



Diocese of
Guildford 

TRANSFORMING CHURCH
TRANSFORMING LIVES

IME5
January 2020

Outline of the Presentation

- **Clergy: Fundraisers? Faithraisers?**
- **How is money talked about in church?** **Why?**
 - **Stewardship, Discipleship & Generosity**
- **How is mission and ministry funded?** **What?**
 - **Planned Giving, Collections and Other one-off Gifts, Gift Aid, Wills and Legacies, Funding (Grants, Appeals)**
- **How do we give? (new methods)** **How?**

Key stewardship and funding resources

- Church of England's website
www.parishresources.org.uk
- Diocese of Liverpool's website
www.givingingrace.org.uk
- Your local stewardship adviser and diocesan website

Key questions

- **Have you prayerfully considered where finance fits in to your own journey of discipleship?**
- **Do you understand your current parish's financial accounts?**

What is 'Stewardship'?

Discuss!



Money: A Stewardship Issue

“Holding in trust and managing the estate of another.”

“The regarding of ourselves – our time, talents and money – as a trust from God to be utilised in His service.”

“Stewardship is the act of organizing your life so that God can spend you.”

“What I do after I say, ‘I believe’.”

Money: A Stewardship Issue

**“But who am I, and who are my people,
that we should be able to offer as
generously as this? For all things come
from You, and from Your own hand we
have given to You.”**

1 Chronicles 29:14

Money: A Discipleship Issue

“When it comes to stewardship and generosity do your people know what you want *for* them regarding their finances, or do they just know what you want *from* them?”

Money: A Discipleship Issue

Faithraising?

Fundraising?

‘Whole-life’ generosity?

‘Giving to the Church’?

Are we more interested in the gift?

Or the giver?

Money: A Generosity Issue

Encouraging generosity



The Bible: A Framework for Generosity

- **A priority** (Deut 26: 2-3, 1 Cor 16:2, 2 Cor 8:5)
- **Prayerful** (1 Chron 29: 10-14)
- **Planned (but not prescriptive)** (2 Cor 9:7)
- **Proportionate** (1 Cor 16:2, 2 Cor 8: 11-13)
- **Given in community** (Acts 2: 42-47, 2 Cor 8: 13-14)
- **Sacrificial** (Luke 21: 1-4, 2 Cor 8: 2-4)
- **Cheerfully and joyfully given** (2 Cor 9:6-8)

Encouraging Generosity: Preaching, Teaching

- **XXXX** verses in the Bible are on money, wealth and possessions.
- If our sermon schedule followed the same frequency as that of Jesus', every **XXXX** Sunday would be spent talking about money, wealth and possessions...

Encouraging Generosity: Preaching, Teaching

- **2300** verses in the Bible are on money, wealth and possessions.
- If our sermon schedule followed the same frequency as that of Jesus', every **third** Sunday would be spent talking about money, wealth and possessions...

How Money is Talked About in the Church

The Privilege of the Pulpit:

Uses

Abuses

Teach Truth

Fail to Teach Truth or to Teach Falsehood

Encourage

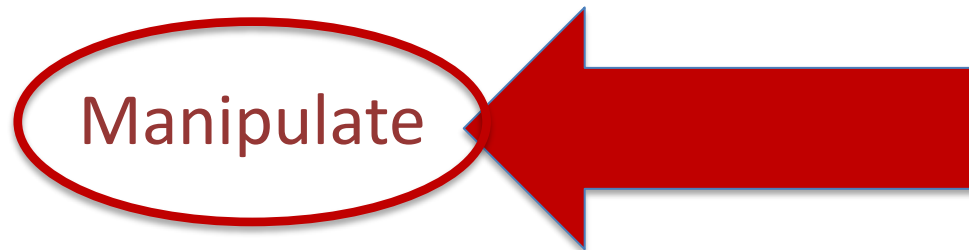
Discourage

Nurture Faith

Fail to nurture faith

Challenge

Manipulate



(How) is money talked about in your church?

Discuss!

- **Why do some struggle to talk & teach about money & giving?**
- **What helps you to talk about money in church?**



Encouraging Generosity

- Preaching
- Homegroups
- Personal reflection
- Worship and prayer
- Modelling good stewardship
- Communication and education
- Celebrate 'good news' stories
- Initiatives such as www.40acts.org.uk



REIMAGINING
THE OFFERTORY
From Collection to Offering



Generous God,
Generous People



A series of daily Bible readings on
the theme of Christian giving

www.parishresources.org.uk



DO LENT
GENEROUSLY

Encouraging Generosity



Steps in Giving

- **Survival**
I give a bit when I'm asked
- **Supermarket**
I pay for the bits I enjoy
- **Support**
The Church is important and I'll support it
- **Subscription**
I see myself as a member paying my dues
- **Submission**
I am a disciple with all that involves
- **Sacrifice**
I am called to be Christ-like and act accordingly



Encouraging Generosity

What might generous giving look like?

10% (tithing)?

5% (General Synod)?

3.3% of take-home pay

(current estimate for givers in the Diocese of Guildford)?

If every giver in the Diocese gave 5% of their take-home pay another **£12m would be raised.**

Money: A Generosity Issue

“Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.”

2 Corinthians 9: 6-7

Discussion: Stewardship, discipleship, generosity

- Has anything struck you personally?
- What could your current parish reflect on?
What 'next steps' could they take?

