

Welcome & Introduction

 Planning a Successful  
Capital Campaign

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# 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?

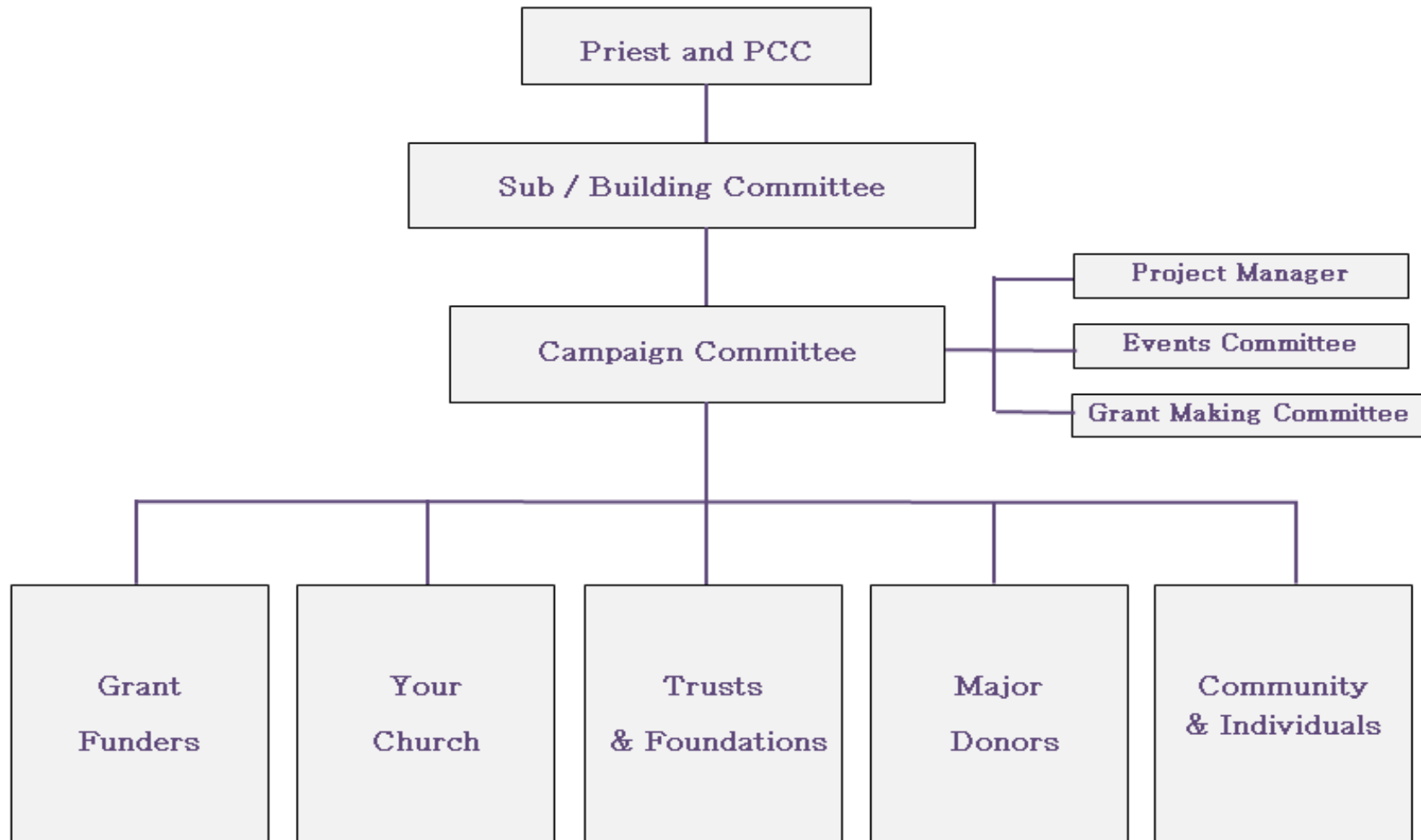
20% of donors  
provide  
80% of funding



## Misconceptions

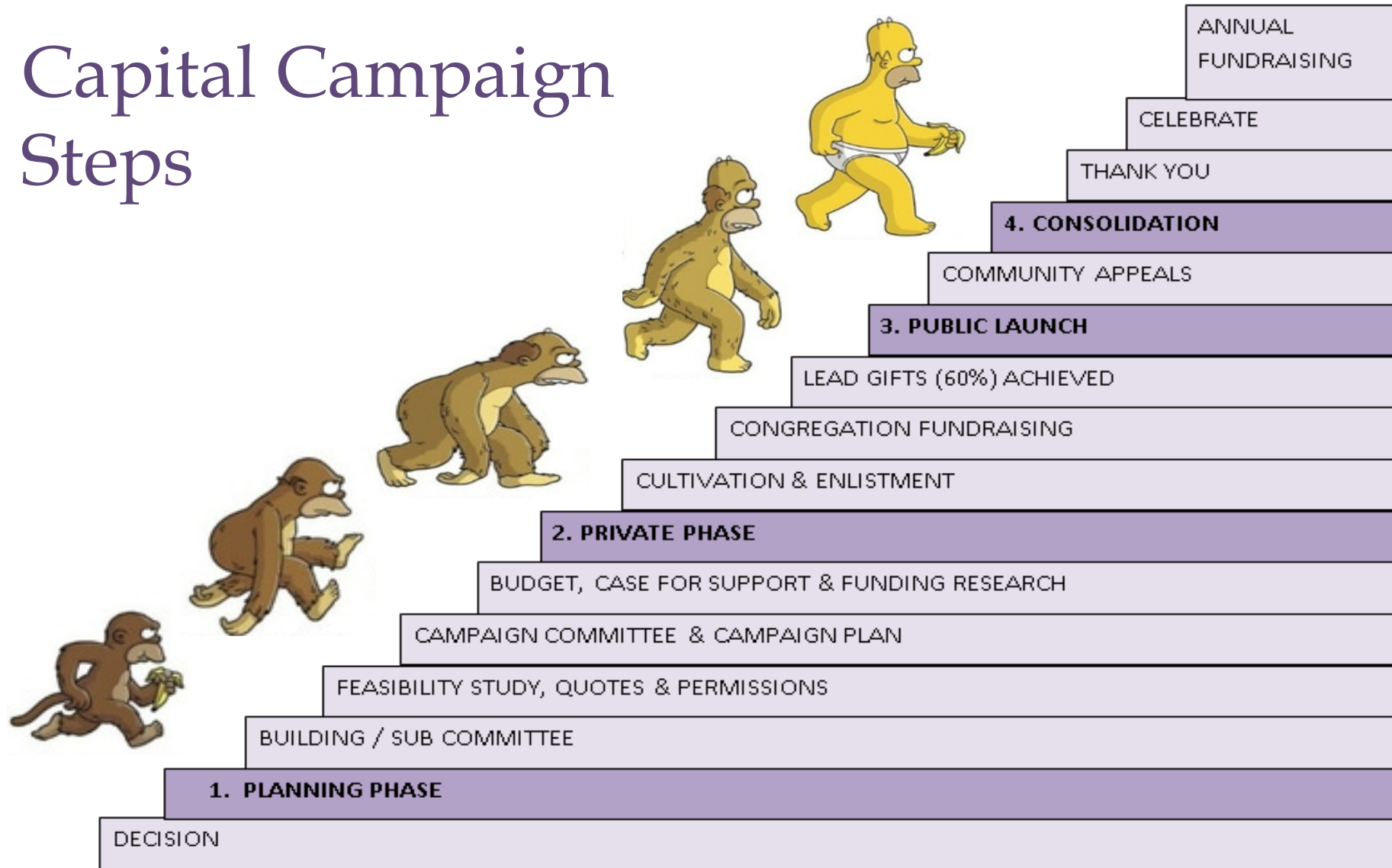
- The fundraisers will bring in the money
- Funders want to know about the building...
- We don't need to invest money upfront
- Let's start building now
- We'll answer that later

