

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?

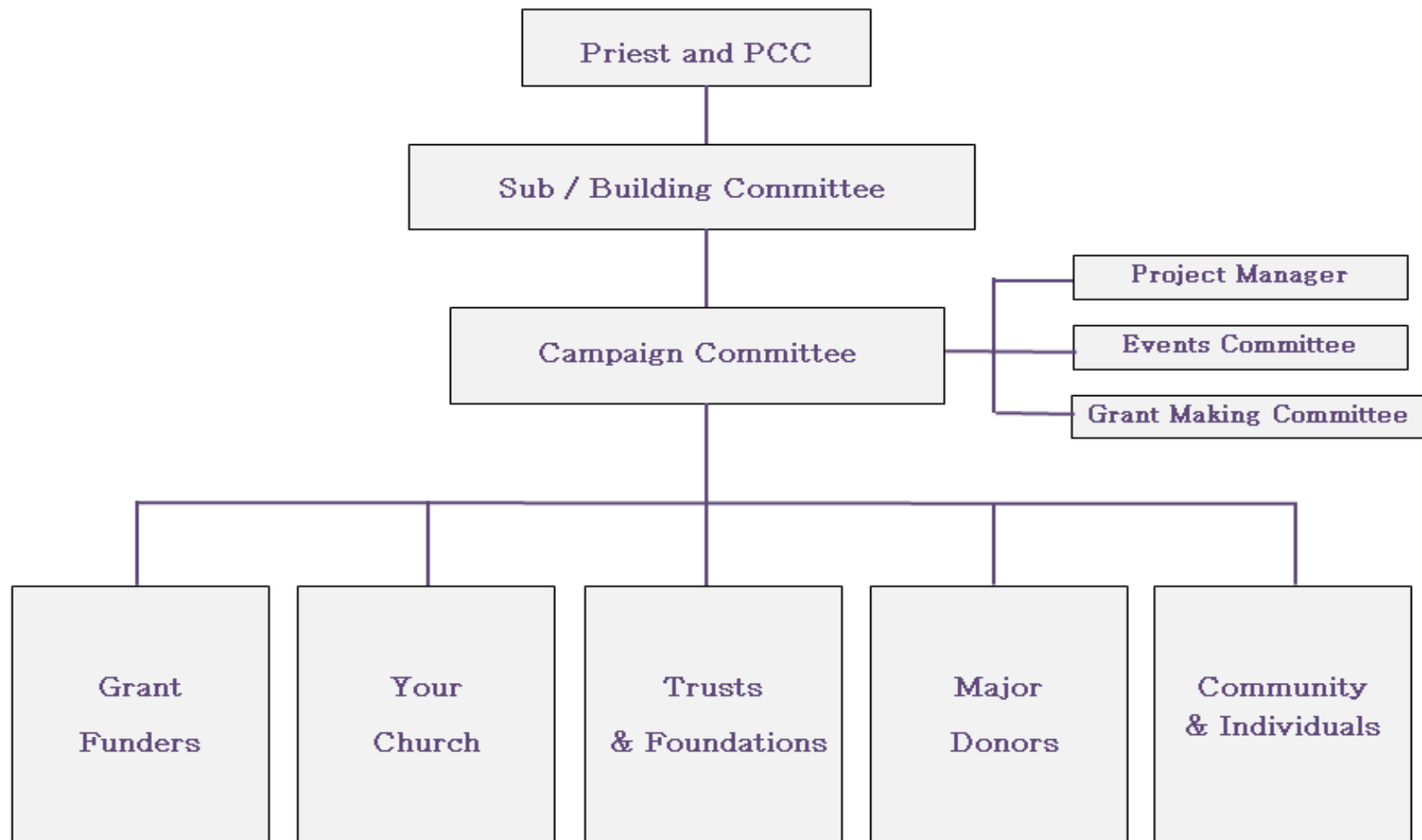
20% of donors
provide
80% of funding



Misconceptions

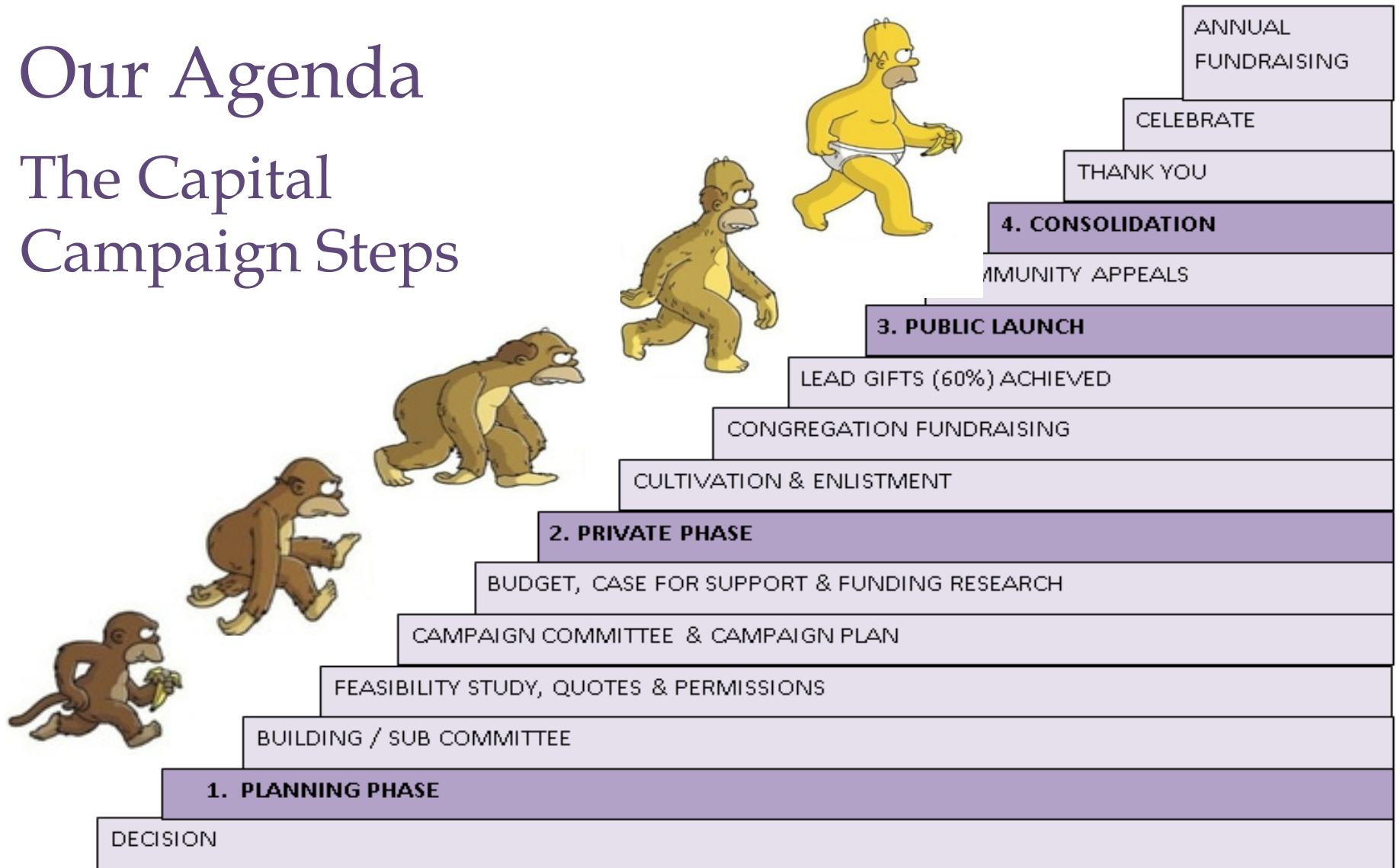
- The fundraisers will bring in the money
- Funders want to know about the building...
- We don't need to invest money upfront
- Let's start building now
- We'll answer that later

