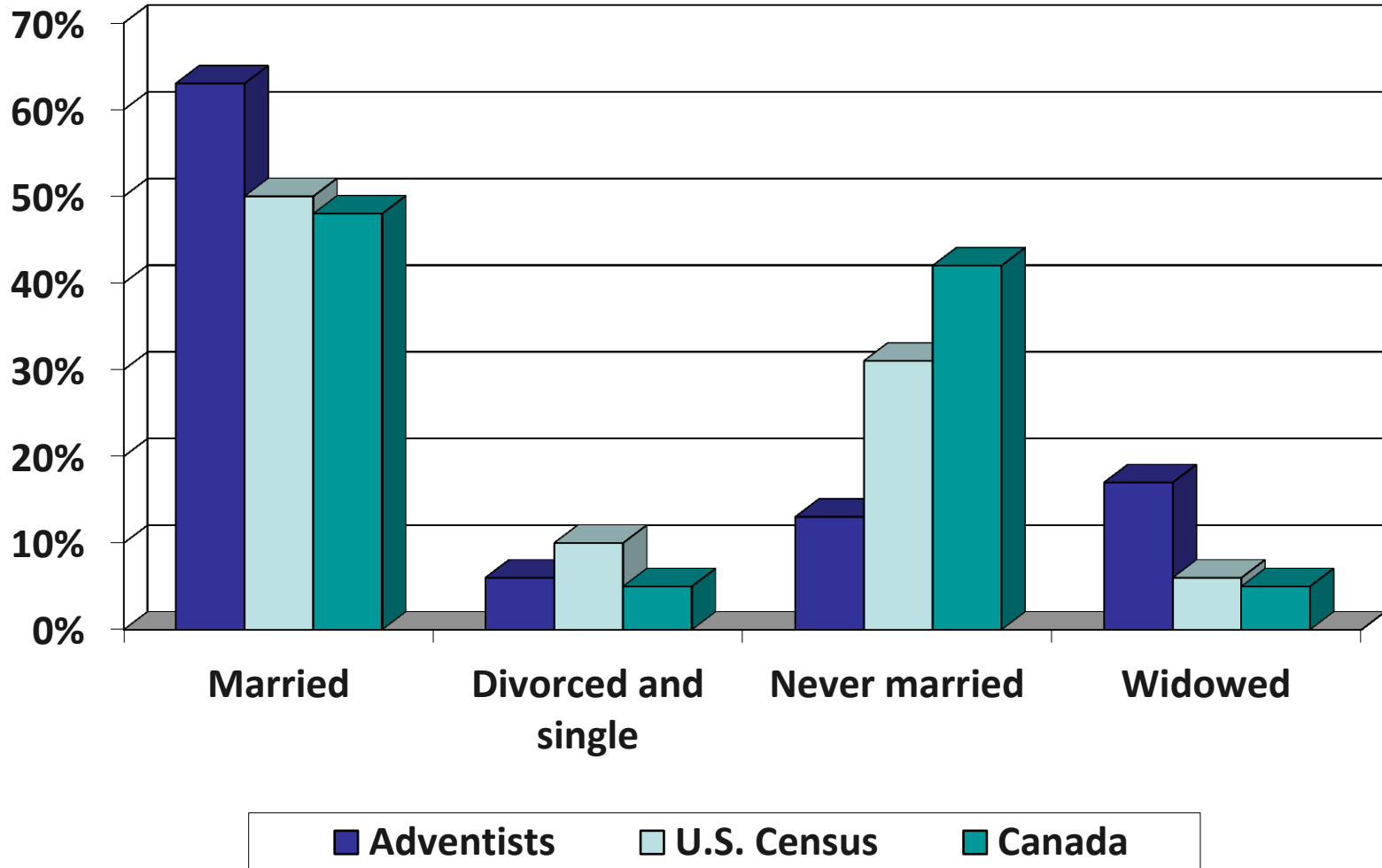
Children Living at Home

“Higher Ground”



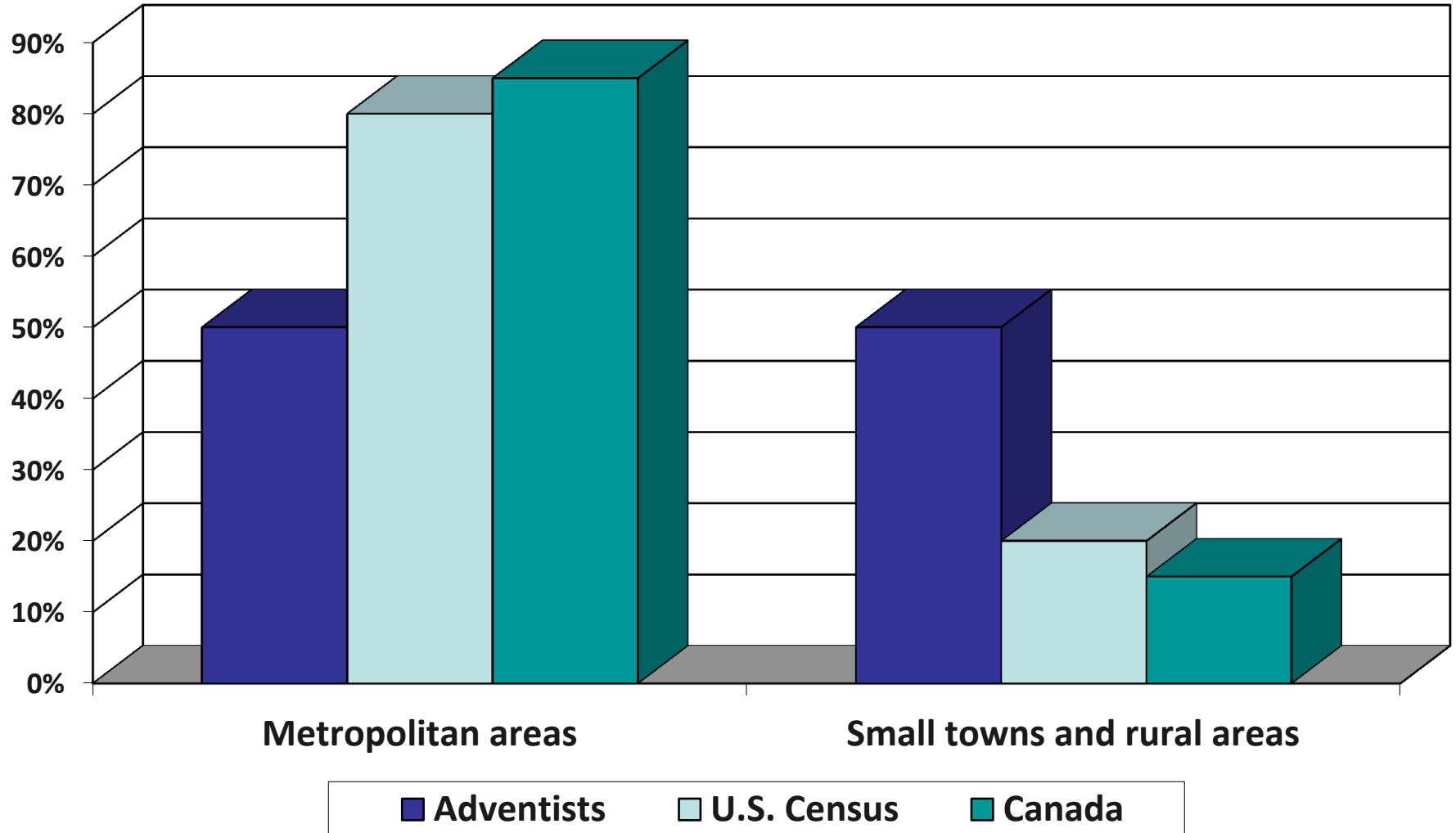
Marital Status in Context

“Higher Ground”



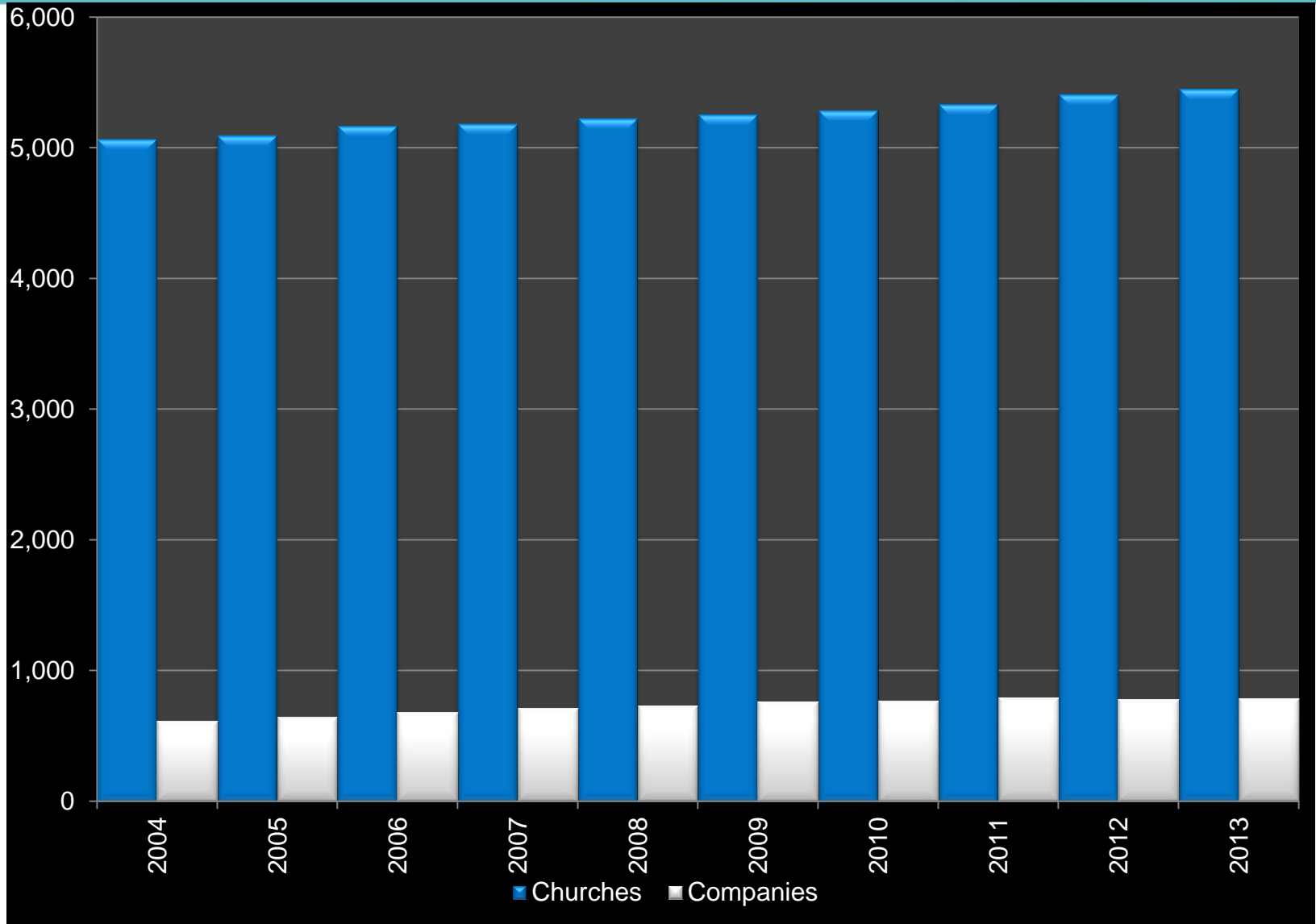
Residence in Context

“Higher Ground”