# Capital Campaign Structure

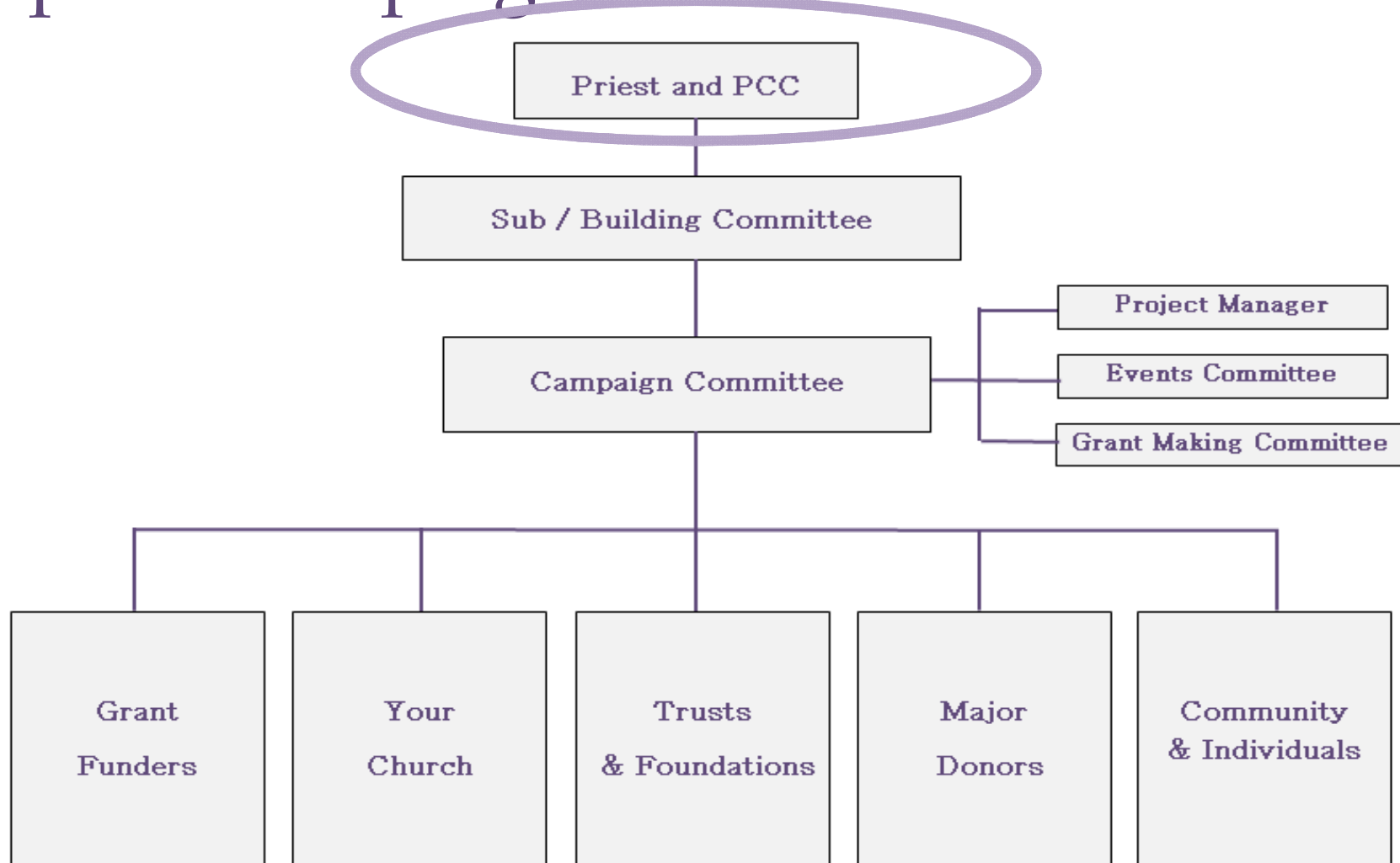




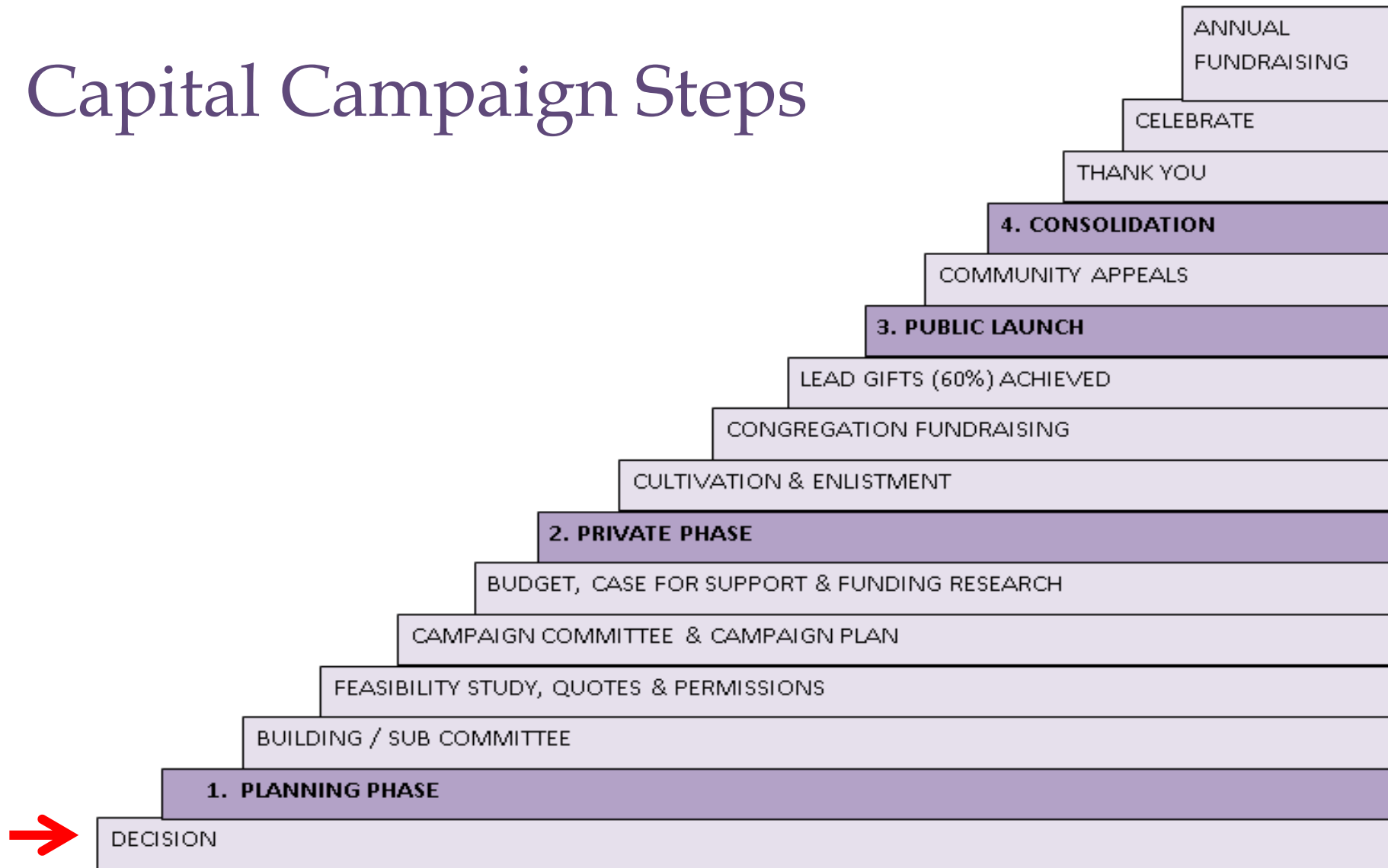
# Capital Campaign Steps



# Capital Campaign Structure



# Capital Campaign Steps



## Six Steps to Success



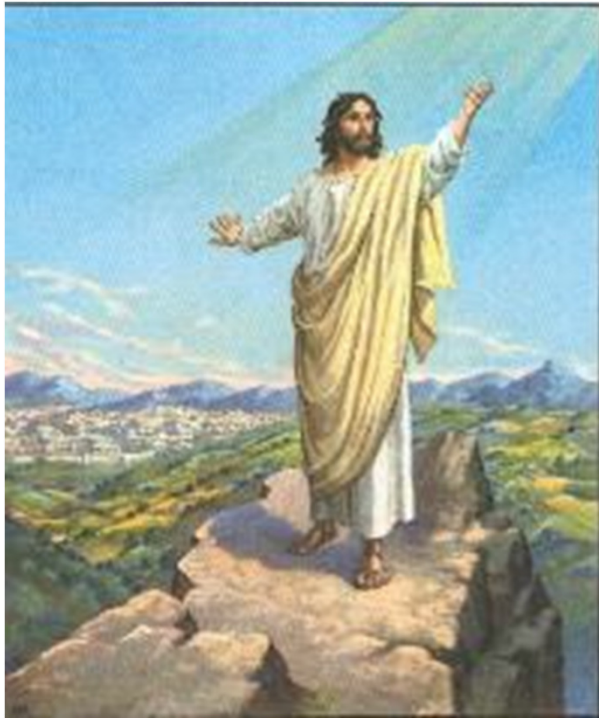
# 1. Vision



‘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

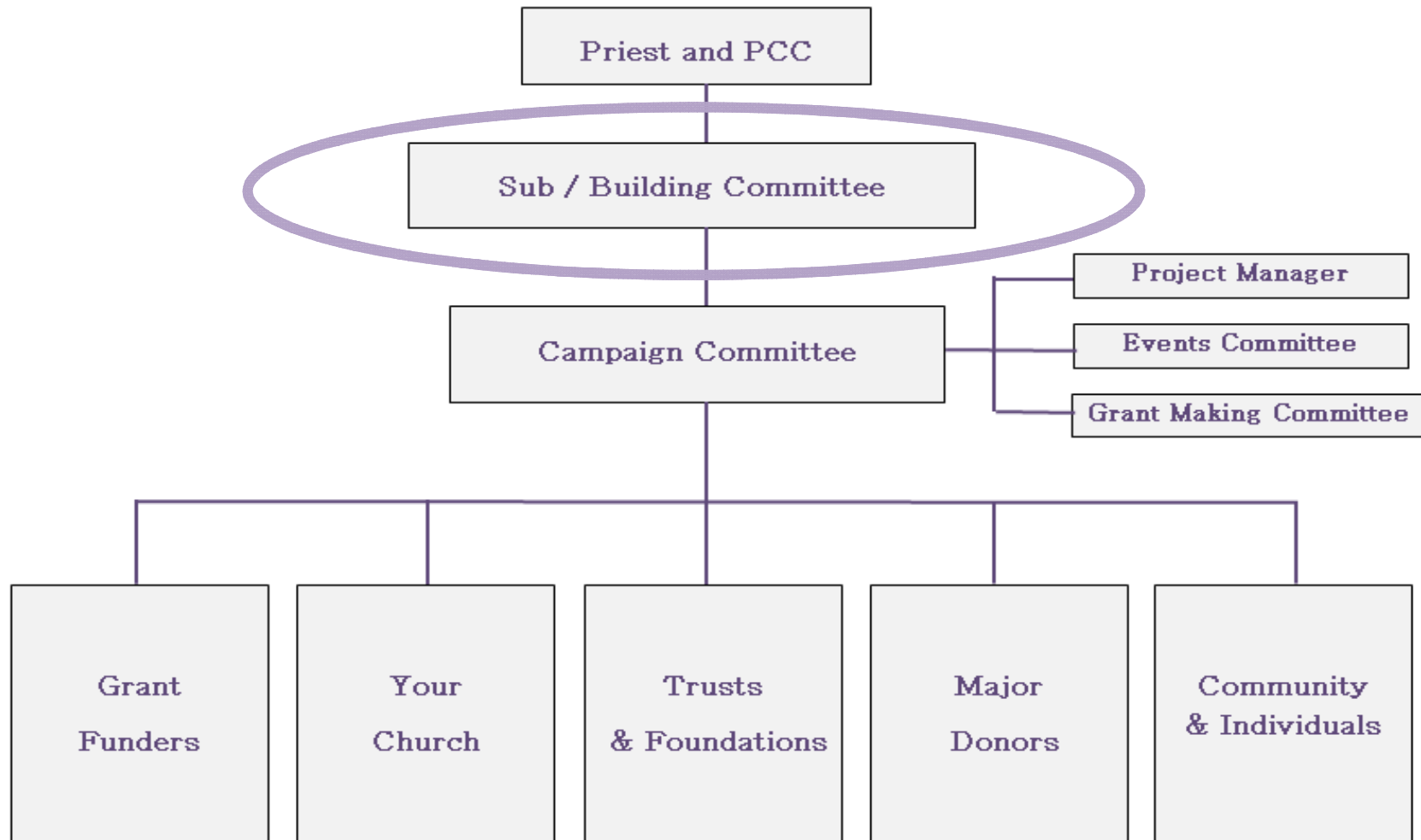


- One God created One People
- Church belongs to the Community
- Involve everyone

## Decision Time

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

# Capital Campaign Structure



## Who you Gonna Call...

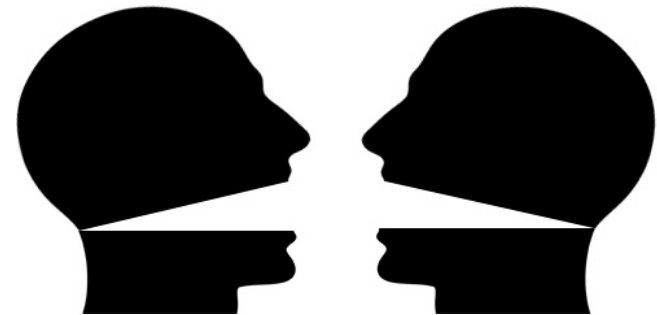
- Architect
- Surveyor
- Archdeacon
- Diocesan Advisory Committee (permissions)
- English Heritage (and other Amenity Societies)
- Local Planning Authority
- Other Churches (advise and inspiration)



