



FUNDRAISING FEASIBILITY STUDIES





THE HISTORY OF CHURCH GRANTS

Church Grants has been developed by Matthew Lagden and Andrew Clark, both professional fundraisers and both committed Christians.

From working with churches and Christian organisations for over 35 years collectively we have accumulated lists of great funders that support both capital and revenue projects. Our lists grew and grew, and we quickly realised that this information would be of value to the wider church and Christian sector. So, we decided we wanted to create a very simple, easy to use and online resource specifically designed to help local churches and Christian charities raise more money.

There is no one else providing a search engine like this and no resource that completes a comprehensive search of local funding opportunities. Since our launch in Aug 2018, we have helped hundreds of churches find the best and most relevant funding sources leading to better fundraising outcomes, sustaining our beautiful churches for generations to come.



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FUNDRAISING FEASIBILITY STUDIES

In our collective 35 years of church fundraising experience, we have never known a tougher time to try and raise funds for church projects.

In a funding landscape scarred by post-Covid recovery and the cost-of-living squeeze, we are seeing funding streams across the sector shrink, re-priorities or even close.

But let us remain positive.

We are the Christian Church. We do amazing works in our communities and people of faith, some or none do value our presence and impact in our towns, villages and cities. Let us boldly present our projects; appeals; campaigns and invite others to partner with us to achieve great things.

Now, more than ever, is it important for churches to carefully strategically plan how and where they can raise the needed sums to repair, adapt and modernise the amazing buildings we are custodians of.

WHAT ARE FUNDRAISING FEASIBILITY STUDIES?

Fundraising Feasibility Studies is the research and analysis of all the potential available funding for your 'project'. We imagine you have some sort of revenue but probably a capital project costing at least into the thousands, maybe stretching into the millions?

From researching all the potential income, this will answer the two key questions you need to consider:

- 1 Is it feasible to raise all the money needed for the whole project?
- 2 Or is it feasible to raise all the money for a distinct phase of the project?

Fundraising Feasibility Studies look at two key areas of income opportunity these are 'internal' and 'external'. Overleaf will give you greater insight into our methodology for both areas.

INTERNAL INCOME OPPORTUNITY

The first step to take in gaining an overall picture of your fundraising potential is to first look internally. We usually support churches in scrutinising the following areas:

- **Assets:** Does the church have any assets they could liquidate or sell to raise capital? These might typically include property, land or financial investments.
- **Legacies:** Some churches are blessed by receiving legacies gifted in Wills from parishioners or even sometimes from individuals not obviously connected with the church. These are sometimes gifted with no restrictions and some are gifted with very specific restrictions. You might have received these legacies many years ago. You might have invested the capital somewhere and you are receiving income on this. We work with churches to determine legally what legacy income could be used for your project.
- **Reserves:** Annual Accounts can be complicated and there is always a story behind the numbers! We work with churches to ascertain what reserves Free, Designated or Restricted can be used for your project.
- **The church family:** How ever you refer to them- your members; congregation; parishioners the people who come regularly to your church are your closest and dearest supporters. We work with churches in determining how you present the narrative of the project or phases of a project to your church family including methods to give. This work might also include testing the project concept with a few of your family members. We want the confidence that when presenting to the church it is likely to be received well and positively leading to a good financial reaction.

Beyond income the Fundraising Feasibility Study process is also a good opportunity to ascertain what internal resources and systems you have at your disposal to execute a good and planned fundraising project. We work with churches in pulling together central Appeal Committees to take the work forward.



EXTERNAL INCOME OPPORTUNITY

All external income streams will want to see a significant percentage of the project appeal target raised before you approach them. Major donors, Trusts, Corporates are more likely to give you funding or gifts in-kind if you can demonstrate that you have raised a good chunk from internal sources first.

