

Welcome & Introduction



Planning a Successful Capital Campaign

Eleanor Gill

National Legacy & Funding Officer

Why are you here?

- Building / Fabric
- Repairs and Maintenance
- Reordering of the Church
- New facilities or improved access
- Project based





What's your project then?

Chat to your neighbour about your project



Expectations for the Day

Chat to your other neighbour about what you want to get out of today.

What is a Capital Campaign?

“The most amount of money
from the fewest possible sources
in the shortest possible time.”

What is the Scale of our Challenge?

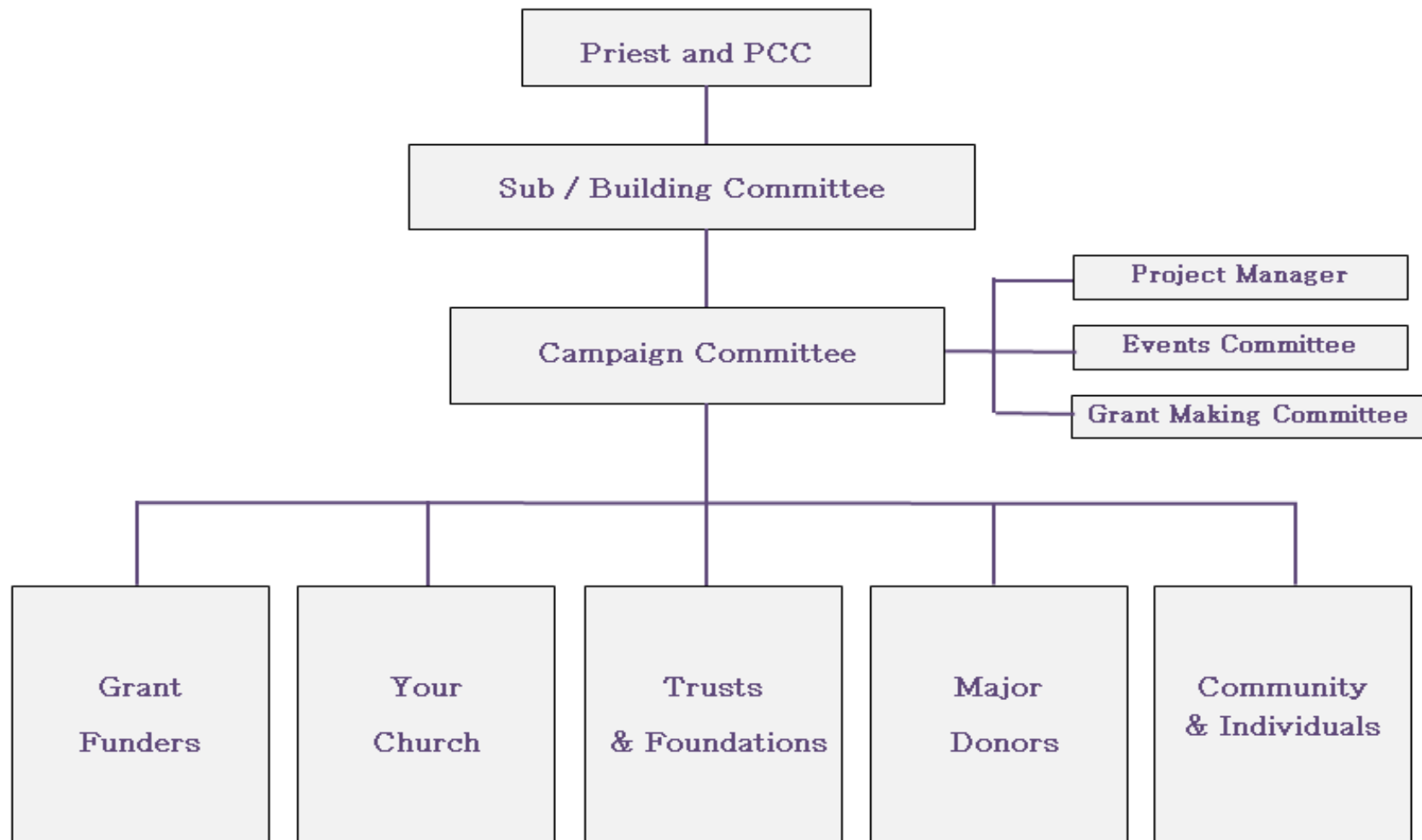
20% of donors
provide
80% of funding



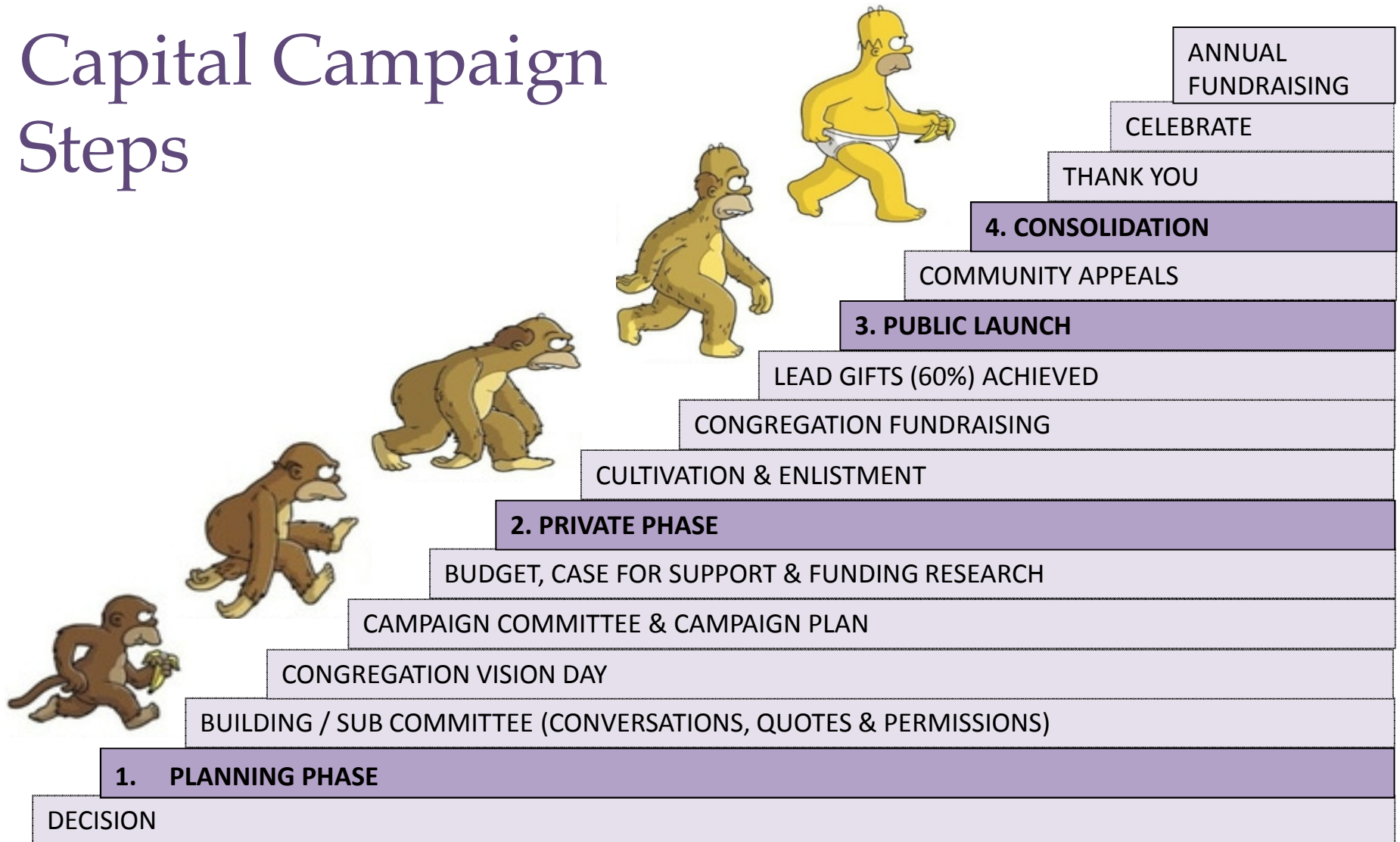
Misconceptions

- The fundraisers will bring in the money
- Funders want to know about the building...
- We don't need to invest money upfront
- Let's start building now
- We'll answer that later