# Talk to your Congregation

## Vision Day

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



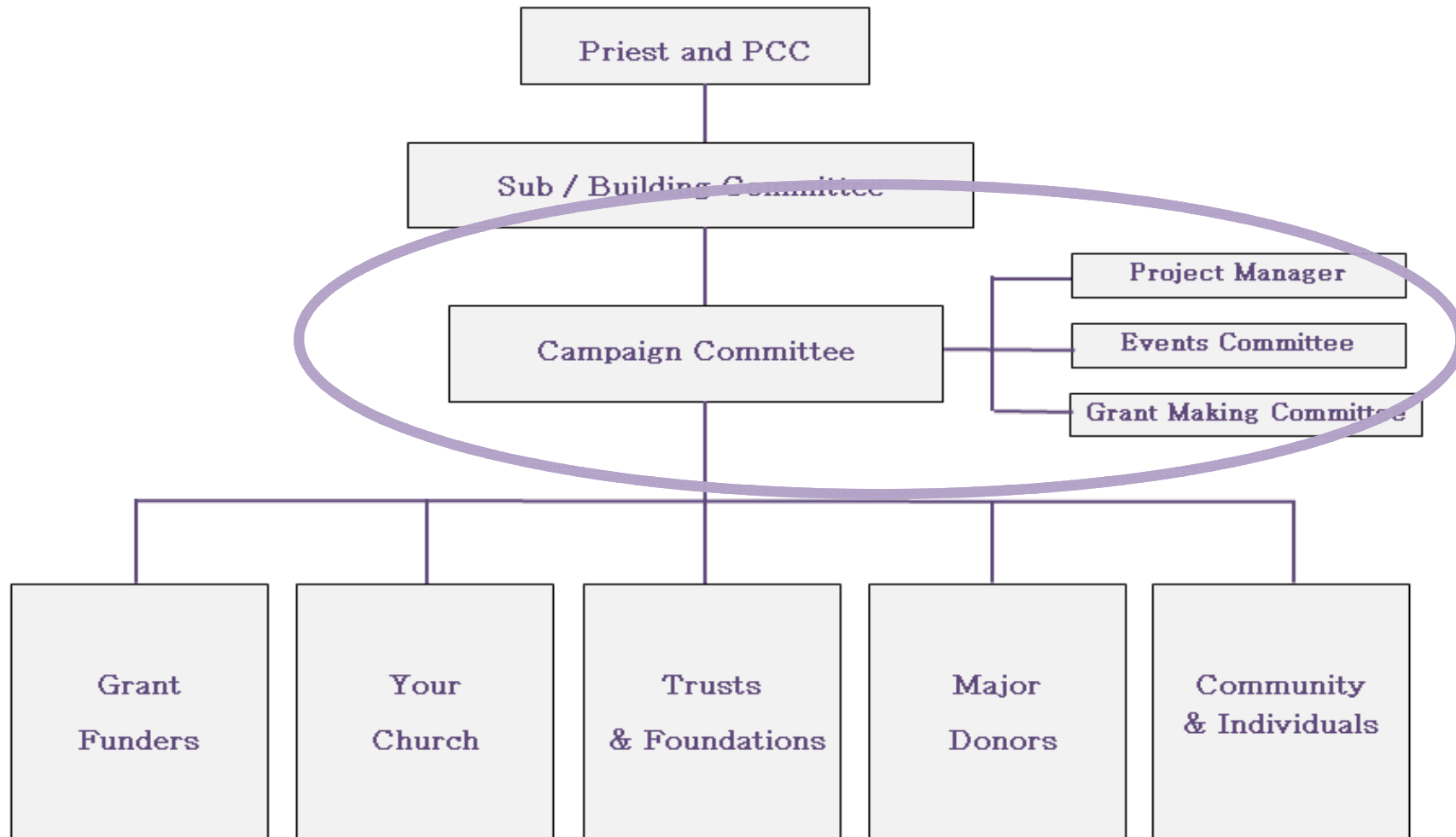
# Talk to your Community

## Community Audit

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



# Capital Campaign Structure





## Campaign Committee

- Clear Aims and Objectives
- Chair Person
- Campaign Plan

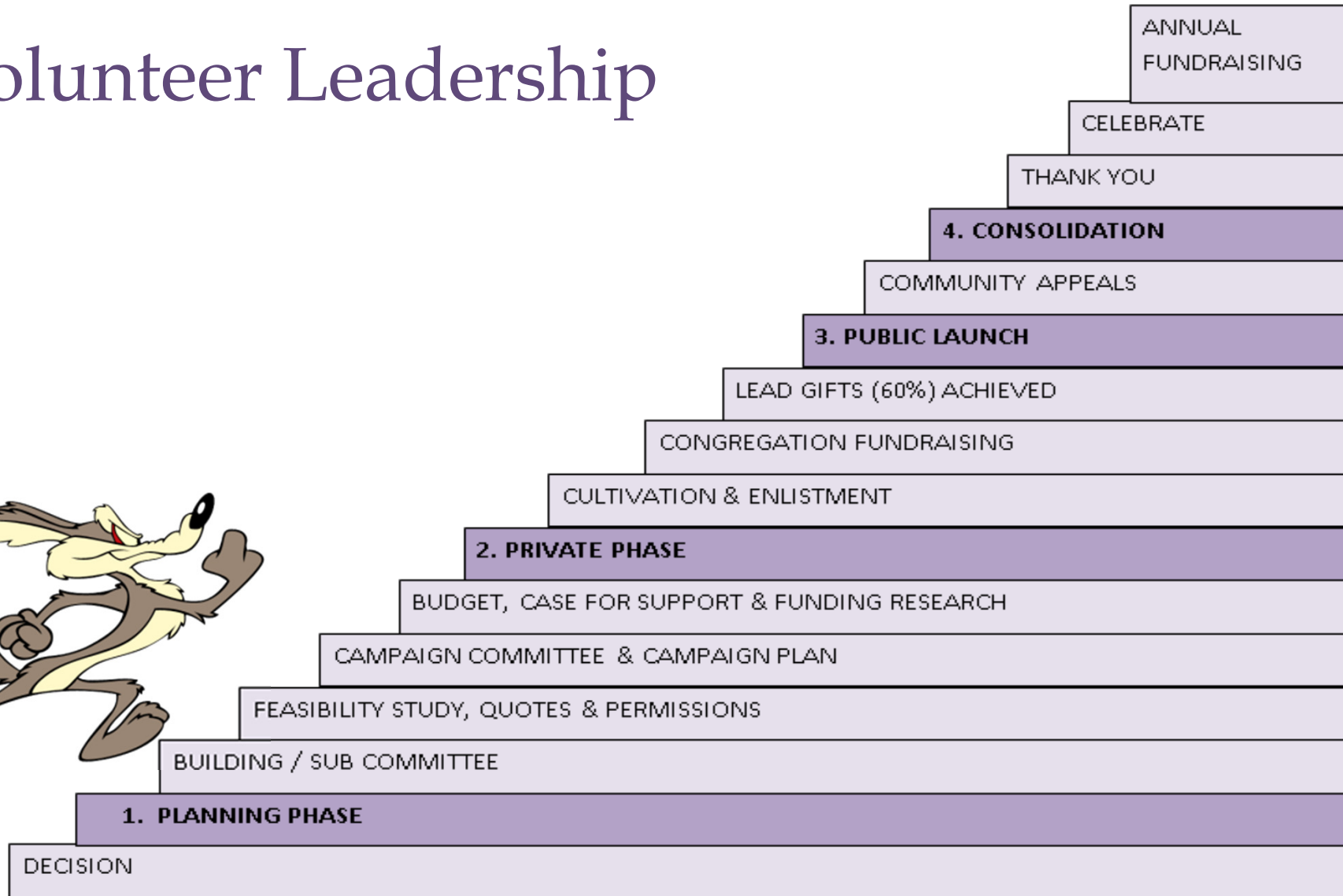


# Volunteer Leadership

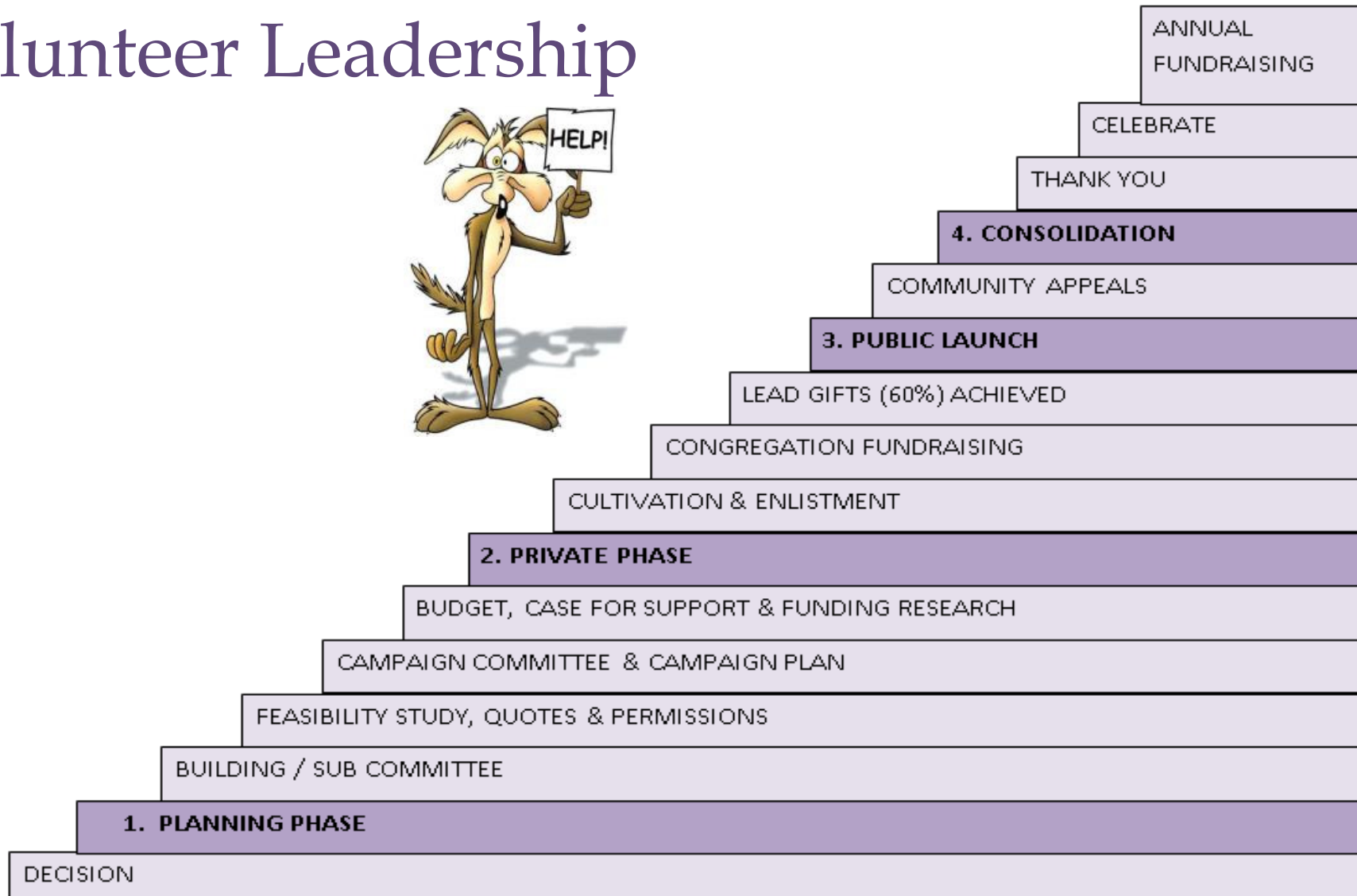
- Terms of Reference



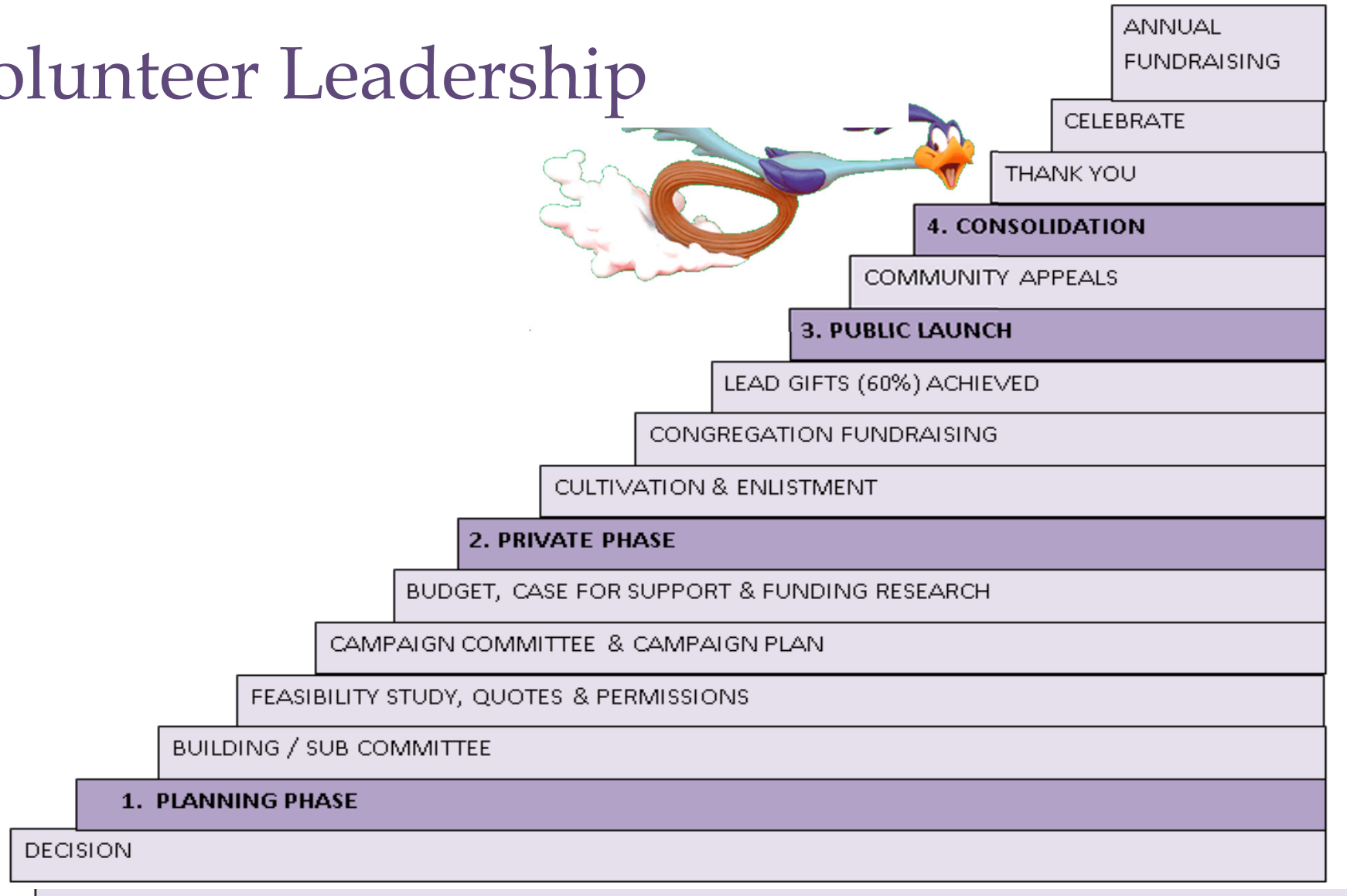