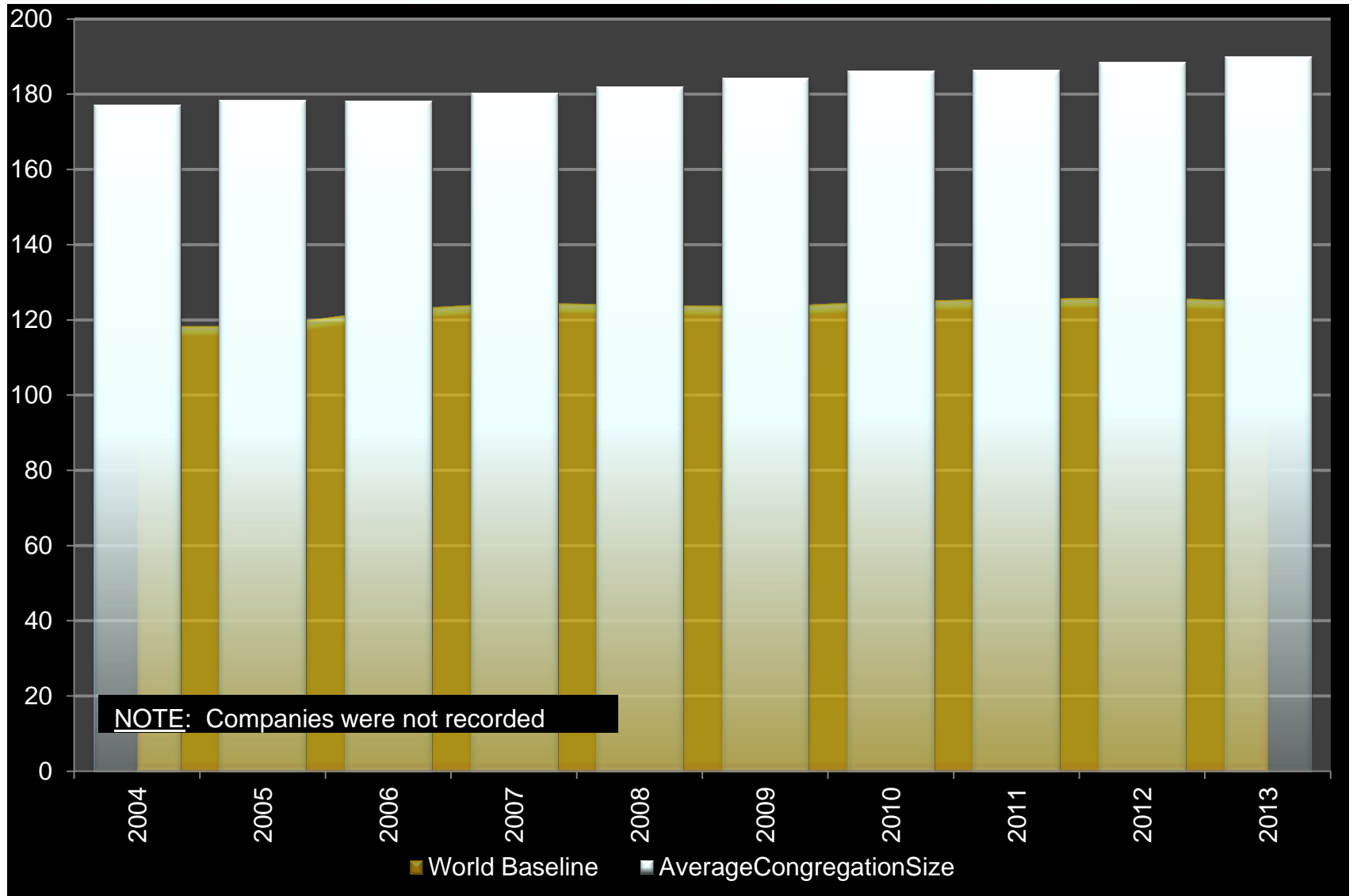
NAD: Churches and Companies 2004 - 2013

“Higher Ground”



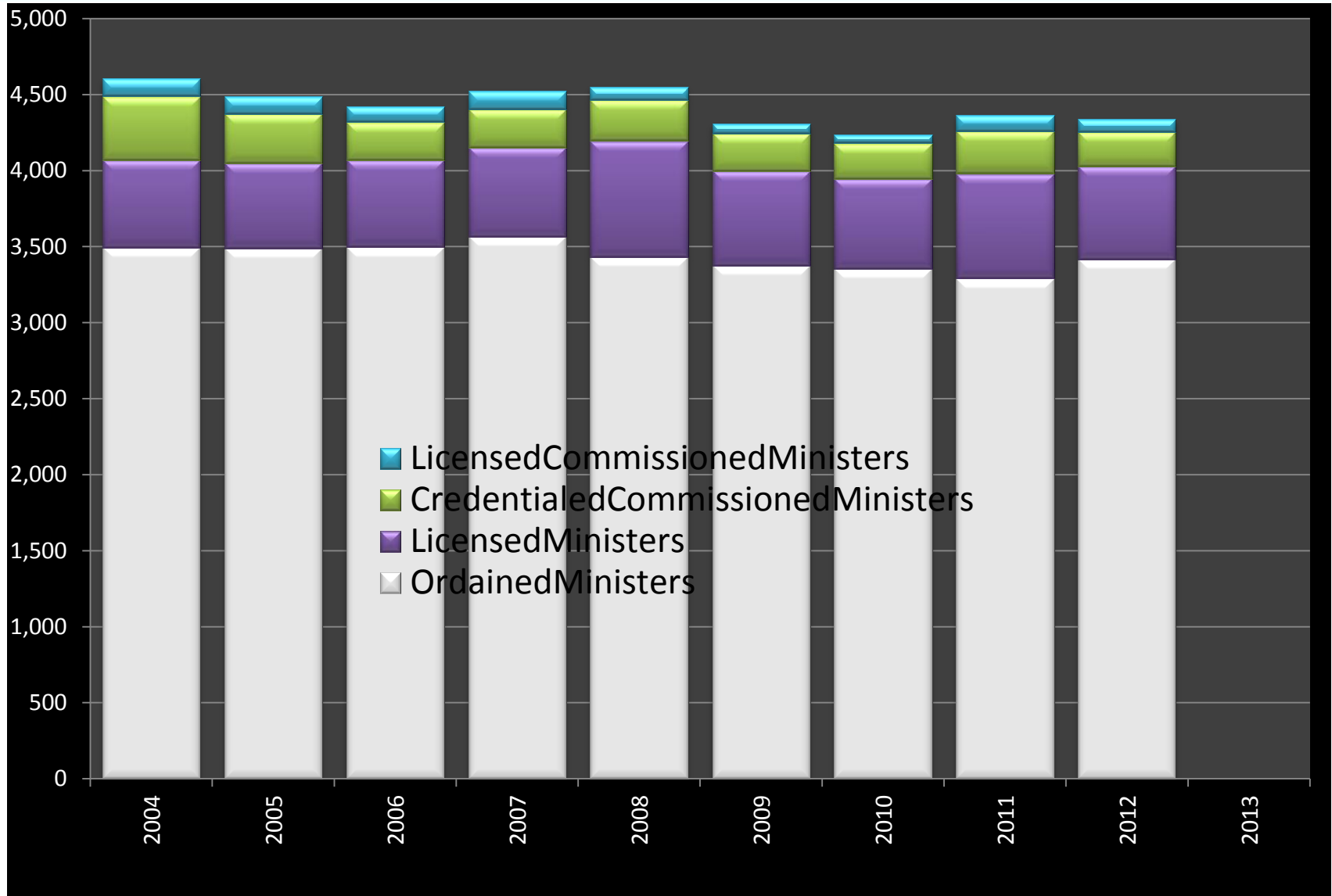
NAD: Average Congregation Size 2004-2013

“Higher Ground”