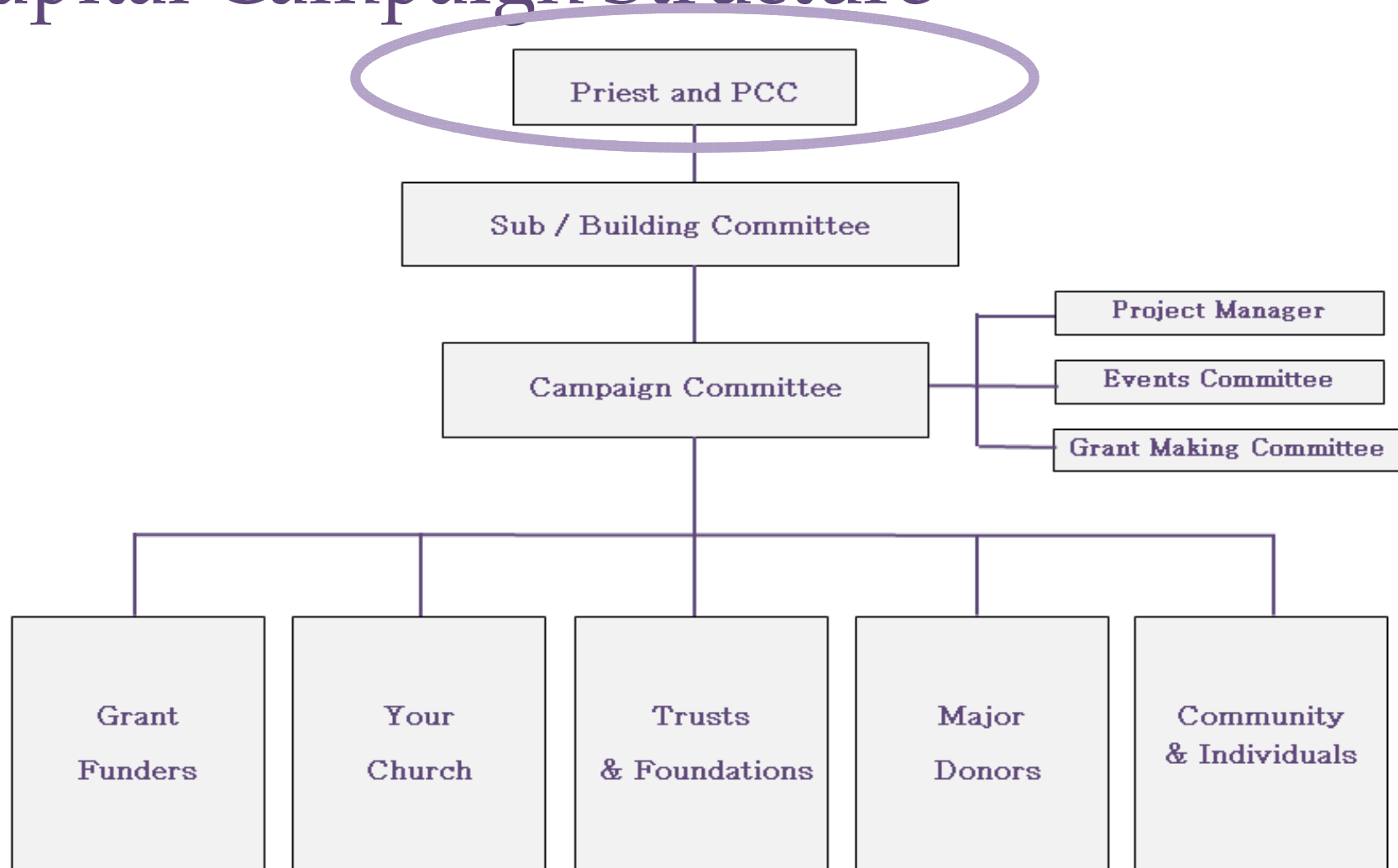
Capital Campaign Structure



Capital Campaign Steps



Capital Campaign Structure



Capital Campaign Steps



Six Steps to Success



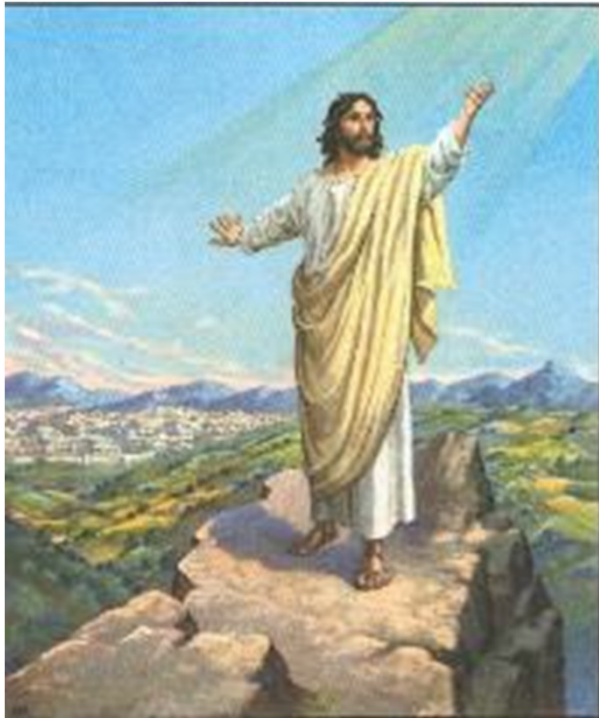
1. Vision



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

Proverbs 29.18

2. Leadership



Jesus was a great leader...

3. Need

‘An urgent need
and a visible need.’



4. Be Prepared



‘Give me six hours to chop down a tree..’

5. Generosity

- The Gospel inspires Generosity
- Never more like God, than when we give
- Pray the money in?



6. Community

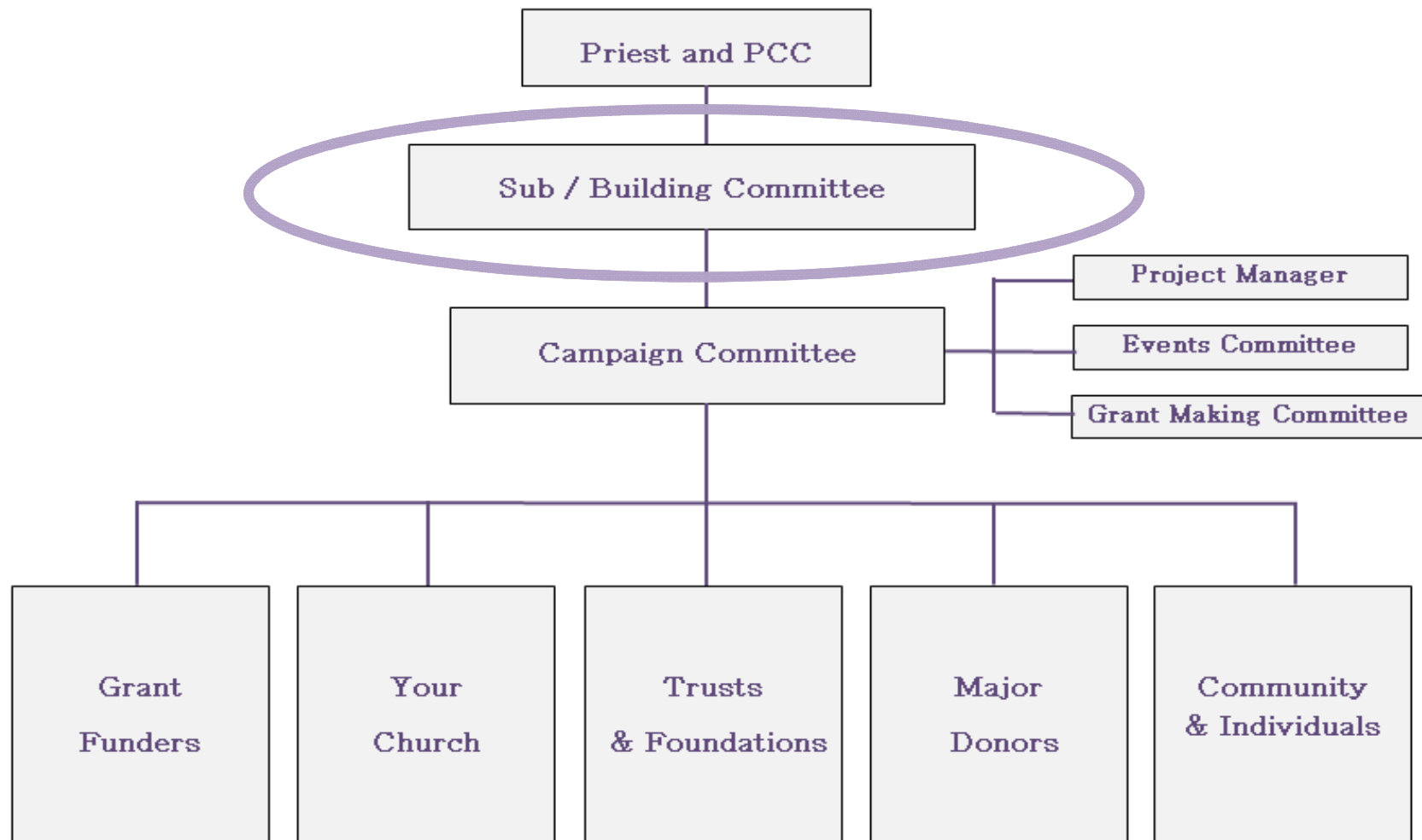


- One God created One People
- Church belongs to the Community
- Involve everyone

Decision Time

- Vision
- Leadership
- A real need
- Preparation
- Generosity
- Community benefit

Capital Campaign Structure



Who you Gonna Call...

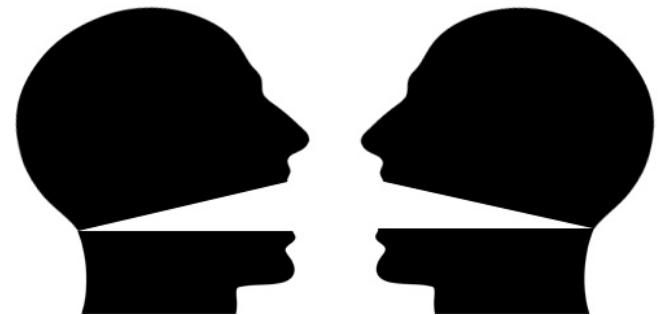
- Archdeacon
- Architect & Surveyor
- Diocesan Advisory Committee (informal/site visit)
- Other Churches
- Local Planning Authority
- English Heritage / SPAB / Amenity Societies



Talk to your Congregation

Vision Day

- Help Develop your ideas
- Building & Local Area
- Church and Community
- Improvements to be made



Talk to your Community

Community Audit

- How well do we know our parish?
- Need / New Services
- How others might see the church