# Volunteer Leadership



# Volunteer Leadership



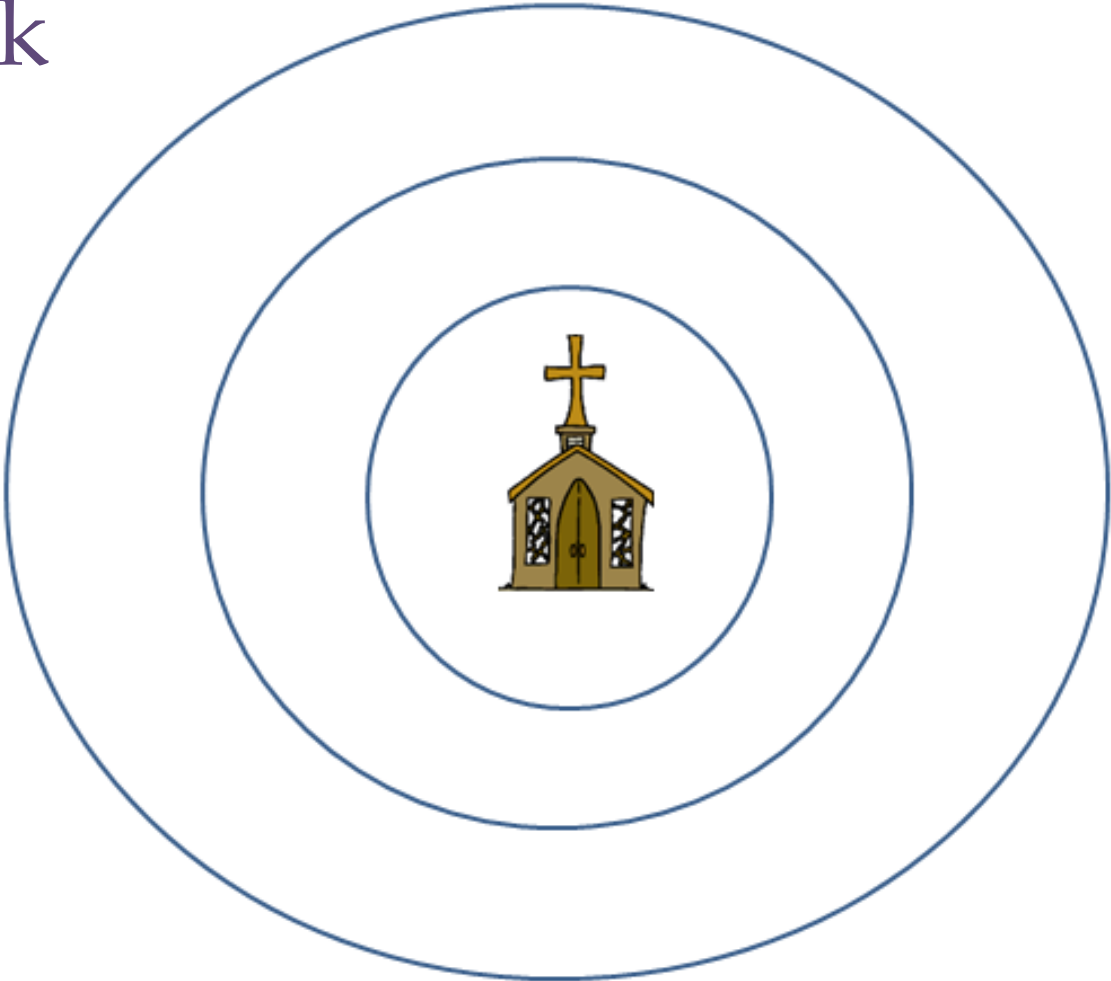
# Volunteer Leadership



*That's All Folks!*



# Your Network



## 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
			£47,353
	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)		£1,838
			£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
			£152,892
	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

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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

