



By Mark Gartside – East Bristol Partnership Coordinator

This is a presentation inspired by the Environmental Trainers Network delivered in February 2010, delivered by experienced fundraiser and trainer Fabienne Poulet.



The first part of the presentation looked at the stages of fundraising as defined by Fabienne Poulet:

- Selling
- Planning
- Researching
- Reporting back
- Double checking
- Presenting

We then went to look at the questions on the slide opposite, which I feel it's necessary we look at before we can decide if we're in a position to start making fundraising applications.

What is our vision for our churches?

What resources do we already have available to make this vision a reality?

What are we willing to compromise in order to focus on this vision?

Can we get others on board?

Are we in a position to fundraise on an EBP level?

If so, what specifically can we fundraise for?

How does this relate to our vision?

We're in the middle of a Partnership review process. We're in the middle of a deanery review process. We're looking at structure and vision. In order to fundraise you need both – a clear vision for why you need funding, and the structures in place to implement the funding.

Keith has successfully applied for grants to fund the East Bristol Choirs CD and the dance workshop to take place later in the year. Grants can be applied for to finance specific projects in this way. If you've got a project you want to do, how does it fit in with the vision of your church and of the partnership?

Let's look at our situation realistically. How many able people do we have with time to see projects through from planning to implementation?

Where do we want to concentrate our people power at the moment? We can't do everything. All ideas appear noble, how do we choose, prioritise and rationalise?

What do we need funding for? Specific projects such as the choir CD or the dance weekend? Courses such as Growing Leaders, The Holiday Bible Club? New equipment for the Otters, the Little Angels, All Sorts, Tiny Tots, Music for Toddlers?

Buildings – a central worship space for the partnership, including an office and meeting rooms? If we got the funding for this would we use it? How would it be of benefit to the community? What would we be willing to give up to get this?

Churches and church halls – funding for on-going repairs, re-appointing, structural work. Is it worth it? How can we justify the expense? How many people would benefit?



St Mary's Shirehampton fundraised in order to refurbish their church building, and turn it into a community resource centre and cafe with youth facilities, while still using it for worship.

The money for this project didn't just come from one source. Gill Sawyer is full time administrator and lay minister at St Mary's. A substantial proportion of her time is spent applying for grants for church projects.

From the home page of St Mary's website:

The recently refurbished church building is at the heart of the community and is open each day. The café area with its children's corner is a meeting place for young and old, visitors and church members alike. There are a variety of traditional and contemporary services and a wide range of social activities that put the church at the heart of the community. Hospitality is important to us. A warm welcome, a serving heart and good food are all ways of "Sharing God's Love" with the people of Shirehampton and with those who visit us. Our congregation is diverse and we aim to be a friendly and inclusive church where everyone can find a home. Together we seek to follow Jesus in creating a community where all feel loved and accepted and part of His family. We believe that everyone matters to God and therefore to us.

Their mission statement repeatedly emphasises the benefits to wider community, which funding has enabled. Their vision centres around the idea of reaching out to fellow human-beings in the area, of including all. They have directly translated their vision into a practical project.

They have had to be proactive in finding funds themselves, through church fundraising events. However they've applied to companies for raffle prizes. They've asked for help to raise the level of the fundraising events they put on as well. Some funders ask for match funding – or for you to come up with part of the money required yourself. Very rarely do they give the whole amount.



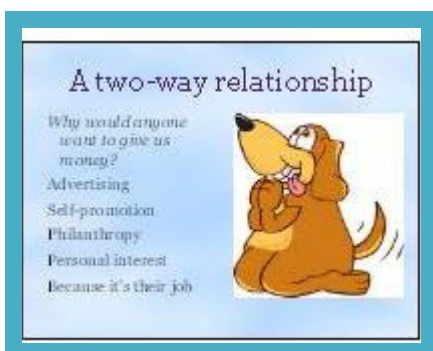
From individuals
 From trusts or foundations
 Statutory (local or national government, and national lottery)
 From companies

Generally speaking there are 4 different kinds of funding out there.

1. From individuals – could be a one off donation from someone who believes in your vision and trusts you can see the project through.
2. From trusts or foundations (maybe or maybe not be Christian-related). This could be a legacy which a person has left in trust for specific charitable use after their death. E.g. a person passes away, and the money from the sale of their property can be left in trust, to be administered according to their will by a group of trustees. This doesn't necessarily have to be money – Elsie Briggs left her house in Westbury on Trym to the diocese to be used as an ecumenical house of prayer. A group of volunteer trustees continues to administer the house, to make sure it is being used in the way Elsie Briggs intended. They are responsible for hiring a warden to run the house.

Trusts and foundations are charities which raise money to donate to the work of other charities and organisations. They do not carry out the work themselves. An example of a foundation would be the Caron Keating Foundation, set up by Gloria Hunniford, to raise money for cancer charities.