Capital Campaign Structure

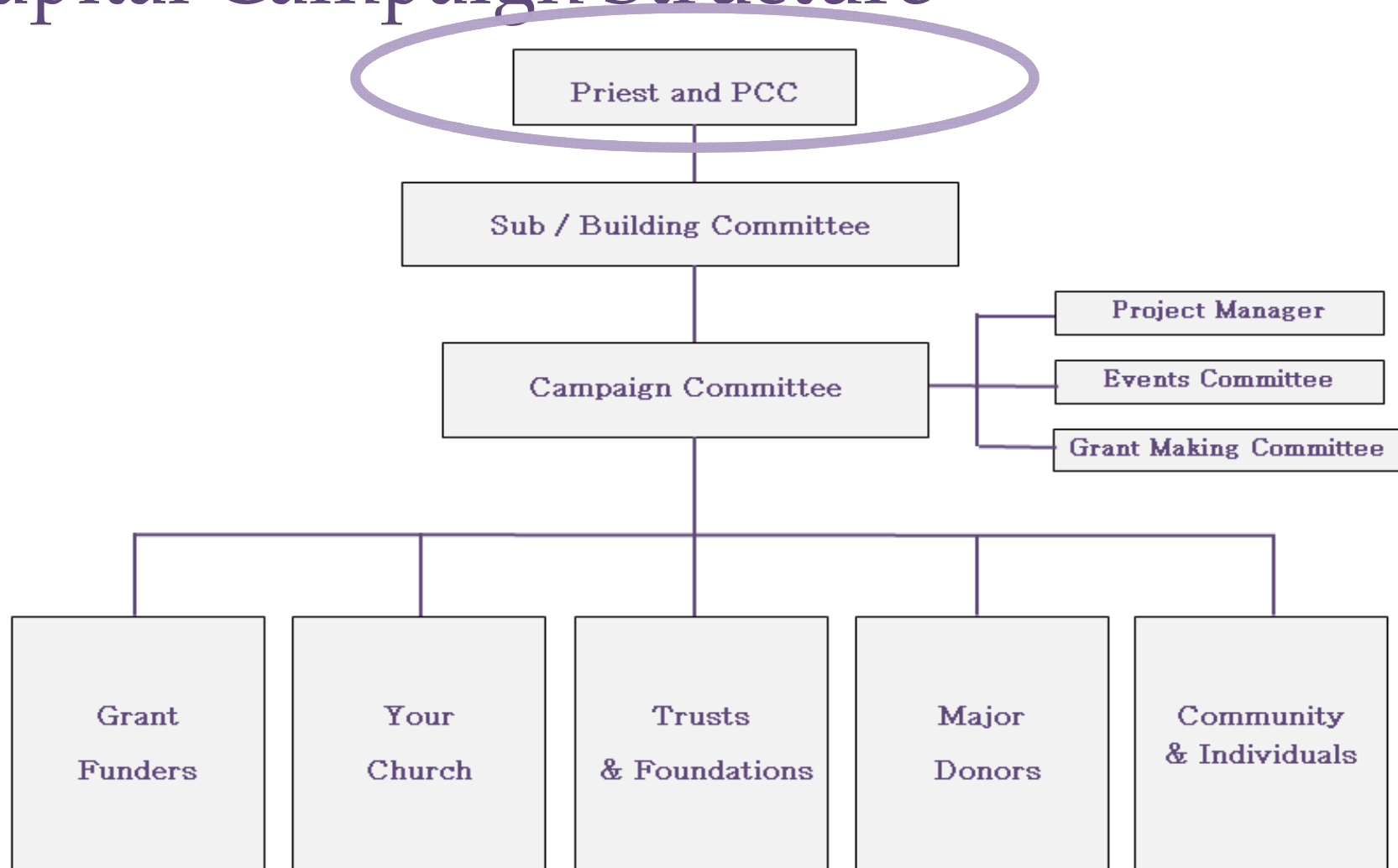


Our Agenda

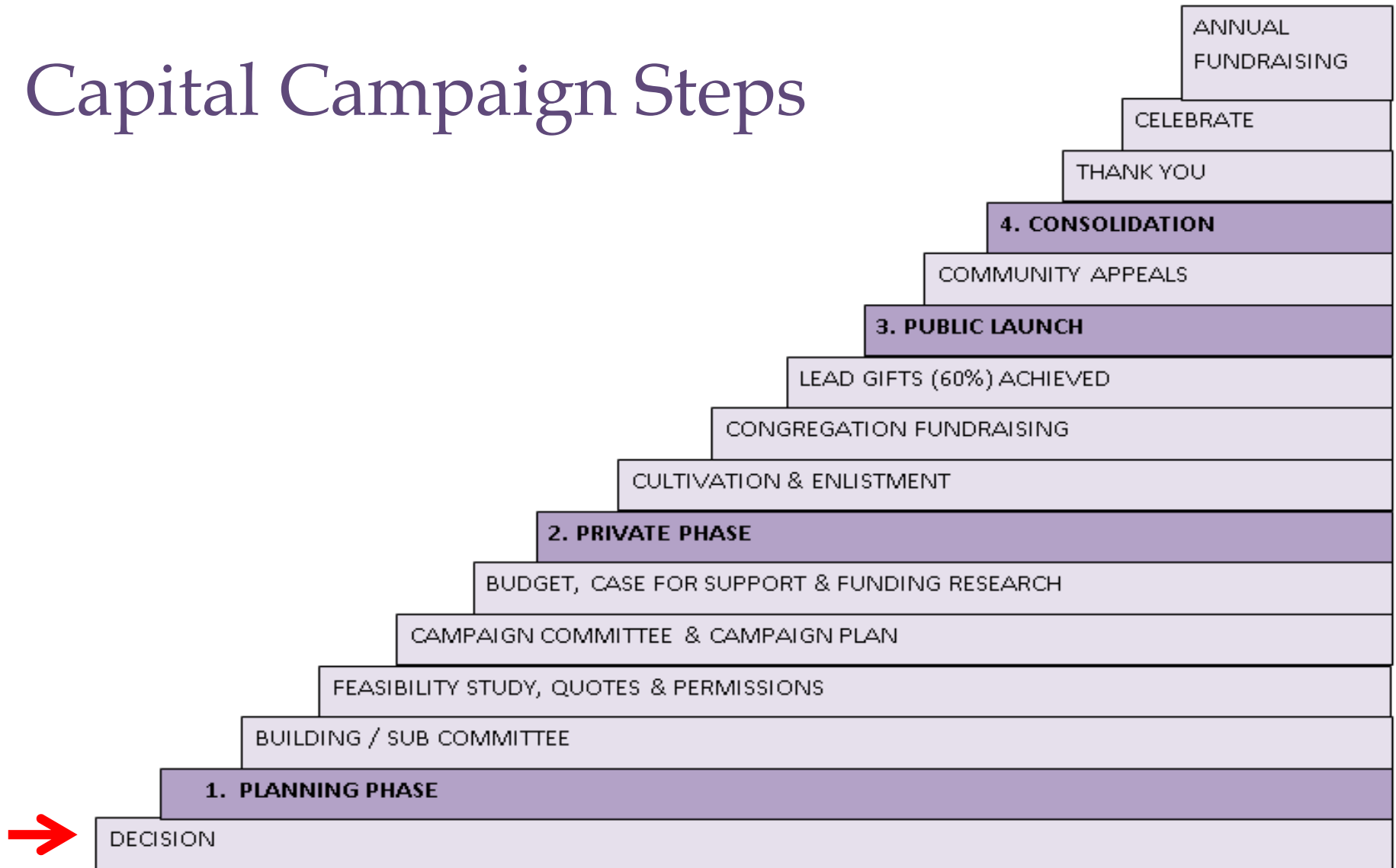
The Capital Campaign Steps



Capital Campaign Structure



Capital Campaign Steps



Six Steps to Success

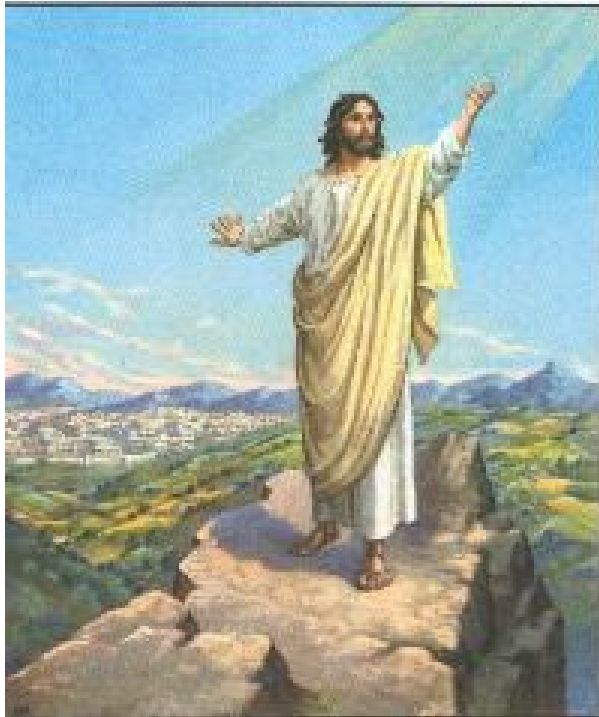


1. Vision



‘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

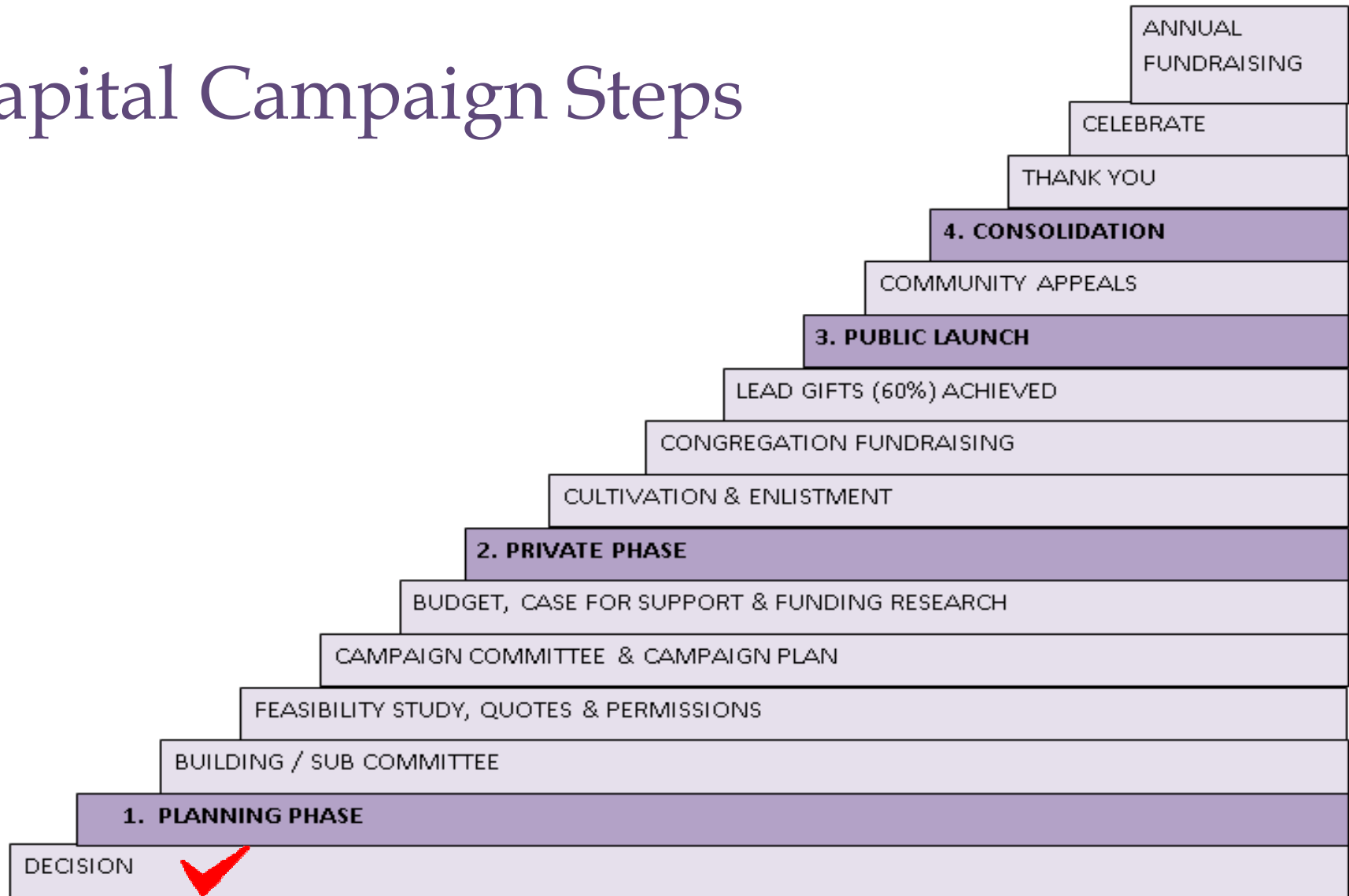


- One God created One People
- Church belongs to the Community
- Involve everyone

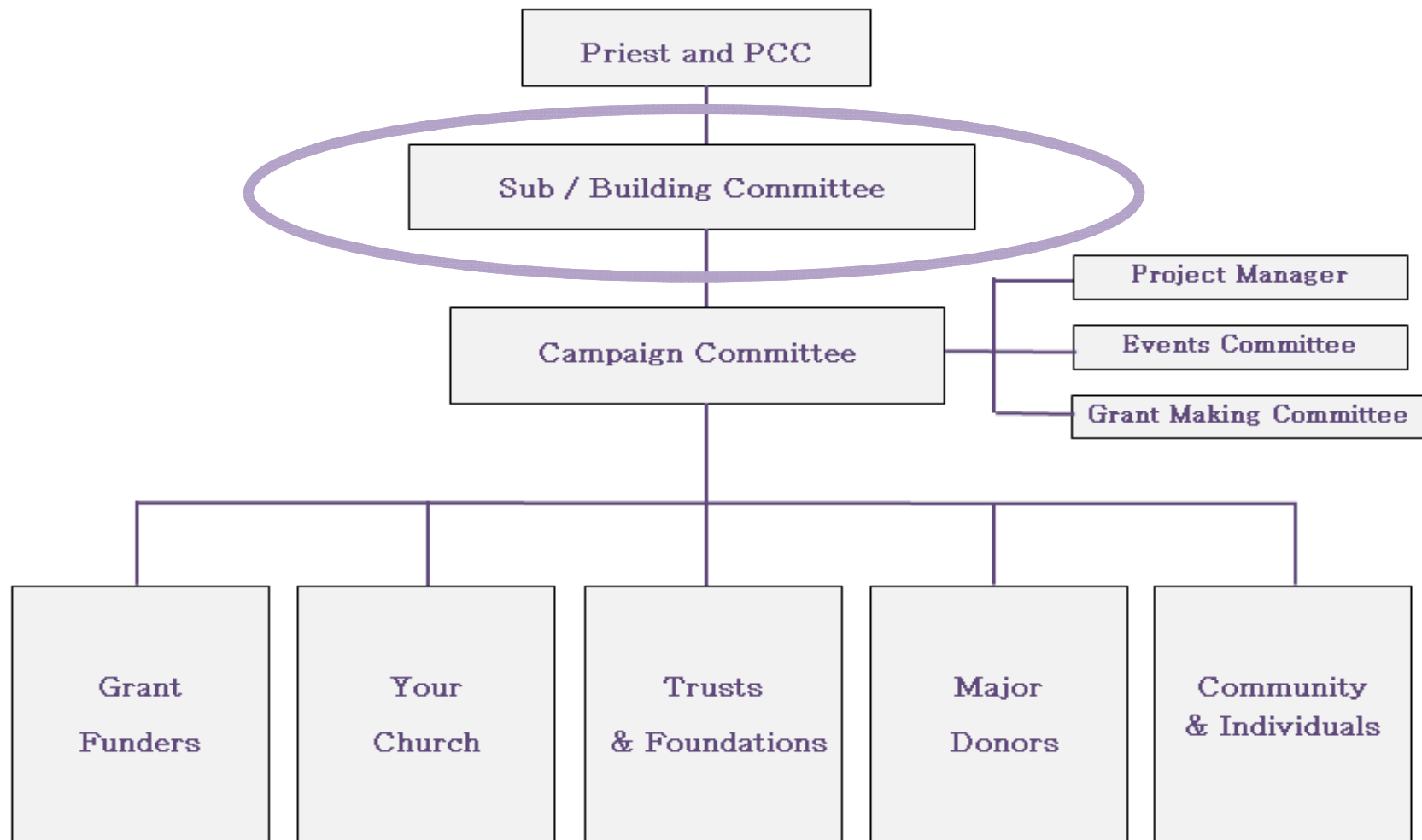
Decision Time

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

Capital Campaign Steps



Capital Campaign Structure



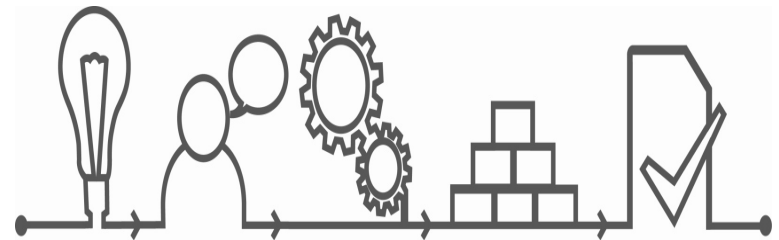
Who you Gonna Call...

