Building Projects Fundraising & Grants Guide

"And they came, everyone whose heart stirred him, and everyone whose spirit moved him, and brought the Lord's contribution to be used for the tent of meeting, and for all its service, and for the holy garments."

Exodus 35:21

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Faith in our Future
Diocese of Monmouth
Esgobaeth Mynwy

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Diocese of Llandaff
Mae Ffydd Yn Cyfrif | Faith Matters

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Introduction

If you are reading this, then you most likely need help to fundraise for your church building. Thank you for your commitment to your church and I hope that I can help to make the project a reality.

This pamphlet aims to provide a whistle stop tour of building and capital fundraising for churches. It provides information on different fundraising streams, as well as a rough step-by-step guide to applying to trusts and foundations.

If you need help with stewardship, or other forms of income generation not covered in this guide, then just get in touch, and I can signpost to the most appropriate place.

Fundraising is one of the most crucial parts of any project, although it can be challenging and, occasionally, disheartening. We are here to support teams in ministry areas and to give you the best chance at success.

Fundraisers will need to be persistent and determined as some applicants will result in rejection letters. But just remember, when you do receive a grant offer it will be a rewarding feeling and it will validate your team's vision for the project.

For large projects, a great place to start is to set up a designated and committed fundraising team.

As a team you will be able to put together the structure for the campaign and start planning a strategy.

So let's get started....

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Your case for support

Once you've established your project's fundraising team/subcommittee, and you have identified the scope of the project, the first step is to write your case for support. A good case for support is at the heart of all fundraising. It needs to be a compelling and consistent narrative which contains all the relevant information about your project. Your case for support should allow the reader to understand the story of your project, your church and its community.

The case is not a financial statement, strategic plan, or organizational manifesto. It should be written with actual donors in mind, including an emotional appeal which outlines why the project matters and the impact a prospective donor can make.

The case for support should be built around your church's needs, not its wants.

You should provide evidence to show why, and how, this project will positively impact your community.
In this case for support, you may want to talk about the plans and legacy of the project. Think about the impact of the project in three years' time.

Be sure to consult the wider project team and church officers about this case for support. Normally this document which outlines the case for support should be around two pages in length and once completed, you will be a step closer to achieving your goal. This document will also act as a springboard for the other information you will need to compile when completing funding applications.

It is anticipated that, for big projects, the wider project team will be setting the budget, but it is necessary for this to be agreed and finalised at this stage, so you are confident of the level of funding required.

Types of funding

There are several different types of fundraising streams that are relevant to capital/building projects.

The most relevant examples to our work in the church are listed below.

- Individual Giving
- Trusts and Foundations
- Community Fundraising
- Diocese Grants

We'll go into them in more detail over the coming pages...

Individual Giving

Individual Giving is one of the most important streams of fundraising. It requires approaching individuals and asking them to donate to your project.

It can be done en masse, such as a call out for donations at the end of a service but the most effective method is always the personal and face-to-face.

Look at the people who use the church facilities and try to gain an understanding of their financial circumstances. Who could give and why would they want to give?
Once you've shortlisted potential substantial givers, take them out for a coffee and show them the project plan and the benefits and outcomes it would bring to church and wider community.

REMEMBER - Raising funds for a project should be in addition to your MA Share. It's important not to let additional individual giving put your MA Share into deficit, or below what is necessary.

It's never easy to ask for money from someone. However, a robust and clear vision for your project and a passionate pitch will help you when talking to individuals.

The worst they can say is no!

Trusts and Foundations

Trusts and Foundations (T/Fs) are the backbone of any large-scale fundraising campaign. The amounts they can offer range massively from a few hundred pounds to hundreds of thousands of pounds over multiple years.

The timescales for applying to T/Fs will also vary depending on how often their trustees meet. Some T/Fs have a turnaround of 10 weeks and some of 10 months.

T/Fs fundraising, like all good fundraising, requires a well-researched and strategic plan.

Below are the steps necessary to put together an effective T/Fs strategy.

Step One- Investigation and research

The first step is to research potential T/Fs who may be interested in funding your project. This stage should not be rushed as it is important to get as much information on each T/F to ensure that their guidelines and priorities fit with your project. When seeking T/Fs it can be helpful to use a site like FundsOnline or GrantFinder. These databases do charge a fee, but they save time, and they are effective at narrowing down potential matches. The diocese has access to GrantFinder, so just ask us for help in generating a list of potential funders.