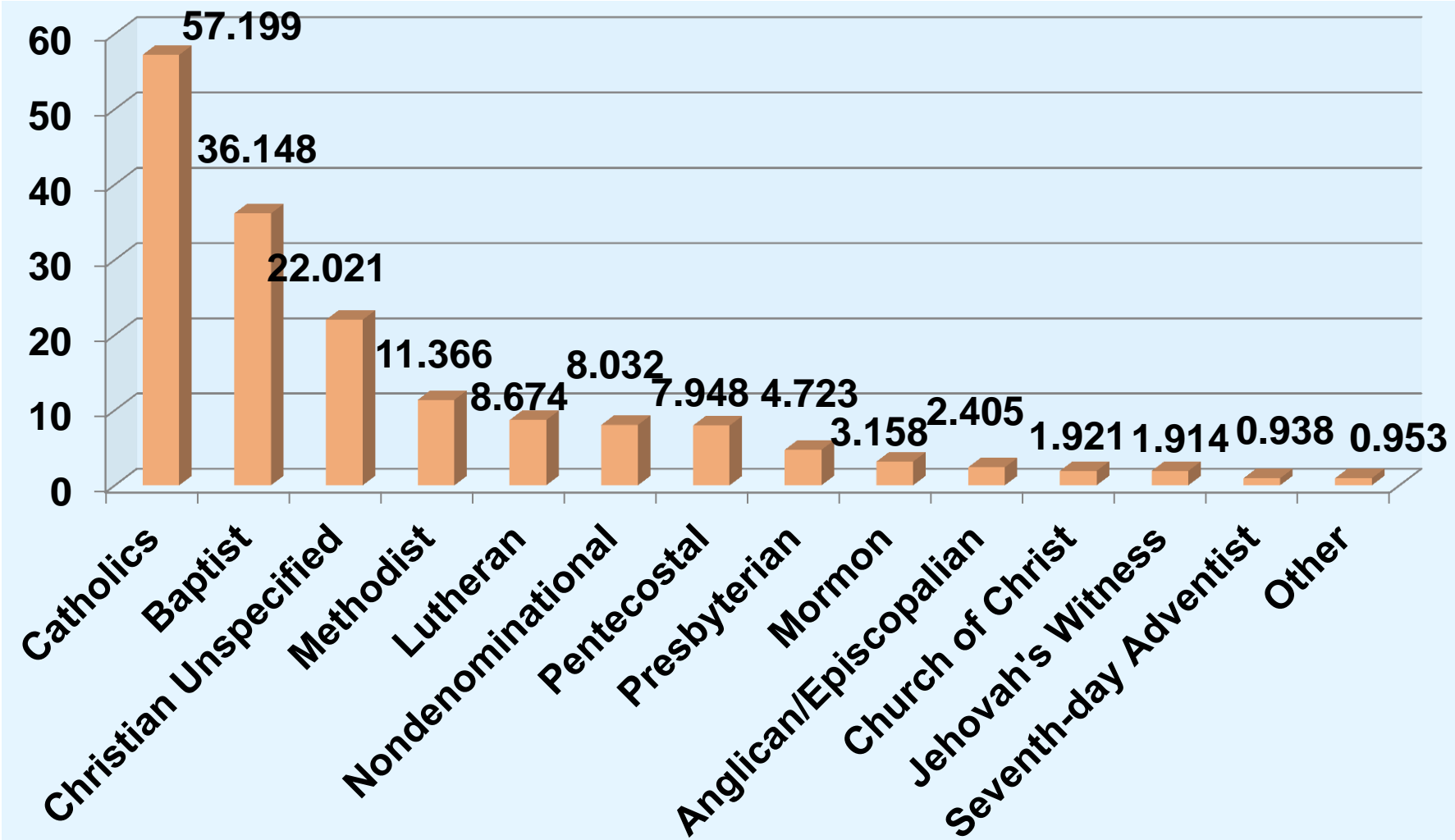
NAD: Ministers – 2004 - 2013

“Higher Ground”



Christian Denominations in U.S. Ranked by Number of Adherents 2008

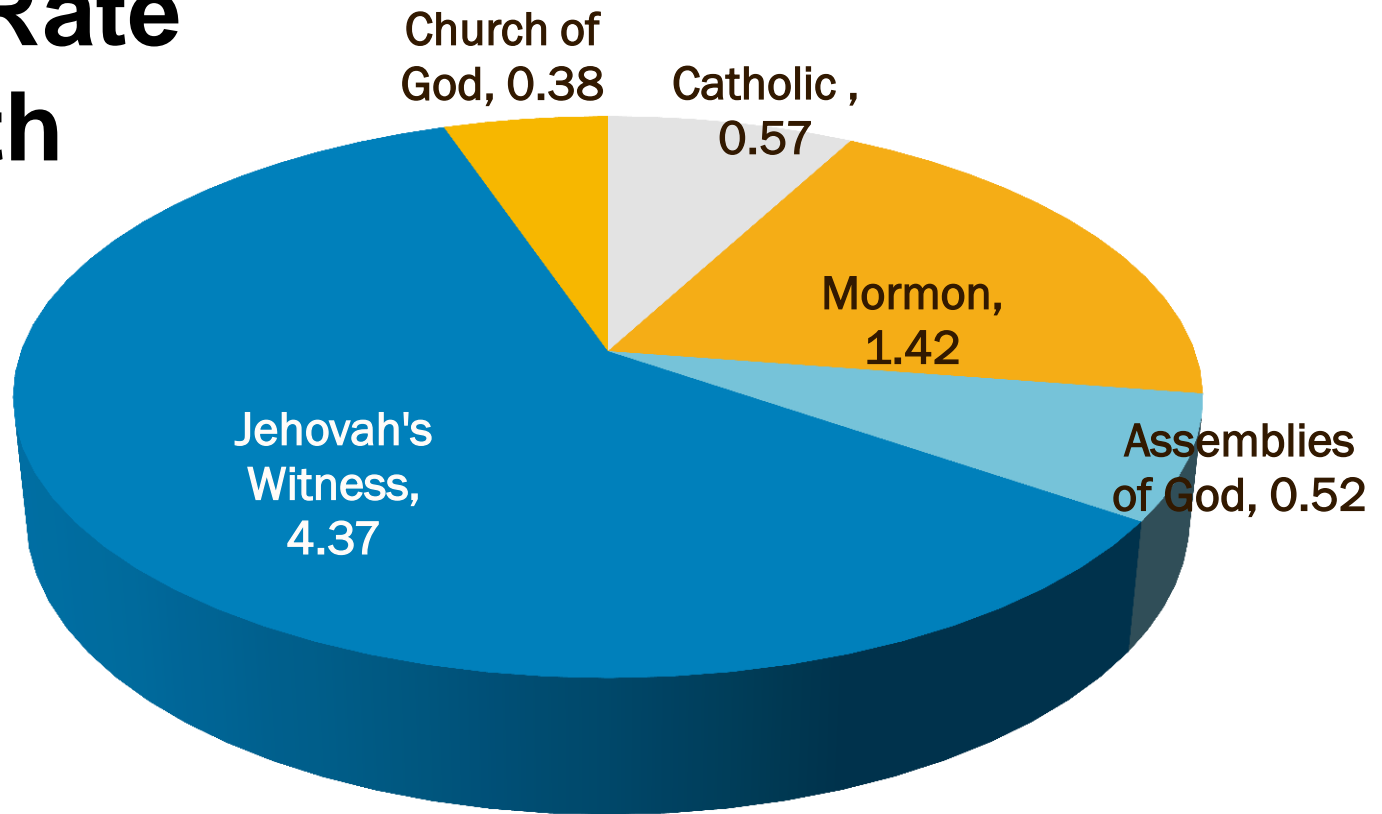
“Higher Ground”



American & Canadian Churches (2011)

“Higher Ground”

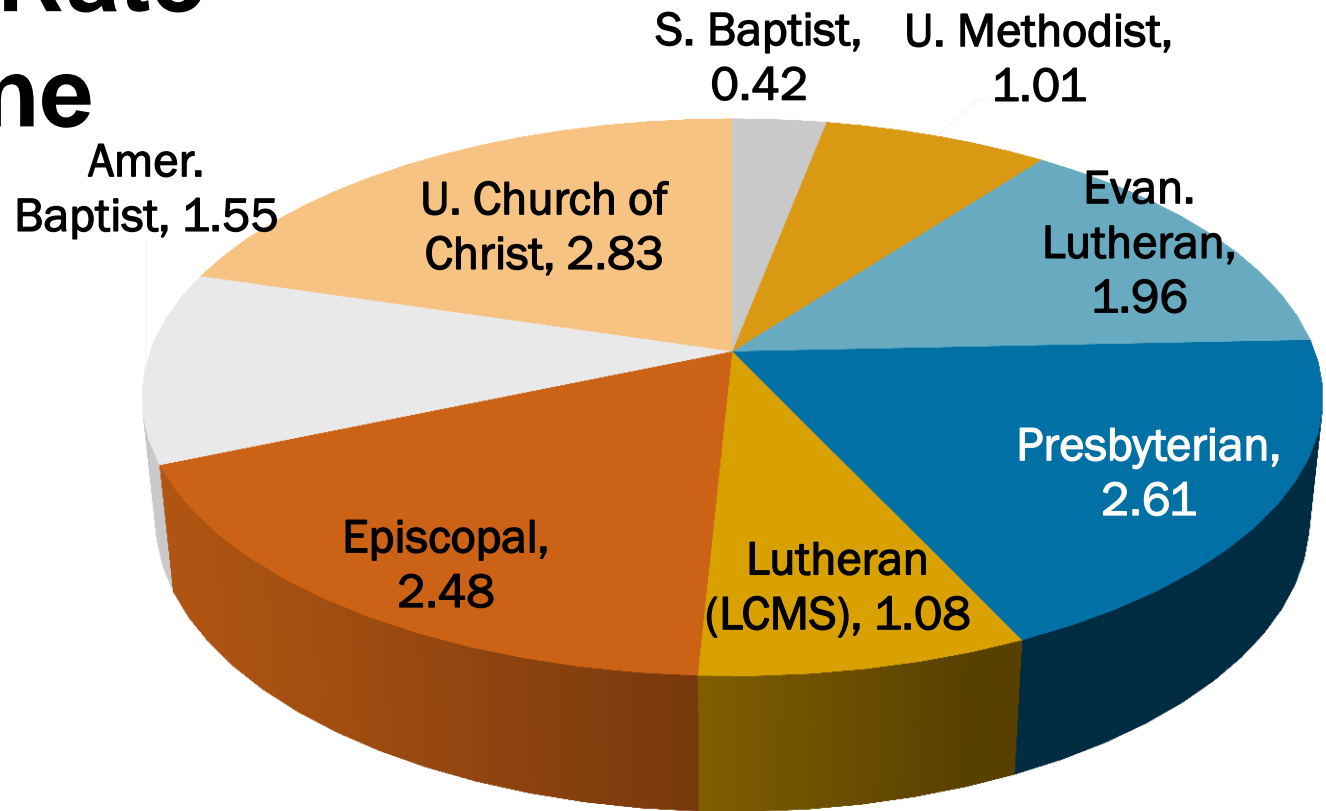
Percent Rate Of Growth



American & Canadian Churches (2011)

“Higher Ground”

