

**GENEROSITY AND
THANKFULNESS**

 THE CHURCH
OF ENGLAND
Diocese of Manchester

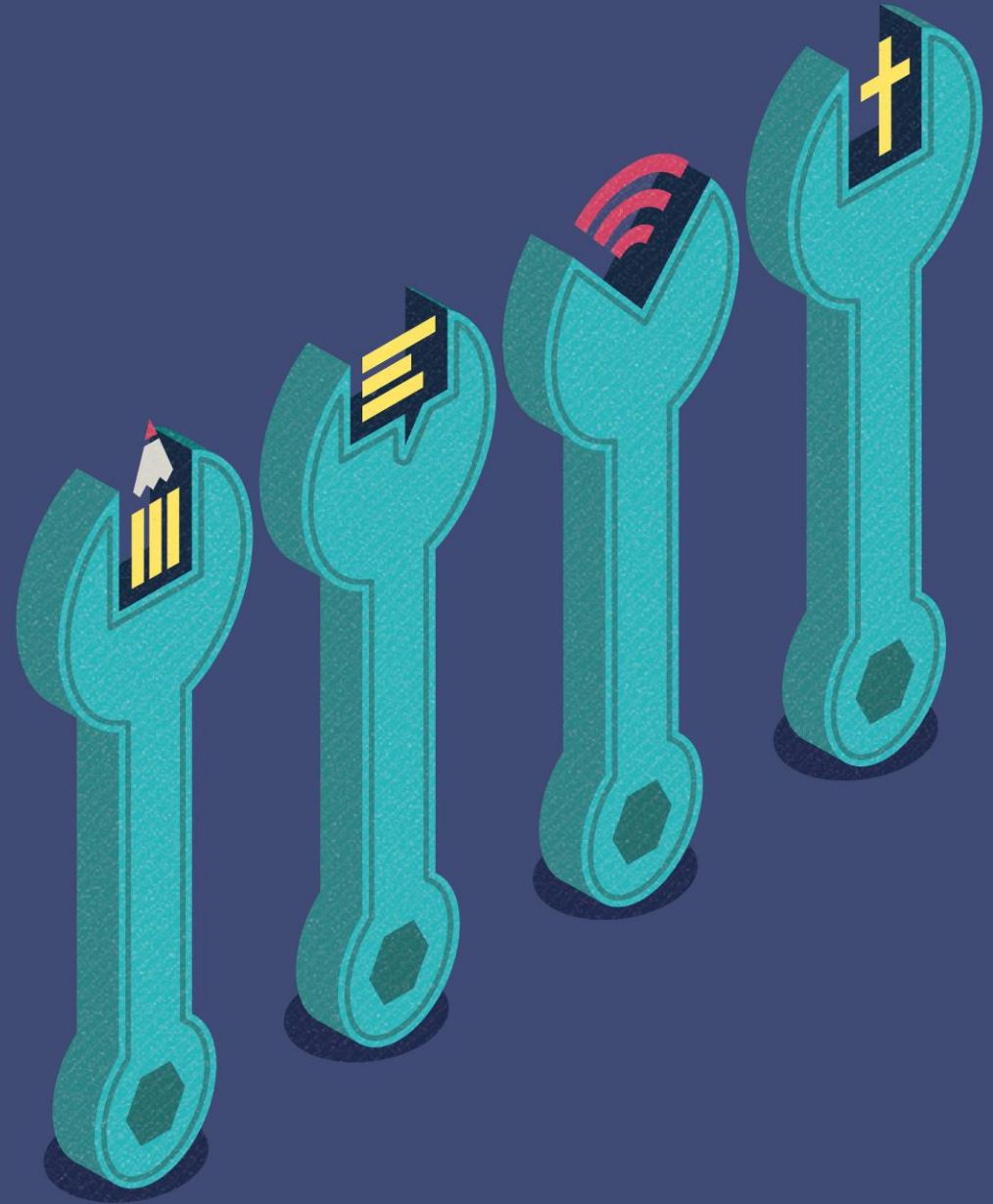
CHURCH
FOR A
DIFFERENT
WORLD

UPWARDS INWARDS
OUTWARDS



INSPIRING AND EQUIPPING OUR CHURCHES

Saturday 24th September



WELCOME

Ven Karen Lund
Archdeacon of Manchester



THANK YOU TO OUR SPONSORS, SPEAKERS, AND EXHIBITORS



PLEASE JOIN US IN OUR DIOCESAN GENEROSITY PRAYER

Revd Ian Bullock

Incumbent

Benefice of Littleborough



God of earth and altar, you delight in creating and sustaining, loving and providing.

We acknowledge the riches lavished upon us of life in its fulness and humankind fully alive, of body, mind and spirit, and salvation undeserved.

Kindle in our hearts the generosity of spirit that Christ displayed in the upper room.