When you begin to find potential T/Fs, start to build a short list with the following information-

N***ame, amount available, application deadline, expected turn around, contact information/website, type of application (Postal, email or online) and the amount you would request.***

It's also worth making a note of why you think this match would work, for example, what jumped out to you about this T/F?

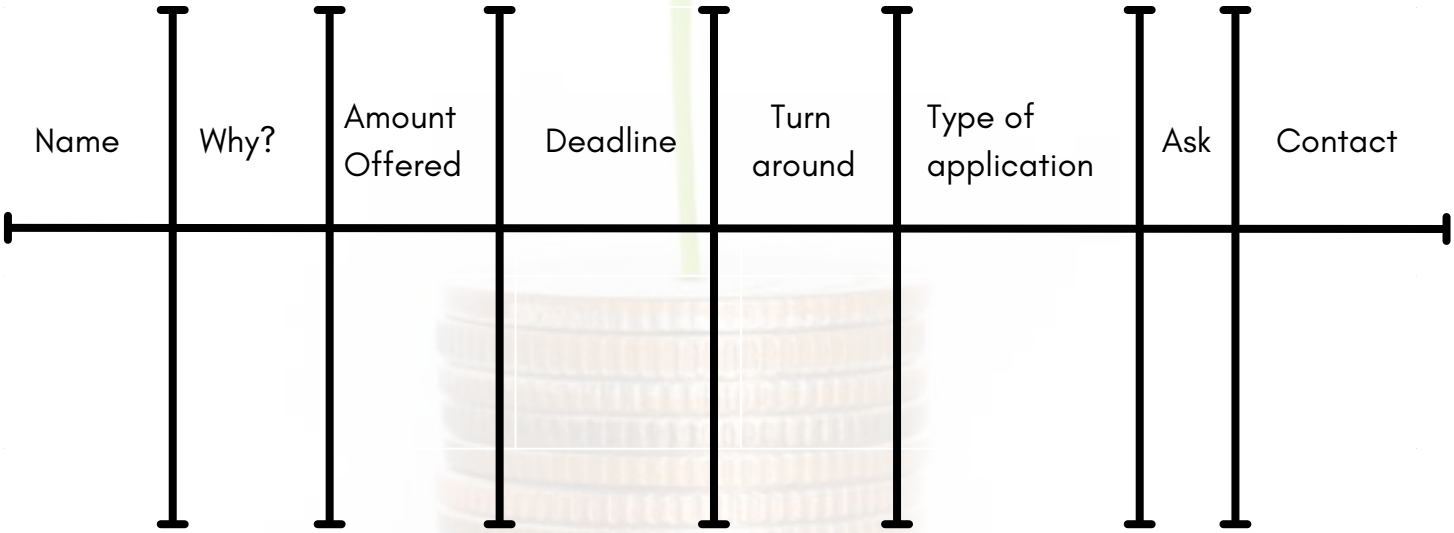
It's also helpful to look at any potential T/Fs on the charity commission database. Here you will be able to access useful financial information and often their most recent set of accounts will show a list of previous grants. This can help matching your project to the right funder and give an idea of how much to you can ask for.

Trusts and Foundations

Step Two- Putting your strategy together

Once you have a shortlist of potential T/Fs, it is time to put together the plan. Below is an example of a T/Fs plan that will give you an idea of how you could format it.

It's important to create this plan to allow you to easily see who you are asking, and to keep track who you have already asked.



When this plan is complete, you can share it with your wider project team and get their agreement to start submitting applications.

As you apply, you can cross off each T/F submitted and make a note of the amounts anticipated.

Trusts and Foundations

Step Three- Writing the applications

Starting to write applications can be a daunting task, but if you've done the preparation mentioned above, the applications should come together with relative ease.

Here are some tips to help with you application writing.

- **Knowledge is power.** The more you know about each individual T/F the better. Make notes and utilise each T/F unique goals and objectives to tailor a bespoke application to them. The other knowledge you need to successfully submit a worthwhile application is about your own project. If your plan isn't solid and watertight it isn't the time to start applying.