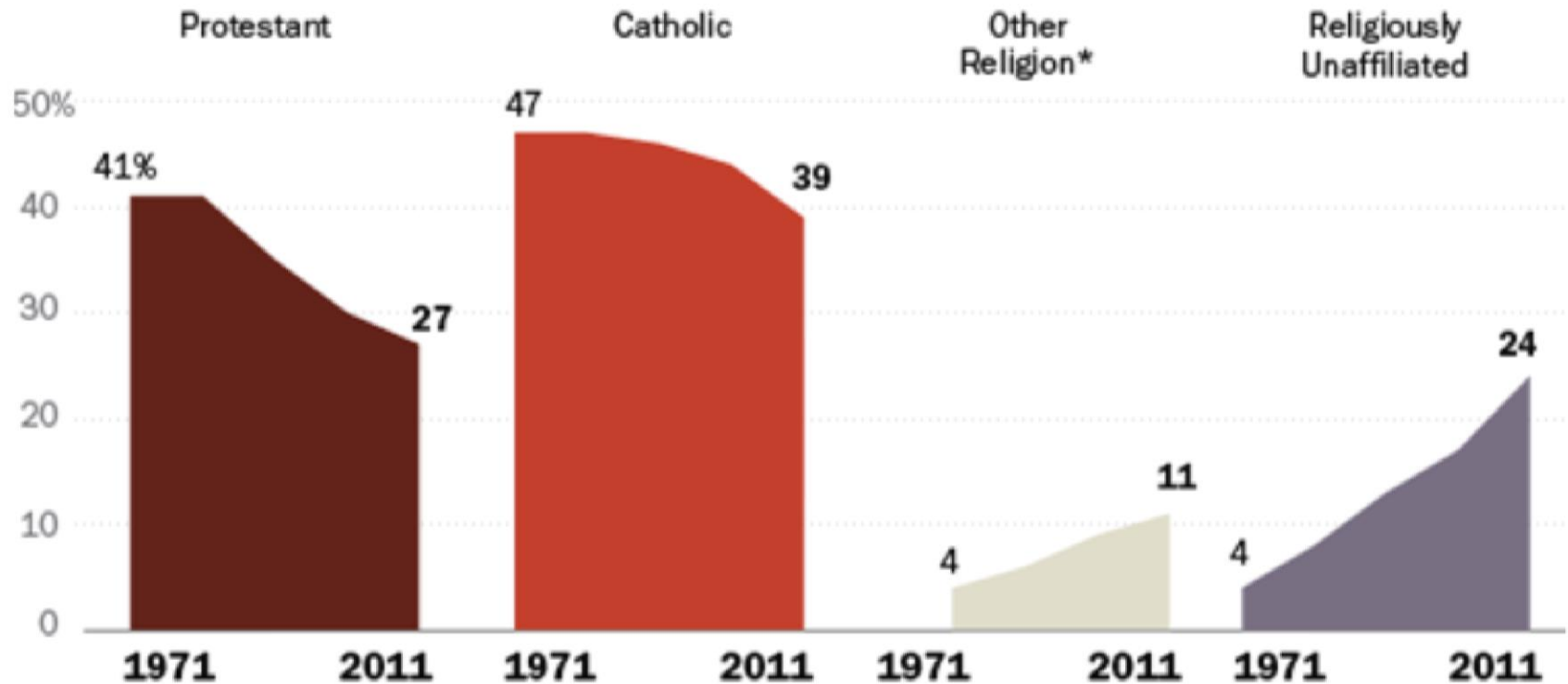
Percent Rate Of Decline



Canada's Religious Composition 1971-2011

“Higher Ground”

% of Canadians who identify as ...



Sources: 1971-2001 Canada census; 2011 National Household Survey

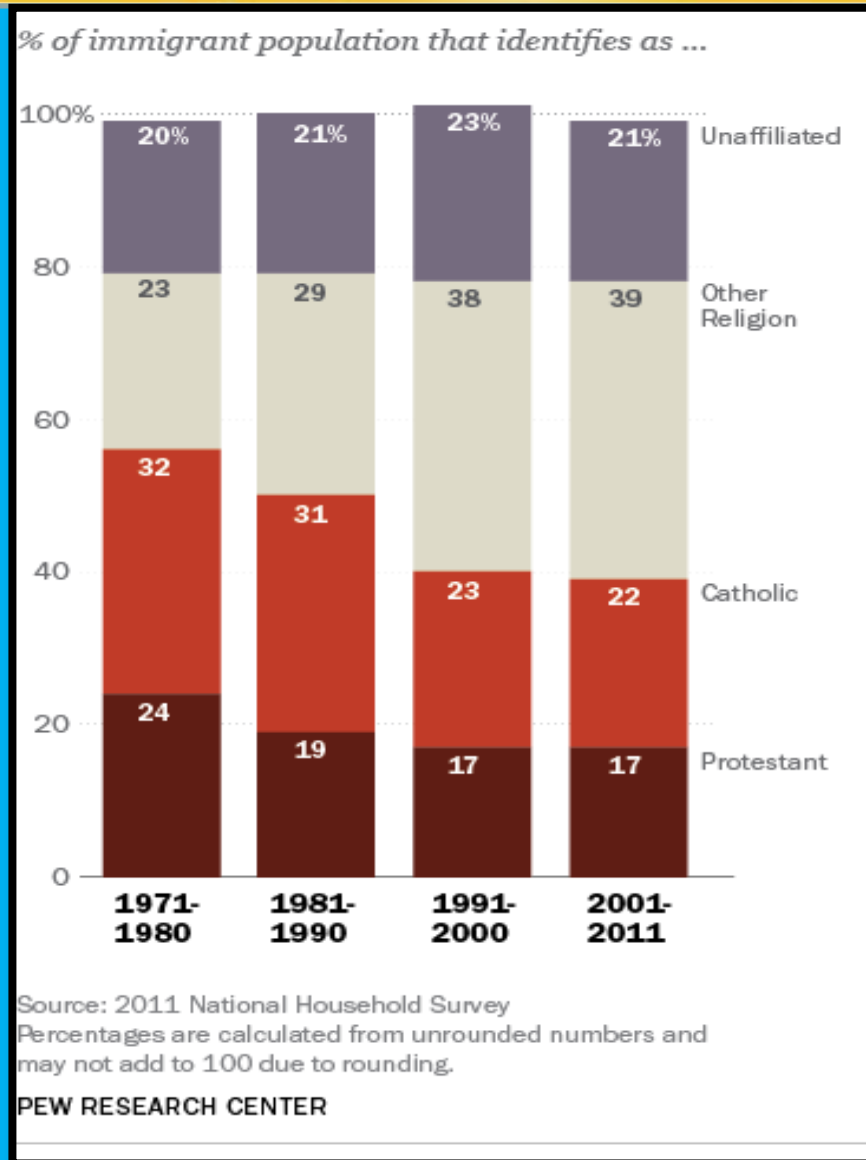
*Data for the "Other Religion" category in 1971 are not shown because the figure is not comparable with the figures for 1981-2011. Percentages may not add to 100 due to rounding.

PEW RESEARCH CENTER

Canada's Religious Composition 1971-2011

"Higher Ground"

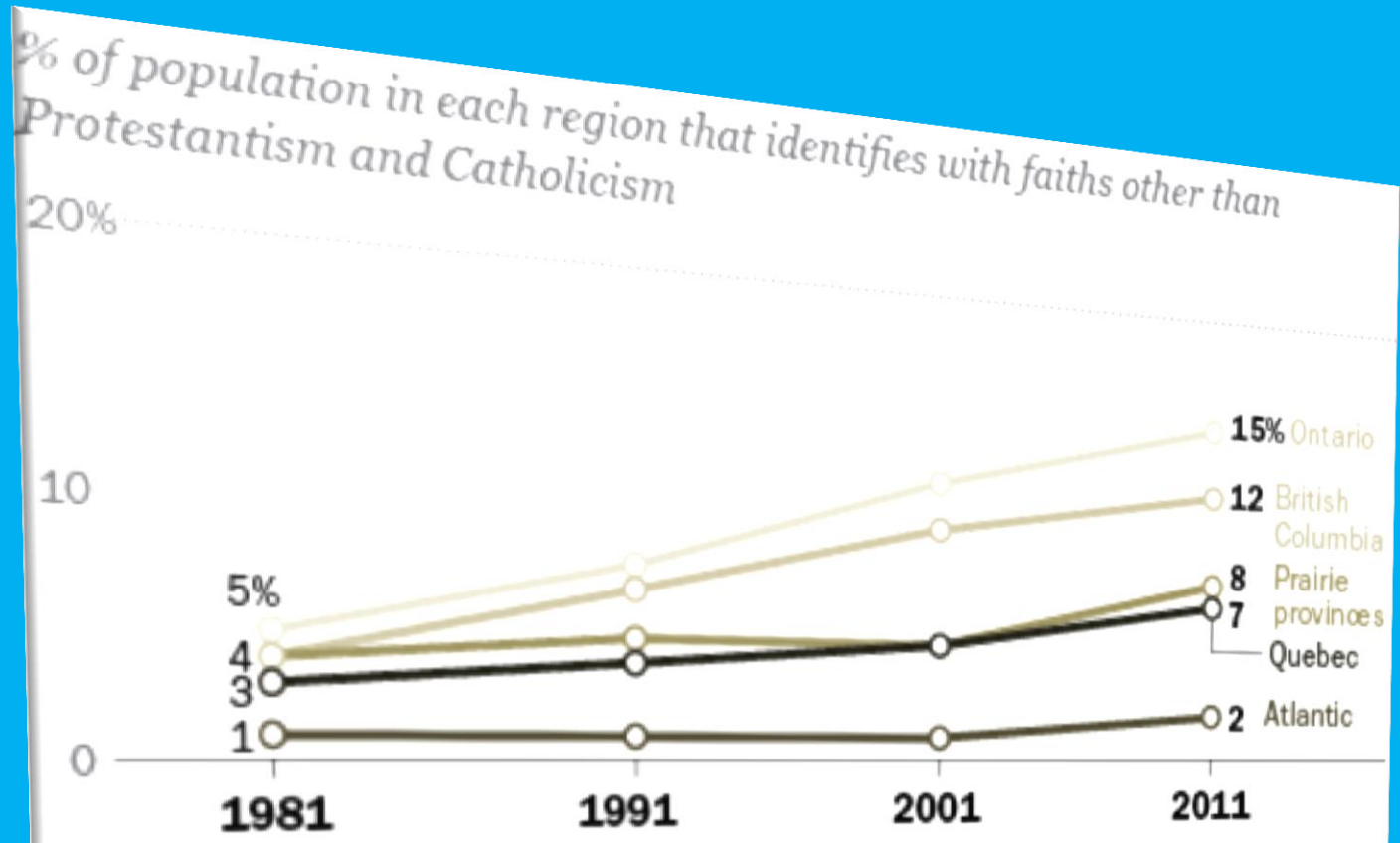
Religious Composition Of Immigrants In Canada, by Decade of Arrival



Canada's Religious Composition 1971-2011

“Higher Ground”