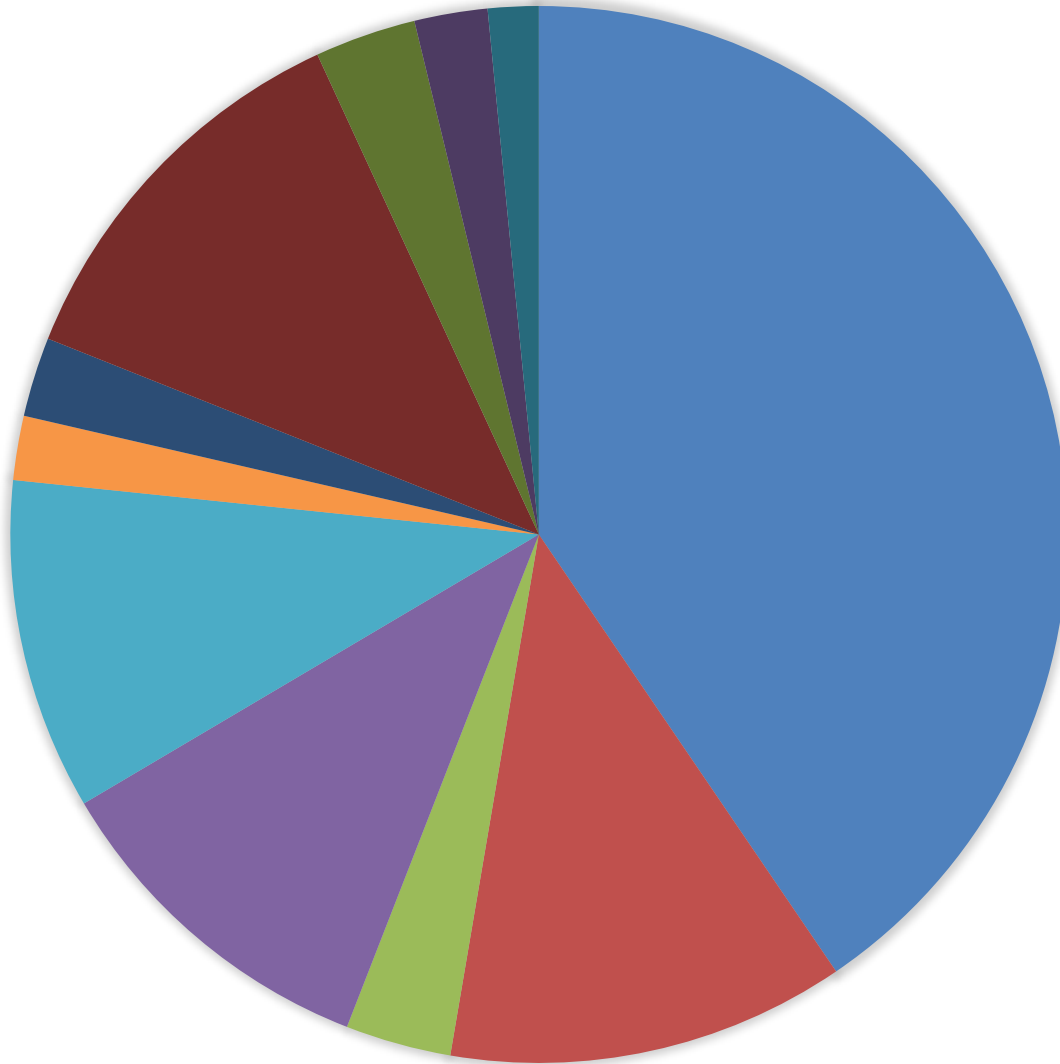


How Is Mission and Ministry Funded?

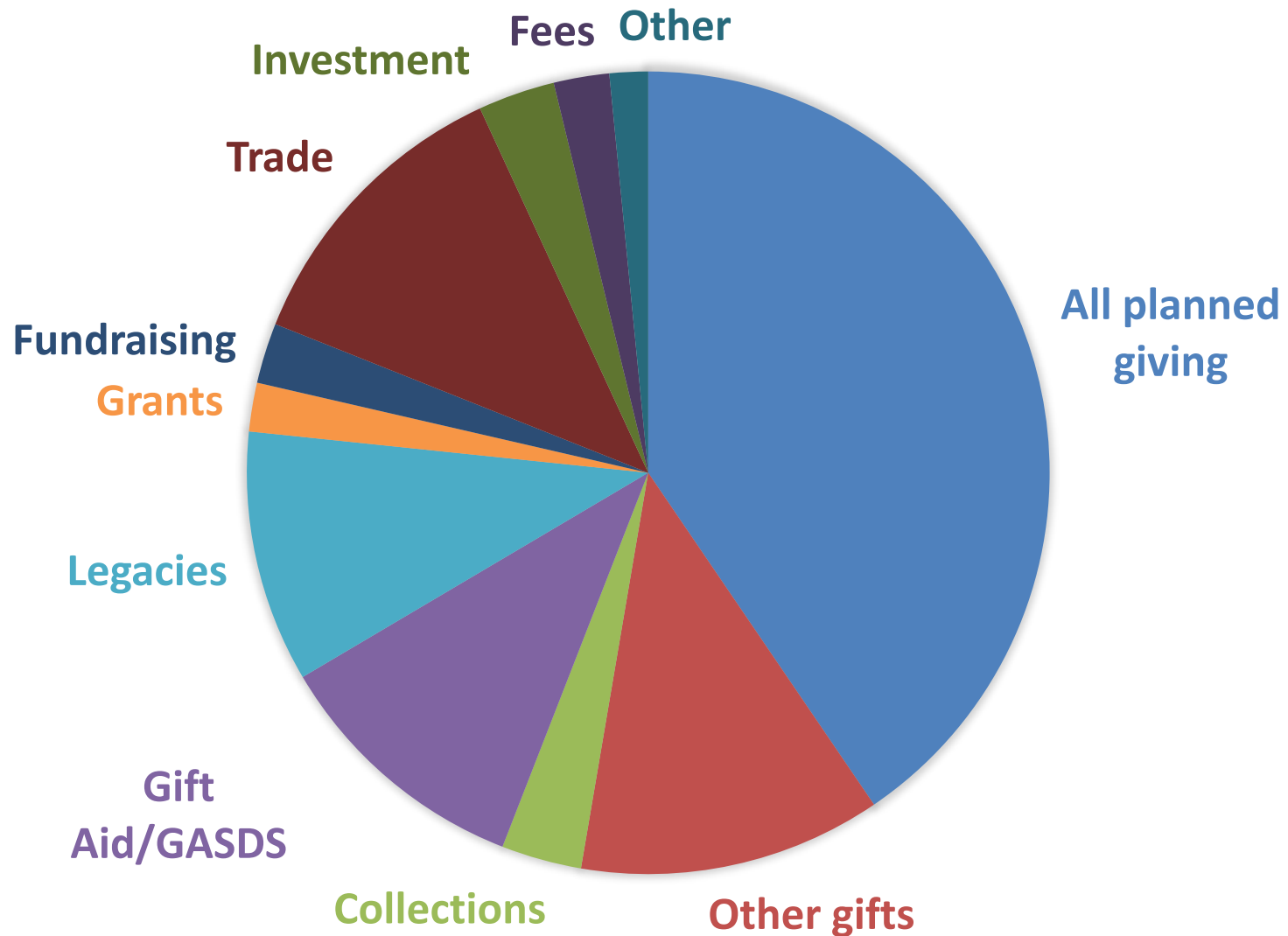
No magic pot of money!