- **Word Count!** Most online T/F applications will have a word/character count limit. These limits can sometimes be quite tight so you will need to be concise with your wording. Online tools like Chat GPT can be used to help you condense text to fit within word/character counts. Some T/Fs may have higher word counts and it is always advisable to try and use the maximum amount to give the full overview and details of your project, however try not to waffle and repeat yourself.

- **Cover the basics.** Be sure all the criteria and deadlines for the Trusts are met. Also be sure to provide all required supporting documents. Too many applications are rejected due to silly admin errors.

Trusts and Foundations

- **Case studies.** Real life stories and examples are a great touch in an application. Show how the work of your church turns peoples' lives around by providing stories. Telling a great story can really help bring your application to life and making it one to remember. If the word count allows it doesn't hurt to include some quotes from the community in your application.
- **Two sets of eyes are better than one.** Don't ever send an application off before having it proofread by at least one other member of your team.
- **The head and the heart**. Your applications need to be logical and methodically planned, with an emotional element. Funders don't want to give money to project robots, they want to see that you can professionally complete the project, and are passionate about delivering the work of your church to your wider community.
- **Stages.** Some funders have a two or even three-stage application process. Make sure that you have read and can meet the criteria and have the information required for all stages of the application process.
- **Save it, save it and save it again.** If the application is online, save the questions and complete the responses in Word before copying them to the online application portal, or ask for an offline version of the application form. Online portals have a habit of not saving your work. It is good practice to develop the application in Word and then cut and paste into the online application to avoid losing work.

BONUS TIP – If you need feedback or advice on a grant application, or anything else related to fundraising, contact Calum Glanville-Ellis
calumglanville-ellis@churchinwales.org.uk

Trusts and Foundations

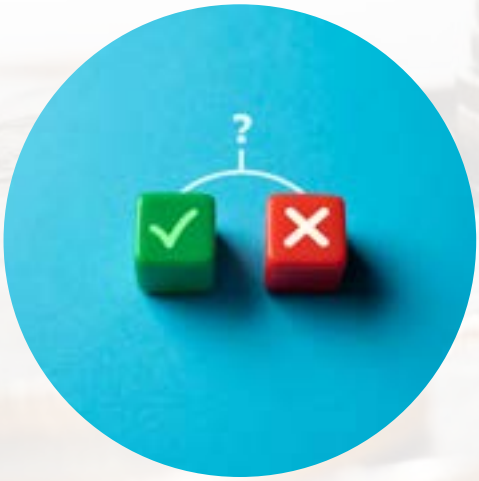
Step Four- Report and Evaluate

Whether you are successful or unsuccessful in a grant application, the first thing you should do is say thank you.

Let the funder know on behalf of your community how grateful you are for the grant.

This thank you could take the form of a letter or email, depending on how the funder has made contact.

You should be able to find reporting and evaluation criteria through the funder's website or guidelines. However, if this is unavailable, it's worth askingfor the criteria upon receipt of a successful grant.



If unsuccessful, it is worth asking for feedback on a rejection to find out why an application was unsuccessful and how you could improve it.
This feedback will be more likely to be offered by larger grant funders who employ more paid staff.

Case Study: St. Cadoc's Church Refurbishment, Caerleon

After almost two decades of planning, St. Cadoc's Church in Caerleon is undergoing a major refurbishment project aimed at making the space more accessible and energy-efficient.

The project (spearheaded by Rev Sue Pratten) began by forming a dedicated team of individuals from the local community, each bringing unique skills to the table. This collaborative approach helped the church secure a £300,000 grant from the Welsh Government's Community Facilities Program as well as a strategic mix of other funding pots.

The funds are being used to install underfloor heating powered by air source heat pumps, create flexible seating, and build a mezzanine level. Through their strategic planning and community engagement, St. Cadoc's is able to preserve its historical significance while adapting the space for modern needs.

Read more about the St Cadoc's refurbishment here
www.stcadocscaerleon.uk/st-cadocs-refurbishment/

Community Fundraising

This stream of funding covers areas such as, cake sales, coffee mornings, bucket collections, sponsored challenges and online crowd funding (JustGiving and GoFundMe). These methods of fundraising are not going to bring in big money, but they do act as a way for your church to engage with the wider community and raise the profile of your campaign.

Over a prolonged campaign period, community fundraising can be a fantastic way of generating match funding. Remember to keep track of each of your events and the income they generate.