- Archdeacon, Architect, Surveyor
- DAC, HE, SPAB, LPA
- Other Churches



Documents

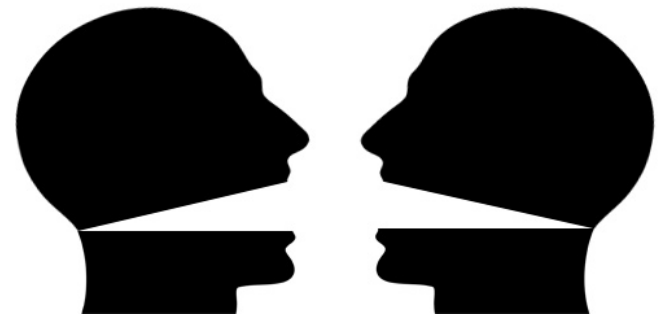
- Faculty, Feasibility Study
- Business Plan, ITT



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



How the Diocese can Help

Ann Jansz

Pastoral and Advisory Officer



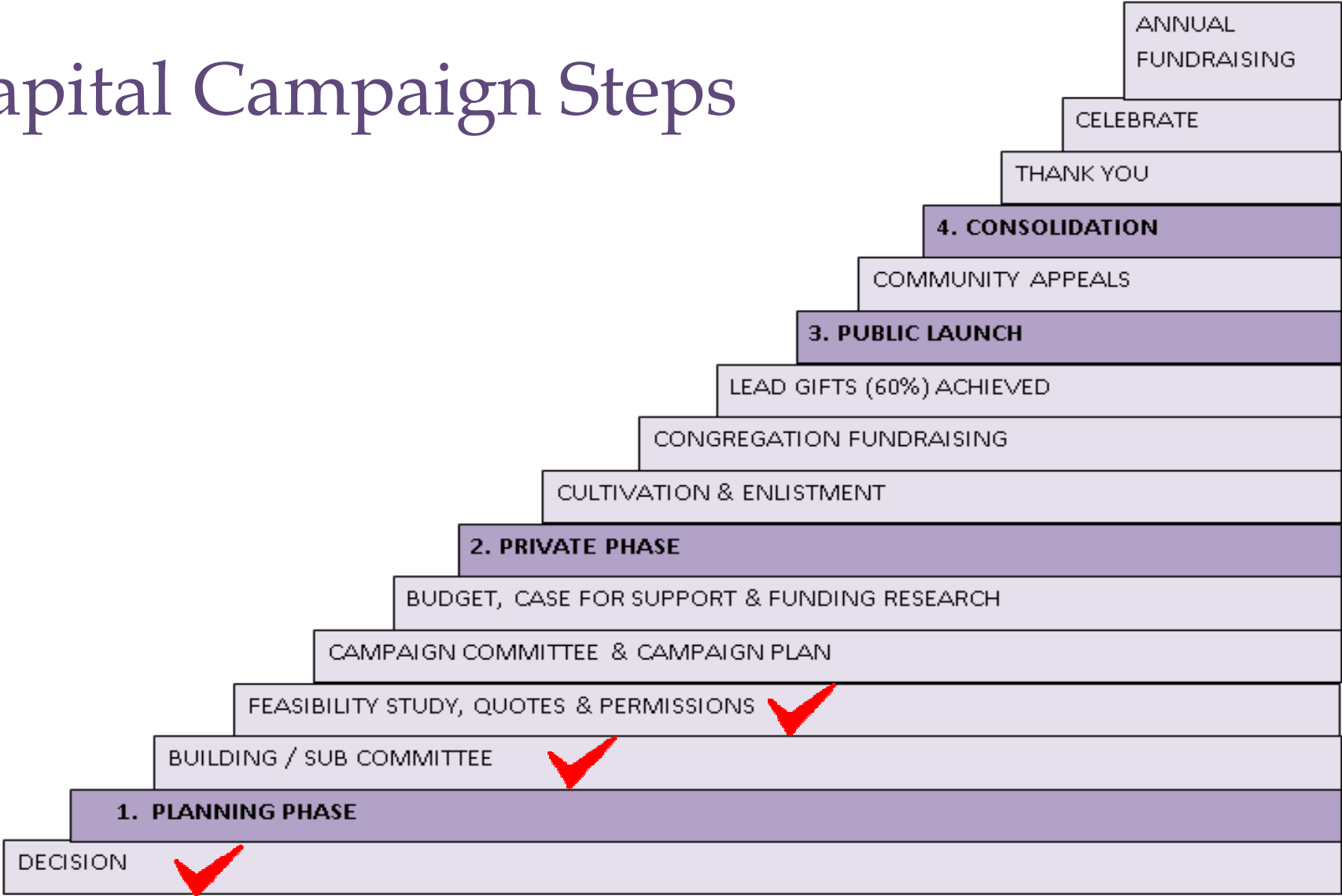
Tea Break

 Planning a Successful
Capital Campaign