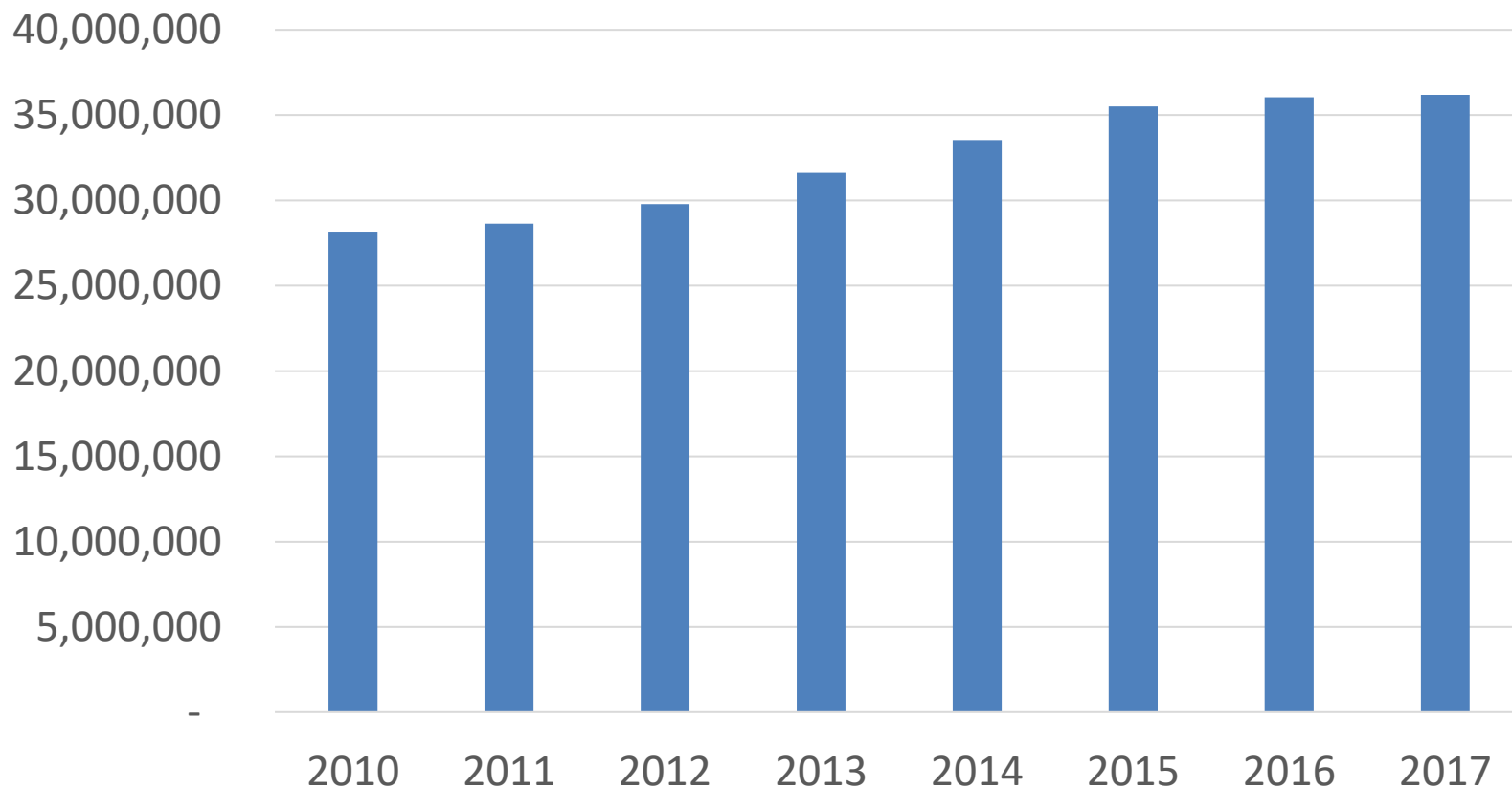
Diocese of Guildford – Total PCC Income 2017



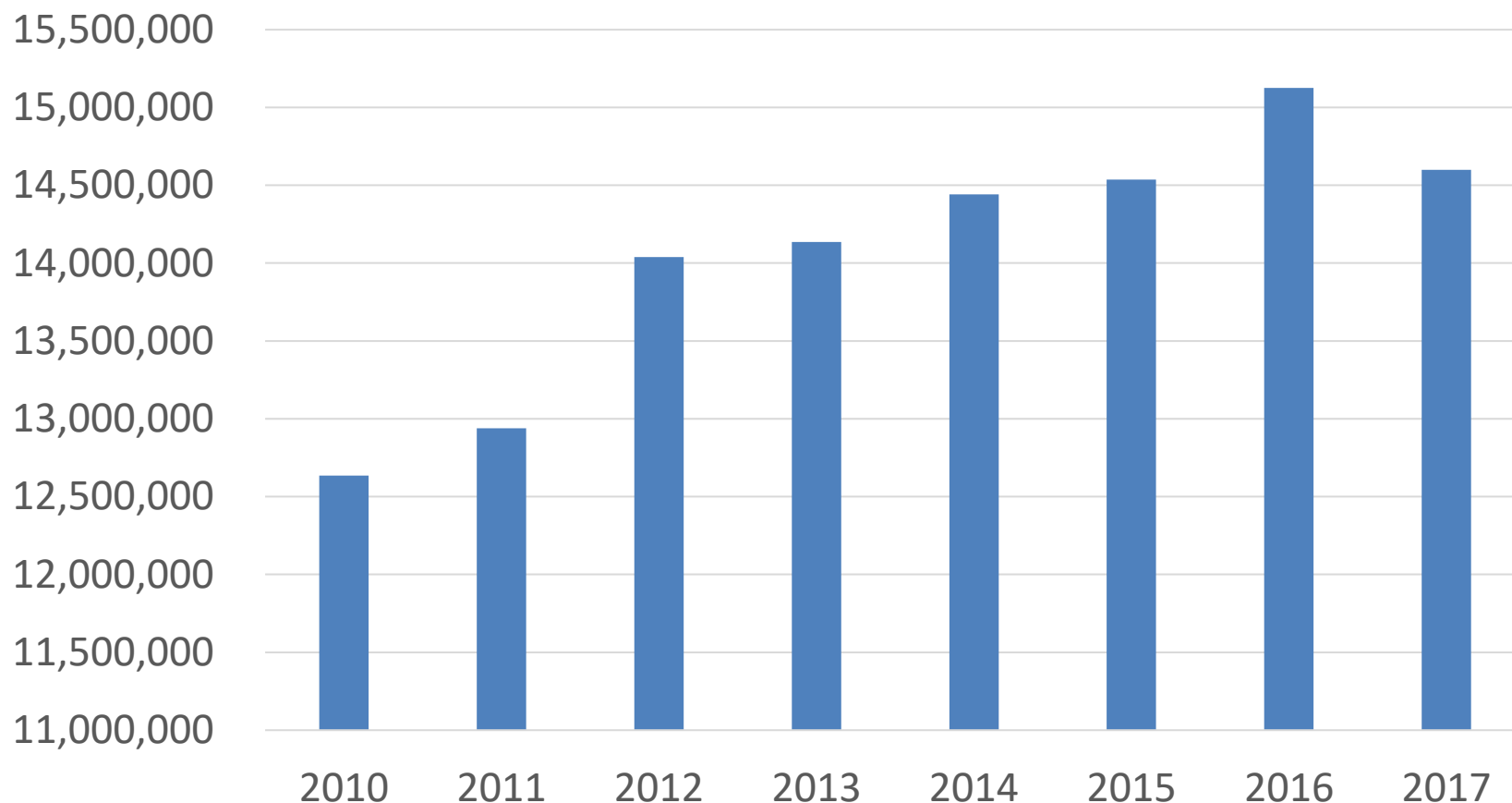
Diocese of Guildford – Total PCC Income 2017



