

# How to Raise the Money

Church projects will usually be funded from a variety of sources.

Please have a look at Parish Resources <http://www.parishresources.org.uk/>.

**Parish Resources**

Home News PCC / APCMs Finance Giving Buying People Administration Buildings Other Order Resources

**Encouraging generous giving**

This site is provided by the Church of England's National Stewardship & Resources team and offers over 400 pages of resources (web & pdf) to support all aspects of stewardship, administration and management in the local church, as well as links to other sites and pages of interest.

If you have any questions or feedback, please [contact us](#).

Follow @ParishResources on Twitter.

- PCCs**  
Resources for PCC members (as charity trustees), registering with the Charity Commission, & APCM forms .
- People**  
Resources to help you develop gifts and talents, employ staff, work with volunteers, safeguarding and more.
- Administration**  
A range of practical guidance to support aspects of parish
- Parish Finance**  
Resources for treasurers - tips for new treasurers, support on producing accounts, managing risk and reserves.
- Gift Aid**  
A range of Gift Aid factsheets including action parishes need to take in 2015 including the Small Donations Scheme.
- Buying**  
Find out about the new Parish Buying initiative which provides contracts
- Giving**  
Resources to encourage giving, on Giving for Life . Help for Parish Giving Officers, and for nurturing legacy giving.
- Buildings**  
Lots of resources on caring for your church buildings, funding them, and running Friends Schemes,
- Other**  
A range of other resources. You can also order resources from this

My colleague Eleanor Gill runs workshops when requested by dioceses and has published funding guides here - <http://www.parishresources.org.uk/resources-for-treasurers/funding/>.

She also runs workshops on legacies and there is a section on what you could be doing in your parish here <http://www.parishresources.org.uk/legacies/>. This potential long-term funding may not fund next week's project, but in the longer term is a source of funding which need attention.

You will also find some helpful information about Church Friends' Schemes on Parish Resources on <http://www.parishresources.org.uk/friends-schemes/>

# How to Raise the Money

Here is the guidance appearing on [churchbuildingprojects.co.uk](http://churchbuildingprojects.co.uk) which you may find helpful:

First divide the task into **internal** and **external** funding.

## Internal

With internal funding the aim is to tap into the enthusiasm of your own church membership.

1. **Capital Appeal:** Run a capital appeal via your own membership and attendees. In most cases a substantial proportion of funds will come from direct giving from within the congregation. The key issue is whether the congregation are fully behind the vision for the building. As a rough rule of thumb after 2 years from your initial capital appeal further appeals will tail off by 50%. Get as much gift aided as possible.
2. **Regular Giving:** Run an appeal for regular donations – on a monthly basis. Sacrificial giving tests our commitment, in the case of a church building project our commitment to being God's people in a particular place. Once again, get as much gift aided as possible.
3. **Sponsored Events:** Ask those involved in the church to run their own fundraising activities – a sponsored marathon, a car wash, a car boot sale etc.... These sorts of events may raise relatively modest sums, but will be important in other ways in providing an opportunity to generate enthusiasm in the wider community, and therefore connection with the project.
4. **Auction of Promises:** This can be a great way of offering your time or skills to others – this could be anything from babysitting and cake-making to two hours with a chainsaw or the use of a holiday home. The point is that everyone has something they can give, and the community benefits of doing these things for one another can be just as significant as the money raised. If you can interest your local MP in your project, how about afternoon tea at the House of Commons...?
5. **Online:** Raise money from asking anyone you know to set up on line giving systems such as 'Give as You live'. Register your charity with them.

# How to Raise the Money

6. **Declutter:** Sell your unwanted items on charity ebay, your local paper or at a place like: [www.nmauctions.org.uk](http://www.nmauctions.org.uk). Ask a member of the church to manage the ebay sales on behalf of everyone.
7. **DIY:** Offer a paid service to friends. Ironing, cleaning, washing, baby sitting....
8. **Borrowing (Internal):** Sometimes members of your congregation may have access to capital that they are willing to lend at low or zero interest. This of course needs to be paid back, but can perform a valuable role in providing bridging funding while regular pledged giving comes in.
9. **Sale of Property:** In some cases it makes sense to dispose of another building you already own, particularly one that is off-site, and to invest the money in improving your main building. Where possible it is best to sell the leasehold, even if on a very long lease, rather than the freehold – even if you can imagine no use for a building, future generations may well thank you.

