



Funding Guides



FUNDING GUIDE 2 : Where to get help

There are lots of places you can get help as you embark on your funding campaign. Much of this advice is free, although some of it you will need to pay for. This sheet describes places you can get support and advice.

A. Diocesan Staff

Many dioceses employ advisers who can help parishes, particularly at the early stage of pulling together a funding campaign strategy. Call your diocesan office or archdeacon to see who it would be best to talk with and to discover what help might be offered.

In particular the Diocesan Advisory Committee (DAC) has a range of experts who are prepared to offer advice. In the Church of England a conversation with your archdeacon is essential early on in planning a major capital project. You will need his/her support on the DAC if you apply for a faculty, and s/he may be able to point you to other parishes in the area who have recently embarked on similar projects.

Your Area/Rural Dean also needs to know what you are planning. S/he can offer support in the deanery and on diocesan committees. S/he may also have useful local knowledge.

B. Websites

Many of the individual funding guides in this series offer some web links specific to the topic of that funding guide. Here we provide links to sites of general interest :



www.churchcare.co.uk

A huge bank of resources and advice for all those involved with caring for or developing a church building. From bats to belfries, fabric to faculties, there are resources to cover buildings, contents, churchyards and more.



www.institute-of-fundraising.org.uk

The Institute of Fundraising is the professional body that represents fundraisers in the UK. The site includes a wealth of resources on all aspects of fundraising, including codes of practice. Particularly look at the "Best Practice" and the "information/about fundraising" tabs on the menu of the left hand side of the page. They also produce a good DVD that is available free.

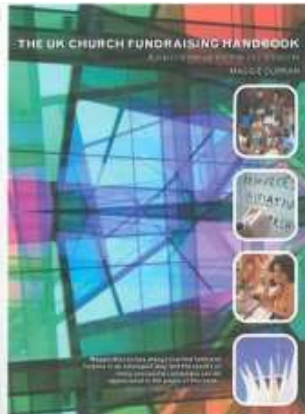
<http://www.english-heritage.org.uk/inspired/>



[Inspired!](http://www.english-heritage.org.uk/inspired/) is English Heritage's campaign to secure a sustainable future for England's 14,500 listed places of worship. The Inspired! website has been redesigned and now brings together in one place - a one-stop shop for everything that English Heritage does to support places of worship:

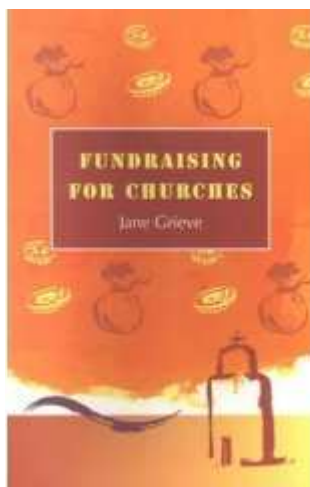
C. Books

There are a couple of good books on fundraising for churches, which we would recommend:



The UK Church Fundraising Handbook by Maggie Durran
Paperback: 320 pages Publisher: Canterbury Press Norwich
ISBN: 978-1853115165

This handbook does exactly what it says on the cover! It is superb value for money, an immensely practical guide to fundraising for church buildings. It has lots of case-studies and templates, and helps a church to create a long-term plan for optimising the resources of the building for the local community. Then it takes you through the process of drawing up a viable long-term financial plan, with lots of help on alternative funding sources. Whilst the main focus is on ongoing viability of the buildings using secular sources, there is useful advice on planned giving from church members for ongoing ministry as well.



Fundraising for Churches by Jane Grieve
Paperback: 192 pages Publisher: SPCK
ISBN: 978-0281050581

This 200-page paperback is a very practical guide to the practicalities and ethics of fundraising for capital-type projects. Whilst much of the book is devoted to funding building-type projects, there is useful advice and case studies on raising medium-term funding for new salaried posts.

The first part deals with the detailed consultation, planning and evaluation needed before any actual fundraising is started. Part two describes the major funding sources, with lots of practical tips on how to meet their very different requirements. Part three deals with the ethical principles from a Christian perspective, whilst part four has ten case studies of widely different fundraising projects.

D. Employing Professional Help

There are a number of professional fundraising consultants who can work with parishes to help them meet their funding target. Since they will charge, it is important to make sure that you have the right scope for their work, and employ the right person (which is not necessarily the cheapest!) You might find the following process helpful :

1. Decide what you want the consultant to do, and write a brief. Be specific.
2. Identify a small number of consultants that you will approach.
3. Make initial contact and request details of their previous work, experience and approach.
4. Set up an initial meeting where you can explore the prospective fit.
5. At that meeting, talk through your brief, and invite the consultant(s) to submit a proposal / tender. You should ask the consultant to present their credentials and background.
6. Ensure that you are clear on the terms of the tender submission before appointing a consultant, and also agree some review milestones during the project.

In particular, you are required to have a written contract: Any relationship between a charity and a Professional Fundraising Organisation or a commercial supplier must be governed by a written contract (*Part II, Charities Acts 1992, 1993*). The Diocesan Registrar may be able to help check such a contract and advise on legal liabilities before it is signed. The Registrar may make a charge for this service

Three websites are worth visiting: the Institute of Fundraising (see above) and



<http://www.afc.org.uk/>

The Association of Fundraising Consultants. Their website states: “If you are considering engaging a fundraising consultancy you need look no further. The AFC membership list is peer vetted and references are followed up every two years. Members' compliance with the Association's rigorous Code of Practice is reaffirmed annually.”



<http://www.frsb.org.uk/>

The Fundraising Standards Board (FRSB) runs the only self-regulating scheme for fundraising bodies in the UK. They state, on their website that they are supported by the Office of the Third Sector, the Scottish Government and the Welsh Assembly Government

FG 2 : ver 2 : May 2009

These Funding Guides have been developed by a “Good Practice” group of the National Stewardship Committee of the Church of England and are intended to support your church’s fundraising. They are available on-line at www.parishresources.org.uk/funding or at www.churchcare.co.uk/funding.php