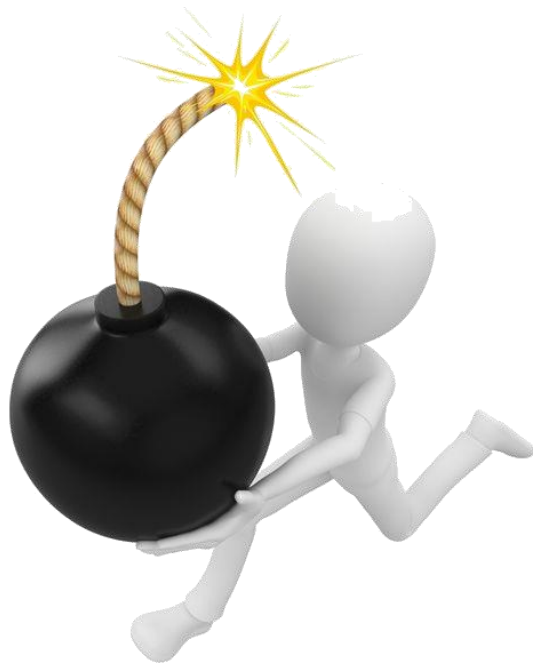
Diocese of Guildford: Total PCC Income (£)



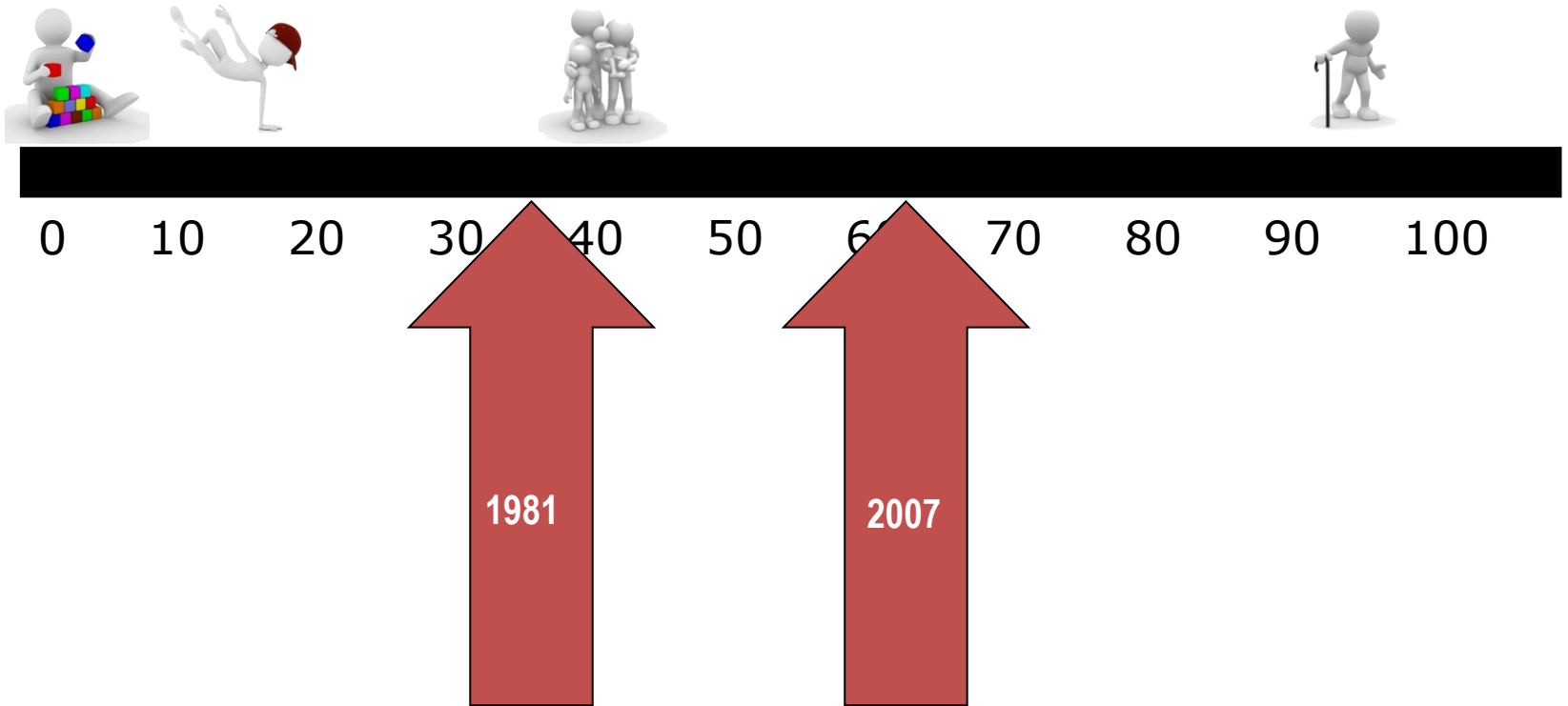
Diocese of Guildford: Planned Giving (£)