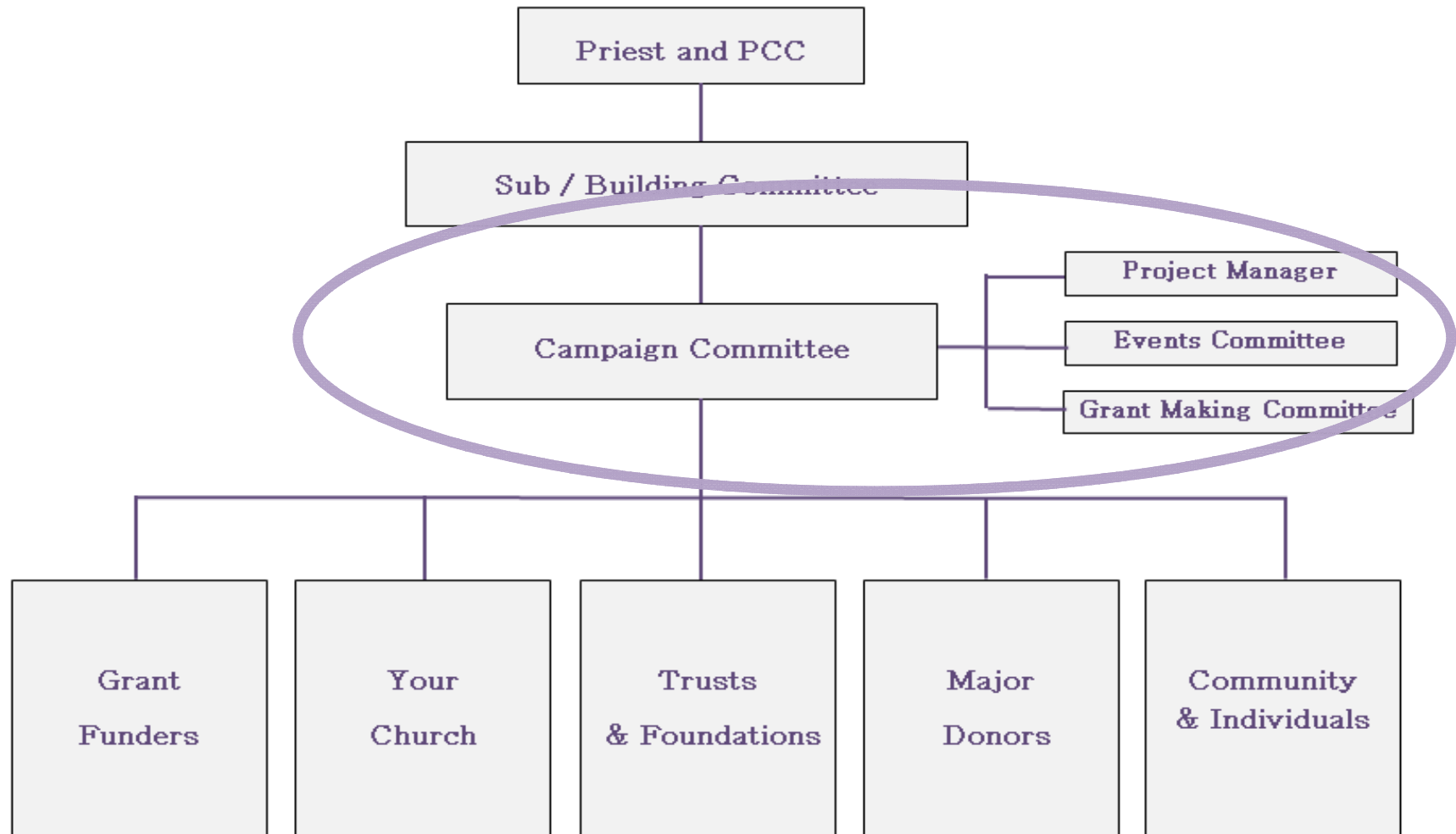


Coffee
Break

Capital Campaign Steps



Capital Campaign Structure



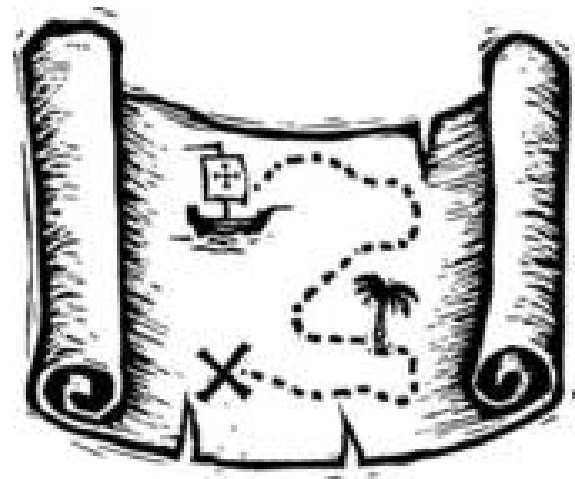
Campaign Committee

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



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

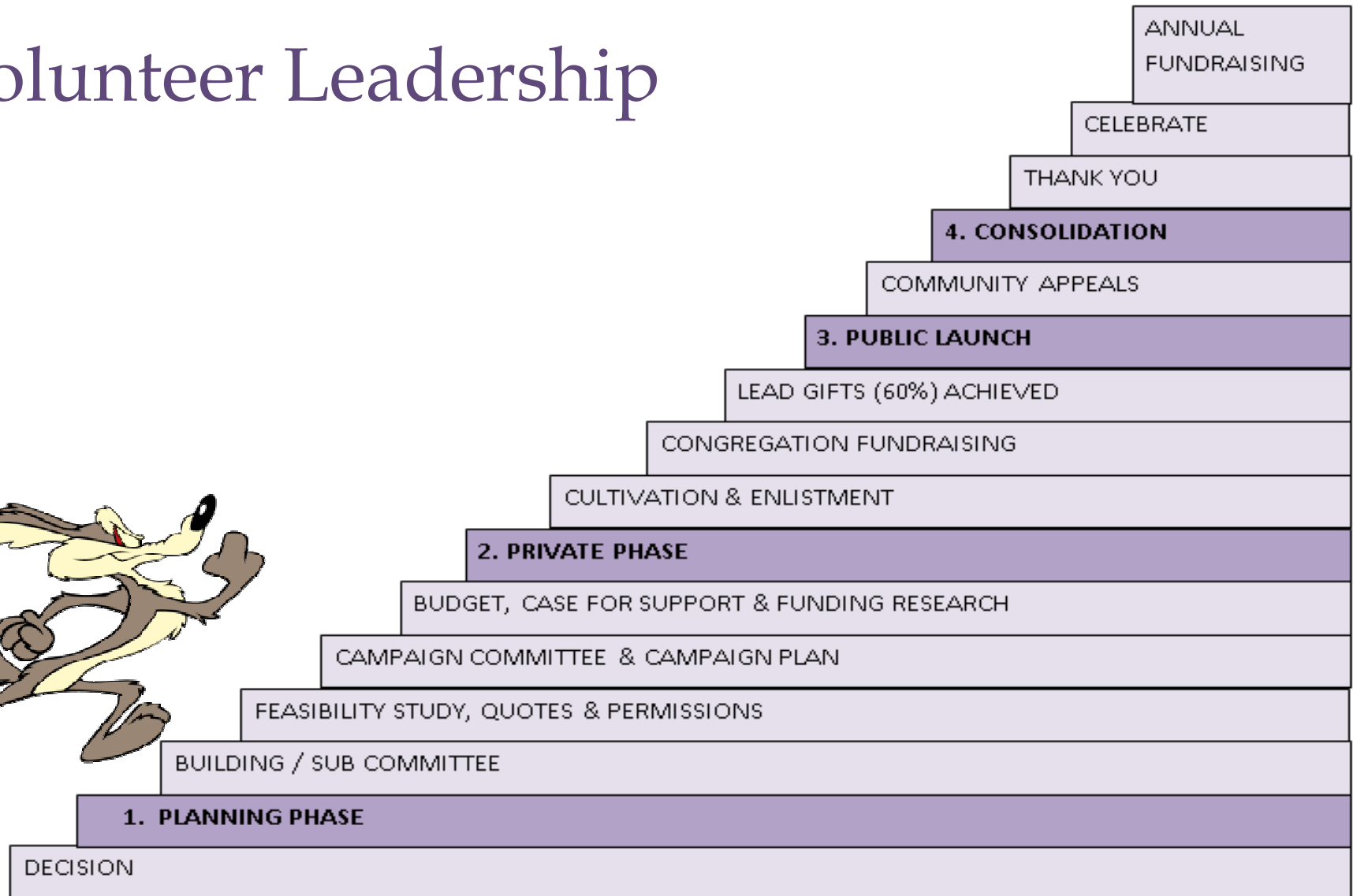


Volunteer Leadership

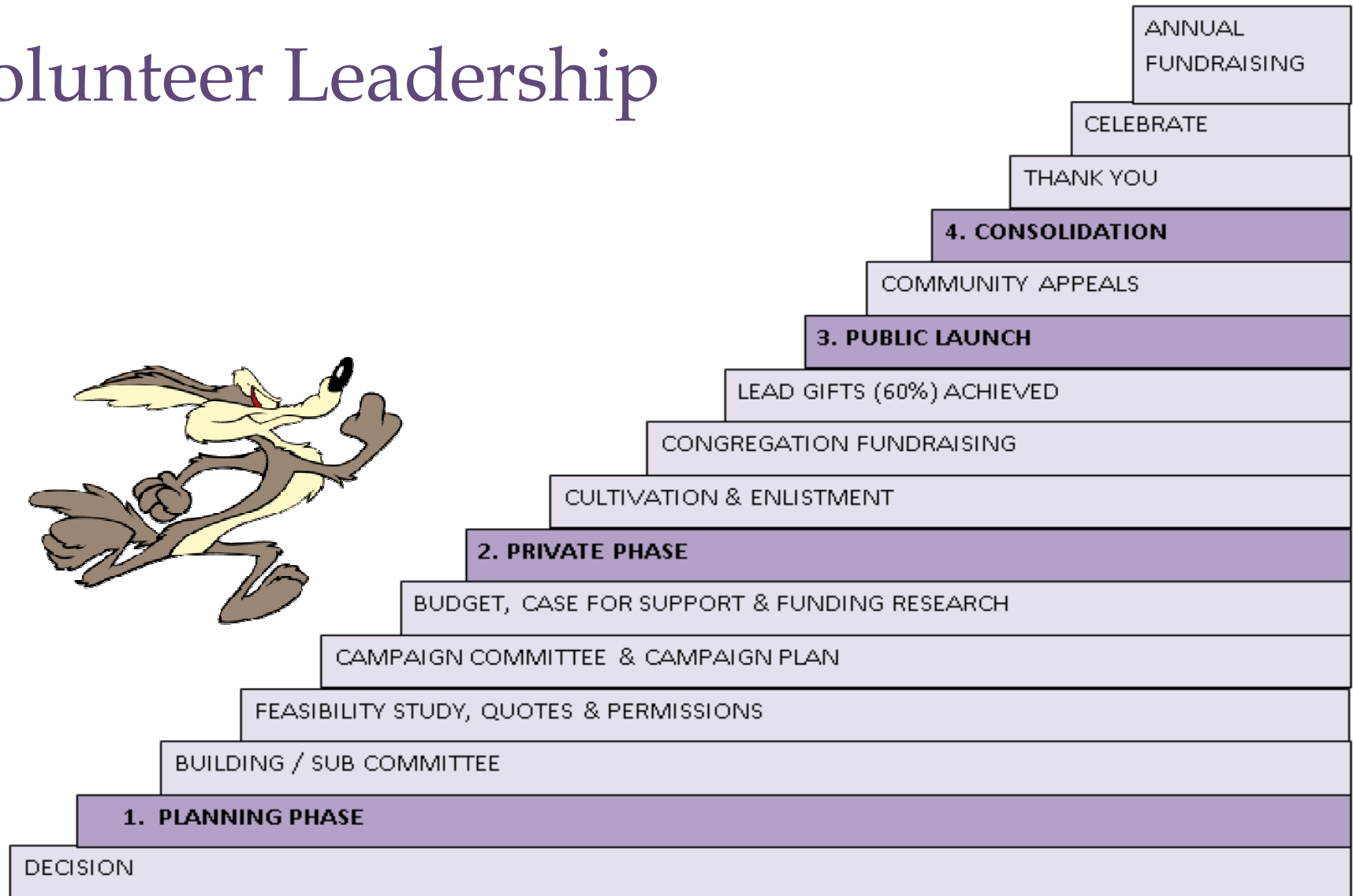