*Share
Of
Canadians
Belonging
To
Other
Religions,
By
Region*



Sources: 1971-2001 Canada census; 2011 National Household Survey

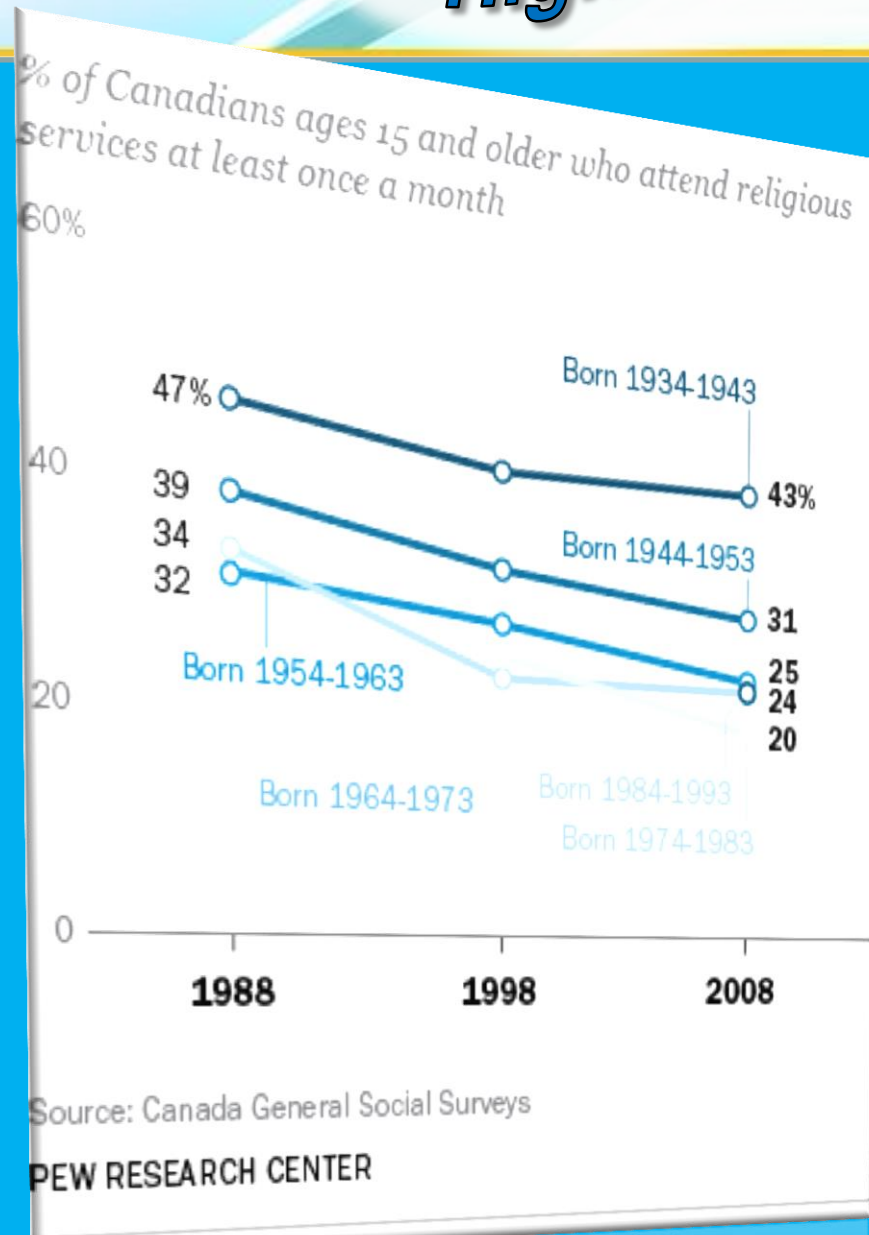
PEW RESEARCH CENTER

PEW RESEARCH CENTER

Canada's Religious Composition 1971-2011

“Higher Ground”

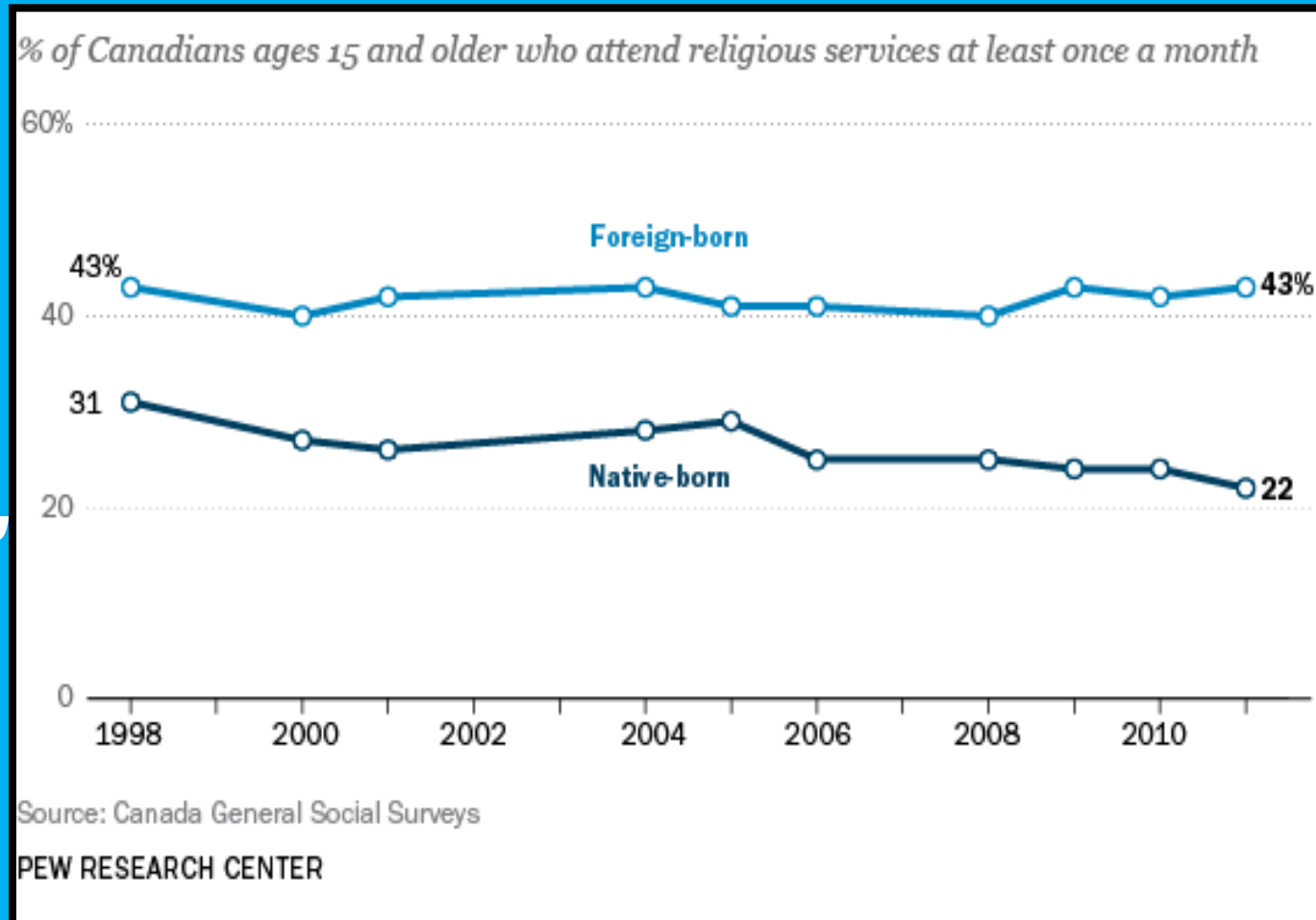
Trends In Religious Attendance, by Generation



Canada's Religious Composition 1971-2011

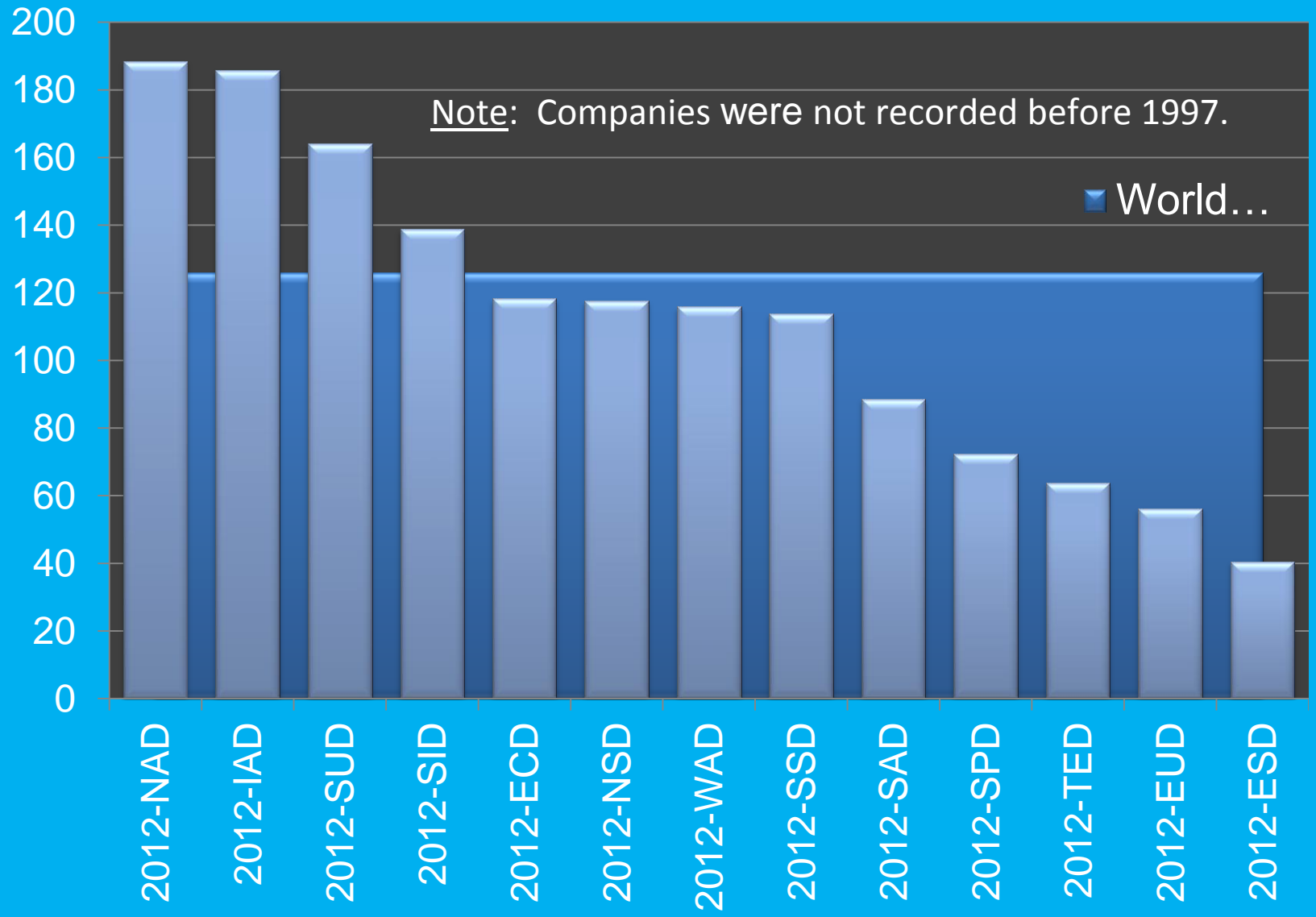
“Higher Ground”