Challenge 1: Demographics



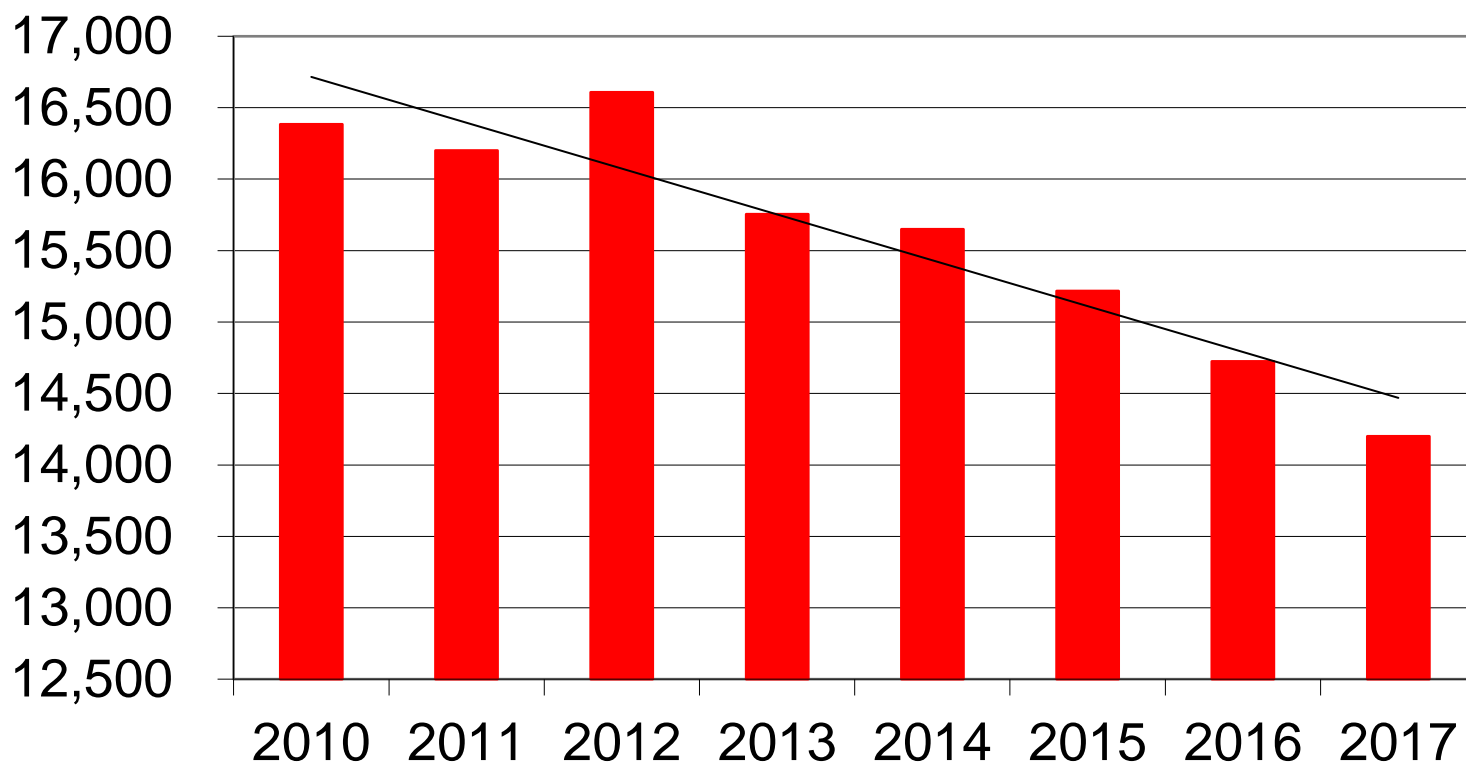
“Demographic Time Bomb”



Average age of adults

Diocese of Guildford: Planned givers

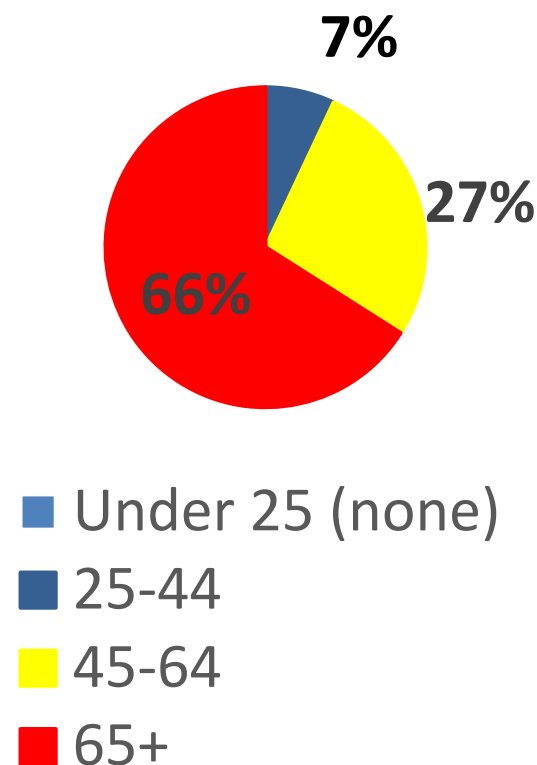
Fewer people are giving...



Diocese of Guildford: Planned givers

Our survey of a representative cross-section of parishes shows

- most planned givers are 65+.
- the top 10% of planned givers give 45% of all planned giving.



