From Vision to Reality:

funding your project

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From Vision to Reality: Funding Your Project

National Giving and Stewardship Team

Parish Resources

Save money for your church and join the Energy Basket
With over 5,300 meters now in the basket, it’s the biggest energy buying scheme for churches in the country.
Reduce your carbon emissions with our 100% green electricity.

Visit parishbuying.org.uk/energy

Why every Christian should have a will

Giving Practice

Generous Culture
Agenda

1. Planning your fundraising
2. Writing a funding statement
3. Funding Sources
4. Fundraising Legally and Responsibly
5. After you’ve raised what you need
6. More Resources
Before You Start…

Never begin any work before funding secured

Ensure your vision and project plans are in place before planning fundraising

Fundraising will take time – even years
What is Fundraising?

Fundraising is precisely the opposite of begging. When we seek to raise funds we are not saying, “Please, could you help us out because lately it’s been hard.”

Rather, we are declaring, “We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources that God has given you—your energy, your prayers, and your money—in this work to which God has called us.”

Henri Nouwen
A Spirituality of Fundraising
Your Project Vision

‘The people rejoiced at the willing response of their leaders, for they had given freely and wholeheartedly to the LORD. David the king also rejoiced greatly.’

1 Chronicles 29:9

‘Where there is no vision, the people perish.’

Proverbs 29:18
Fundraising Team

- Clear relationship with project team and PCC
- Meet early in project process
- Look to local community
- Local professionals
- What skills do you need
- Professional Fundraisers – beware!
Budgeting

• Set a target amount you want to raise, inc contingency

• Be ambitious!

• Create a shopping list of donation values

• Talk to Treasurer: Cash flow, handling money, banking
Your Case for Support

1. Identify the Need
2. Explain your Solution
3. What will the Outcome be?
Why give blood?

Giving blood saves lives. The blood you give is a lifeline in an emergency and for people who need long-term treatments.

Why do we need you to give blood?
We need new blood donors from all backgrounds to ensure there is the right blood available for patients who need it.

We need:
• Nearly 400 new donors a day to meet demand
• Around 135,000 new donors a year to replace those who can no longer donate
• 30,000 new donors with priority blood types such as O negative every year
• More young people to start giving blood so we can make sure we have enough blood in the future
Embedding Generosity

*inspire* people to use the gifts we have been given by God.

*build* trust with the giver so they feel *confident we will look after their gift well* and spend it wisely.

When we *grow in understanding* of the generosity of the God who loves us, *we are transformed to live generously* in response to it.
Funding Statement

“Do you know if costs £100 per day to keep our church open to the public so people can visit our amazing stained glass? Help support us with a donation today.”

“£2000 will allow us to relay the church path so that isolated elderly people with mobility issues are able to come to the Wednesday lunch club at our church and to community groups in the hall.”

“A gift of £50,000 would fund the restoration of our 1881 organ, which is a critical part of worship at St Paul’s Church, and sits at the heart of a lively musical community.”
Your project in 3 sentences.

Need
Change
Outcome

30 seconds
What is the Scale of our Challenge?

20% of donors provide 80% of funding
From Vision to Reality: Funding Your Project

Using a mixed model

Funding Sources

Church Assets

Congregation and Community

Grants

- Gifts in Wills
- Major Donors
- Friends Of
- Social Investment
- Community Shares
Using a mixed model

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Spreading the Word

- Face to face
- Appeal leaflet
- By email and post
- Formal event – local dignitaries?
- Public meetings/drop ins
- Events that bring people to your building
- Piggyback on another event happening in church
- Local press or radio
- Church website and social media
- Project video
- A Church Near You
- Posters, banners, flyers
Warmest Donors First

Hold a Gift or Pledge Day

Congregation can raise x percent over x years

What could you pledge on top of your regular giving? With Gift Aid that could total x amount after 3 years…
Fundraising in the local community