For details of these and their phasing in a long term fundraising plan, refer to the Budget Template spreadsheet referred to elsewhere and which is available on [www.parishresources.org.uk/buildingprojects/](http://www.parishresources.org.uk/buildingprojects/) on Parish Resources.

## External

The deliberate aim with external funding is to go outside your immediate contacts to a wider constituency.

1. **Grants:** Approach trusts and take on a trust administrator part time to do the work of completing forms and sending them off. Note that grant-making bodies will usually want to see substantial progress being made in direct giving, because this demonstrates tangible commitment to the project. For details of grant-making bodies see <http://www.parishresources.org.uk/wp-content/uploads/Charitable-Grants-for-Churches.pdf>.
2. **Landfill Tax:** Approach Community landfill trusts if you are within the radius of a landfill site. Tax on landfill waste was introduced in 1996 as a means to reduce the amount of landfill waste and to promote a shift to more environmentally sustainable methods of waste management. The tax then is redistributed in grants in the range of £5,000-£75,000; these are awarded with the aim of benefiting the lives of people who live close to landfill sites through support for community, conservation and heritage projects. Generally you need to be within 10 miles of a landfill site, and note that there may be more than one provider of grants in your area. Note too that timing is important with these grants – the

# How to Raise the Money

grant needs to be sought once the project costs are well defined, but before a contract for the works is entered into.

3. **Commercial Giving:** Approach companies that may have an interest in a specific element of your build – sports, community, youth, disabled etc... You can call these ‘Corporate Supporters’. Some companies support employees with a matching funding system. You can also ask for gifts in kind from local stores, companies and organisations.
4. **Locality:** Run events that engage the community around you – that widens the net of the money you are trying to attract and also engages the community with the project.
5. **Section 106 Money:** This is money paid to Local Authorities by developers of large projects to provide community benefit. Whether your Local Authority has any Section 106 money to give will depend on your location, and what major developments have been constructed in the last few years. If they are, they will be keen to dispense this money, as it is embarrassing for a Local Authority to have to hand it back to the developer if it remains unspent. To qualify for these monies, you will need to show a genuine community benefit – an example might be a day-care facility for young children. With the current political emphasis on ‘the Big Society’ (see section 2.2). Local Authorities are increasingly open to working with churches, who have often been faithfully doing this sort of essential work within communities for generations. It is important, however, to understand any strings that might come attached to any grant.
6. **National Lottery:** Some churches are happy to take National Lottery funds, and use them for church purposes; others, particularly those concerned with providing debt advice and wishing to question our society’s attitude to gambling, may not wish to take this money. You may well have different opinions on this within your church membership, and it is important that you think through this issue together.
7. **Listed Places of Worship Grant Scheme:** Grants are available for urgent repairs to listed buildings that are in regular use as public places of worship. Note that these grants are dispensed by the Heritage Lottery Fund, replacing money previously given out by English Heritage. You will need to provide access for the general public to see the grant-aided work at least 40 days a year. You will also need to agree and implement a maintenance plan. Given that there is a high demand for grants, grants will tend to prioritise the higher grades of listed building.

# How to Raise the Money

## Some thoughts on the Politics Of Giving...

There are no two ways about it – in most cases a substantial proportion of funds will come from direct giving from within the congregation. It is interesting to see this work across a number of different churches – often the most generous giving is not from those congregations with the wealthiest demographic. The key issue is whether the congregation are fully behind the vision for the building.

During the life of a project you may well launch a series of appeals, and it is important that there is a tangible sense of progress from one to the next – for example appeals might be made at the launch of the proposals, at planning, and after tenders are received. Before any appeal is made, however, it is often good for the church leadership (PCC etc) to make their own pledges – this sets a powerful example to others at the initial appeal.

It is often the case that a building project is a training for the congregation in sacrificial giving, and that general levels of giving resume at a higher level after the project is complete.