- Terms of Reference



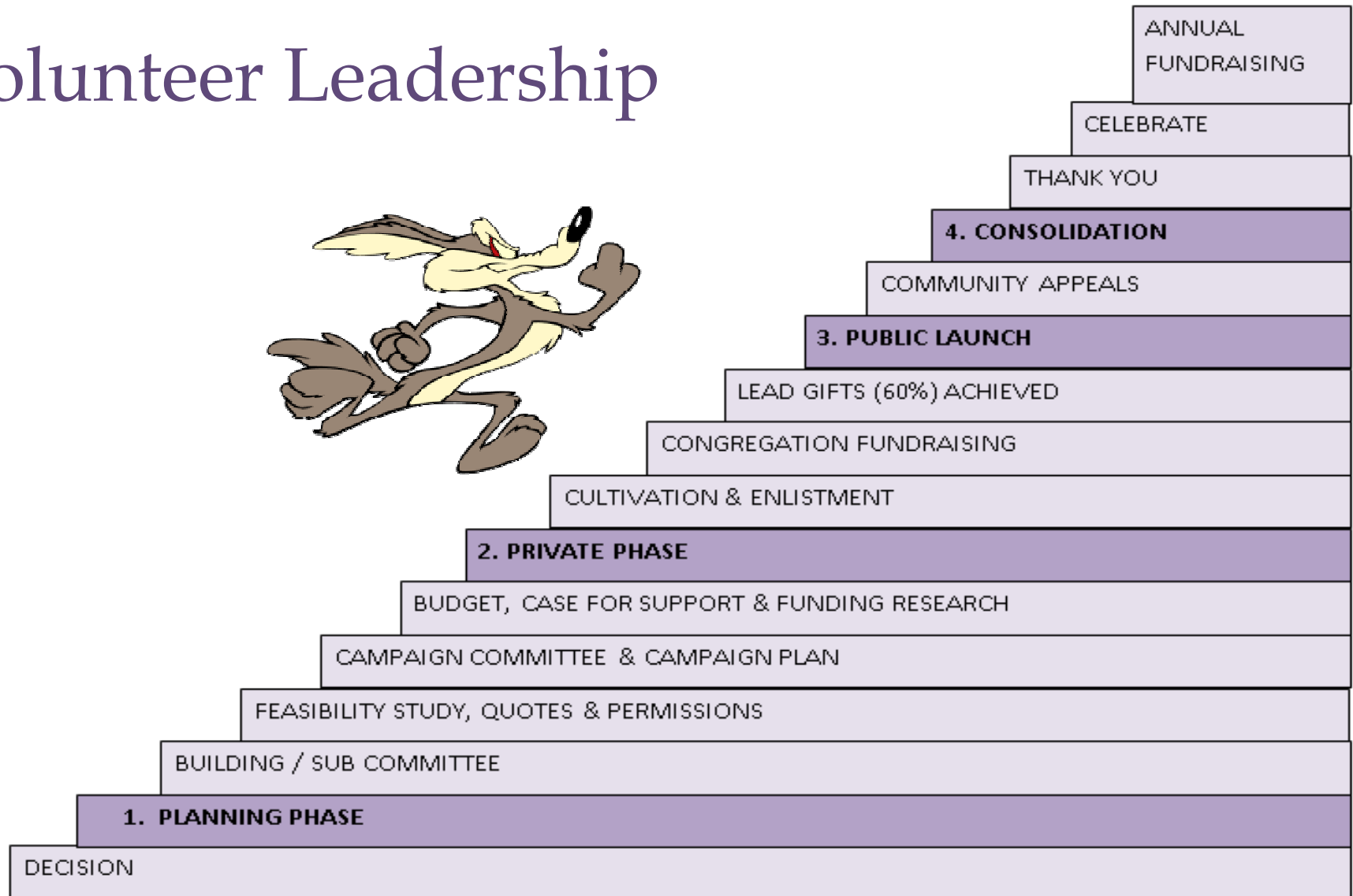
Volunteer Leadership



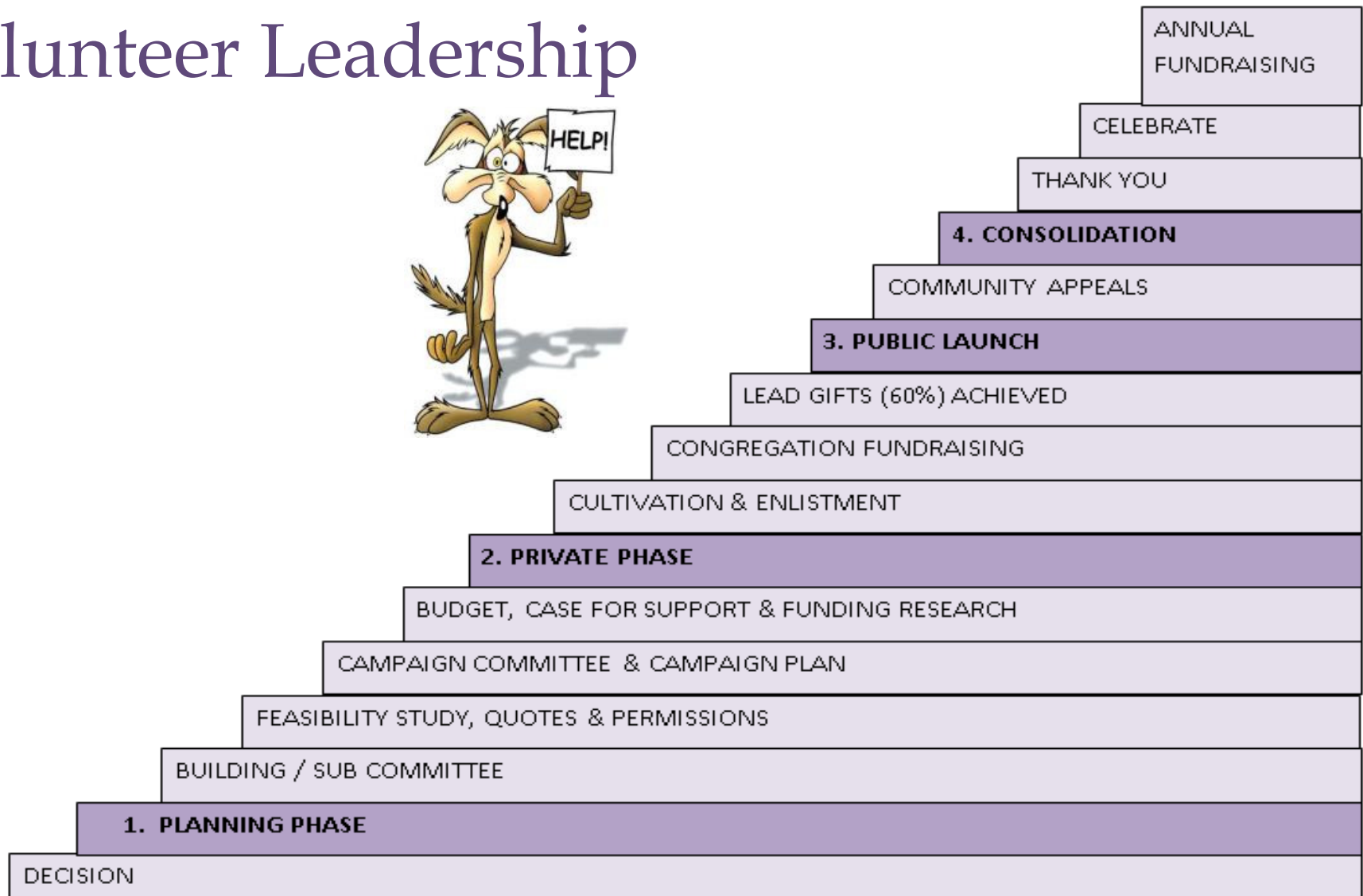
Volunteer Leadership



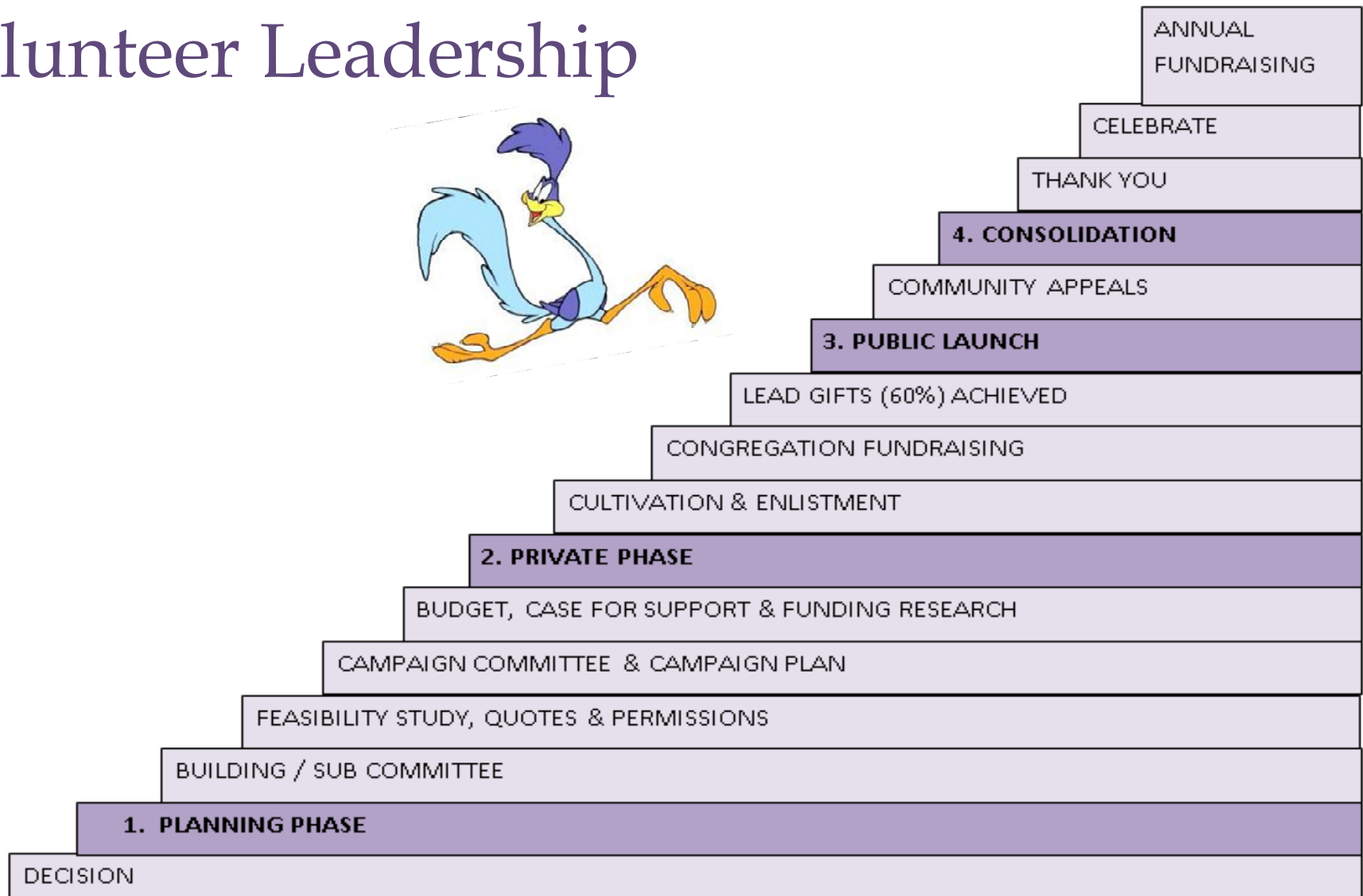
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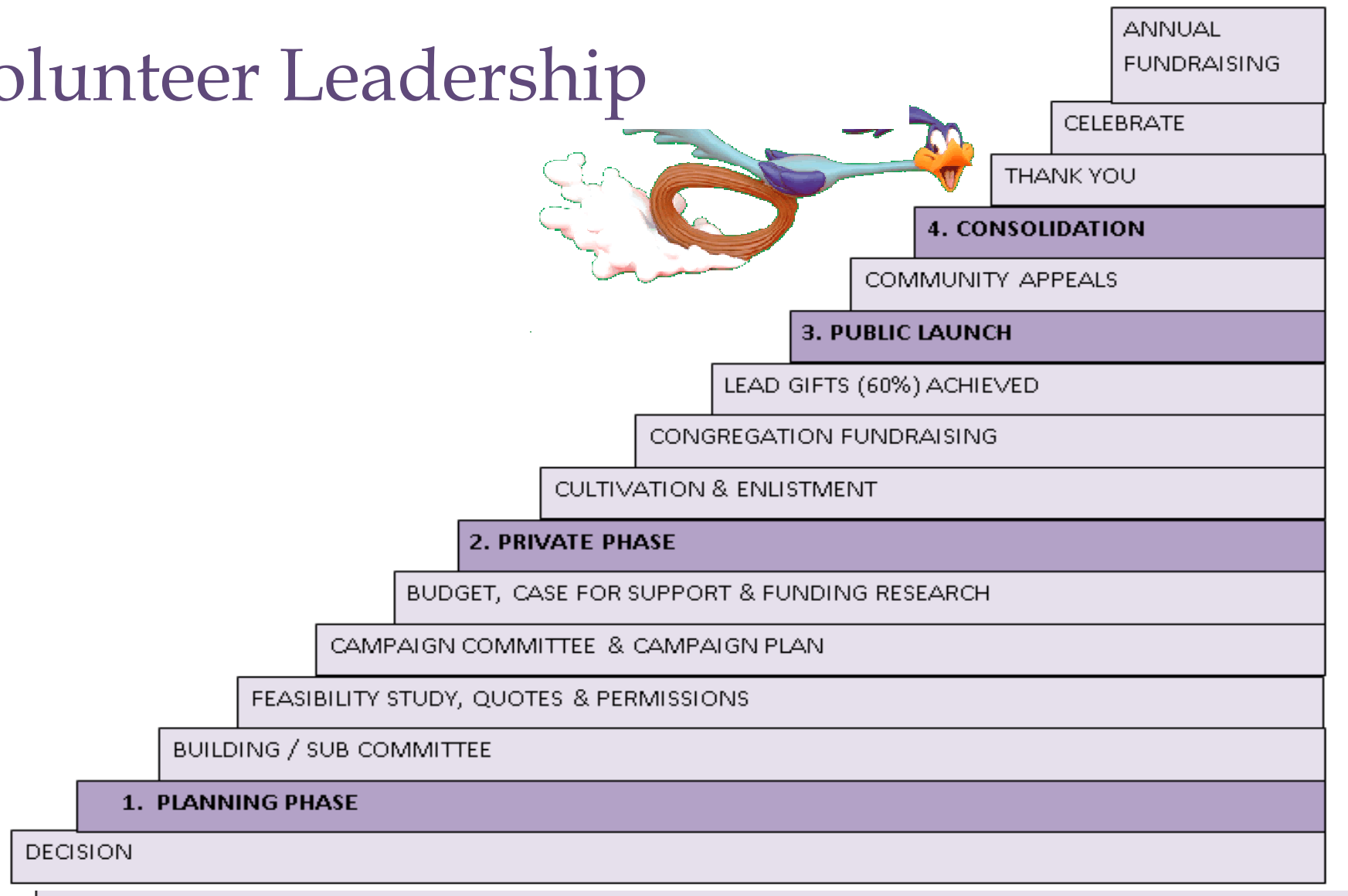
Volunteer Leadership



Volunteer Leadership



Volunteer Leadership



That's All Folks!