## Fundraising and the Church



The oldest fundraising  
appeal is in  
the Book of Exodus



# Funding Sources



Grant  
Fundders

Your  
Church

Trusts &  
Foundations

Major  
Donors

Community  
&  
Individuals

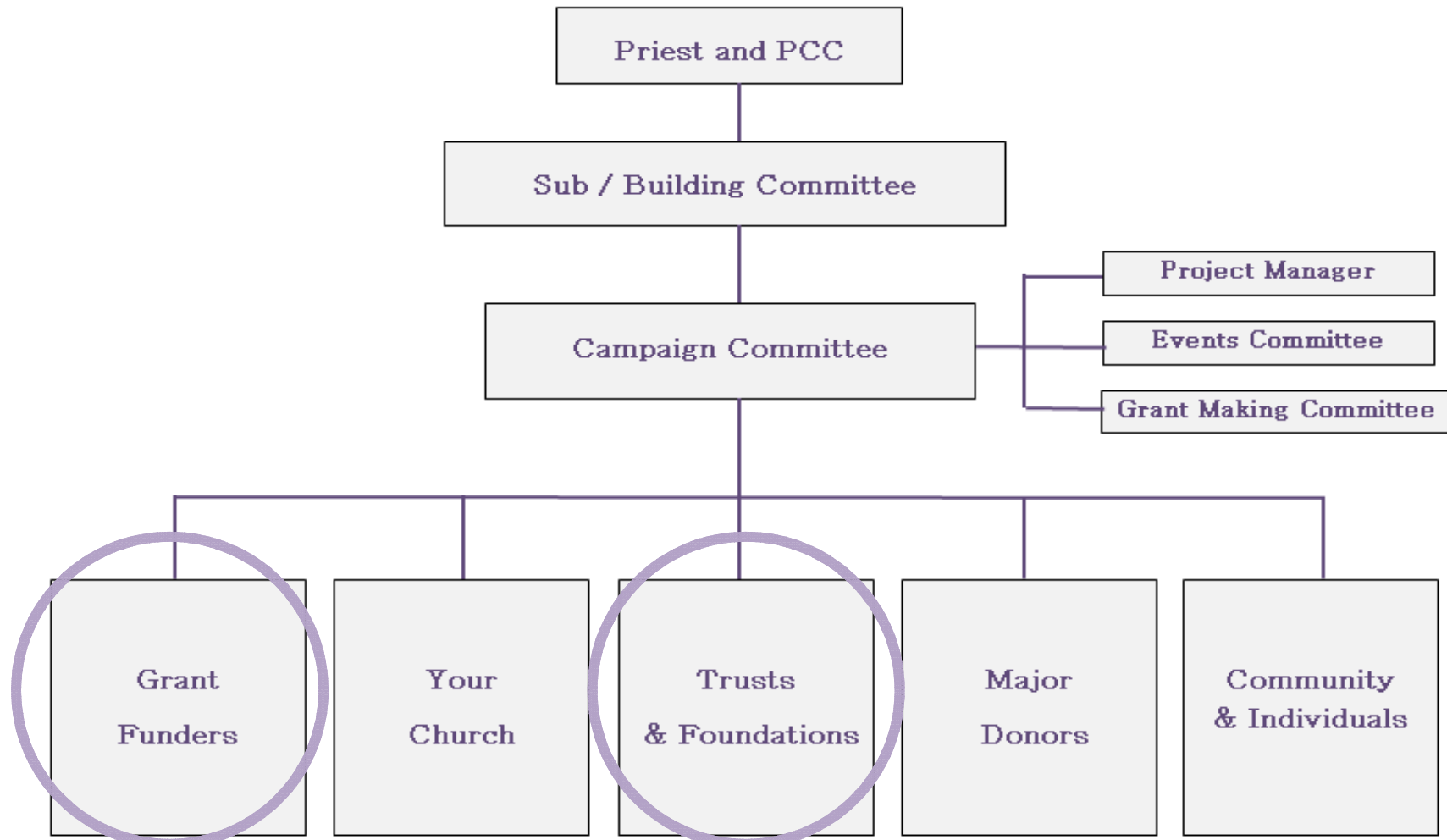
## Table of Gifts

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
<b>Private Phase Sub- Total</b>	<b>18</b>	<b>£1,425,000</b>
£25,000	20	£500,000
£10,000	35	£350,000
£5,000	35	£175,000
£1,000	45	£45,000
£500	10	£5,000
<b>Public Phase Sub- Total</b>	<b>140</b>	<b>£1,075,000</b>
<b>Total</b>	<b>158</b>	<b>£2,500,000</b>



Gift Size	Number of Gifts	Total Value
£250,000	1	£250,000
£125,000	3	£375,000
<b>Total</b>	<b>158</b>	<b>£2,500,000</b>

# Capital Campaign Structure



## Website Research

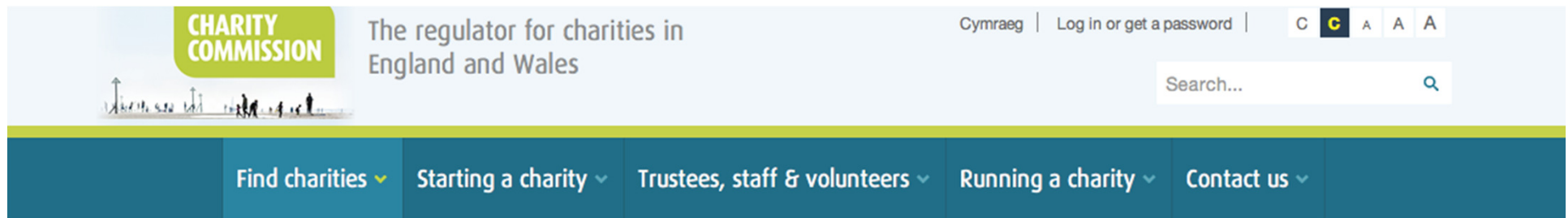
### **Find a charity**

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?

# Charity Commission




CHARITY COMMISSION The regulator for charities in England and Wales


Cymraeg | Log in or get a password | C A A A

Search... 

Find charities ▾ Starting a charity ▾ Trustees, staff & volunteers ▾ Running a charity ▾ Contact us ▾

## Find charities

share 

 Find charities
Find charities
Sector overview
Charities by income band
Charities by income category
Top 10 charities

### Welcome to the Register of Charities

The Register of Charities holds details of organisations that have been recognised as charitable in law; and

- hold most of their assets in England and/or Wales, or
- have all or the majority of their trustees normally resident in England and/or Wales, or
- are companies incorporated in England or Wales.

The Register is maintained from information supplied by charities and provides key facts and figures about their work and finances. The

### What's available?

Search for charities. Use the 'Charity search' on the left if you know the name or number or use the [advanced search](#) with other criteria to find the charity you want then view its profile.



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## Little Helpers



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## 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)



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“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



## 1<sup>st</sup> Steps:

- Read the Guidance Notes
- Project Form

## St Margaret's Church, Drayton



### **Project Aims:**

- Urgent repairs to thatched roof, roof timbers, rainwater drains

### **Heritage:**

- Drayton C of E Junior School produced a village heritage trail
- Heritage Open Day

### **Community:**

- Memories & photographs of past family church events
- Event for family members listed on War memorial in Churchyard

### **Budget:**

- £57,500 HLF grant
- Remainder of funds raised from congregation & other grant funders

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## Plenty More Fish in the Sea



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

Budget, Case for Support &  
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## Go Fish?



# 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)

<p>How will the works benefit the mission and ministry of the church?</p>	<p>Sustainability of existing building for ongoing regular services and as a focal point for Special Theme, Seasonal Services and associated community / social events.</p>
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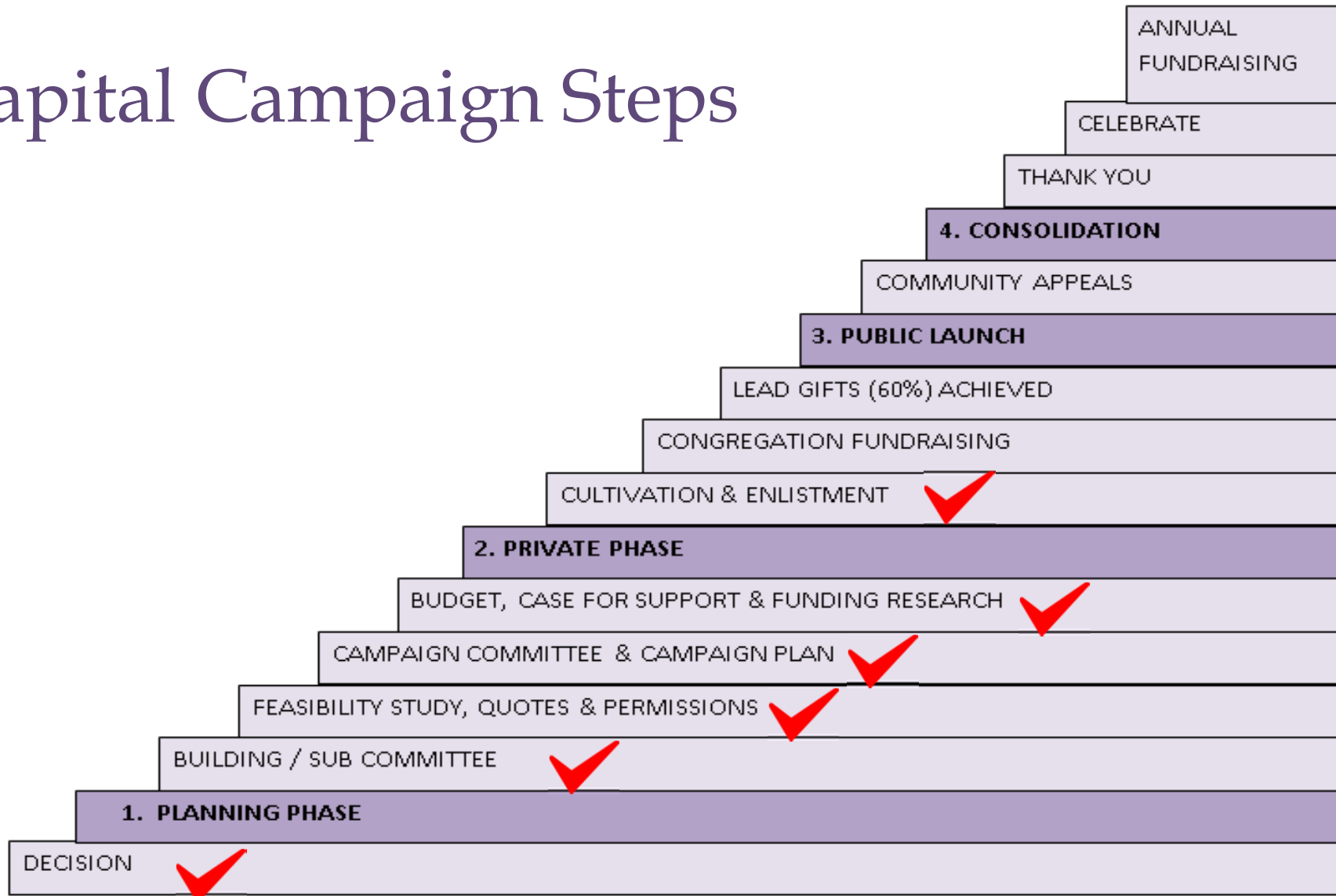


Section 3: Your Project	
What work are you proposing to carry out?	To provide outdoors to porch with a heater and movement sensor. This will stop cold air getting into the church thus keeping the temperature <u>constant</u>
When is the work expected to start?	Sept 2014
When is the work expected to end?	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?**