This sort of data will help you plan future fundraising events by measuring the past success.

easyfundraising

This a terrific way of generating donations for your churches project. Brands pay a commission to EasyFundraising when you shop through their site or app. The commission is then generated into a donation to your church or project. The amounts are small but every little helps.

“Easyfundraising partners with over 7,000 brands who will donate part of what you spend to a cause of your choice. It won't cost you any extra. The cost is covered by the brand.”

Head over to www.easyfundraising.org.uk to find out more.

Community Fundraising

Remember to claim GiftAid, which adds 20% to the value of any gift from any tax-paying individual.

You will need individuals to provide their names, addresses, and agreement to claim; or for general campaigns and bucket collections you can use the Gift Aid Small Donations Scheme (GASDS).

The Diocesan Team can help you with this, and there is good online training provided by Data Developments (who provide our MyFundAccounting software).

Claiming Gift Aid as a charity or CASC: Small donations scheme - GOV.UK (www.gov.uk)

Diocesean Grants

As well as external funders each diocese offers a range of grants to support with several types of church projects and mission.

These grants are not large grants, but can be perfect for filling gaps in budget and raising funds for detailed reports, inspections or audits before major works are carried out.

Diocese of Monmouth Grants

- Small Building Grant
- Large Building Grant
- Eco Building Grant
- Churchyard Grant
- Ministry Area Development Grant
- Social Responsibility Fund
- Team Building Grant

More information about these grants can be found at www.monmouth.churchinwales.org.uk/en/clergy-and-members/finance/grants/

Diocesean Grants

Esgobaeth Llandaf
Diocese of Llandaff
Lle Mae Ffydd Yn Cyfrif | Where Faith Matters

Diocese of Llandaff Grants

- Building Works Grant (Up to £7500 for projects with environmental focus)
- Mission and community Development Fund
- MA Digital Giving Grant
- Administration Grant
- Audit Fee Grant

More information about these grants can be found at www.llandaff.churchinwales.org.uk/en/ministry-area-support/grants-and-funding/

Church in Wales Grants

The national Church in Wales, through its Representative Body (or RB), has launched a church growth fund.

Ministry Areas can apply to the Tier 1 part of this fund.

Tier 1 is for grant applications for no more than £10,000, for work which is both innovative locally and replicable nationally.

Please note that it cannot be used to support staffing costs or building projects.

More information on criteria and how to apply can be found at www.Churchinwales.org.uk/evangelism

Key Funders & Grants

Listed below are some of the key funders who may be able to provide you with support for your project. This list is by no means exhaustive, but it should be useful to kick start your fundraising campaign.

Heritage Lottery Fund

Defining 'heritage' as "Anything from the past that you value and want to pass on to future generations" our churches fit right into this grant scheme. These grants are perfect for repair and conservation works to churches with history and strong ties to local tradition. However, these grants are not available for the promotion of faith or beliefs.
Grants available from £10,000-£10m.

More information can be found at www.heritagefund.org.uk

The Department for Culture Media and Sport – Listed Places of Worship Grant Scheme (LPW)

As the name of this grant suggests it is only available to listed buildings. The grant scheme covers the VAT on repairs over £1000 to listed buildings used for worship. You can also submit one claim in every 12-month period under £1000 but more than £500.

This application can be completed online at www.listed-places-of-worship-grant.dcms.gov.uk

Key Funders & Grants

National Churches Trust

Founded in 2007 NCT have awarded £28m in grants to help keep UK churches and meeting houses open and in use. Through a range of grants, they support repair, project development, maintenance and kitchen and toilet installation.

They offer three main tiers of grants support, Small £500-£5000, Medium £3000-£10,000 and large £10,000-£50,000. Currently they have their cherish grant scheme open. Offering ringfenced funding for Wales, Scotland, Northen Ireland and Northeast England. Projects in the Small and Medium budget range can apply to cherish grants.

More information can be found at www.nationalchurchestrust.org

Welsh Church Act Fund

The Welsh Church Act Fund is an independent charitable trust that was established from the proceeds and assets of the disestablishment of the Church in Wales. The assets and funds have been broken down evenly between Welsh Unitary Authorities. They provide grants for a wide range of philanthropic work as well as the repair and restoration of historic religious and secular buildings that provide community use.