Building / Sub Committee

 Planning a Successful
Capital Campaign

Andrew Mottram

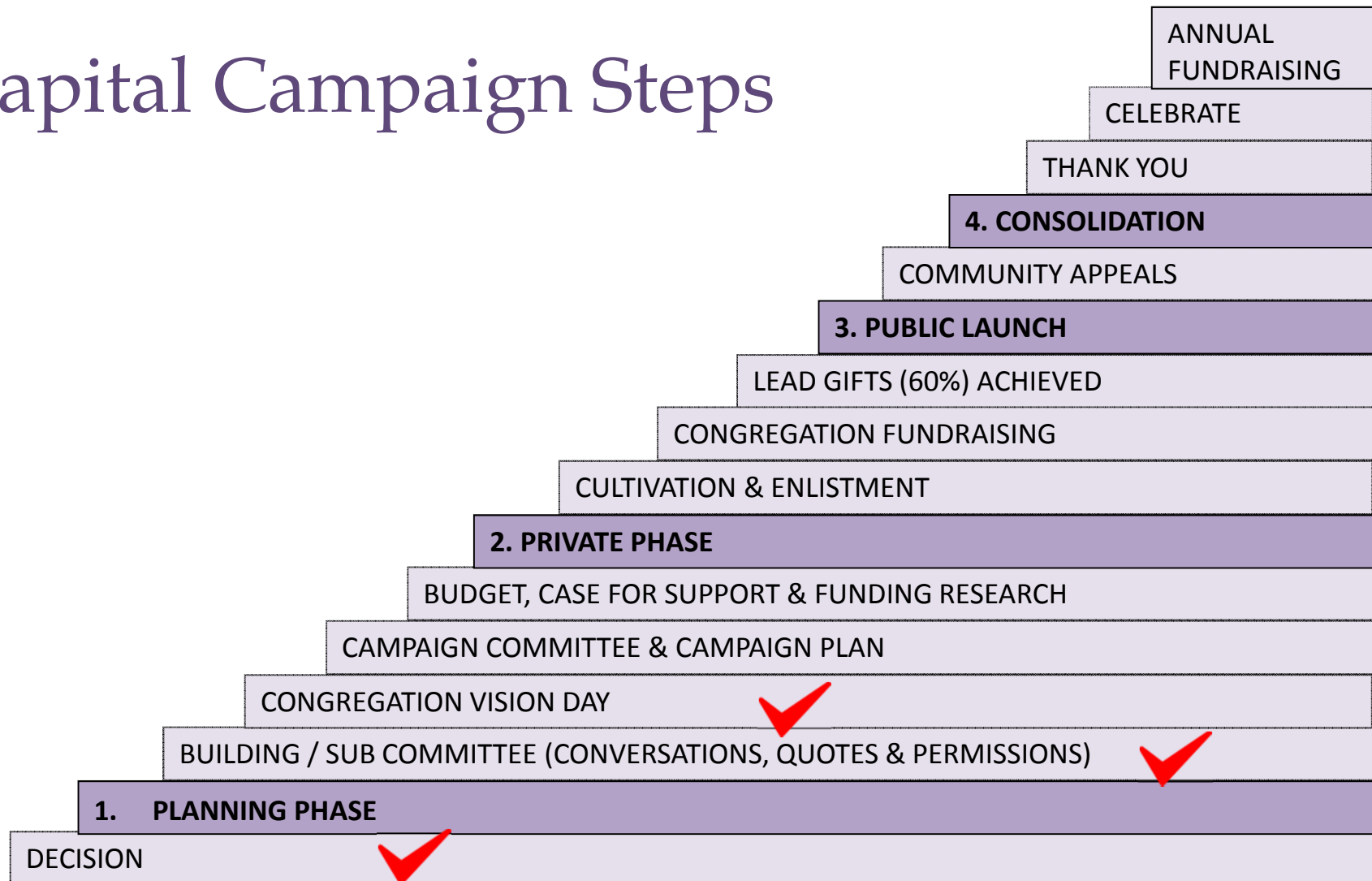
Heritage Buildings and Community Development Officer

amottram@cofe-worcester.org.uk

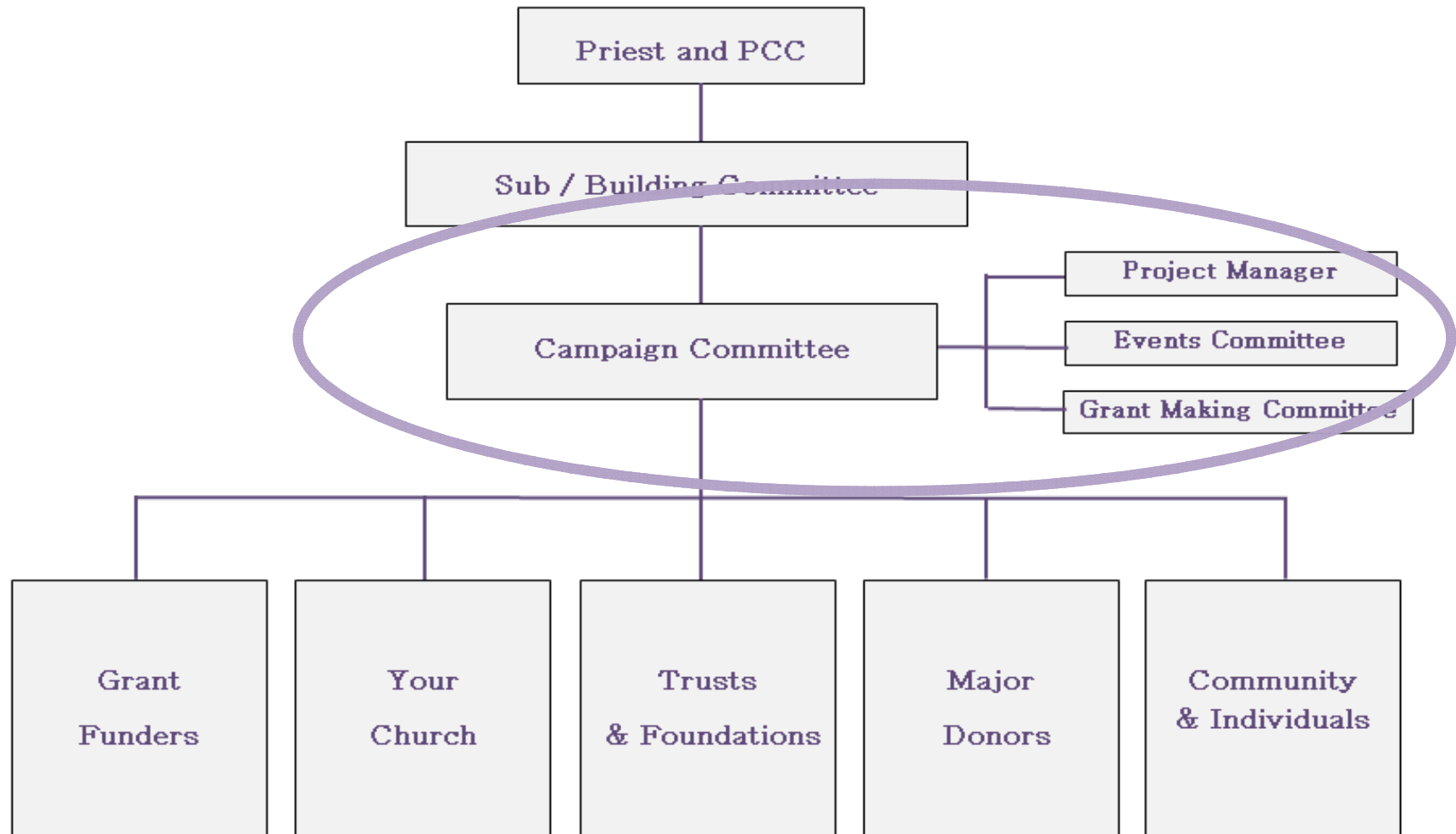
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Capital Campaign Steps



Capital Campaign Structure



Campaign Committee

- Chair Person (Secretary)
- Clear Terms of Reference (Committee & Individual)