Planned Giving: Knowing Your Numbers

Giving per week	No. of givers
£0.00 - £5.00	10
£5.01 - £10.00	20
£10.01 - £15.00	10
£15.01+	4

Challenge 2: Static giving

Jan 2000	Jan 2005	Jan 2010	Jan 2014
20.00	17.88	15.85	13.95
20.00	22.32	25.25	28.49

Resourcing mission and ministry



**"That's our mission statement?
I was expecting something more."**

Help with the Vision Process

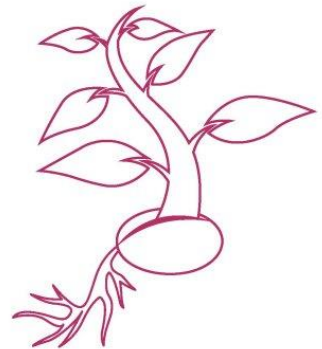


Danny Wignall
Local Mission Adviser
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Communication is Key

Giving for Life Survey 2016:

Whilst all parishes provide some reporting on costs (APCM report), only **1 in 5** parishes communicate the mission and ministry impact of giving.



The Parish Funding Programme

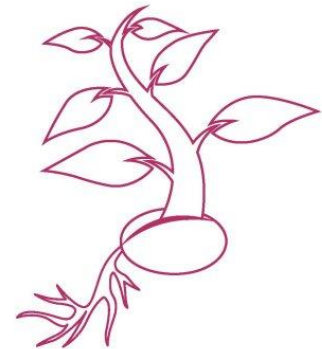
- 1) Full and Open Commitment from the Church Leaders
 - 2) Discovering and Sharing God's **Vision**
 - 3) The Budget and the Income Target
 - 4) Preparing the Presentation
 - 5) The Parish Funding Event
 - 6) Collection of Confidential Responses
 - 7) Thanksgiving Service and Follow Up
-

The Parish Funding Programme



Communication is Key

1. Preaching and teaching
2. APCM
3. Budget communication
4. Planned giving initiatives
5. Annual review
6. **Thanking people**
7. Website
8. Newsletter/magazine articles
9. Stories



How We Give Is Important



WE TAKE CARDS

Secure card payments with iZettle

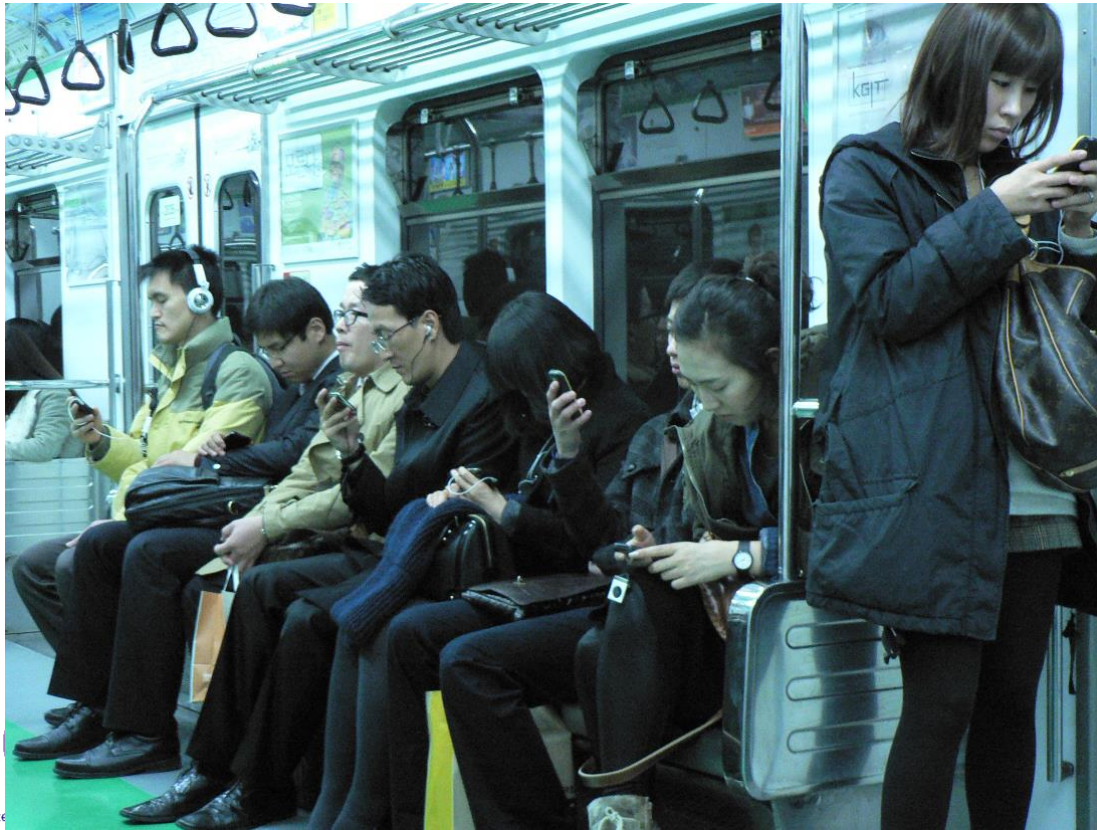


Every Monday morning...

...across all the parishes in Church of England how much cash (collected at the Sunday services) is taken to the bank?

£4 MILLION

Things have changed...



Age	Ownership
16 - 24 yrs.	96%
25 - 34 yrs.	96%
35 - 54 yrs.	88%
55 - 64 yrs.	47%
65+ yrs.	17%

Smartphone ownership * Statistica 2018

Remember the Good Old Days?