3. Statutory – such DEFRA Defra - Department for Environment, Food and Rural Affairs www.defra.gov.uk/ as the lottery, local council, government, EU
4. Companies (could possibly be Christian related, but probably not)



Why would anyone want to give us money?

Advertising
 Self-promotion
 Philanthropy
 Personal interest
 Because it's their job

It's an exchange – you give the donors what they want, you get what you need from the donors.

When preparing a funding application you have to always think 'what's in it for them?'

Individuals: All fundraising comes down to individuals at base level. Fundraising is about convincing the heart and mind of an individual that your cause is more worthy than the next cause, be they the director of a company, the administrator of a foundation, a local councillor or department director, or a member of the public. Most individuals desire to give, and feel that it is

right to give to help those less fortunate than themselves. But everyone's resources have a limit. How can you convince them to give to your church project rather than the church project down the road?

Trusts and foundations: Every trust and foundation had a specific brief, so it's important to research the kind of things they fund, in order to assess whether it's worth making an application. Your application should then address specifically how your project meets their criteria. Trusts and foundations are set up because an individual or group wants so channel funding to a specific cause, be it education, poverty, medical research, community growth and cohesion. For example Gloria Hunniford set up the Caron Keating Foundation after her daughter Caron died of cancer. At the heart of any trust or foundation is a passionate and heartfelt desire to help a specific cause. And if the original founder is no longer around, those administering the trust or foundation are obliged to continue its work guided by the spirit in which it was set up.

Statutory: Because it's their job, they want influence, they want to help, the public expects them to, they need local groups to achieve their targets. Local and national government elections can be won and lost on where a party's priorities lie. If a party wants to stay in power it has to be seen to be allocating resources fairly. However different ruling councils will have different priorities. Some will want to allow charities, community organisations and churches to carry out a greater proportion of community work, while they allocate grants and regulate. Other councils will take more of an in-house approach, leaving less money for other organisations to carry out their projects, even if they argue they are sufficiently dissimilar to the council projects.

Companies: for non-commercial reasons, such as to recognise their corporate responsibility and, to forge good relationships with local communities. For commercial reasons such as to advertise their brands and products, and to maximise tax savings.

What kind of funding could they give?

This could be sponsorship – a grant to support a specific project in return for commercial benefits to the sponsor such as advertising. Gifts-in-kind – instead of giving money they could directly supply equipment or materials you need. Expertise – they could donate the time of their administrators, or other skilled professionals – fundraisers, dancers, musicians, artists free of charge, or in return for advertising. They could advertise your project/charity free of charge, to make them seem like a caring company to potential customers and shareholders.



Fundraising is 10% writing applications, 90% research and planning

Who are you asking?

What are you asking for?

How much money do you need?

Internet

Networking

Ethical considerations

Networking can be as important as internet research. Getting influential or well connected people interested in your project can be as essential – also making contacts amongst people who've already made successful fundraising bids. Often you will come across these contacts as you research funders online.

Who are you asking?

Does this donor have a history of funding church initiatives and projects?

What do they want in return for their money?

Be clear what you are asking for

What do you need the money for?

Do you have a clear project in mind?

How exactly can you calculate the costs of the project?

How long will it go on for?

Can you define clearly its benefits to the community?

Are other organisations already providing this service?

Ethical fundraising

- Define your relationship with corporate and government funding
- Define rules and procedures for accepting statutory and corporate funding
- Defines political, social and environmental criteria for assessing new funding offer

Do companies have issues on animal testing, funding armaments etc, minimum wage, etc?



Response times
Strategic Planning
Faith and writing applications
Who will benefit from the project?
Does it relate to our organisation's strategy?
How will you monitor and evaluate the project?
Check with the donor if guidelines are not clear
What are your objectives, their objectives?

Example Application Form – All Churches Trust Limited

Can we prove we're not duplicating work that's already being done in the community, and that we're in a unique position to carry out this work?

Some questions worth considering

- Response times

From individuals – immediate

From trusts and companies – 2 to 6 months

From statutory authorities – 6 to 12 months

- Faith and writing applications - Don't over emphasise the Christian side of it – rather the benefit to the community, even with Christian funders – we're not trying to impress them with our deep faith, rather with our good planning.
- Does it have a title?
- What is the need?
- Who will benefit from the project?
- Does it relate to our organisation's strategy?

- How will you monitor and evaluate the project?
- Understand what the donor wants
- Check with the donor if guidelines are not clear
- What are your objectives, their objectives?
- Be concise
- Be on time
- Can we prove we're not duplicating work that's already being done in the community, and that we're in a unique position to carry out this work?
- What makes a good fundraising application?
- Focus on solutions not problems - on outcomes, not outputs
- Stick to the format they're asking for, in terms of word-count, presentation, deadlines, etc.