Trends In Religious Attendance, By Nativity



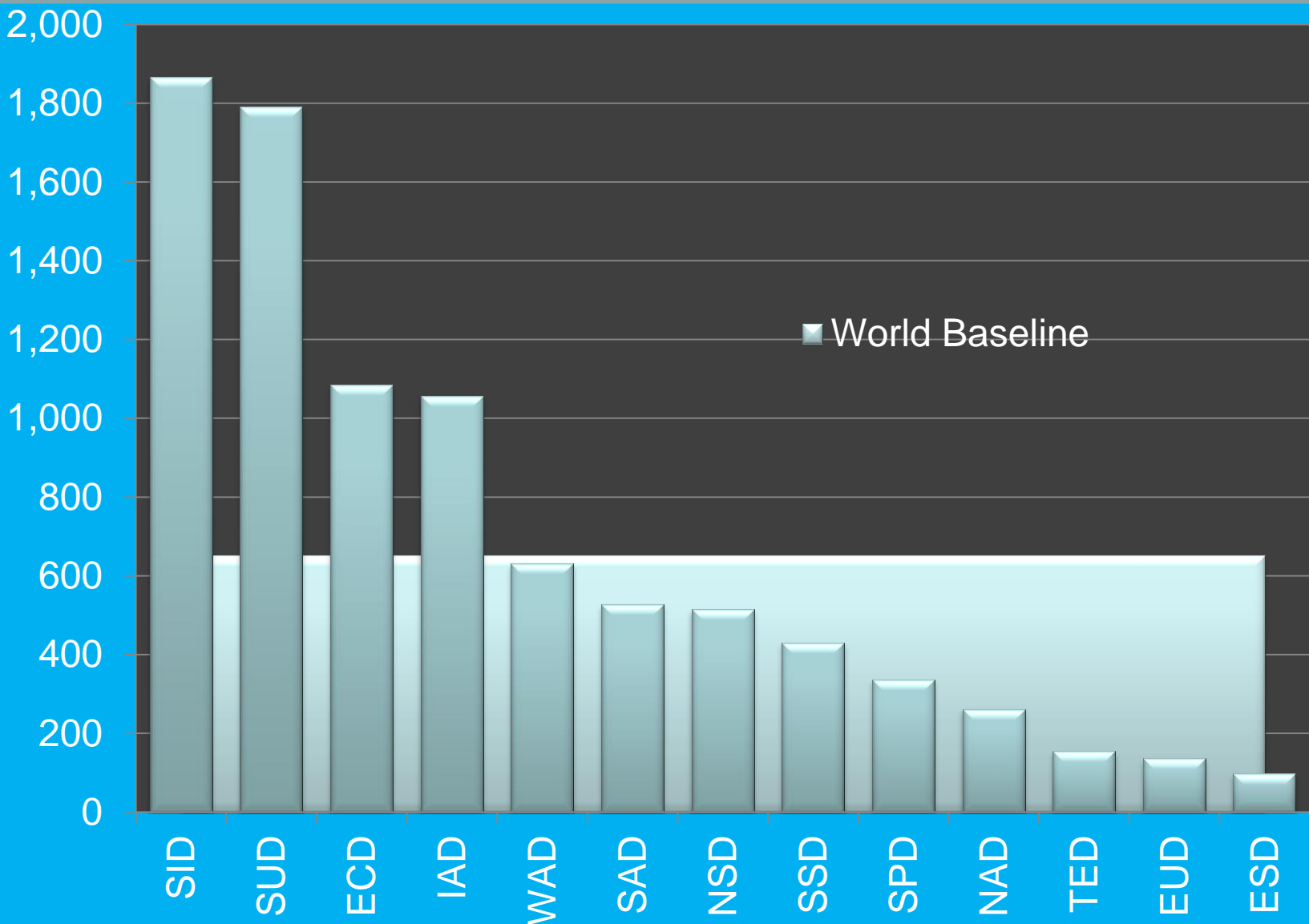
GC (Sorted) Average Congregation Size – 2012

“Higher Ground”



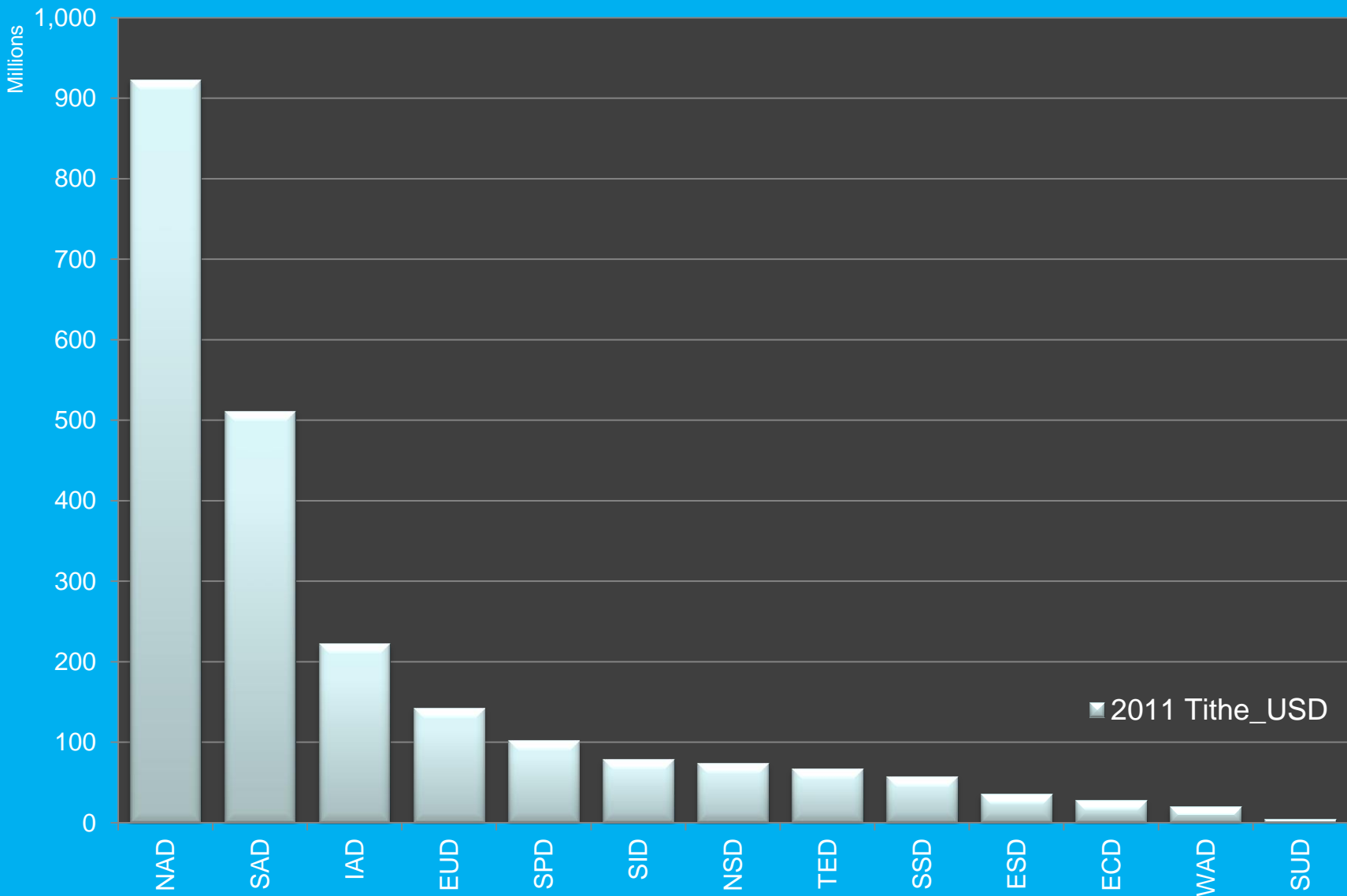
GC (Sorted) Members per Minister (All Types) – 2011

“Higher Ground”



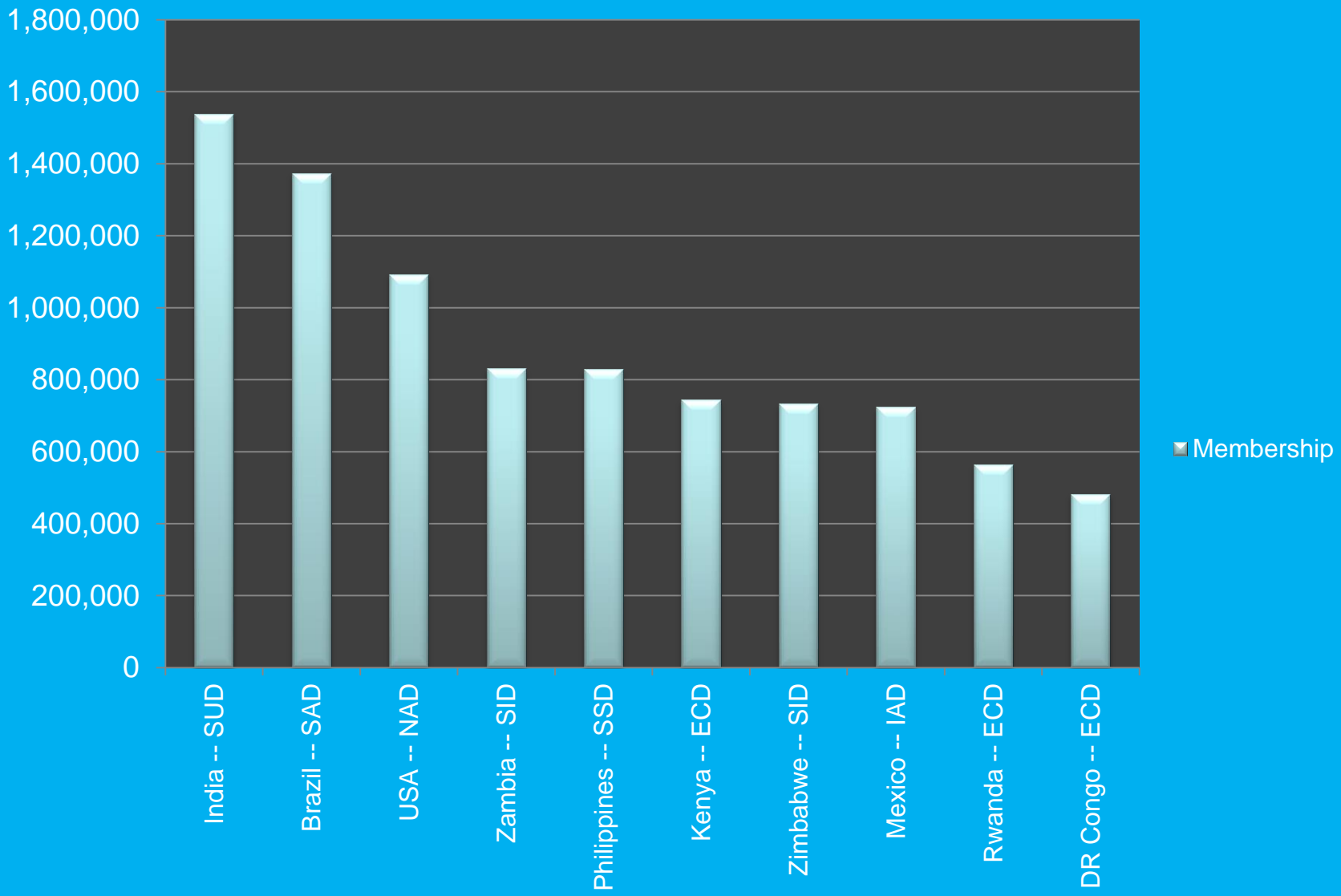
GC (Sorted) Tithe (USD) -- 2011

“Higher Ground”



Membership: Top 10 Countries – (2012)

“Higher Ground”



Fastest Growing Religions in the World?