ANNUAL
FUNDRAISING

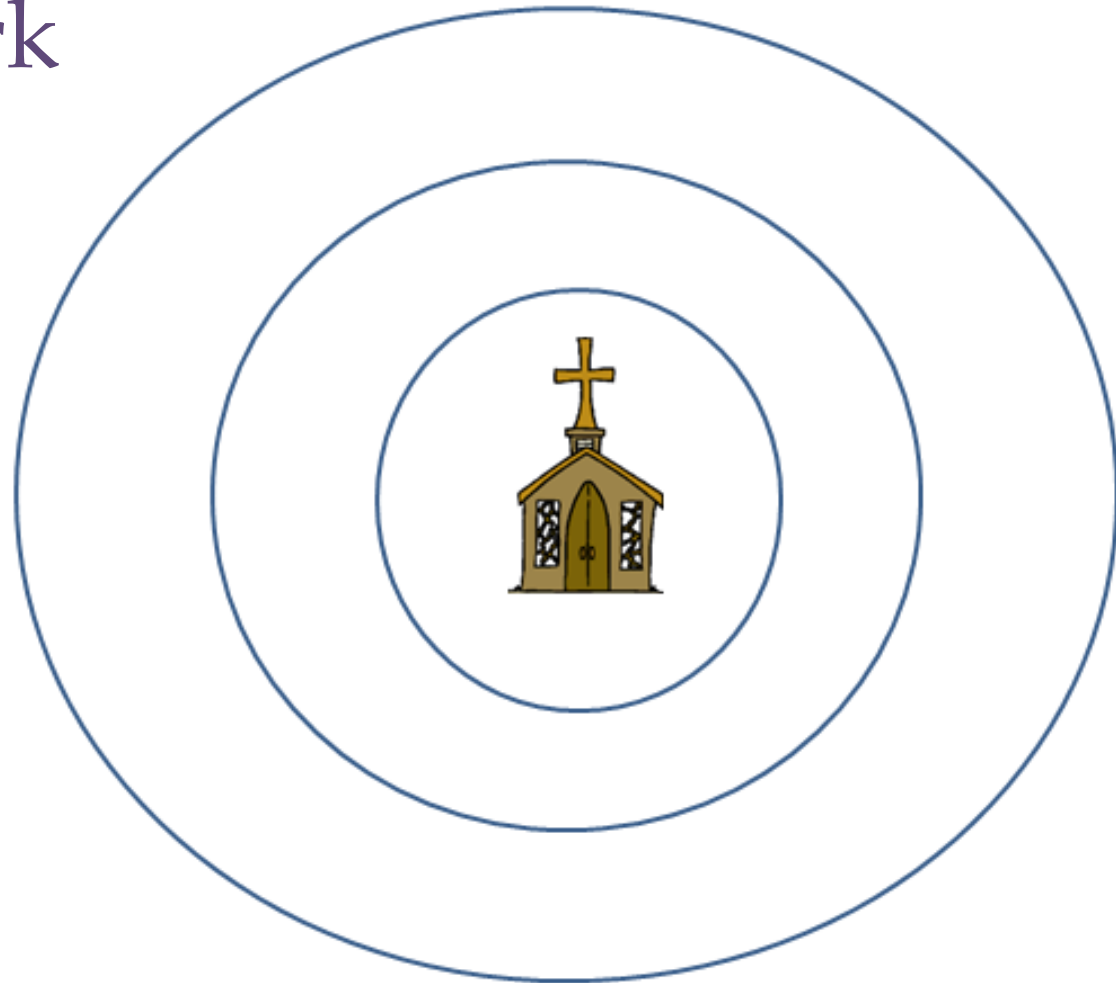
CELEBRATE

THANK YOU

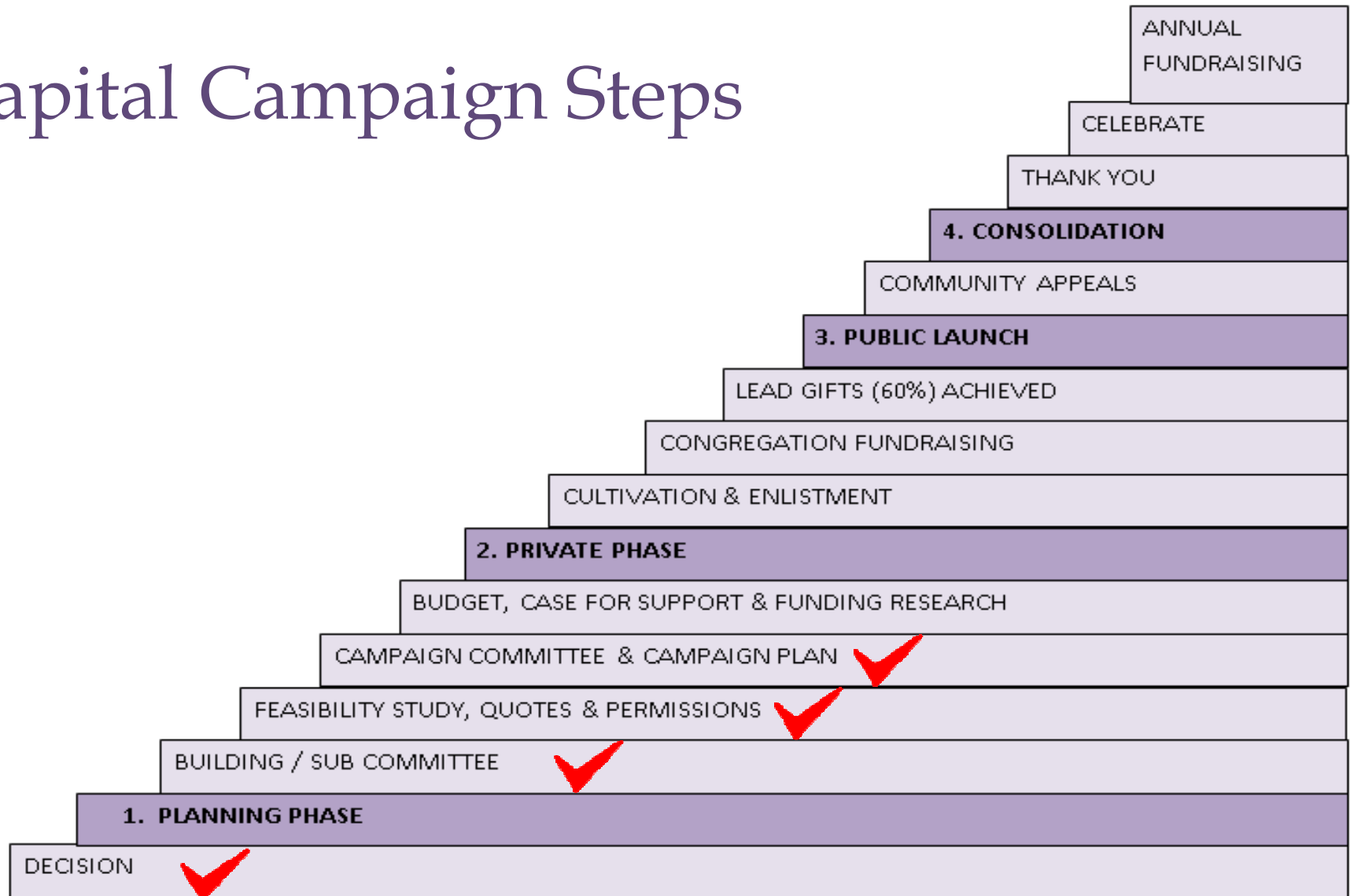
4. CONSOLIDATION

COMMUNITY APPEALS

Your Network



Capital Campaign Steps



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?
- VAT Potential
- Contingencies: 10% unexpected costs (NB inflation)

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

Fundraising and the Church



The oldest fundraising
appeal is in
the Book of Exodus

Funding Sources



Grant
Funders

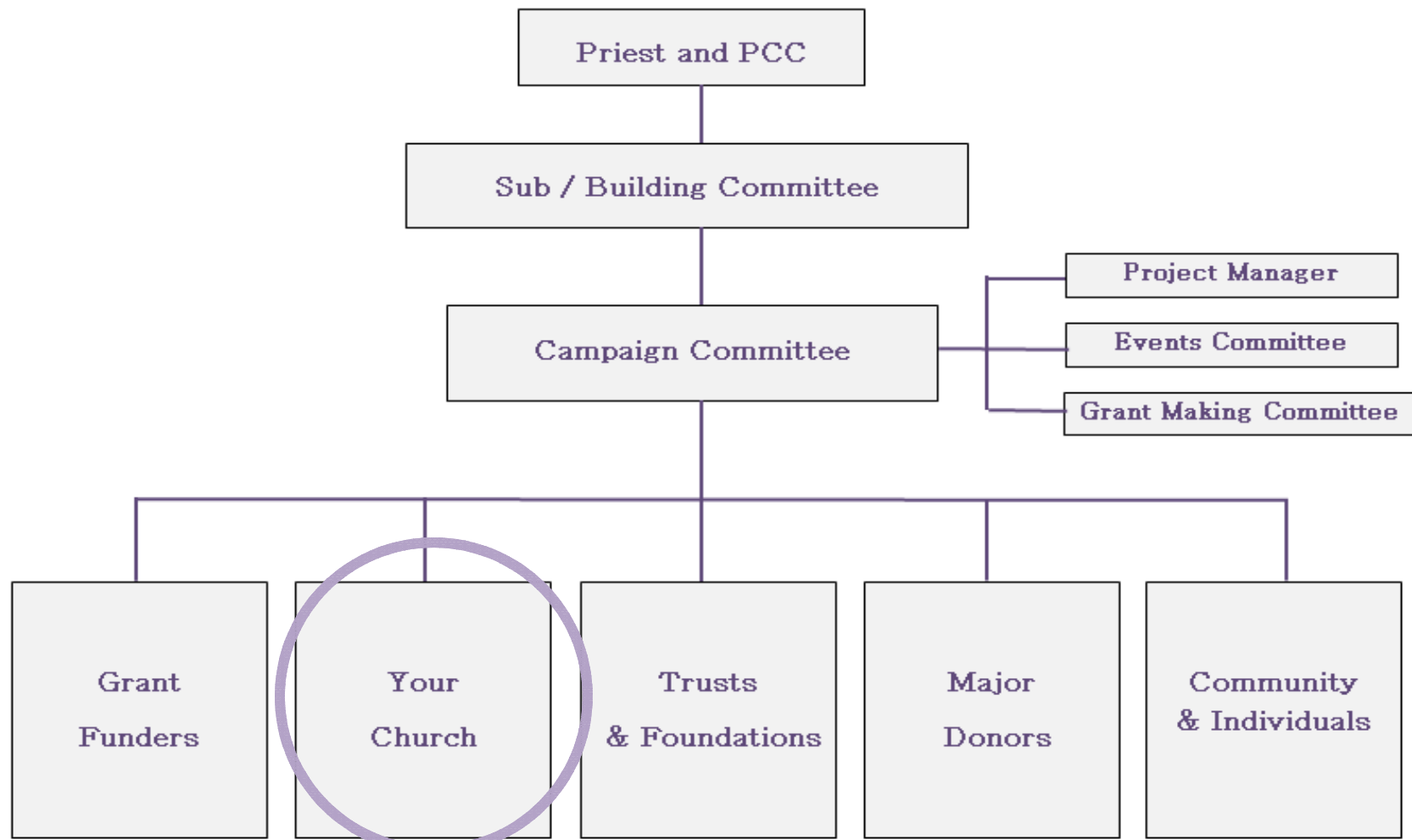
Your
Church

Trusts &
Foundations

Major
Donors

Community
&
Individuals

Capital Campaign Structure



Hold a Gift Day

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

giftaid it

Continue to....