For more information about how to apply, guidelines and criteria, Google the local authority your project is in and 'Welsh Church Act Fund'

Key Funders & Grants

Benefact Trust

Providing support to protect and enhance churches and Christian charity buildings. Benefact Trust have multiple Grants to fit your project and needs.

Under the Building Improvement Grant, they can support direct capital costs relating to essential one-off repairs, works/equipment to improve accessibility, conservation/restoration of historic features and energy efficacy measures. They also support building works under the community impact grants scheme. The works proposed should have impact around growing congregations, addressing social challenges facing communities and enabling wider community usage of church buildings.

Visit www.benefacttrust.co.uk to find out more.

Welsh Government Community Facilities Program

This Welsh Government grant program is completely focused on community usage of spaces. It's about opening your church up as a community facility as well as a place of worship.
Small grants of £25,000 and larger grants of up to £300.000 are available.

More information available at www.gov.wales/community-facilities-programme

Bonus Tips/Tricks

- **Never start the work of a project before securing funding.** Funding work that has already taken place is called “retrospective funding” and is a big no for most funders.

- **Don’t underestimate the time fundraising takes.** Some Trusts only meet twice a year. A healthy fundraising campaign should begin 12 months or more before the work starts.

- **Don’t start a fundraising campaign until you have a confirmed total of what you need to raise.**

- **Be strategic in your asks.** No one likes a cold call or a mass email. Take time to work out which funders would be best suited for your project and tailor your application to appeal to their goals and objectives. It is also worth looking at the language the funder uses on their website, try and mirror that back to them in your own application.

- **Seek Trusts, Foundations and Grants at three levels.** Local, Regional and National. It’s always worth seeing who has funded similar projects in your area and possibly speaking to a local church that has had similar work done. Also investigate local companies in your area that may offer local grants as part of their corporate responsibility.

Bonus Tips/Tricks

- **It's more about the people than the project.** Avoid talking too much about the actual work of the project and try and focus on talking about the impact and benefit the project will have on the people it serves. Provide detail around the work but focus on the people and demonstrate the positive impactful outcomes of your project.

- **Match funding, Match funding, Match Funding.** It is so important to show your commitment to a project through paying a portion of the funds out of your own pocket. Different grants will require different percentages of match funding.

  You can't expect a funder to give you a full £50,000 grant for a project when the church has £50,000 in its rainy-day reserve fund!

  This is the rainy day!

  By offering up a portion of your own funds you reassure a potential funder of your commitment to the vision of the project. If you are lacking in match funding, then it's time to get creative with how you fundraise from your community and congregation. (Refer to Community Fundraising)

Building Projects Step by Step

Not all projects look the same, below is a rough outline of how you can expect your building project to look in steps.

1. Speak with DAC Secretary and together complete DAC Preliminary Inquiry Form with your Archdeacon, Ministry Area Leader, Church Architect and Church Surveyor as well as Grants and Fundraising Officer if the project is likely to be more than £10,000.

2. Take project plan to MAC and get a resolution.

3. Beginning gathering quotes from relevant and qualified contractors for works.

4. Put together full costings and budget of the project.

5. Submit preliminary enquiry form to DAC for feedback. If further work is required, complete and then submit further preliminary enquiry to DAC. If no further work is required on proposal, submit full faculty application to DAC.

Building Projects Step by Step

6. Once permission is given (by the chancellor) arrange follow up meeting with Grants and Fundraising Officer to begin formulating a fundraising strategy.

7. Start submitting grant applications to relevant funding bodies according to strategy.

8. Once fundraising target is 80% complete begin works.

9. Keep funders who require project evaluation up to date.

Laws and Regulations

It's important to familiarise yourself with the UK's fundraising laws and regulations.

The Code of the Fundraising Regulator (FR) sets out a clear standard to be met by all organisations carrying out chartable activities in the UK.

The Code can be found on the FR website here www.fundraisingregulator.org.uk/code

Remember the key pillars of fundraising.

Good fundraising should always be legal, open, honest and respectful: Being clear and truthful.

Honouring your promises to supporters, and treating the public fairly , and with respect.

Best of luck with your project.

If you need further support with putting your funding strategy together or finding funders for your project contact **calumglanville-ellis@churchinwales.org.uk**