

Churchgrants 20 Minute Masterclass

**RAISING MONEY FROM TRUSTS AND
FOUNDATIONS**



Welcome

- ▶ **Introduce yourselves**
- ▶ Use the chat box below to say hello and for general comments to all participants

- ▶ **Questions to our panelists**
- ▶ Please use the Q&A box at the bottom of your screen to ask your question

- ▶ **Webinar Format**
- ▶ You will be able to see and hear the speakers and the presentation, but not other participants

- ▶ **Slides and Video**
- ▶ This session is being recorded and the video will be available along with the slides at <https://www.london.anglican.org/kb/request-fundraising-information/>



Who are we?

- ▶ **Andrew Clark, MInstF Cert**

- ▶ Managing Director of Apostle Charity Consulting



- ▶ **Matthew Lagden, MInstF**

- ▶ CEO of the Institute of Legacy Management



What you will learn today

An understanding of how grant-making Trusts and Foundations operate



An understanding of how to approach these and which ones you should be targeting

Terminology

Trust Fundraising

- Applying for grants, which should be part of a mixed portfolio of fundraising activity

Trusts/Foundations/Grant-makers

- Interchangeable words for Charitable Trusts

Grants

- Monetary gift given to a charity by a Trust

Restricted/Unrestricted

- Grants might be restricted to a particular project or unrestricted for general use by the charity

Solicited/unsolicited

- Solicitation is the process of requesting a grant, some trusts state 'no unsolicited applications'

Loans

- Some trusts offer loans to charities at favourable repayment rates

Pro bono/In kind

- Trusts may also offer free goods, services or advice to charities

General Principles

- ▶ 8,000 grant-giving organisations in the UK
- ▶ Trusts are usually Registered charities, governed by the Charity Commission
- ▶ Grant-making defined by governing document and charitable objectives
- ▶ Trusts influenced by social, political, financial factors
- ▶ Grants normally obtained through formal solicitation (eg written application)
- ▶ Alternative approaches to 'no unsolicited applications'
- ▶ Some Trusts are proactive in approaching organisations they want to fund
- ▶ Grants vary massively in financial levels,
- ▶ Most grants will be one-offs but some Trusts give multiple year awards

What grants can my church apply for?

- ▶ Churches are fundraising in two areas:
 - ▶ **Revenue**
 - ▶ **Capital**
- ▶ 'Christian' or 'church-based' grant-makers
- ▶ 'Secular' grant makers
- ▶ Apply to a blend of different funders
- ▶ Apply for largest amounts first

Getting a good % of the project funded will breed more money from other areas if it is seen to be backed by others

Do your research

- ▶ www.churchgrants.co.uk
- ▶ Charity Commission
- ▶ Annual Accounts
- ▶ Trustee Board
- ▶ Website
- ▶ Grant-making guidelines
- ▶ Call them

What do I need before applying?

1

Gift table:
amounts and
number of
awards

2

Case for
Support:
central project
document

3

Full realistic
budget: use
costings from
professionals

4

Permissions:
approval from
Trustees/PCC
and others

How should I approach a Trust



Establish a warm contact



Ask leading questions



Use the right format



Answer the questions

Kickstarter

WWW.CHURCHGRANTS.CO.UK/KICKSTARTER

The Church Grants Kickstarter kit will give you all the tools you need to take your church fundraising to the next level and will coach you to optimise the income you can raise from:

- **Trusts and Foundations**
- **Congregational Giving**
- **The wider local community and local companies**
- **Legacy Giving**
- **Running a successful capital project**

Put together by the Church Grants team, the kit contains:

- Guides to each of streams of fundraising;
- A well tested 'case of support' trust application structure that you can use to apply for funding;
- Templates to plan your project and how to construct a budget;
- A list of local funders that you can apply to;
- A legacy fundraising kit with posters and other promotional materials designed exclusively for your church's use;
- A year's subscription to Church Grants database;
- An initial 90-minute coaching phone call meeting to assess your fundraising needs, what your next steps should be, and how to make use of our materials;
- A 90-minute follow up phone call meeting to gauge how successful these steps have been and to recommend further actions.



Any questions?

**USE THE Q&A BUTTON AT THE BOTTOM OF YOUR
SCREEN TO ASK A QUESTION**

Good luck!

- ▶ **Diocese of London Parish Property Support**
- ▶ <https://www.london.anglican.org/support/buildings-and-property/>
- ▶ **Church Grants (subscription paid by Diocese of London)**
- ▶ <https://london.churchgrants.co.uk/>
- ▶ **Parish Fundraising Support**
- ▶ <https://www.london.anglican.org/support/fundraising/>

