

Churchgrants 20 Minute Masterclass

WHAT IS A COMMUNITY AUDIT?



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/support/fundraising/fundraising-training-resources/>



Who are we?

- ▶ **Andrew Clark, MCIOF (Cert)**
- ▶ Managing Director of Apostle Charity Consulting
- ▶ Partner: Church Grants

- ▶ **Matthew Lagden, MCIOF**
- ▶ CEO of the Institute of Legacy Management
- ▶ Partner: Church Grants

- ▶ **Sarah Reilly, MCIOF**
- ▶ Fundraising Consultant

- ▶ **Carol Ward, MCIOF**
- ▶ Parish Fundraising Manager, Diocese of London



What you will learn today

What is meant by a Community Audit



The reasons for, and benefits of, carrying out a Community Audit



Understanding how a Community Audit can help you fundraise effectively

What is a Community Audit?

- ▶ Why you might want to do a Community Audit
- ▶ The thought processes involved
- ▶ The pitfalls to avoid
- ▶ Join us next month learn how to carry out your Community Audit

A Community Audit is a systematic study of what your community really needs.

Why do a Community Audit?



Genuinely meeting your community's needs and wants



Avoiding duplicating services



Providing evidence to potential funders



All three are equally important

Meeting Community Needs and Wants



Avoiding service duplication

1

More charities and community groups offering support

2

Explore different ways to meet identified needs

3

Seek partners with experience in meeting specific needs

4

Use convening power and safe space of church

Evidencing your work for funders

What funders need to hear	Not good enough
Our research (Community Audit) has identified a major need	We would like to run x service to help local people because we think it is needed or wanted
We will meet that need in a particular way because research shows it is the best way to meet that need	The PCC would like to open this service because it's the right thing to do
Our research showed no one else in our local area is meeting this need in this way	We don't know which other organisations locally are delivering similar activities
We are the right organisation to meet this need because of our track record OR we are partnering with x organisation which has a track record of meeting this need	We have not run a service like this before and have not sought an experienced partner to support us
Meeting this need in this way will deliver x impact for the people we aim to support, which we know from our/our partner's experience and research evidence	Anecdotal evidence

COVID!

- ▶ COVID-19 has brought about the most seismic change to lives in a generation
- ▶ Community needs identified pre-COVID are now out of date/irrelevant
- ▶ Any work you are doing must take into account the changes that COVID-19 has brought to our lives
- ▶ Demonstrate that you have adapted and developed your services to fit the new world



Meeting actual needs



Listening



Active
Questioning



Evidence
Gathering



Reaching out

Framework



Bring it together



Analyse the results



Distill into
programme of
action



Beware delivering
without listening

If you are not truthfully interrogating what the audit is telling you, there is a constant risk that you will meet the needs that you want to meet, rather than the real needs of your local community.

Taking the first steps

- Don't worry
- There are loads of resources that can help you
- Join us next time on how to do a brilliant community audit

Faith is taking the first step even when you don't see the whole staircase.

- Martin Luther King, Jr.





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/>