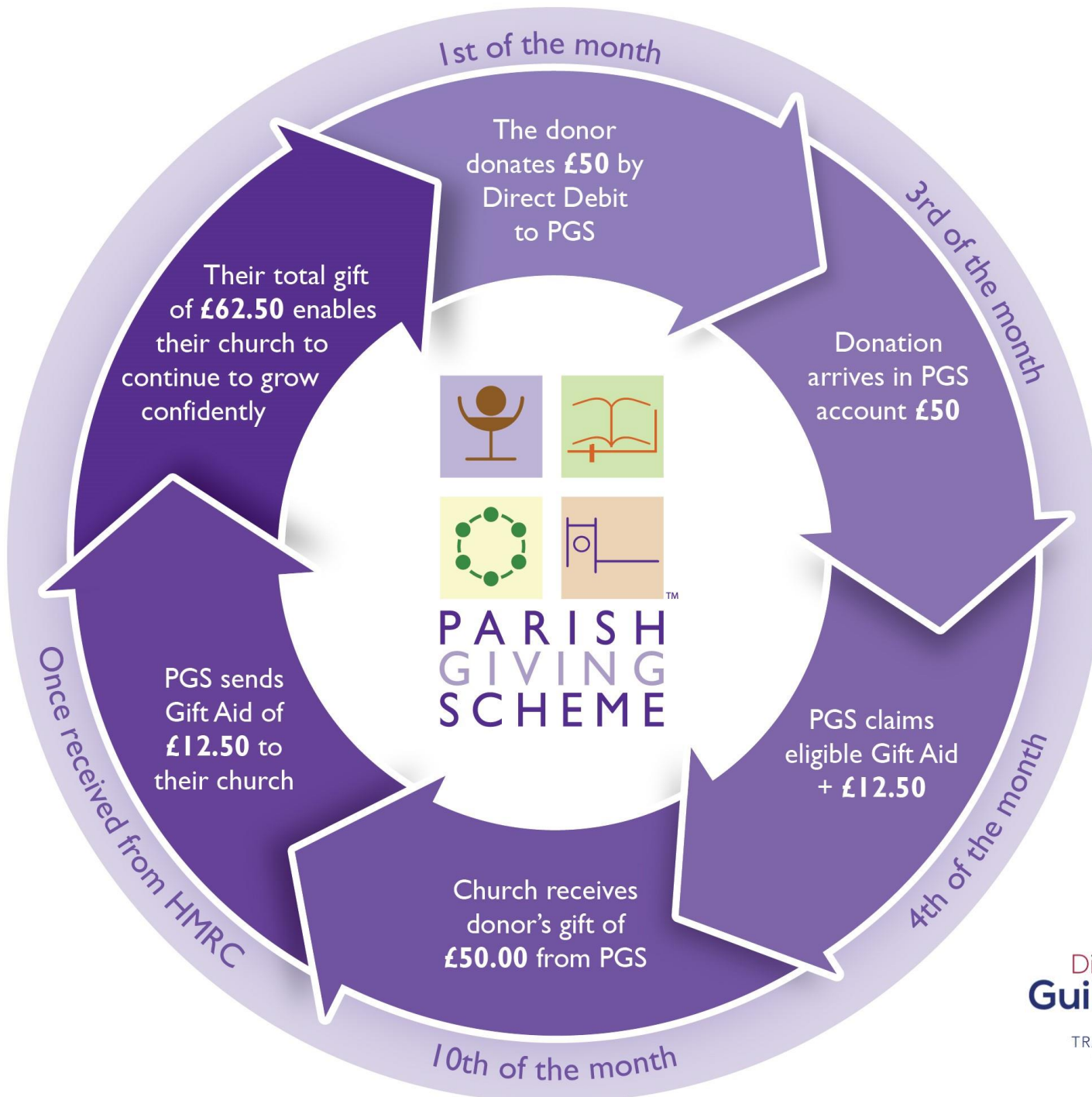


www.parishgivingscheme.org.uk
www.cofeguildford.org.uk/pgs

How will the scheme help your parish?



- ✓ **Reduced Gift Aid admin – can help recruit new people to take on the role in future...**
- ✓ **Donations easier to reconcile**
- ✓ **Can sit alongside other methods of giving**
- ✓ **Improves cash flow**
- ✓ **Church receipts increase**



Calls to action on your website

The screenshot shows the website for St Example Church. The header is dark blue with white text for navigation: St Example Church, About Us, Connect, What's On, News, and Get Involved. A vertical menu on the right lists: Belonging, Giving (highlighted in yellow), Serving, Praying, and Mission. The main content area has a large image of a person with arms raised in front of a rainbow. Below this is a section titled 'Giving'. The text reads: 'Here at St Catherine's church we are excited about [our vision](#). We invite you to invest yourself through the resources that God has given you, whether that be your time and energy, your prayers, or financially. We are so grateful for the generosity of people that enable St Catherine's church to bring practical & spiritual help to so many. Learn more about our mission projects [here](#), or scroll down to watch a short video on the amazing difference your financial contributions make.'

Three call-to-action buttons are highlighted with blue circles:

- Give Today**
To support the mission and outreach work of St Example church, please use the link below and give online today.
[Give online via JustGiving](#)
- Give Regularly**
Our preferred method of regular giving is the Parish Giving Scheme, and we would ask you to consider inflation-proofing your gift (this is an option).
[Sign up online](#)
- Give in Other Ways**
There are many ways you can give, including via a giving account, Payroll giving, or by bringing your gift to church.
[Find out more](#)

Below the buttons is the text 'This is why we give' followed by a video player showing a man and a woman smiling. A play button is overlaid on the video.

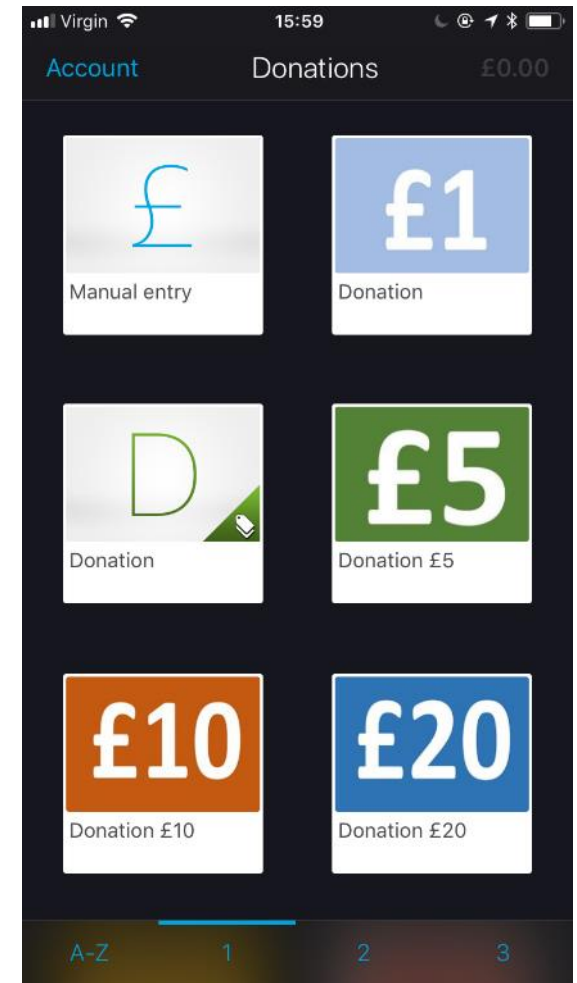
Online one-off giving

JustGiving™

give.net
from stewardship®



Card Readers



Currently available through www.parishbuying.org.uk Parishes may be eligible for a [Diocesan Growth Fund](#) grant.