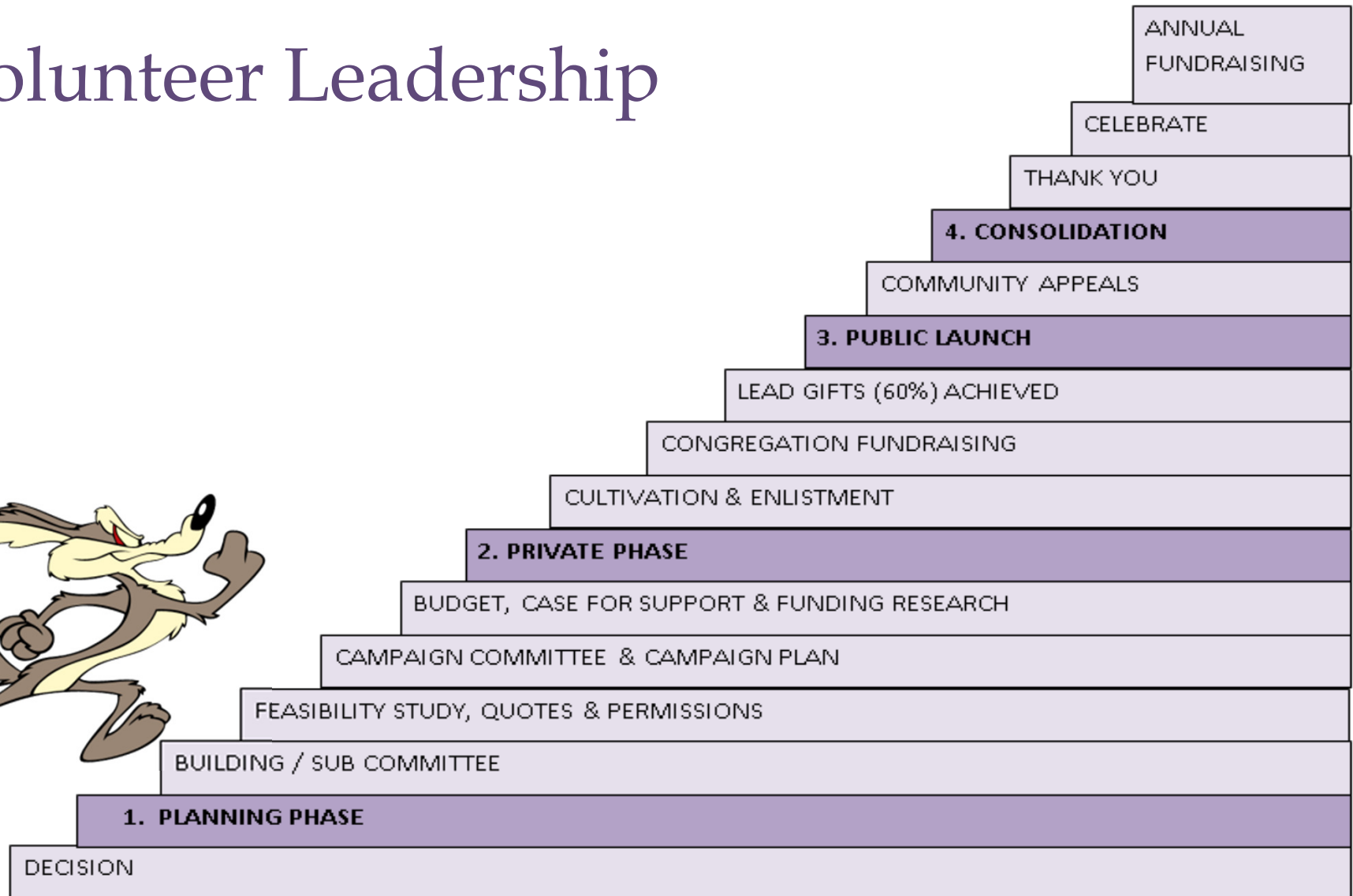


Volunteer Leadership

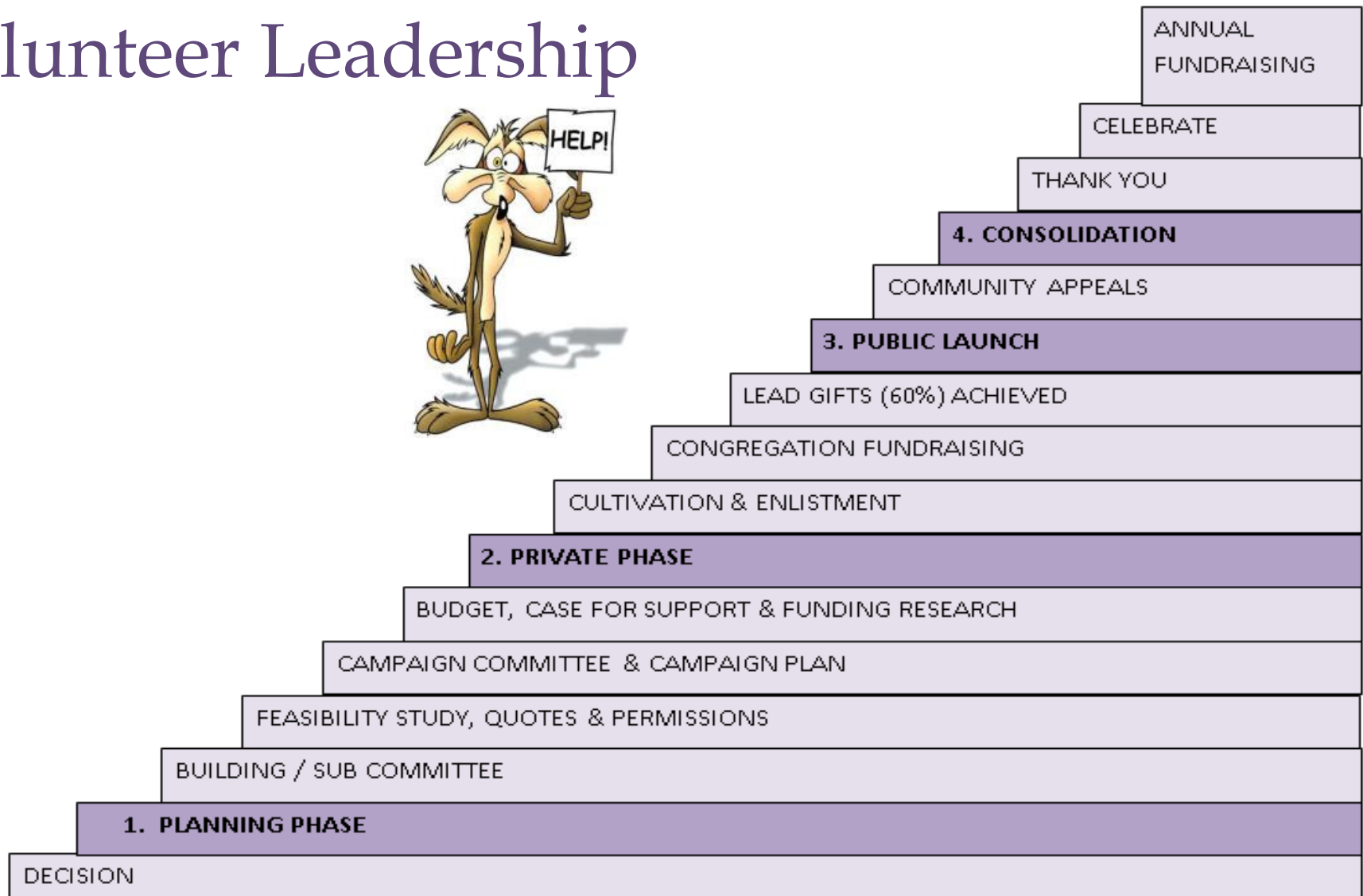
- Terms of Reference



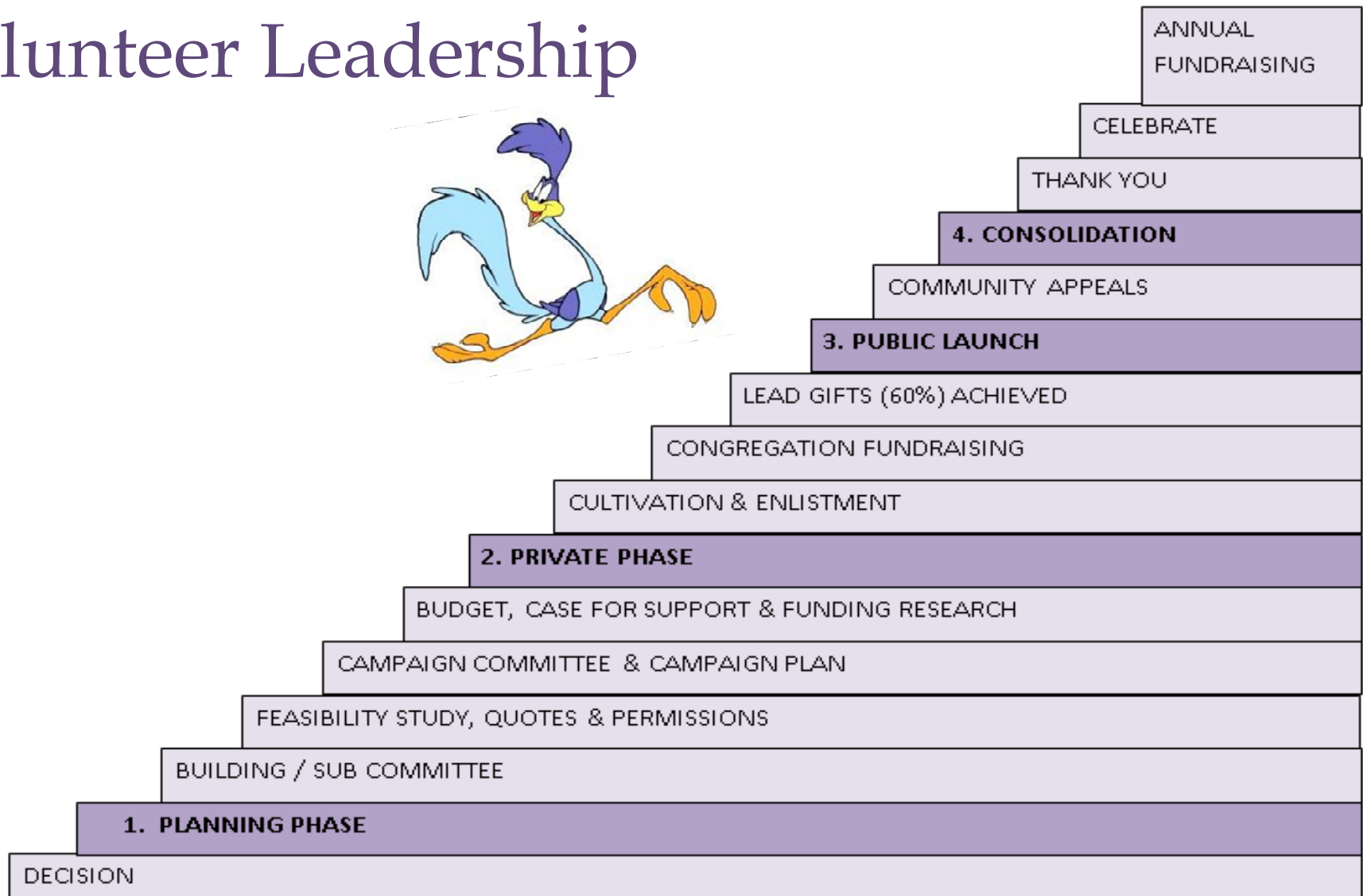
Volunteer Leadership



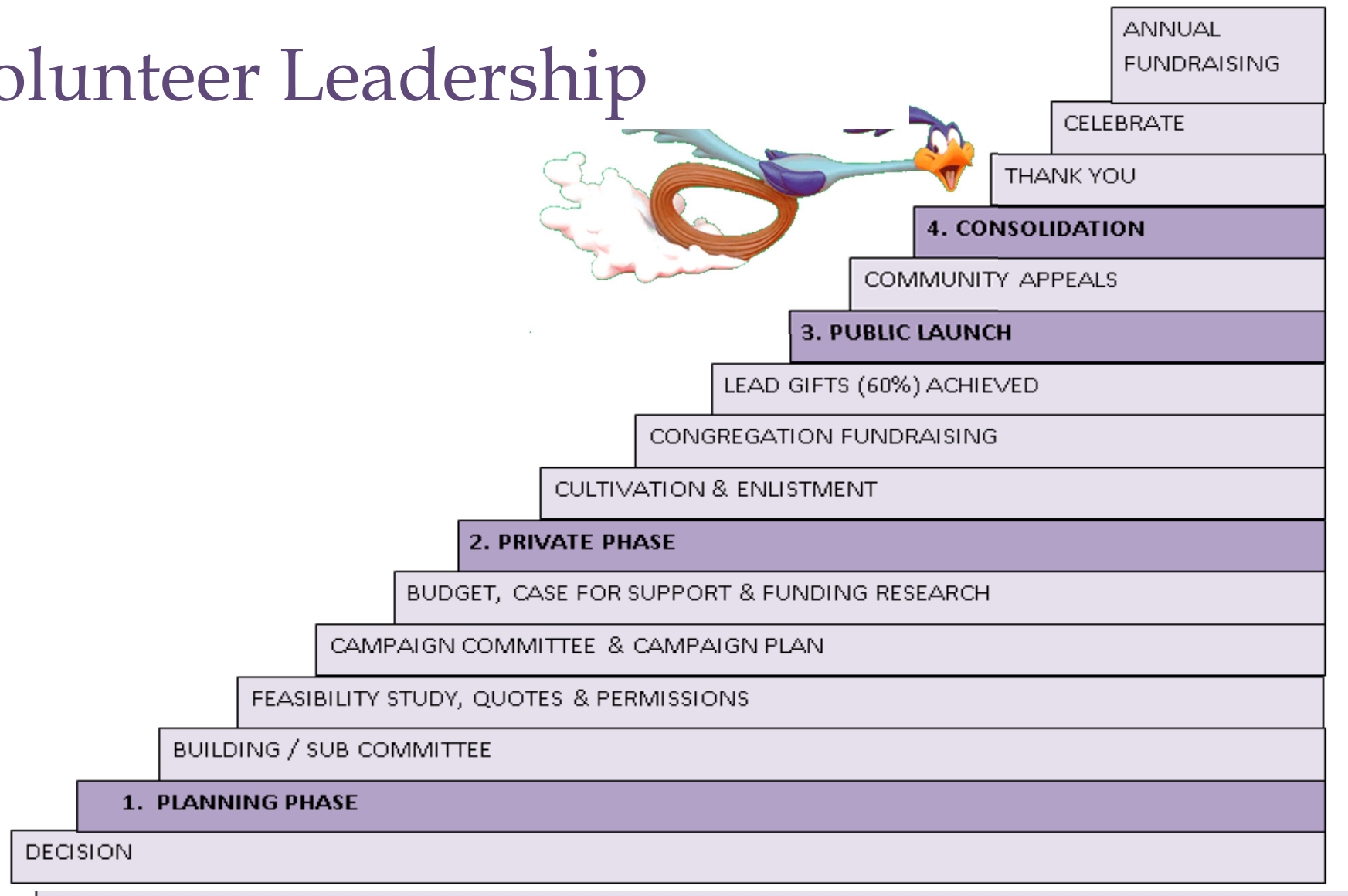
Volunteer Leadership



Volunteer Leadership



Volunteer Leadership



That's All Folks!



ANNUAL
FUNDRAISING

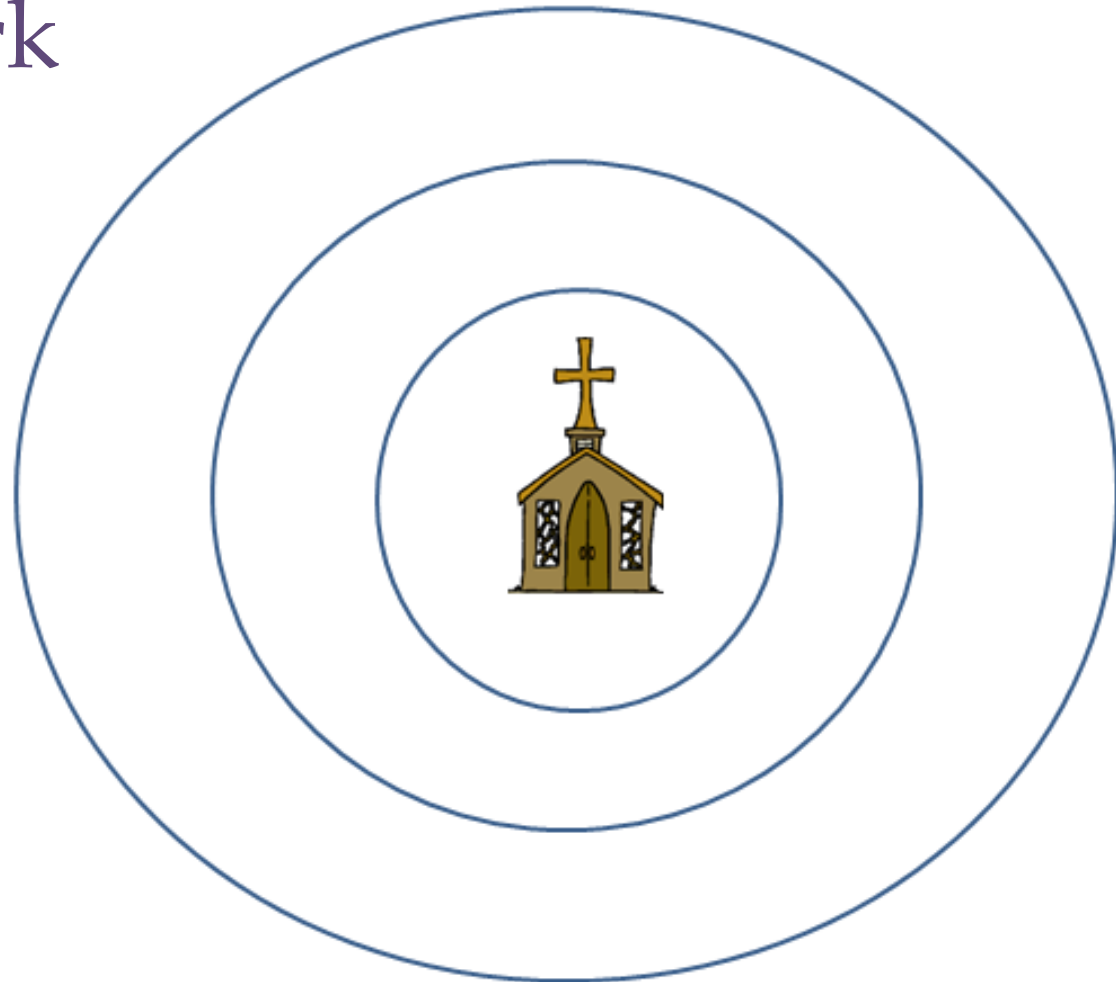
CELEBRATE

THANK YOU

4. CONSOLIDATION

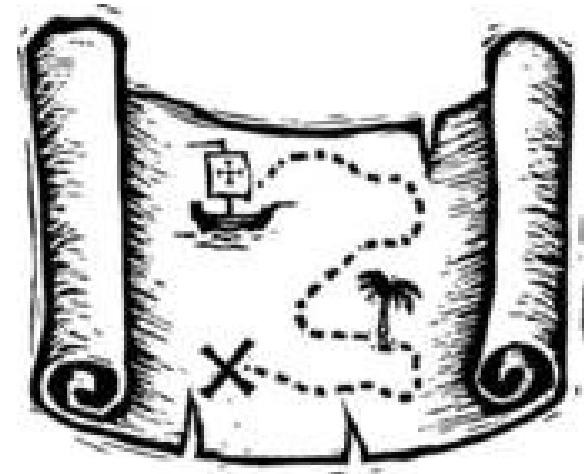
COMMUNITY APPEALS

Your Network



Campaign Plan / Funding Strategy

1. Aims and Objectives
1. Where you are now
1. Future Plans
1. Budgeting
1. Timeframe
1. Securing the Funds
1. Fundraising Tasks of the Committee



Budgets: What do the funders say?

“If your Budget doesn’t add up,
I wonder if your project will.”

Budgets: The Basics

- Does income match expenditure?
- Degree of calculated flexibility
- VAT Potential
- Contingencies: 10% unexpected costs
NB Inflation costs

St John's Church, Wakefield



£325,000 Project
Phases 1 & 2

PHASE 1

Chancel: £172,000

- New Kitchen & Cafe
- New disabled toilet
- X2 Meeting rooms

PHASE 2

Nave: £152,898

- Under floor heating
- removal of pews

St John's Church, Wakefield Community Project phase 2

	Income to 31/12/2011	£53,945
Grant-releasing payments	£5,392	