- **Digital Giving**
  - Contactless/online platform/website

- **Open Days/Tours**

- **Local Business**
  - Donations/In-Kind Support

- **Involve local leaders**
  - e.g. summer fair, Scouts and Brownies Leaders, Chair of Parish Council

- **Sponsored events**
  - e.g. sponsor an organ pipe/roof tile/brick
Using a mixed model

Funding Sources

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Top Funders

- Garfield Weston Foundation
- The Landfill Communities Fund
- Listed Places of Worship Grants Scheme (VAT)
- National Lottery Heritage Fund
- All Churches Trust
- National Churches Trust
National Lottery Heritage Fund

New Strategic Funding Framework

- Grants for Heritage: 3 Funding Streams
- £3,000 - £10,000, £10,000 - £250,000 (Initial Enquiry)
- Over £250,000 (Expression of Interest)

- Contact them early to get their advice and support
All Churches Trust

New Funding Focus
Building communities, helping people in need to flourish, and growing churches spiritually and numerically.

- 4 Funding Streams
- Small £15,000, Large £100,000, Strategy Over £100,000
- Growing Lives - £25,000 – children and youth work
National Churches Trust

New Grant Programmes

Cornerstone Grants – urgent structural repairs
• £10,000 - £50,000

Gateway Grants – project development
• £3,000 - £10,000

Foundation Grants – urgent maintenance / small repairs
• £500 - £3,000 – through Maintenance Booker
Plenty More Fish in the Sea

1. Funding Central  www.fundingcentral.org
2. Funds for Historic Buildings  www.ffhb.org.uk
3. Heritage Funding Directory  www.theheritagealliance.org.uk/funding
4. Church Grants  https://churchgrants.co.uk/
5. Recent local Church / Community Projects
6. DAC
# National Grants List

## Charitable Grants for Churches

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Researching Funders

Once you have a list of potential funders, do some background research online...

Charity Commission Website

360 Giving
www.threesixtygiving.org
Find out

• Average size of grant
• Number of applications they receive
• Example projects previously funded
• How much they’ve given to a similar project before
• How well you meet their criteria
• Contact details – you can call them with questions
Application Tips

Tailor every application for success – don’t send out blanket appeal applications.

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Using a mixed model

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- Community Shares
Major Donors

• Don’t underestimate the value of individual donations.

• Ask your congregation to consider their ‘networks’ for contacts – at work, hobbies etc.

• Consider asking for interest-free loans and pledges – get these agreed in writing

• Gift Aid!
Friends of...

- All churches need friends, and they are out there ready to be made.

- Useful if you have lots of supporters outside congregation
Gifts in Wills

Unlikely to finance your project unless you are blessed but...

Church Legacy
A lasting gift to your church

www.churchlegacy.org.uk
Other Ideas

• Community Shares
  – Withdrawable share capital; a form of share capital unique to co-operative and community benefit society legislation.
  – Requires infrastructure to administer over 25 years

• Social Investment
  – Repayable finance that achieves a positive impact on a charity’s beneficiaries through a social purpose
  – [https://www.goodfinance.org.uk/](https://www.goodfinance.org.uk/)
Getting it Right

Ethical and Responsible Fundraising

Charity Commission Regulation

GDPR compliance
After you’ve raised what you need

• Say thank you!

• Analyse what worked and didn’t

• Ongoing Evaluation for funders

• Extra funds?
Further Resources

• Crossing the Threshold Toolkit
• Parish Resources – [www.parishresources.co.uk](http://www.parishresources.co.uk)
• Parish Buying – [www.parishbuying.org.uk](http://www.parishbuying.org.uk)

• Institute of Fundraising – [Fundraising Essentials](#)
• Institute of Fundraising – ‘Giving to Heritage’ webinars
• Institute of Fundraising – [Guidance & Information](#)
• National Churches Trust – [How to Fundraise for your Project](#)
Remember Successful Campaigns have

• A clearly defined need and ask
• Clear vision and an inspiring project
• Strong leadership
• Generosity at their heart
• A holistic Church & Community approach
• Prayer
Questions?
Thoughts?
Comments?

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