“Higher Ground”

According to U.N. Statistics

- *Islam is world’s second largest religion after Christianity*
- *Annual growth rate is 6.4% compared to 1.46% for Christianity*
- *About 23% of all people on Earth follow Islam.*
- *Increased by 25% in North America since 1989*



Fastest Growing Religions (In Western World/U.S.?)

“Higher Ground”

Among Western Societies

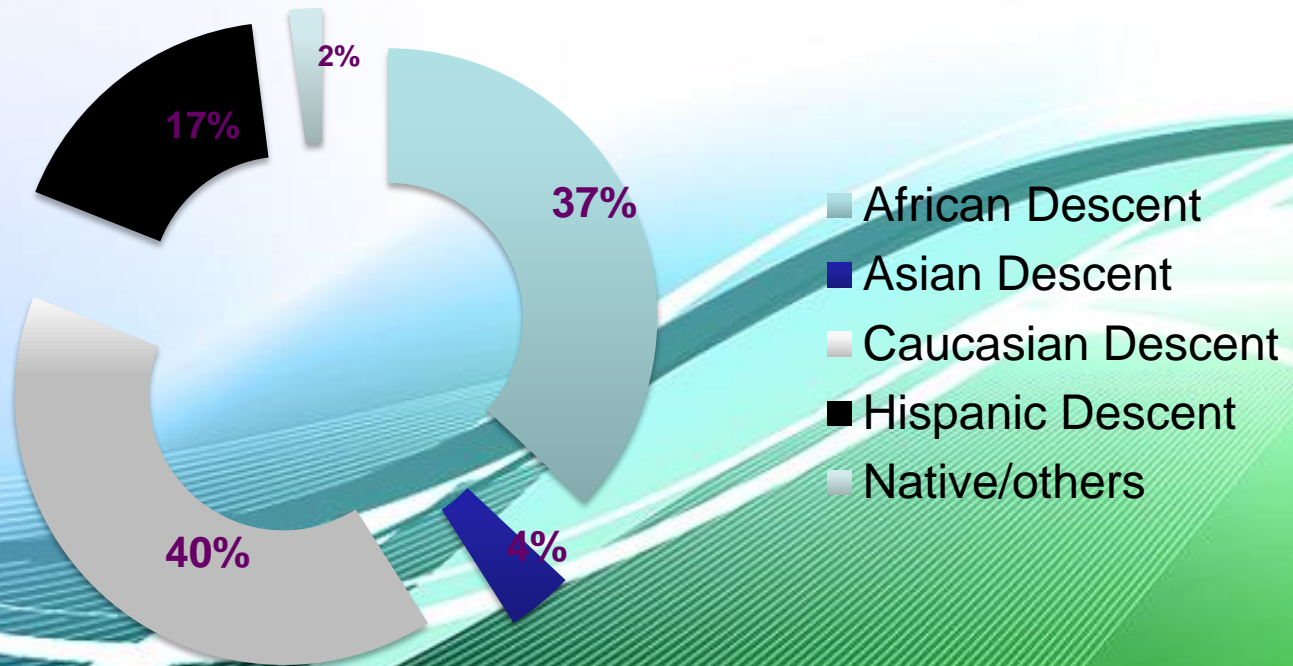
- *Buddhism is recognized as fastest growing religion*
- *between 1990 – 2000, Buddhism grew 170% in North America*

Within the U.S.

- *Islam is fastest growing religion in United States
between 2000 to 2010, number of Muslims increased from
1 million to 2.6 million (66.7%) in the United States.*

(U.S. Census May 1, 2012)

Ethnic Statistics in the NAD



North American Division

Church Locations

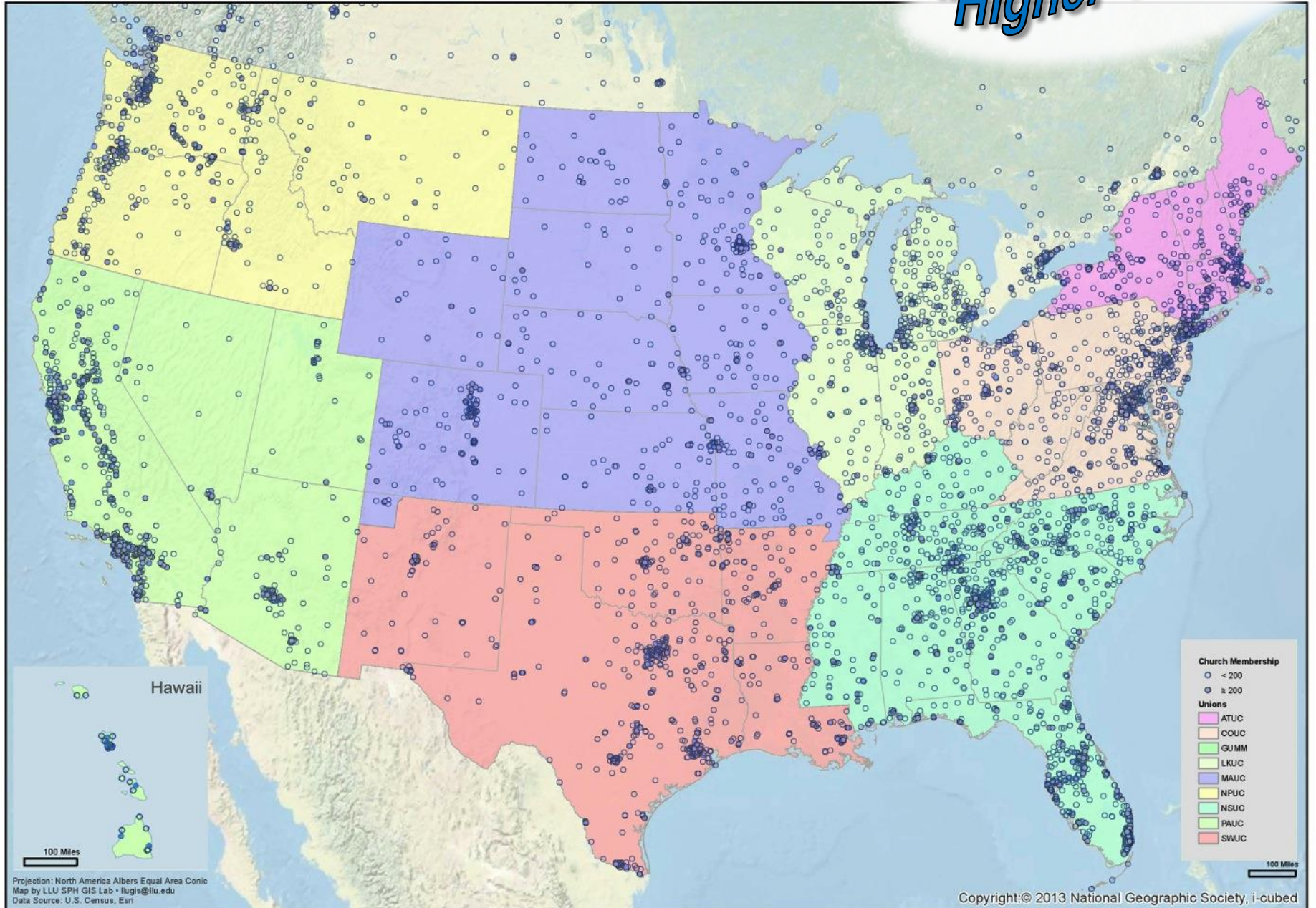
“Higher Ground”



North American Division

Church Locations

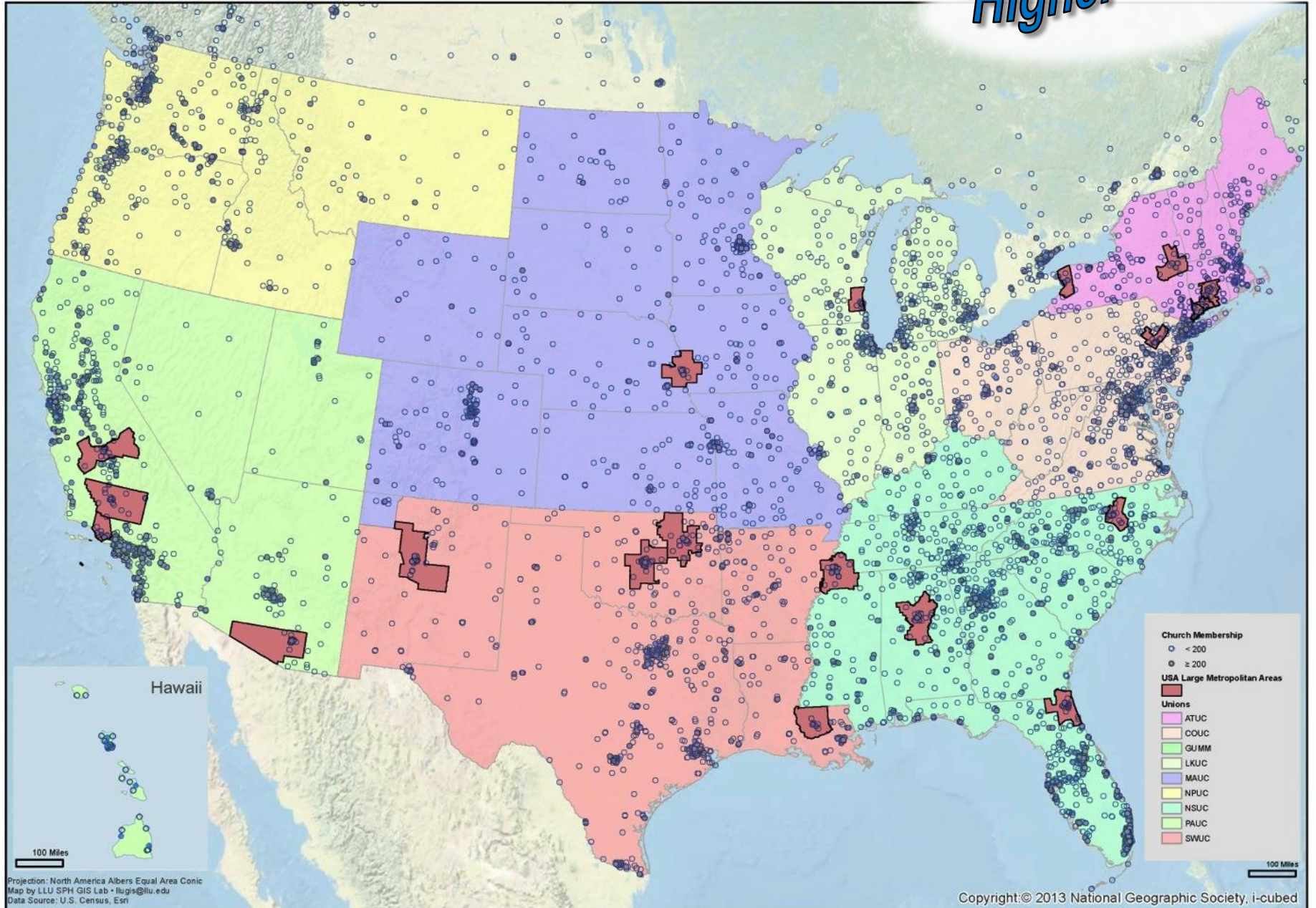
“Higher Ground”