Investigative work	£1,200	£6,592
		<u>£47,353</u>
	Tax refund to 31/12/11	£648
	Donations received in 2012	£49,320
	Tax refund to 5/4/12	£7,550
	Grants from Wren & Biffaward	£51,000
Estimated tax to be recovered (post 5/4/12)		<u>£1,838</u>
		£157,708

		<u>Cost of work</u>	
	Architect fees for preparatory work	£8,836	
	Balance of architect fees	£6,378	
Construction costs first stage	£106,053		
Demountable staging	£4,200		
Asbestos inspection	£475		
Retention	£2,839	£113,567	
Construction costs to consider paying from fabric fund		-£335	
	Chairs	£18,000	
	Heating during drying of floor	£1,750	
	Moving of organ	£1,140	
Restoration & updating of sound system		£3,102	
	Sound desk	£454	£152,892
			<u>£152,892</u>
	Possible surplus		£4,816

Project Cash Flow

- Whole grant up front?
- Careful Planning of Payment Schedules
- Reserves to manage cash flow



Your Case for Support

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

Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign



Jim Wolf
United States Army Veteran

<http://www.youtube.com/watch?v=6a6VVncgHcY>

Write your Case for Support

Break out into groups & discuss

- Read neighbours
- What will appeal to potential funders?
- How could you improve yours?
- Which is most powerful & why?