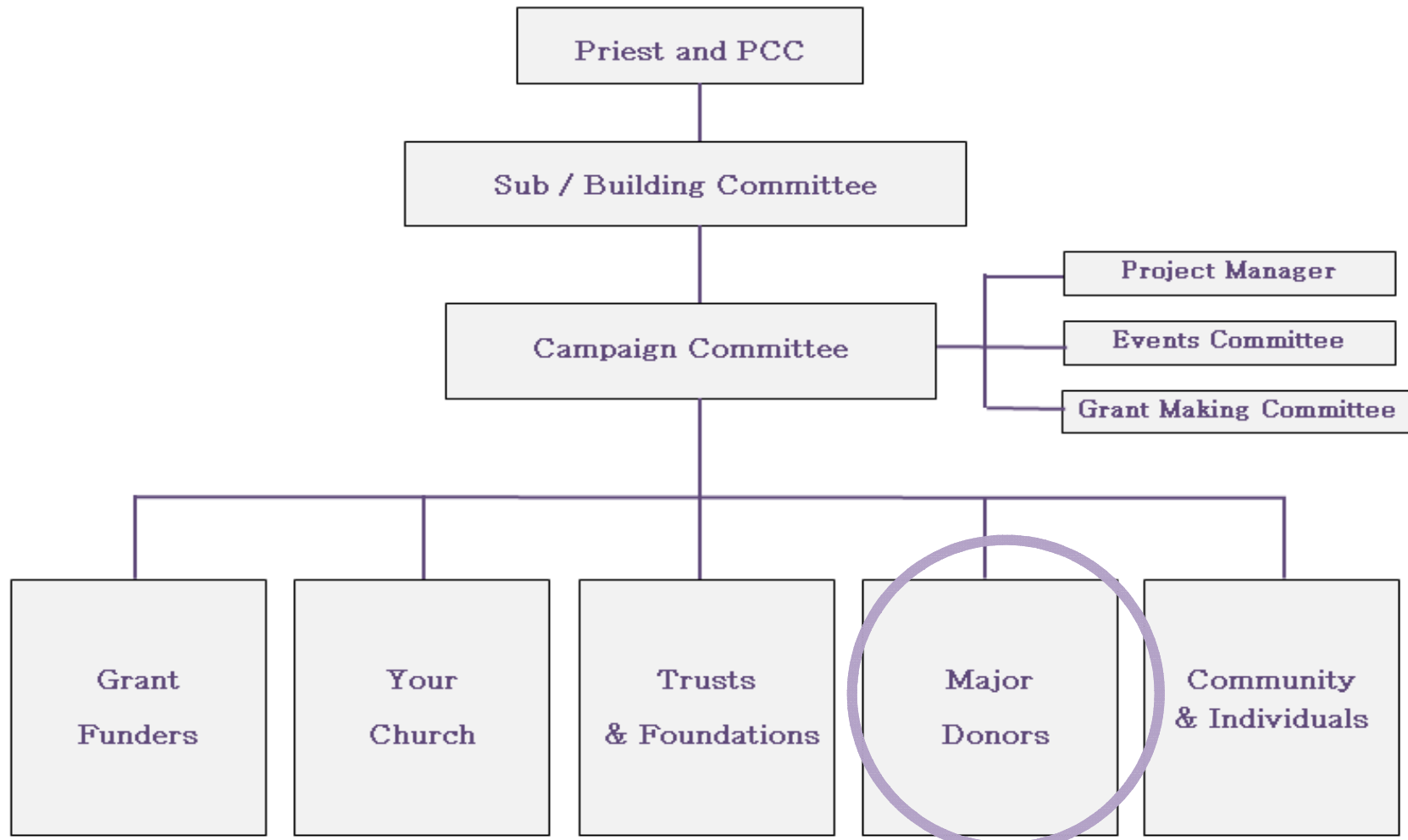
**As much as you can give us**

# Capital Campaign Steps





# Capital Campaign Structure



## Major Donors

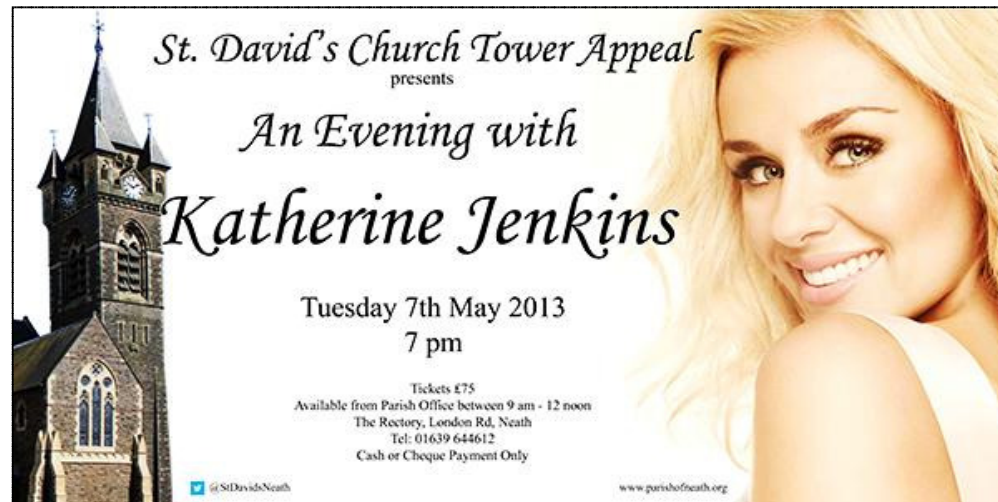
“£11 billion was given to charity last year, with almost half coming from just 7% of donors.”

1. How many can you identify
1. Who is the “Gate keeper”?

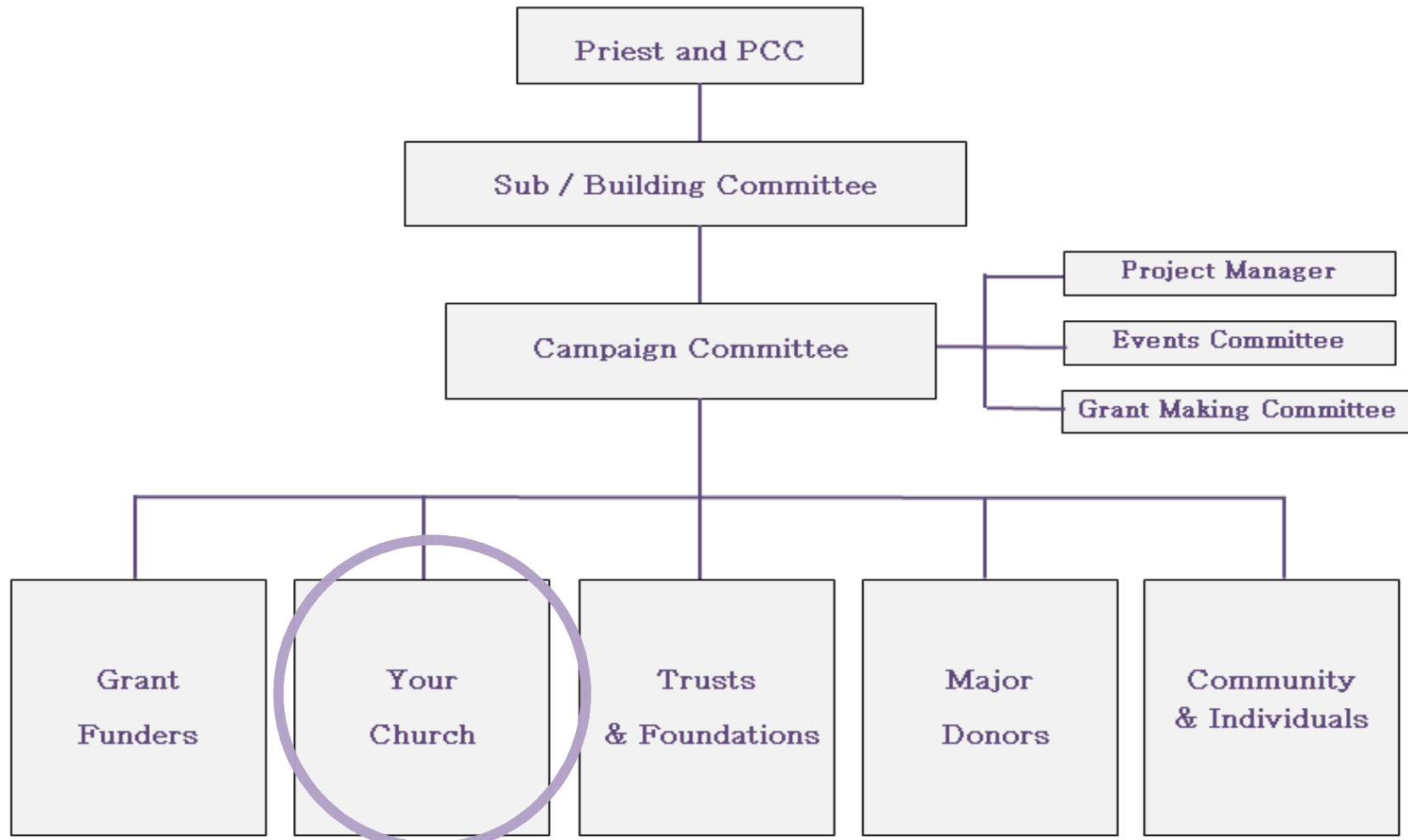


## No Major Donors?

- Area of deprivation?
- No Financial Support; Local & Physical Support
- Find your USP