New devices...





Other stewardship areas



Legacy Giving

What could your parish do with a £100,000 gift?



Guildford is the inheritance tax 'capital' of the UK

🕒 24 October 2018



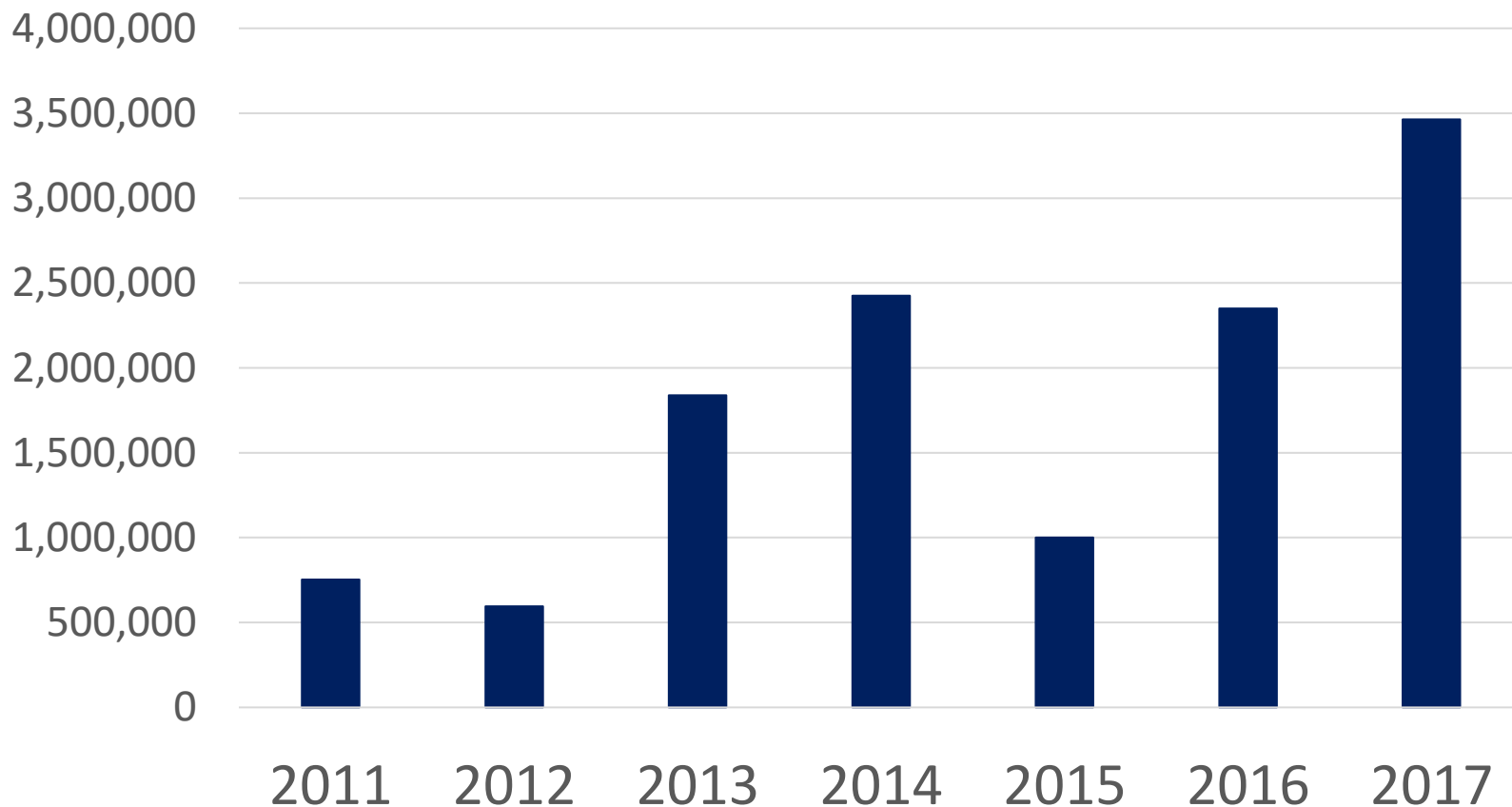
🔗 Share



The prosperous commuter belt town of Guildford in Surrey has been named as the inheritance tax capital of the UK.

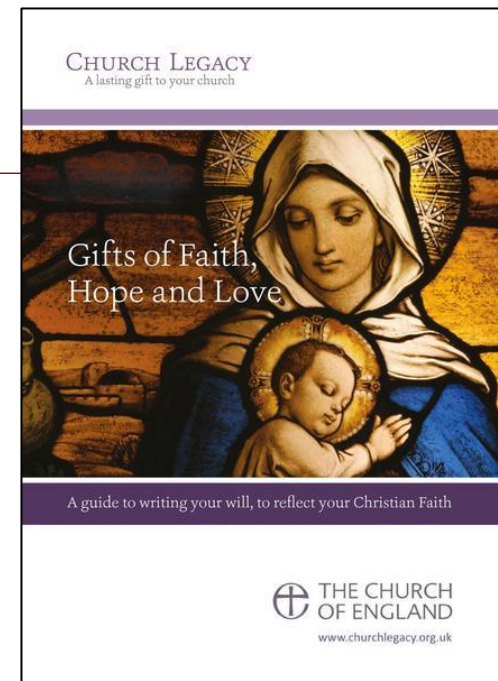
As many as 658 families were subject to the tax in 2015/16, more than anywhere

Diocese of Guildford: PCC Legacy Income



Resources

- PCC Toolkit
- Sample PCC policies
- Short DVD
- Templates
- Brochures, bookmarks, posters



- PCCs: www.parishresources.org.uk/legacies
- Individuals: www.churchlegacy.org.uk





Put your Church
at the centre
of your community

Funding

- Special Appeals
- Grants
- Community
- Gift Days
- Fundraising
- Friends Schemes
- Diocesan Growth Fund – for mission projects!







Diocese of
Guildford



THE CHURCH OF ENGLAND

IME5
January 2020