What is Fundraising?

“ Fundraising is the inspiration business, and however much we try to elevate and complicate it; at its heart it is little more than telling stories. ”

Ken Burnett
Relationship Fundraising

Funding Sources



Grant
Funders

Your
Church

Trusts &
Foundations

Major
Donors

Community
&
Individuals

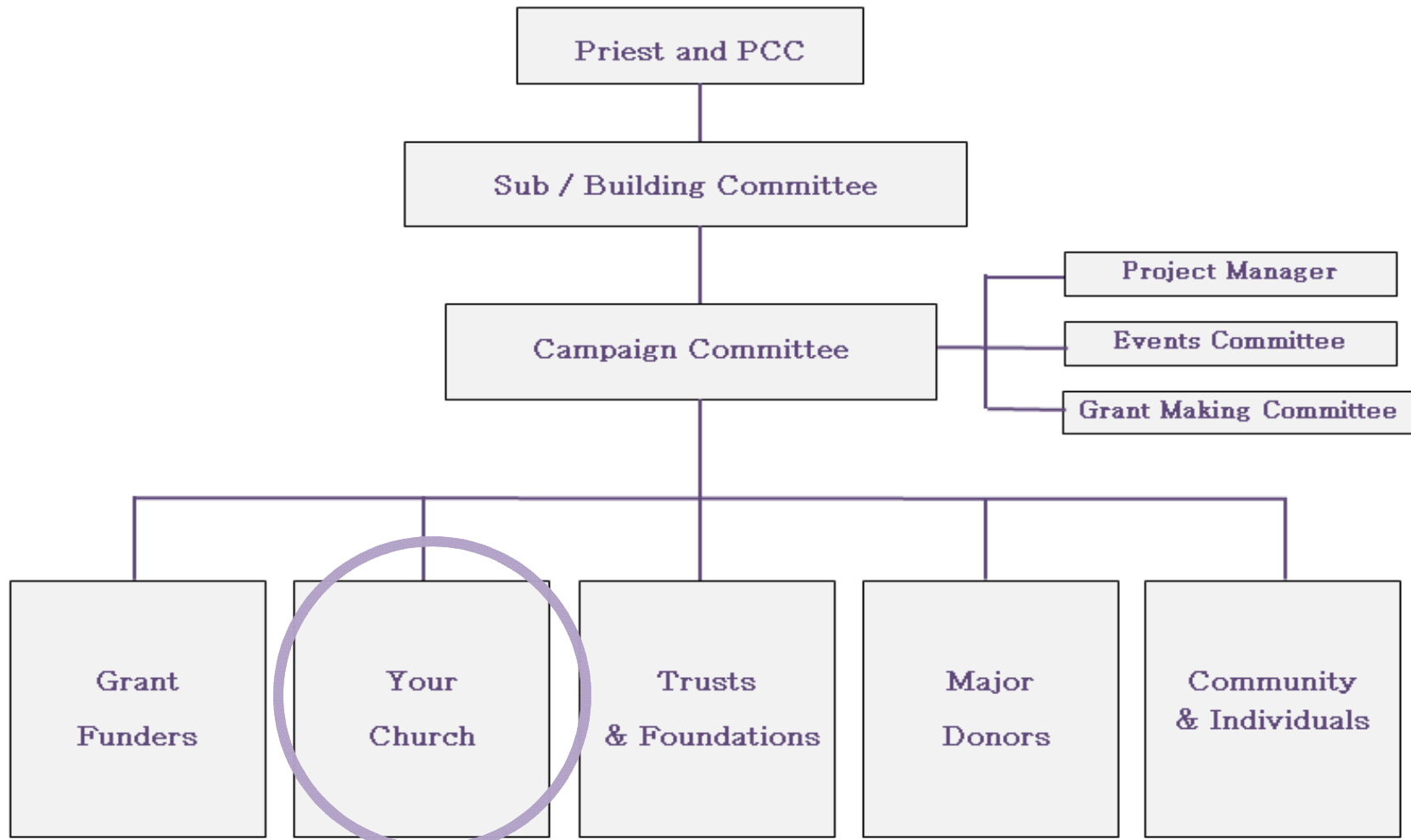
Table of Gifts

Gift Size	Number of Gifts	Total Value
£250,000	1	£250,000
£125,000	3	£375,000
£75,000	4	£300,000
£50,000	10	£500,000
Private Phase Sub- Total	18	£1,425,000
£25,000	20	£500,000
£10,000	35	£350,000
£5,000	35	£175,000
£1,000	45	£45,000
£500	10	£5,000
Public Phase Sub- Total	140	£1,075,000
Total	158	£2,500,000



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£250,000	1	£250,000
£125,000	3	£375,000
Total	158	£2,500,000

Capital Campaign Structure



Hold a Gift Day

- Follow up from Vision Day
- Appeal for gifts of money, time & talents
- Pledges



Generosity & Discipleship

- Sermons
- Support through Prayer
- Creative Fundraising

giftaid it

St Paul's Centre, Hammersmith

Project Aims:

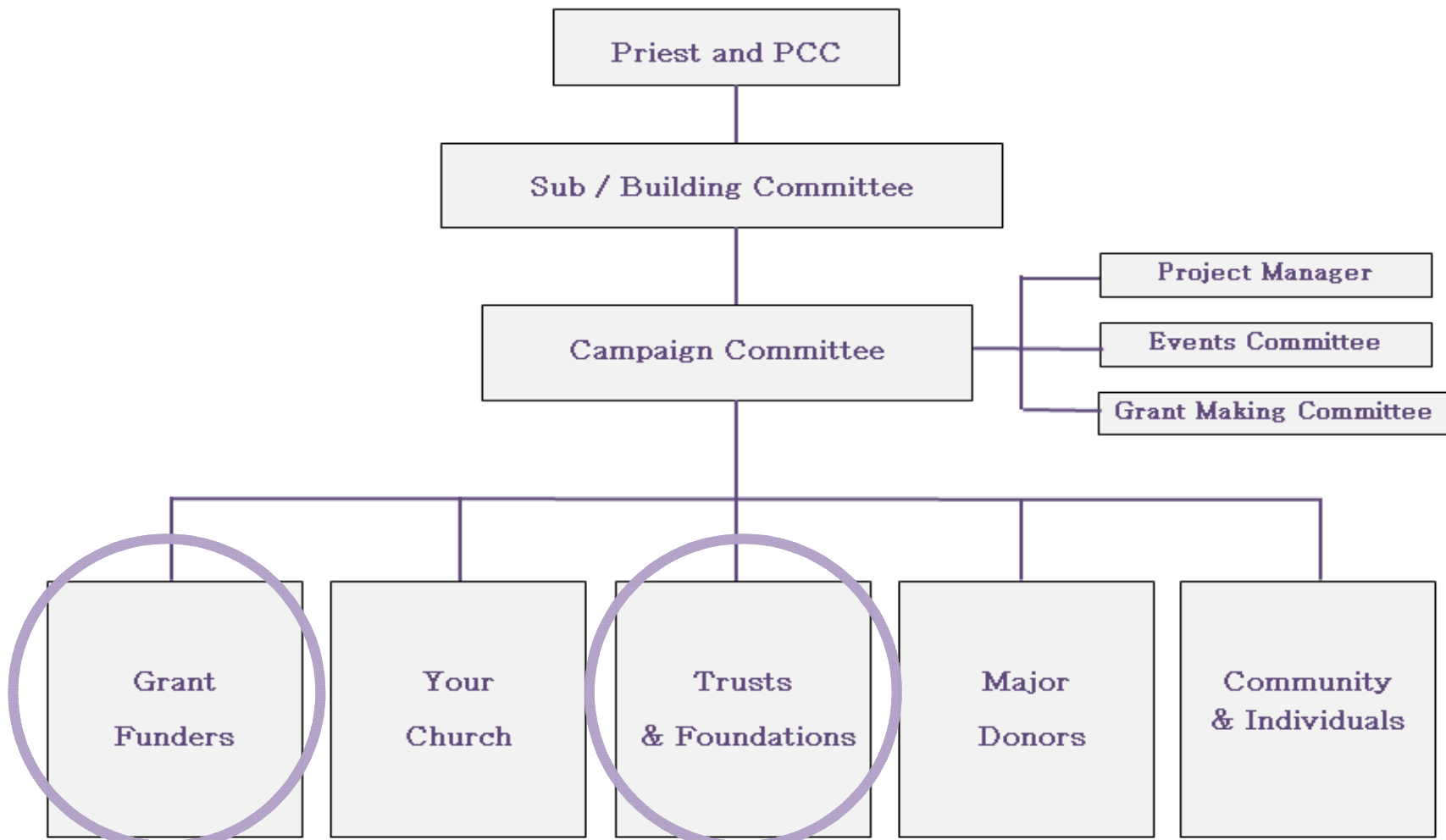
- Space for community, social ministries & youth work
- Establish a debt advice center & café

Budget: £6 million

- 35% Creative Fundraising
- 1% Major Donor
- **45% Congregation**
- 7% Trusts & Foundations
- 12% Loans



Capital Campaign Structure



Website Research

Find a charity

1. Charity details (website, contact, deadlines etc.)
2. Key areas of interest / charitable aims
3. Guidelines

Accounts

1. Do they give to churches?
2. How much do they give?

Budget, Case for Support &
Funding Research

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Little Helpers



Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign

All Saints, Weston Green



<https://www.youtube.com/watch?v=GUXZUsTIB5M>

Top Five Funders

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



Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign



“We fund projects which make a lasting difference for heritage, people and communities in the UK.”