Strategic Planning

- Define where you are and where you want to be
How are you going to get there?
What will you need to get there? (People, money, timelines?)

How does your project fit in with your organisation's strategy?

- Improving an existing project?
- Creating a new and distinctive project?
- Extending an existing project to a new location or audience?
- External opportunities and threats – social, technological, economic and political

What is your donor strategy?

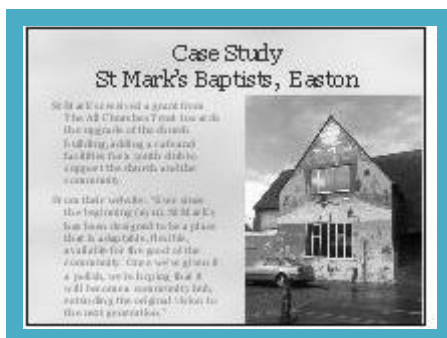
- Get more from existing donors?
- Find new donors?
- Diversify funding mix?

An example funder – application guidelines

ALLCHURCHES TRUST LIMITED STATEMENT OF POLICY AND GUIDELINES FOR APPLICANTS TO THE GENERAL FUND

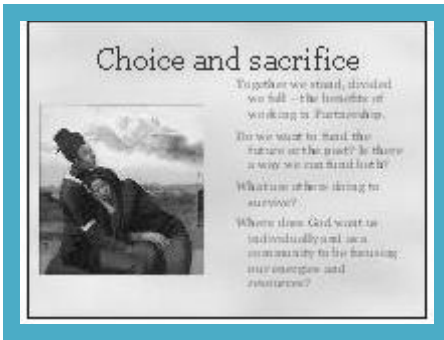
- **Trustee's Policy:**
- The object of the Trust is to promote the Christian Religion, to contribute to the funds of any charitable institution, associations, funds or objects and to carry out any charitable purpose.
- The majority of the Trust's donations are used to support the dioceses and cathedrals of the Church of England.
- The Trust has a general fund which responds to requests for financial assistance from Anglican churches, churches of other denominations and the Christian community. The Trust supports appeals from churches for building and restoration projects, repair of church fabric, church community initiatives, religious charities, charities preserving the UK heritage and other charitable causes.

- Grants are made out of income derived from the Ecclesiastical Insurance Office plc.
- Grants will be paid in the form of a single payment.
- **Restrictions:**
- The Trust is normally unable to support appeals from:
 - Charities with political association
 - National charities
 - Individuals
 - Appeals for running costs and salaries
 - Appeals from the same recipient twice in one year or in two consecutive years
- **Applications:**
- Applications should be submitted in writing in the form prescribed, detailing the objectives of the project, the appeal target, how the funds are to be utilised, funds raised to date and previous support received from the Trust. Additional information may be requested for large applications including submission of annual accounts.
- Due to the volume of applications received, requests for financial assistance are not acknowledged. Please allow 8 – 12 weeks for your application to be processed.



St Mark's received a grant from The All Churches Trust towards the upgrade of the church building, adding a cafe and facilities for a youth club to support the church and the community.

From their website: "Ever since the beginning (1911), St Mark's has been designed to be a place that is adaptable, flexible, available for the good of the community. Once we've given it a polish, we're hoping that it will become a community hub, extending the original vision to the next generation."



Together we stand, divided we fall – the benefits of working in Partnership.

Do we want to fund the future or the past? Is there a way we can fund both?

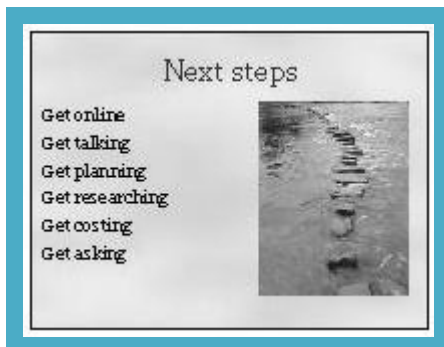
What are others doing to survive?

Where does God want us individually and as a community to be focusing our energies and resources?

If there are 7 church groups in our area all trying to do youth work, but able to find the resources in terms of skill people, suitable spaces and equipment, why not band together and pool resources?

What other similar projects are going on in our area? What are other denominations doing? What are other religious groups doing? What are secular groups doing? What are council funded groups doing? If another group is already doing what we want to do well, can we volunteer to help fundraise for them?

What are we willing to sacrifice in order to contribute to funding? Are we willing to sacrifice one or two church buildings and halls, to relieve us of the expense of their maintenance? Could we worship in another building but channel our money into projects, rather than heating big cavernous spaces, and paying for holes to be mended in roofs?



Go online.

Research - talk to others who've done it. Ask questions. Review all the stages. Open up floor to discussion. Offer myself as a resource to work together on bids with people.