- Nurture Generosity & Discipleship
- Support through Prayer



St Paul's Centre, Hammersmith

Project Aims:

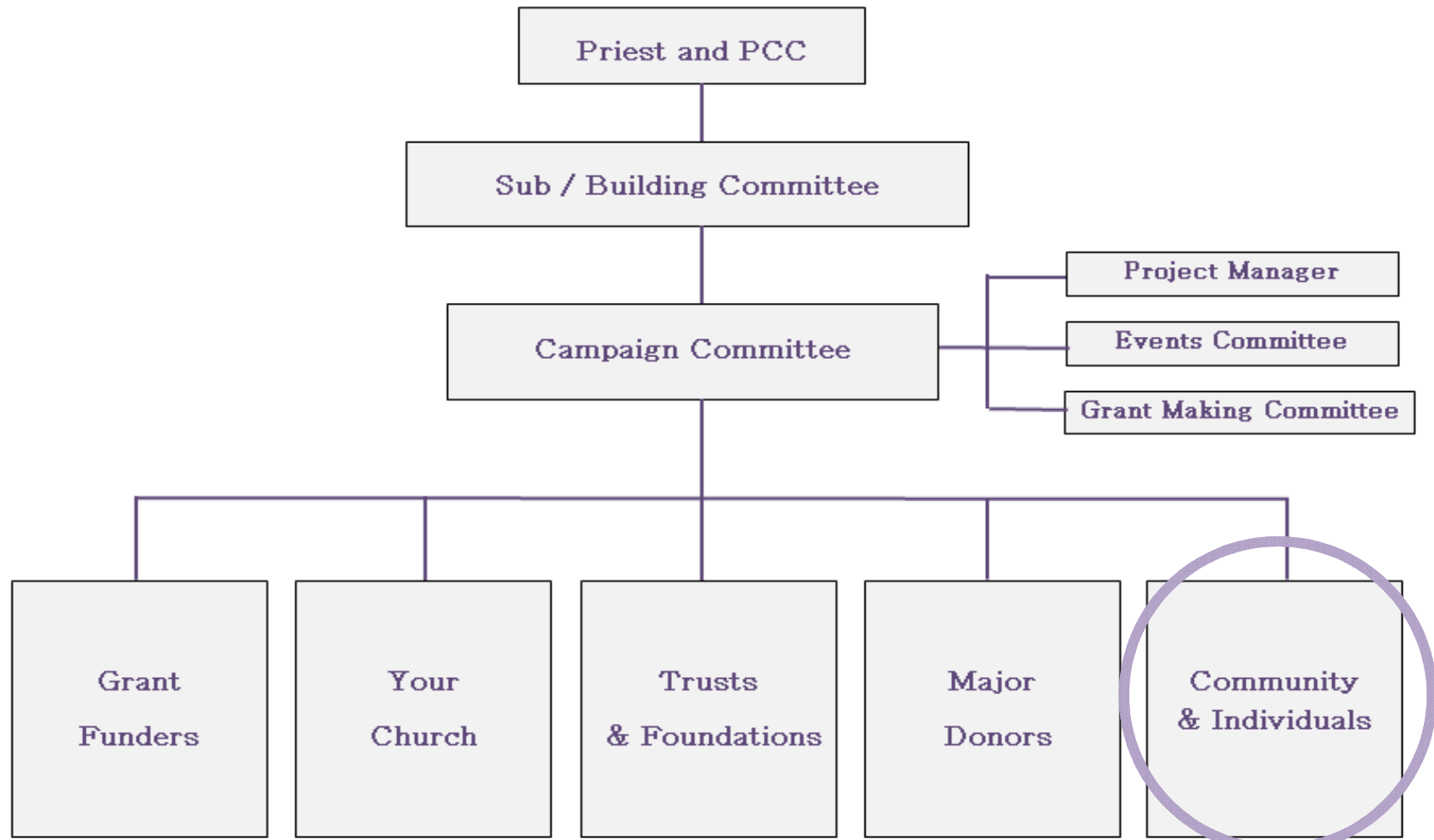
- Space for community, social ministries & youth work
- Establish a debt advice center & café

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
- Think about YOUR Community

giftaid it

https://www.charitychallenge.com/pdf/a-z_fundraising_ideas.pdf

St James' Church, Little Paxton

Phase 1:

Restoration of the tower, clock and bells in 2011

Church won People's Million Television Phone In grant for £50,000

Phase 2:

Restoring the main church building

New Central Heating – more comfortable

Flexible new spaces – now accessible to community groups

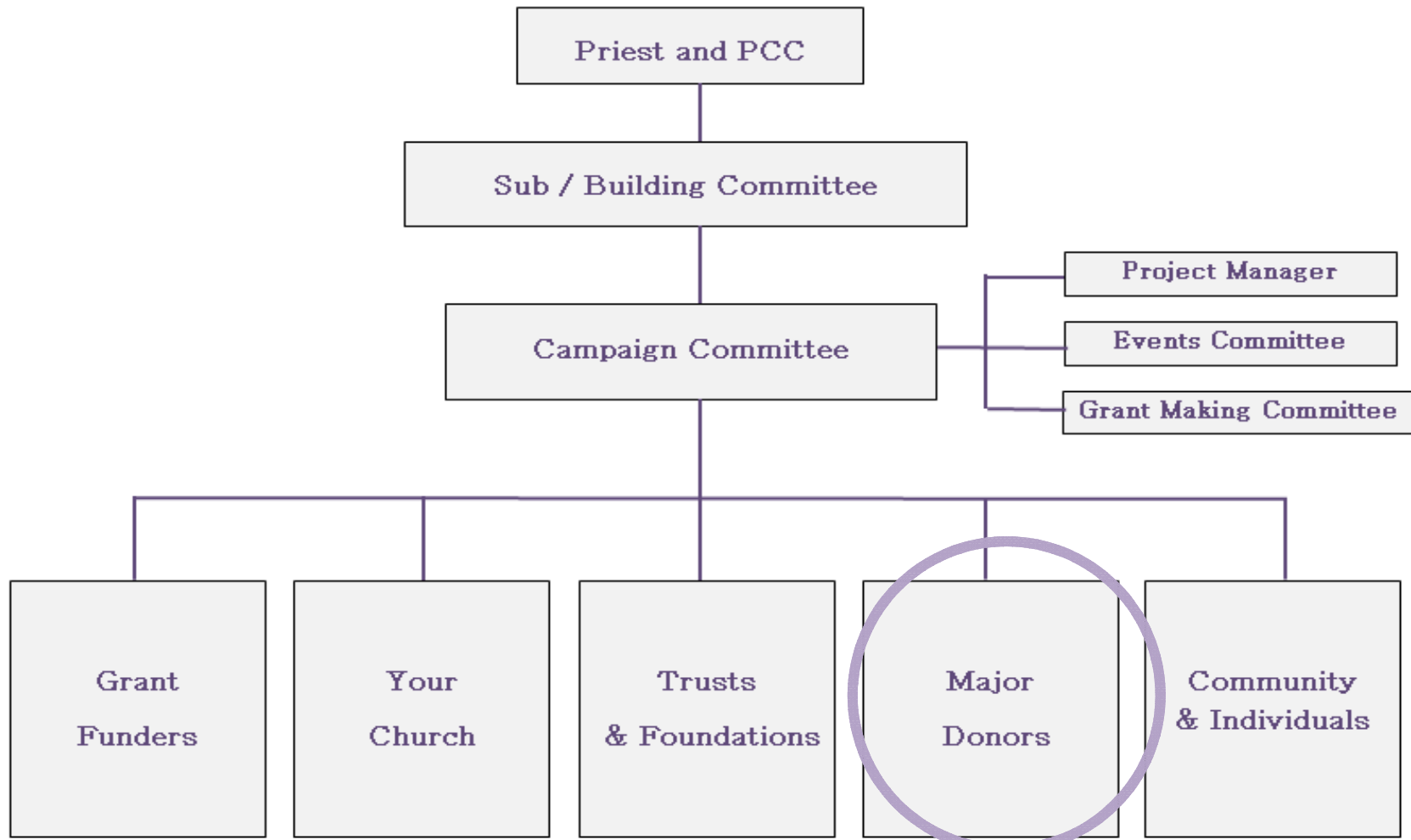
Grants included:

WREN £43,000

AmeyCespa Community Fund £40,000



Capital Campaign Structure



Major Donors

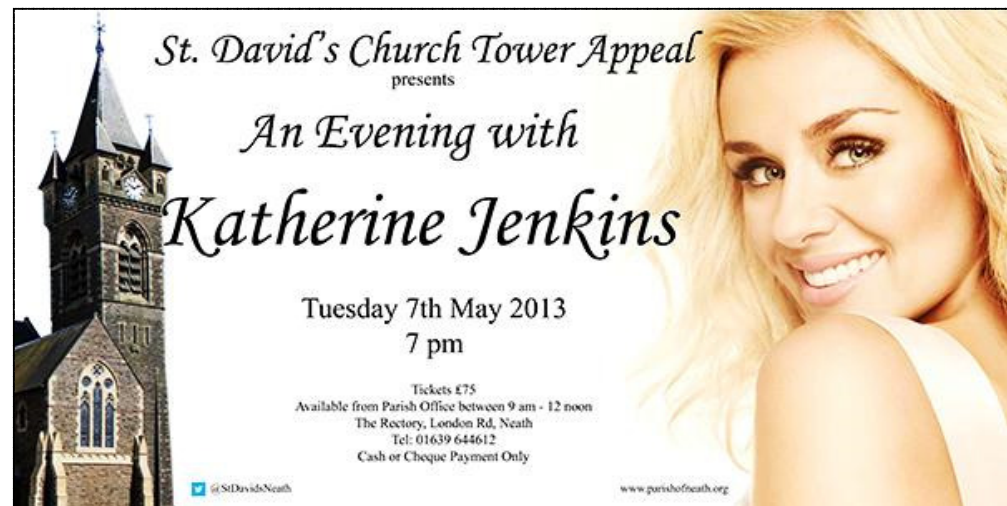
“£11 billion was given to charity last year, with almost half coming from just 7% of donors.”

1. How many can you identify
2. It takes time! 80/20
3. Who is the “Gate Keeper”?

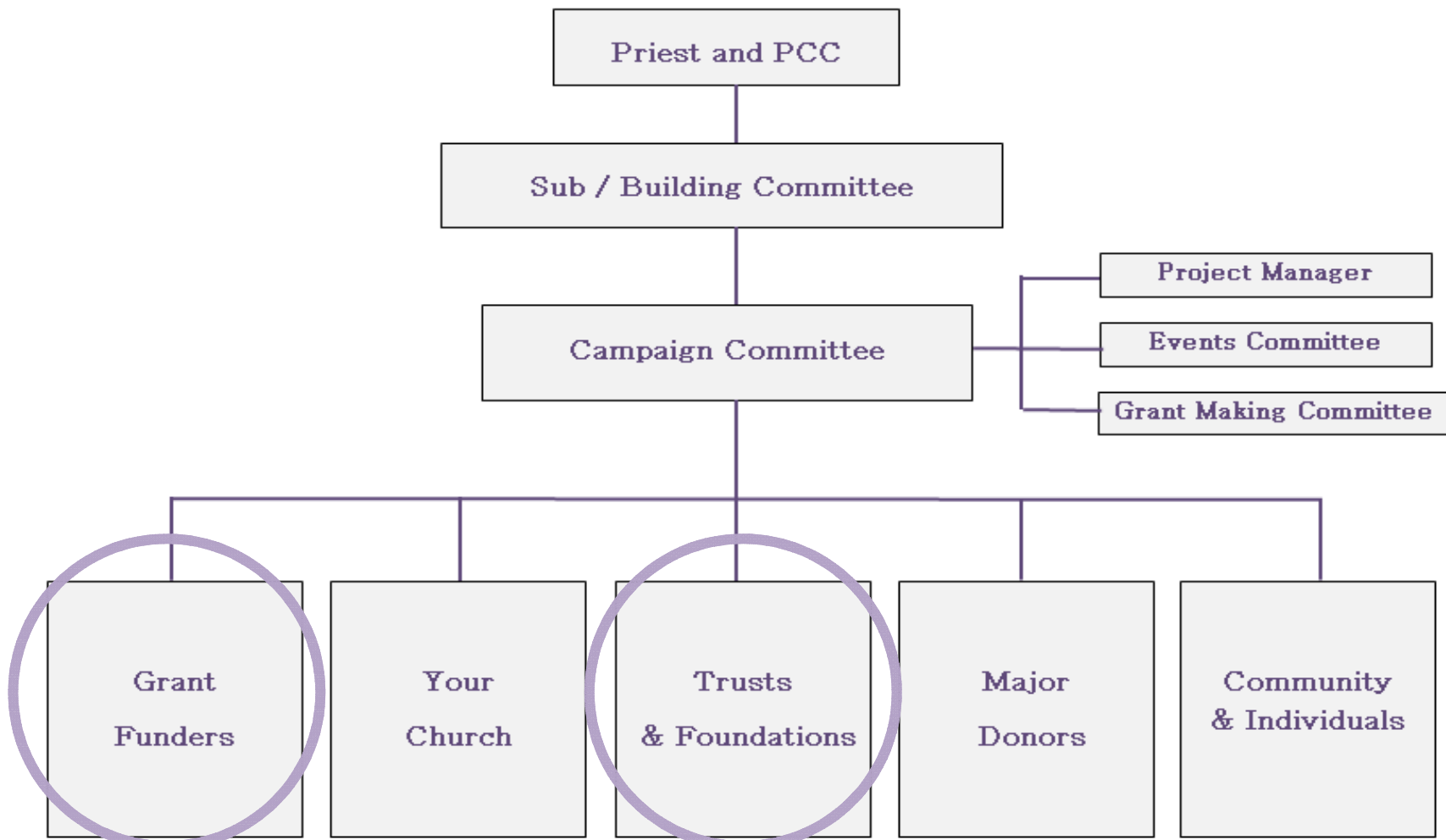


No Major Donors?