Outcomes:

- Heritage in better condition
- Improved Access (physical & educational)
- More people have engaged with heritage
- A wider variety of people have engaged with heritage



1st Steps:

- Choose a Programme
- Read the Guidance Notes
- Project Form

Plenty More Fish in the Sea



- Charity Commission www.charitycommission.gov.uk
 - Funding Central www.fundingcentral.org
 - Funds for Historic Buildings www.ffhb.org.uk
- Heritage Funding Directory www.theheritagealliance.org.uk/funding
 - Directory of Social Change www.dsc.org.uk
- Trust and Foundation search tool Trustfunding.org.uk
 - ChurchCare www.churchcare.co.uk
- DAC ...anglican.org/diocesan-life/diocesan-advisory-committee/
- Parish Resources www.parishresources.org.uk/funding-guides

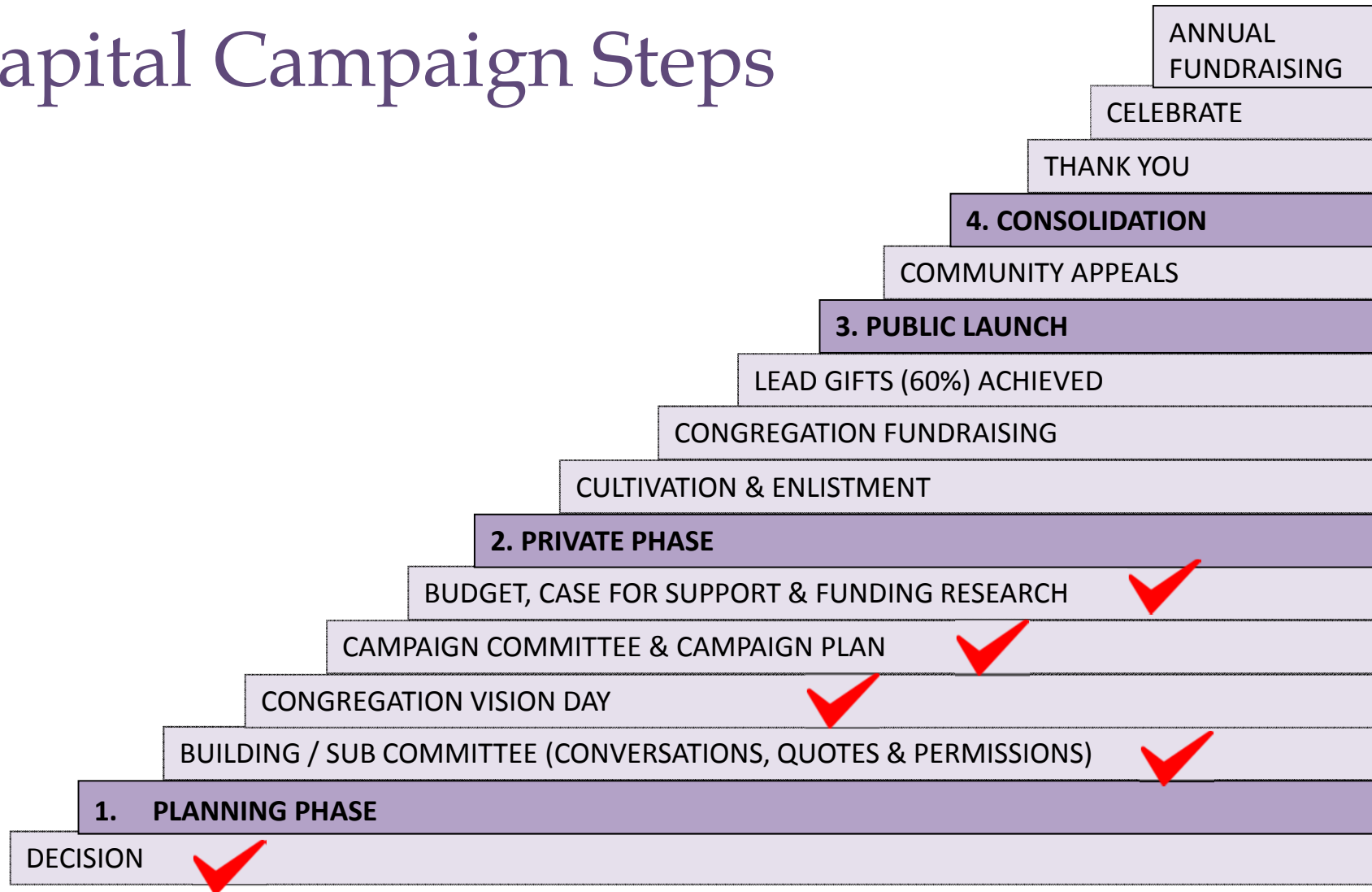
Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign

Go Fish?



Capital Campaign Steps



The Seven Steps of Fundraising

1. Research

2. Identify

3. Plan

4. Cultivate

5. Ask

6. Close

7. Thank

8. Steward

The Trustees & Stewardship

- Take our stewardship responsibilities seriously
- Careful with overheads
- Want to give away as much as we can

- Give grants to the projects that deserve the money most

Handy Hints

- C.V.
- Presentation
- Research the Funder
- Don't assume anything
- Give us Details!

- Why should we pick you?



You're Hired!

What to Attach & Why

- Budget (including the grant amount requested)
- Church Accounts
- Quotes
- Letters



Provide Evidence – back up what you say!

“A lavatory is essential, as we need to be able to provide modern, clean facilities which meet health and safety standards if we are to be able to offer the building for use to the wider community.”

“After a twenty-minute drive to get to Church, it would be such a boon to have the availability of a proper toilet.”

RM, aged 83

Outcomes – what are they?

“Currently the congregation meets for coffee...We are required to use the Village Hall where older members must drive... some members of the congregation do not socialise

...this time is important for the giving and receiving of mutual support amongst members of the community, esp. older members of congregation who don't have family nearby.

“The new kitchenette and toilet facilities would strengthen community support and help to alleviate loneliness among our elderly residents. “

Section 3: Your Project (continued)

How will the works benefit the mission and ministry of the church?

Sustainability of existing building for ongoing regular services and as a focal point for Special Theme, Seasonal Services and associated community / social events.

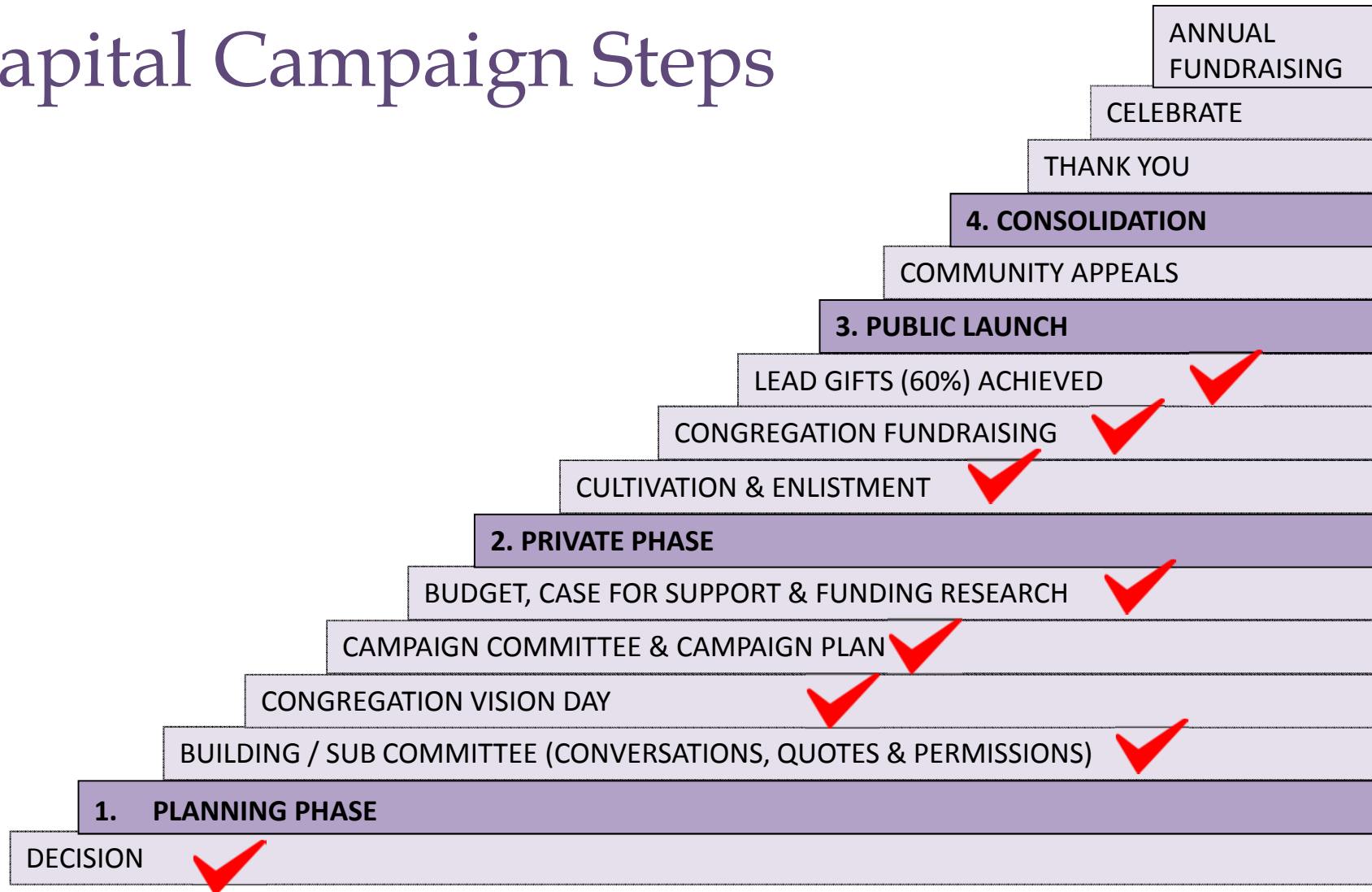


Section 3: Your Project	
What work are you proposing to carry out?	To provide extensions to Pond with a heater and movement sensor. This will stop cold air getting into the church thus keeping the temperature constant.
When is the work expected to start?	Sept 2014
When is the work expected to end?	Should take 2 weeks
What is the total cost of the project?	£30492
How much are you requesting from us?	15000
How will the balance be funded?	Fund Raising