North American Division

20 Largest US Metropolitan Areas and Church Locations

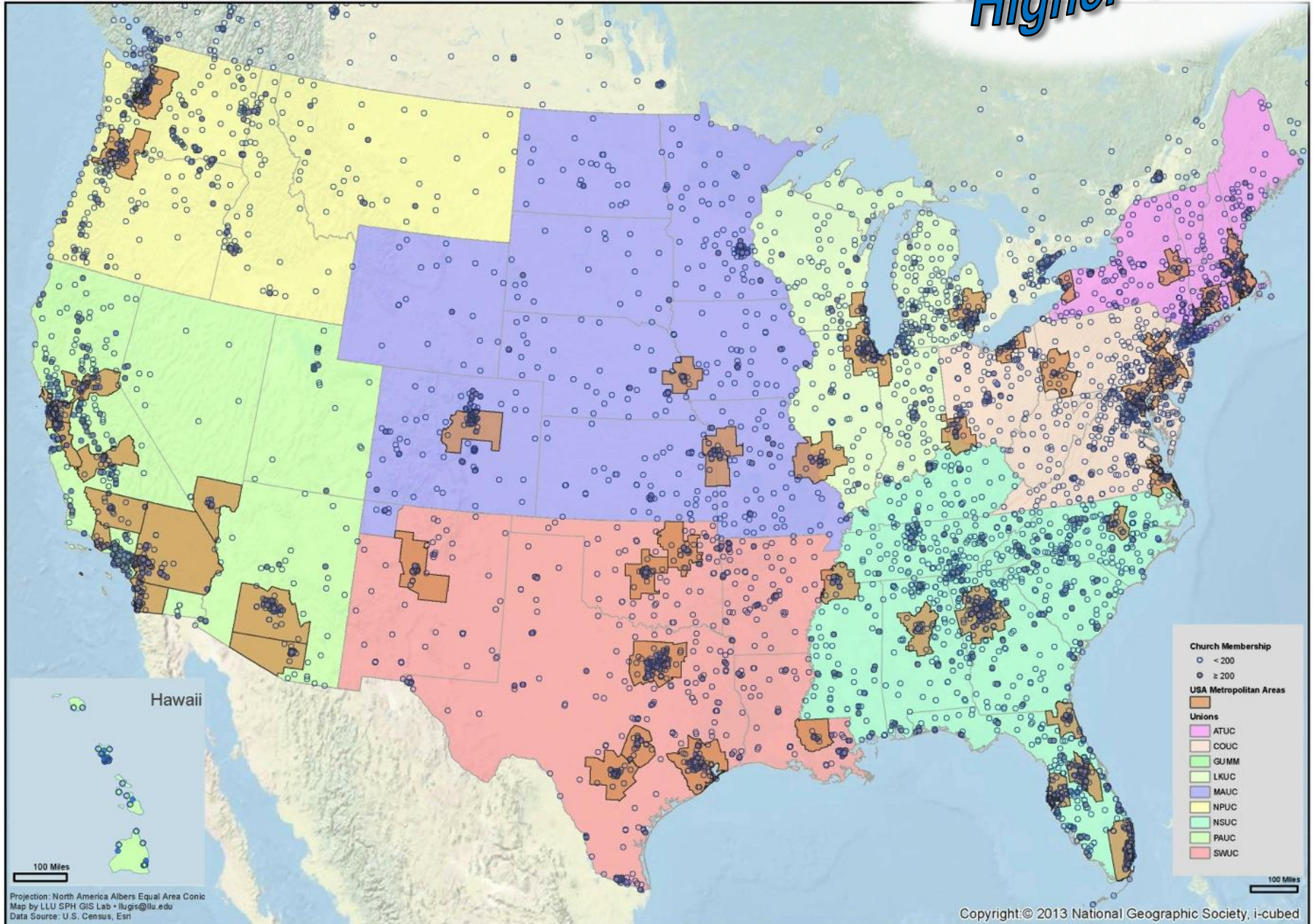
“Higher Ground”



North American Division

50 Largest US Metropolitan Areas and Church Locations

“Higher Ground”



Hawaii

100 Miles

Projection: North America Albers Equal Area Conic
Map by LLU SPH GIS Lab • llugis@llu.edu
Data Source: U.S. Census, Esri

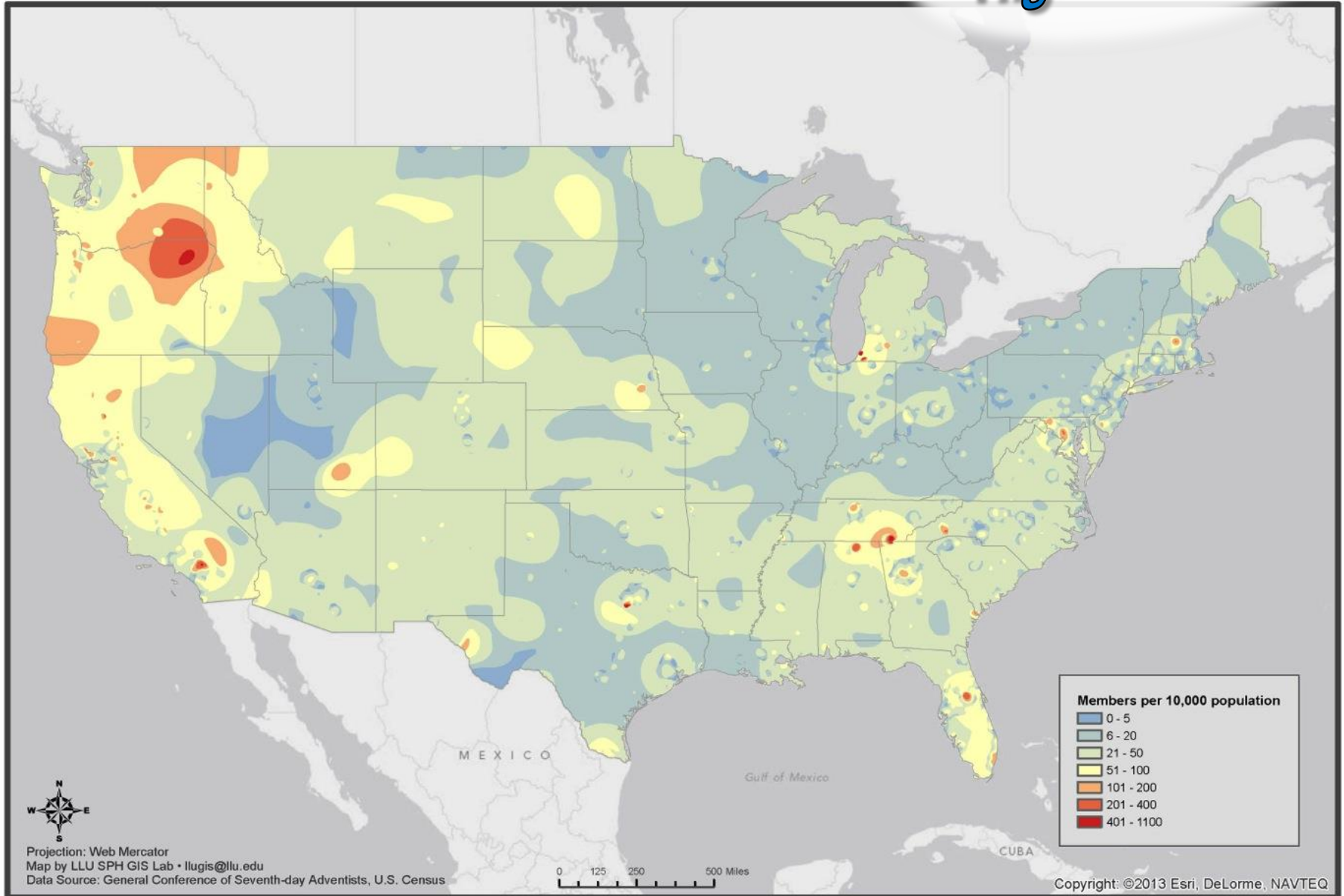
100 Miles

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North American Division

Members per 10,000 population

“Higher Ground”



Adventists to Population Ratio 2009

“Higher Ground”

CITY	POPULATION	ADVENTISTS	RATIO
New York-Newark-Bridgeport	21,976,224	75,501	291
Los Angeles-Long Beach Riverside	17,775,984	82,141	216
Chicago-Naperville-Michigan City	9,725,317	21,668	449
Washington-Baltimore-Northern VA	8,211,213	36,798	223
Boston-Worcester-Manchester	7,465,634	15,579	479
San Jose-San Francisco-Oakland	7,228,948	7,201	1004
Philadelphia-Camden-Vineland	6,382,714	11,976	533
Dallas-Fort Worth	6,359,758	25,128	253
Houston-Baytown-Huntsville	5,641,077	13,562	416
Atlanta-Sandy Springs- Gainesville	5,478,667	18,850	291

Adventists to Population Ratio 2009

“Higher Ground”

CITY	POPULATION	ADVENTISTS	RATIO
Miami-Fort Lauderdale-Miami Beach	5,463,857	37,970	144
Detroit-Warren-Flint	5,410,014	10,043	539
Toronto	5,113,149	18,618	275
Phoenix-Mesa-Scottsdale	4,039,182	9,810	412
Seattle-Tacoma-Olympia	3,876,211	4,333	895
Montreal	3,635,571	4,662	780
Minneapolis-St. Paul-St. Cloud	3,502,891	4,302	814
Denver-Aurora-Boulder	2,927,911	8,043	364
San Diego-Carlsbad-San Marcos	2,941,454	23,228	127
Cleveland-Akron-Elyria	2,917,801	7,097	411

- He made full provision for the prosecution of the work, and took upon **Himself** the **responsibility** for **its success**. So long as they obeyed His word, and **worked in connection with Him, they could not fail**. Go to all nations, He bade them. Go to the farthest part of the habitable globe, but know that My presence will be there. Labor in faith and confidence, for the time will never come when I will forsake you.

{DA 822.1

Secretary's Report

North American Division
2014 Year-End Meetings

“Higher Ground”

Presented by
G. Alexander Bryant



SEVENTH-DAY ADVENTIST CHURCH
NORTH AMERICAN DIVISION