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



Capital Campaign Structure



Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign

Little Helpers



Lots of Lists

- 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
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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)



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

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

Budget, Case for Support &
Funding Research

 Planning a Successful
Capital Campaign

Still not sure?



Website Research

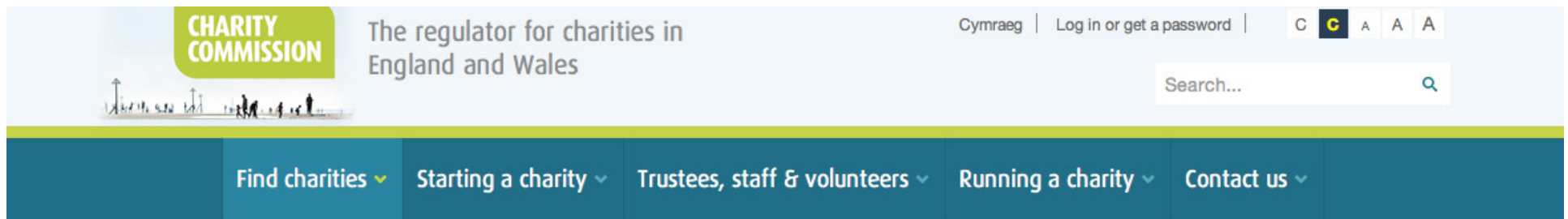
Find a charity

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

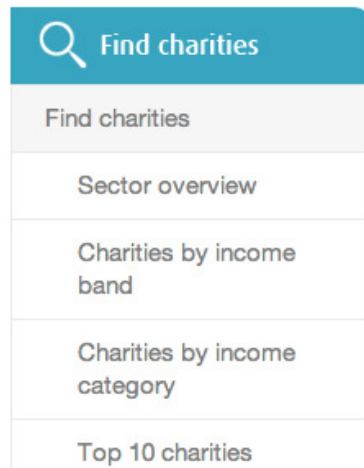
Cymraeg | Log in or get a password | C A A A


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.

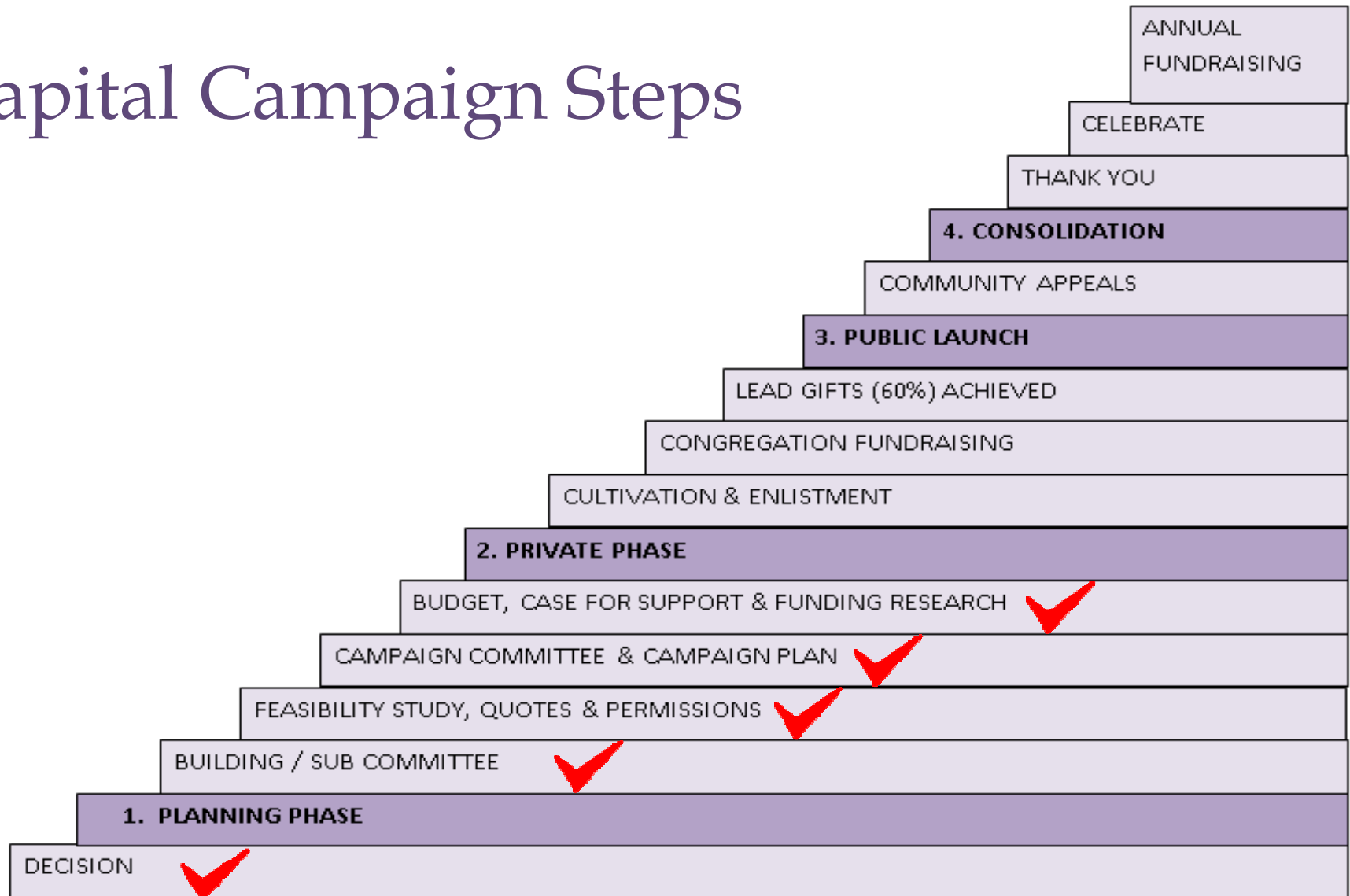
The Register is maintained from information supplied by charities and provides key facts and figures about their work and finances. The

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.



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)

<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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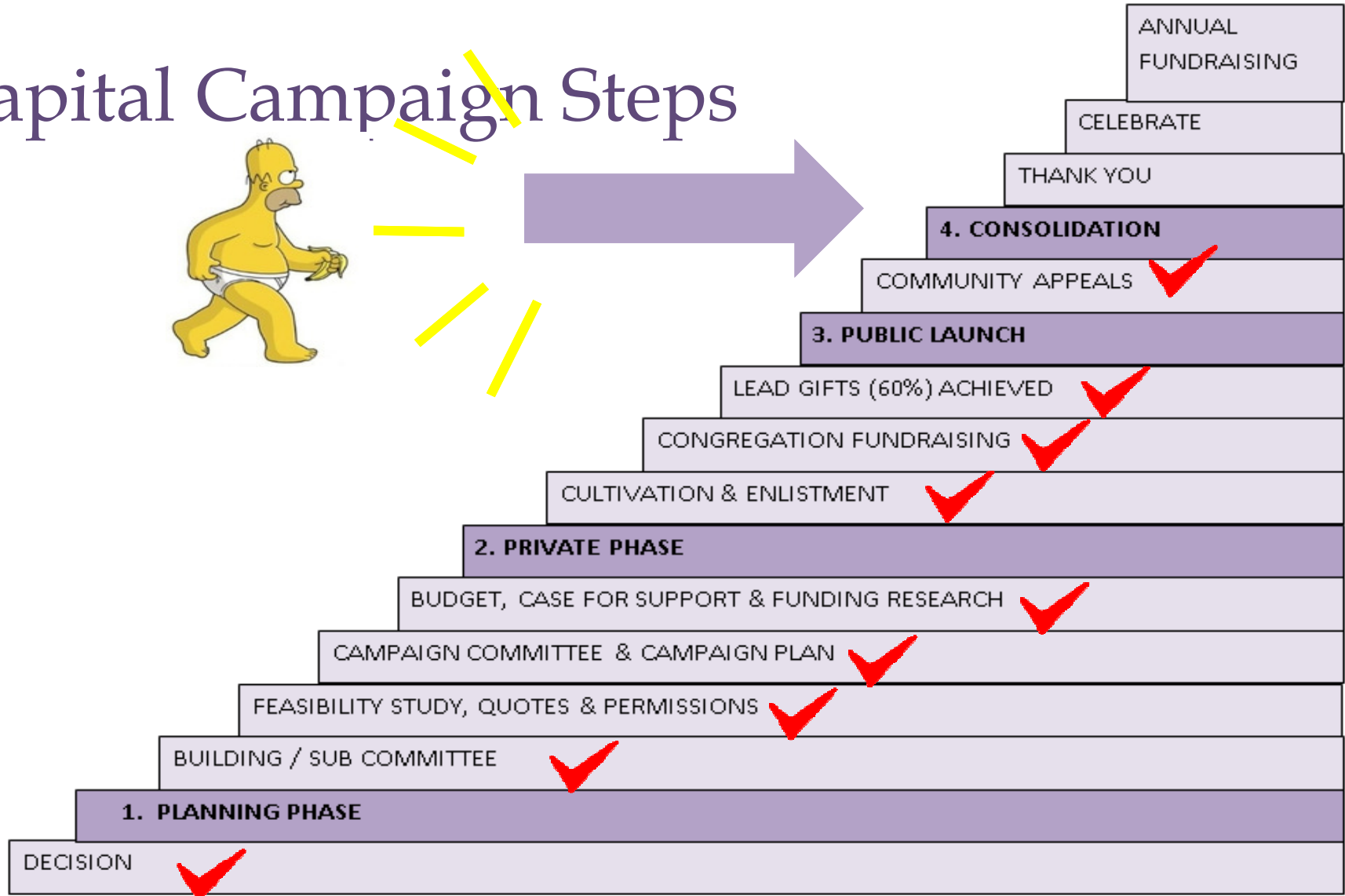


Section 3: Your Project	
What work are you proposing to carry out?	To provide extensions to Pond with a heater and movement sensor. This will stop cold air getting into the church thus keeping the temperature ^{constant}
When is the work expected to start?	Sept 2014
When is the work expected to end?	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



Follow up with the Funders

Once a Grant is Approved

- the funder will send a grant award letter with:
- the grant terms and conditions
- a copy of the monitoring form to be completed.

To accept a Grant Award

- Sign the grant terms and conditions form
- Return it to the Funder
- The grant will be released (at some point...)



Building Work Begins
(but keep fundraising!)

 Planning a Successful
Capital Campaign

Put your Hard Hats On



The Launch / Rededication Service



Tea Break

 Planning a Successful
Capital Campaign



Tea
Break

Mike Gibbons: Parish Speaker



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

- Questions
- Thoughts
- Comments