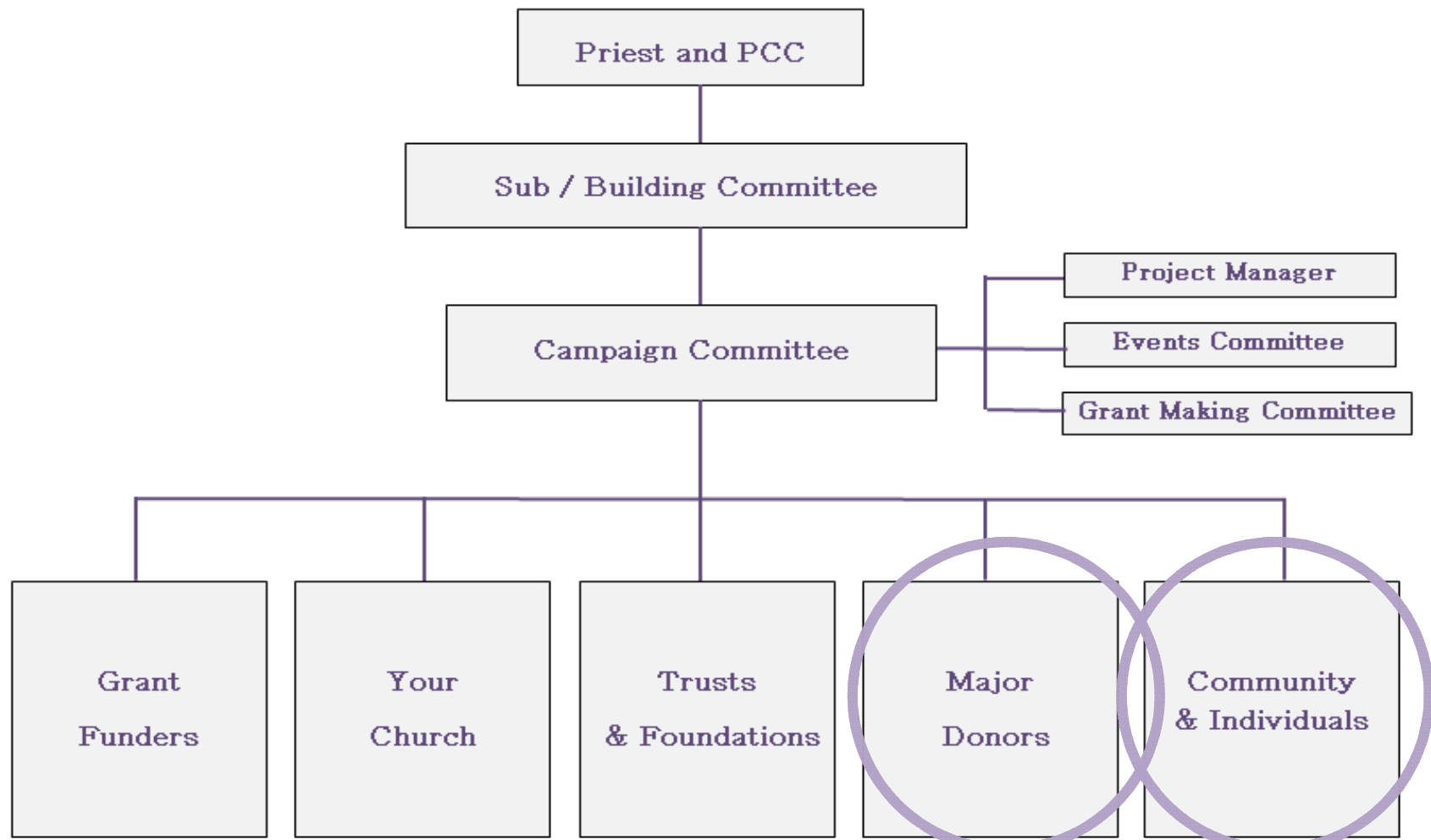
How much are you requesting from us?

As much as you can give us

Capital Campaign Steps



Capital Campaign Structure



Jacqui Watson & Alison Brimelow

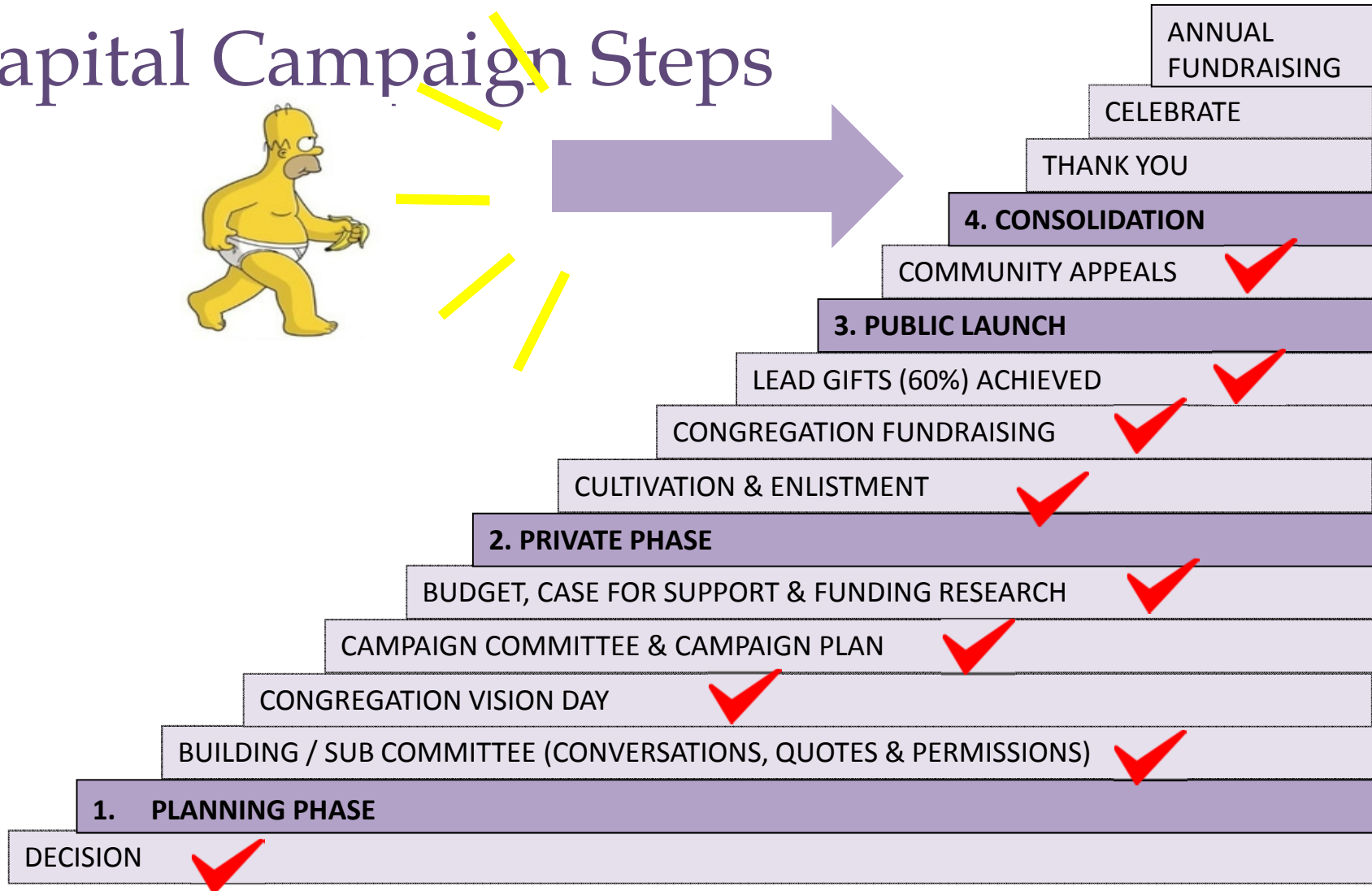


Building Works

Planning a Successful Capital Campaign



Capital Campaign Steps



The Launch / Rededication Service



Follow Up with the Funders

Philip Arundel

Charity Grants Advisor, All Churches Trust



If a funder wants to visit after the project

- Hospitality & meet the vicar
- A good Cuppa! **They've travelled a long way!**
- A little bit of Recognition **Remember how much they gave & to what**
- Say Thank you!

So how prepared are you?

How prepared do you feel?

Strengths vs. Weaknesses

Funding Strategy Template

1. Aims and Objectives
1. Where you are now
1. Future Plans
1. Budgeting
1. Timeframe
1. Securing the Funds
- 1. Fundraising Tasks of the Committee**



Expectations

How has today met this morning's expectations?

In Summary: Successful Campaigns have

- An Urgent Need
- Strong leadership
- Clear vision and inspiring project
- Generosity
- Two Ears, One Mouth
- A holistic Church & Community approach
- Prayer

My Final Thought



Poria, Papua New Guinea

<http://www.youtube.com/watch?v=zlKdbWwruY>

- Questions
- Thoughts
- Comments

