

PCC Guide: In Memory Giving

Introduction

Giving in Memory is a unique way for people to honour the memory of a loved one. It helps people to remember the person who has died and celebrate their life whilst supporting the work of a favourite charitable cause. It can be a valuable way of maintaining long-term support, reaching out to younger donors and may open the door to future legacies too.

Giving in Memory is very much a pastoral issue and one that needs to be handled with extreme sensitivity. Assuming the personal needs of this area of giving, we have provided guidance for individual churches that wish to engage in this area of fundraising. **There are a number of ways a gift in memory can be made:**

Individual Gifts

Family members or friends may wish to make a one-off donation in memory of a loved one. The PCC may discuss possible uses of the gift, bearing in mind any known areas of interest in the church held by the deceased. Regular gifts in memory, perhaps to commemorate a special anniversary or time of year may also be offered and should be acknowledged accordingly.

Tribute Funds

A Tribute Fund is a positive and valuable way to remember the life of a loved one. Tribute funds are online platforms created by friends and/or family members to remember the deceased. Photos and precious memories can be shared, as well as the opportunity to raise money in memory of a loved one. There are a number of external Tribute Funds available ([MuchLoved](#), [Fundraising In Memory](#)) your church may be added as a recipient to receive donations.

Fundraising

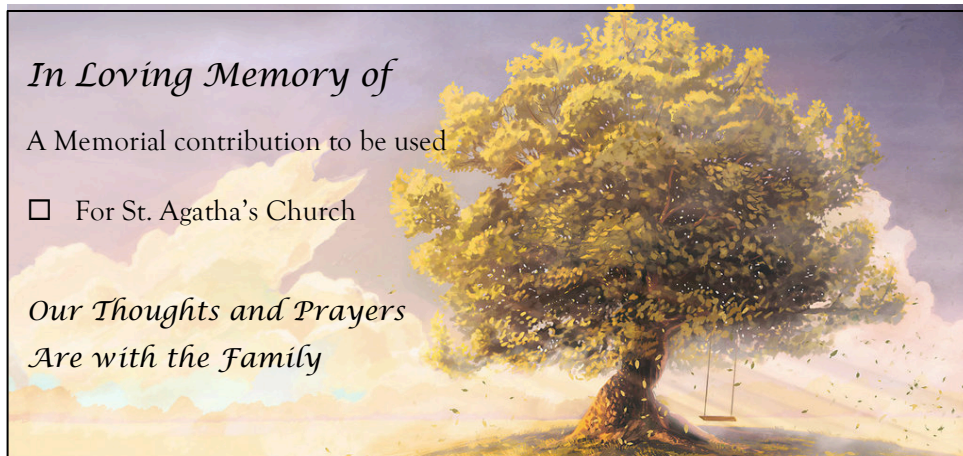
Many individuals fundraise in memory of a loved one, most commonly using a Tribute Fund as a platform to receive donations. Once the fundraising event or activity comes to an end, they may offer to pass the amount raised across to your church.

Donations Given at a Funeral

It is important to build a strong and positive relationship with your local Funeral Directors, as most will make the funeral collection and forward donations directly to the charitable recipient. It is important to have a conversation with your local Funeral Directors to make them aware you welcome In Memory Gifts and discuss which party will make the collection.

Ensure giving envelopes (including Gift Aid) are provided to make the process easier. You may wish to create your own envelopes, which family and friends can use to make an In Memory Gift. Please see example templates below.

Front cover: the front of the envelope should have an appropriate image, prayerful message and instruction for the Memorial contribution.



Inside Card: It's important to provide the option to gift aid the donation. You may wish to create a separate card to insert inside the In Memory Giving envelope.

St Agatha's PCC, Any town	GIFT AID DONATION
(Please print clearly)	
TITLE _____	FULL NAME _____
HOUSE No./NAME _____	_____
_____	POSTCODE _____
TICK <input type="checkbox"/> I wish Gift Aid to apply to the enclosed donation. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.	
Signature _____	Date _____

Communicating In Memory Giving

You may wish to provide some information on your website or in a leaflet to inform others about this type of giving. The following may provide a basic template for you:

'Giving in Memory is a unique way for people to honour the memory of a loved one. Sometimes people choose to make a donation to (name of church) in memory of a loved one, or to commemorate a special event. Recent gifts have been enabled our church to buy new hymn books, buy new toys for Messy Church and replace the carpets in the altar area. We remain grateful for all the gifts in memory we receive, helping us to share God's transforming love and hope.'

Saying Thank you

If donations are received in memory of a loved one, the PCC should respond initially with prayer and then formally with a letter of acknowledgement and appreciation. The PCC may also wish to include the loved one in their Book of Remembrance, Memory Tree, or alternative method agreed by the PCC for the receiving of such gifts.