We work with churches to explore the following external income opportunities:

- **Trust & Foundations:** Using Church Grants and other databases we subscribe to, and our knowledge of previous fundraising projects, produce for you a comprehensive list of local and national funders aligned to your project. These lists highlight key funding priorities and likely level of funding award. We also include details of who sits on their Board and the appropriate solicitation route.
- **Major Donors:** Trusts & Foundations remain a good source of income for church projects but we are seeing this market grow increasingly more competitive so churches need to diversify away from this sole income stream. We work with churches to map out their potential connection to local or national major donors. To support this work, we can produce intelligence into local major donors who live in your area and provide insight into previous giving history or potential. We also complete Major Donor Asking Training for your central team(s) giving you the confidence and 'scaffolding' into how you present the ask and the confidence to cultivate meaningful relationships with major donors for the long term.
- **Corporate businesses:** We subscribe to databases that will provide you with the intelligence of what businesses are registered in your area, with a list of Directors and analysis of current financial means. These lists are useful for your central team and / or Appeal Committee so we can identify any connections to business Boards.
- **Research into local statutory funding position.** We can research into what funding is available from either Section 106 or Community Infrastructure Levy funding schemes in your area.

EXTRAS TO CONSIDER

To support your fundraising endeavours we would recommend creating the following collateral:

- **Case for Support:** At some point you are going to need to communicate your project to others. We work with churches in creating a central document that speaks into the history of the church, your work in the community, the type of church you want to become and what is stopping you achieve this currently (usually capital repairs / improvements or a particular revenue post). Once created, this constitutes the majority of copy needed for website campaign pages, appeal letters and conversations with internal and external income streams.
- **Brochures:** Often when meeting with prospective donors, trusts, companies it is good to talk through something or leave something behind for them to read after. This in our opinion works well if you use your case for support document and turn this into a more glossy looking appeal brochure. We have a Graphic Designer who can do just that.

SO, HOW MUCH DOES A FUNDRAISING FEASIBILITY STUDY COST?

Well, in reality it depends on the scale and nature of your project. No two churches are the same, nor two church fundraising projects are the same. However, having completed many church fundraising projects and Feasibility Studies before typically we would recommend investing the following amounts*.

Internal income review / work / coaching	£750
Testing of concept / viability of an internal congregation appeal	£750
Trust & Foundations research	£750
Major donor network mapping / report / coaching / training	£2,500
Corporate business / statutory research	£500
Case for support creation	£1,250
Graphic designed brochures	£1,000

* All costs to be reviewed on an individual basis, subject to change

WHY INVEST IN A FUNDRAISING FEASIBILITY STUDY

Church fundraising projects, particularly capital projects, can range into the hundreds of thousands, even into the millions. You want to avoid the following scenarios:

- 1** You start fundraising, you raise a bit, you have no overview strategy, you lose traction and you do not reach your target.
- 2** You form an internal committee, you start fundraising, you raise a bit, the years go by and you raise a bit more, everyone has asking fatigue, the project fizzles out and you do not reach your target.
- 3** You simply do not know where to start!

By completing a Fundraising Feasibility Study, will give you the confidence to know where and how much can be raised from different income sources. The Fundraising Feasibility Study thus creates the strategy, the road map to complete your fundraising.

RECENTLY COMPLETED FUNDRAISING FEASIBILITY STUDIES USING THE ABOVE METHODOLOGY

Sept 2023

Inspire St James, Clerkenwell London

£3m accessibility project.

June 2022

St Chads, Lincolnshire

Rural church requiring to raise £750k for a grade I internal reordering project.

May 2022

UK Youth

A national young person charity who are raising £5m to build a new education centre and repairs to a grade ii Manor House.

April 2022

All Souls Langham Place, Westminster

£2.2m external restoration project for their grade I John Nash church.

Dec 2021

St Mary le Strand, Westminster

As part of a major Westminster regeneration programme of The Strand, St Mary's is raising £8m for external and internal restoration and conservation.

Oct 2021

The Garwood Foundation, Croydon

The Foundation operates an independent Special School who are intending to build a new £3m Life Skills Centre.

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