# Capital Campaign Structure



## Hold a Gift Day

- Follow up from Vision Day
- Appeal for gifts of money, time & talents
- Pledges
- Sermons
- Support through Prayer
- Get them Fundraising



## St Paul's Centre, Hammersmith

### Project Aims:

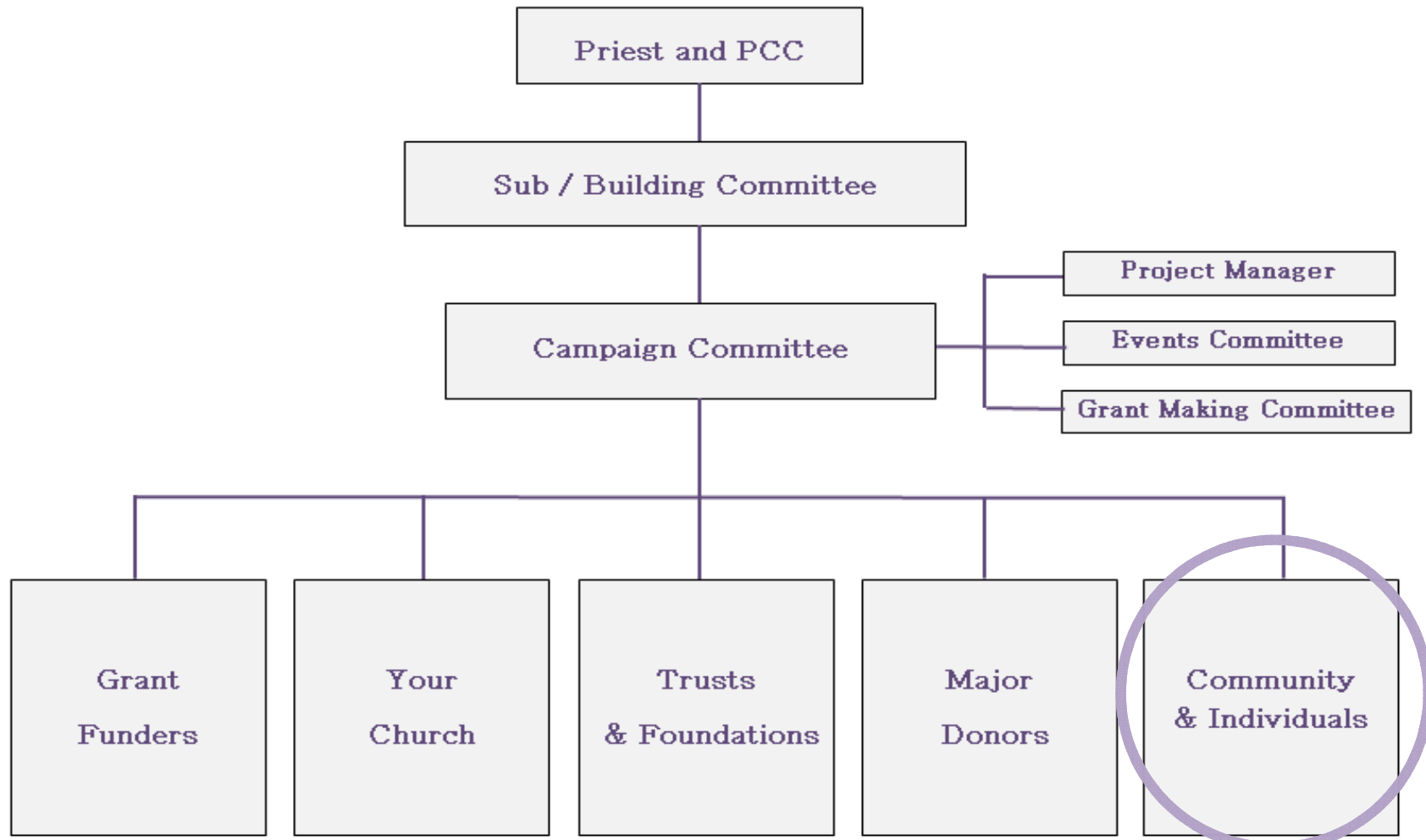
- Space for community, social ministries & youth work
- Establish a debt advice center & café

### Budget: £6 million

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



# Capital Campaign Structure



## Community Fundraising

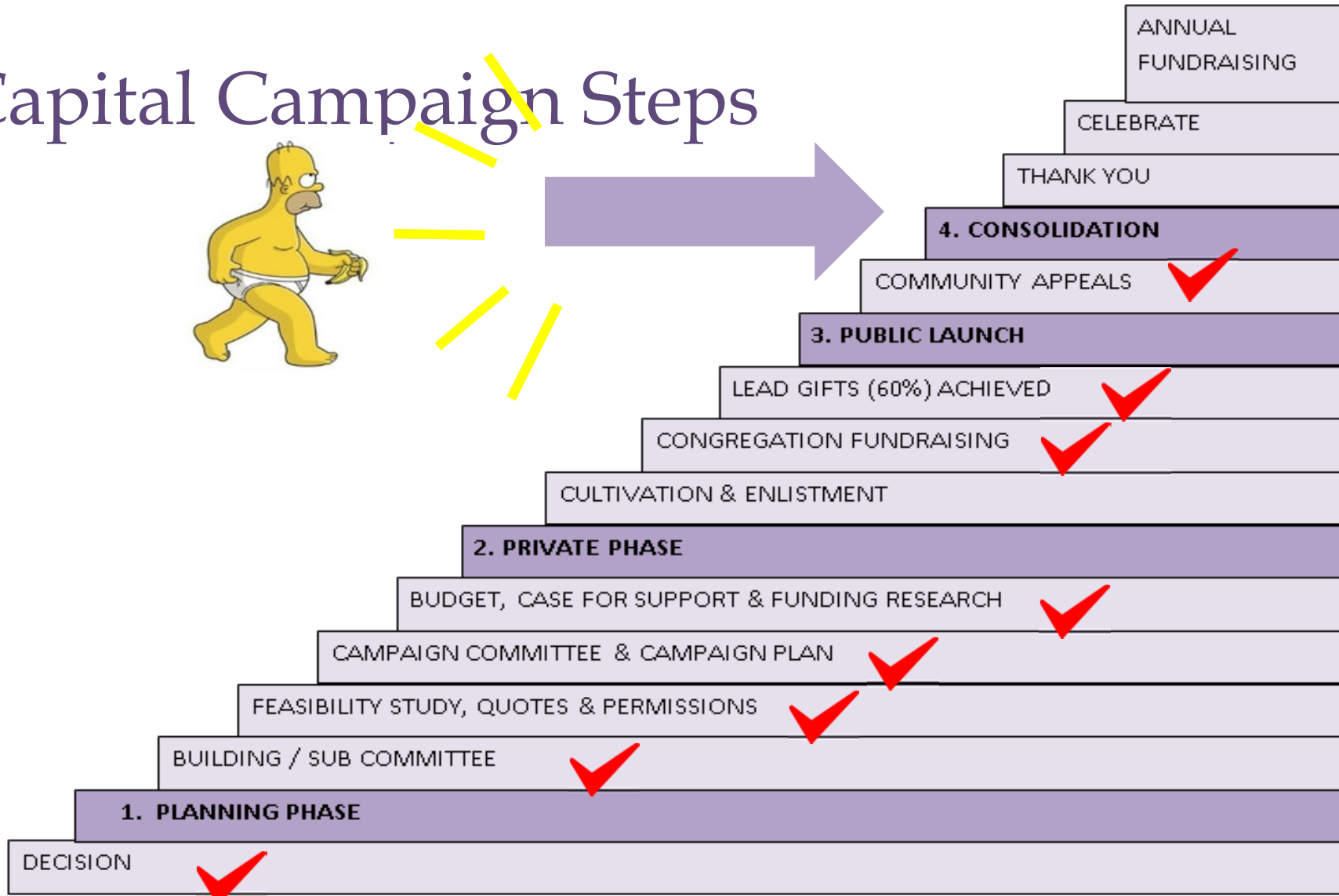
- Create an appeal leaflet / brochure
- Write a letter to all households
- Think about your networks
- How they can donate
- Schedule of fundraising events

*giftaid it*

[https://www.charitychallenge.com/pdf/a-z\\_fundraising\\_ideas.pdf](https://www.charitychallenge.com/pdf/a-z_fundraising_ideas.pdf)



# Capital Campaign Steps



# The Launch / Rededication Service



## Follow Up with the Funders

Philip Arundel

Charity Grants Advisor, All Churches Trust

- Hospitality & meet the vicar
- A good Cuppa!
- A little bit of Recognition



## 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



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

- Questions
- Thoughts
- Comments