Transform the poverty of our humanity, by the riches of your grace.

Transform the poverty of our humanity, by the riches of your grace.

Inspire us to respond to your extravagant provision with a desire to build Your Kingdom here on earth.

That we may humbly serve you and your people through our words and actions.

May all that we do be offered to praise and glorify you.

To that end, we offer you ourselves in Jesus and His name.

Amen.

A QUICK OUTLINE OF TODAY'S CONFERENCE AND THE WHOVA SITE

Paul Bailey

Diocesan Giving Advisor
The Diocese of Manchester



 THE CHURCH
OF ENGLAND
Diocese of Manchester

CHURCH
FOR A
DIFFERENT
WORLD

Problems? Please email danielbainbridge@manchester.anglican.org

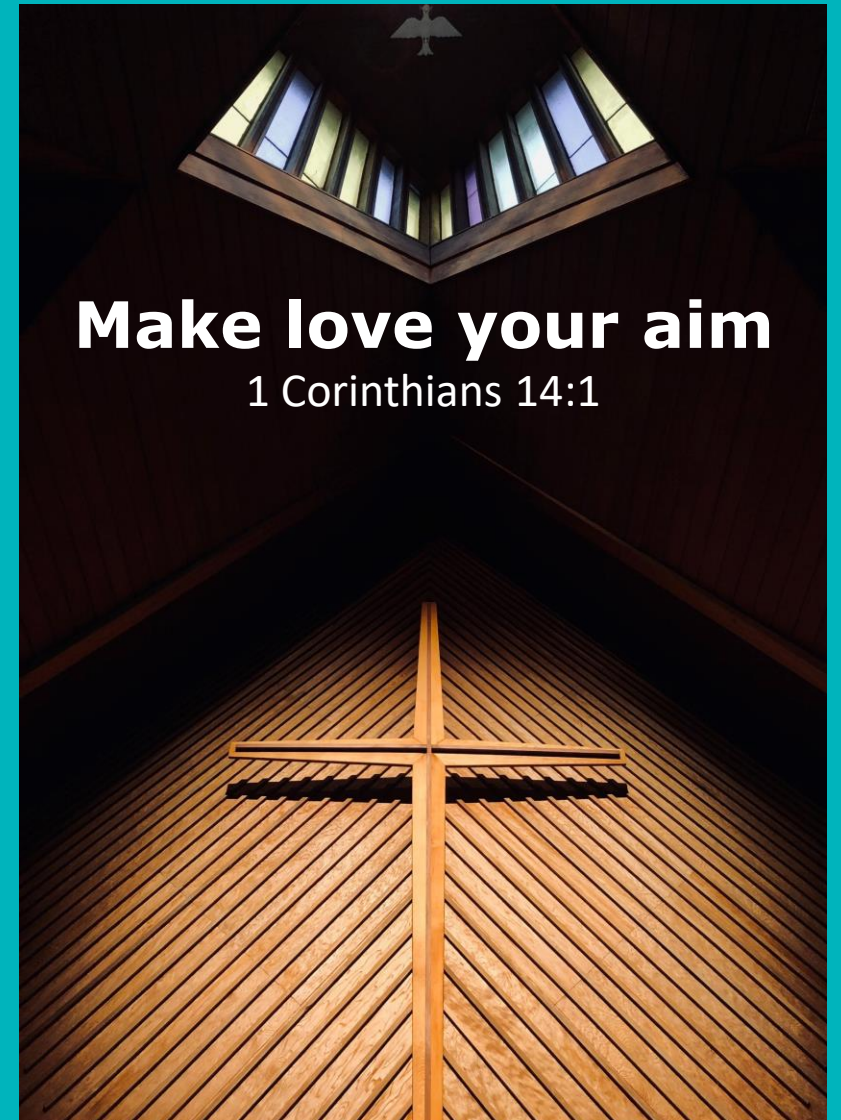
WHY OUR CLERGY AND LAY LEADERS NEED TO PREACH ABOUT GENEROSITY AND THANKFULNESS

Rt Revd Mark Davies
Bishop of Middleton



THE MINISTRY OF GENEROSITY AND THANKFULNESS

- One night the Lord spoke to Paul in a vision: "Do not be afraid; keep on speaking, do not be silent" (Acts 18:9)
- "Proclaiming what we believe in such a way that we offer people an opportunity to participate with us in our vision and mission" (Nouwen)
- Not a response to a crisis



Make love your aim

1 Corinthians 14:1

COMMUNICATING GENEROSITY AND THANKFULNESS

- We have an amazing vision for our community
- We are inviting you to invest yourself through the resources that God has given you
- Donating energy, prayers, and money
- We are not on the 'scrounge'
- Not just about paying Parish Share



CREATING THE KINGDOM OF GOD

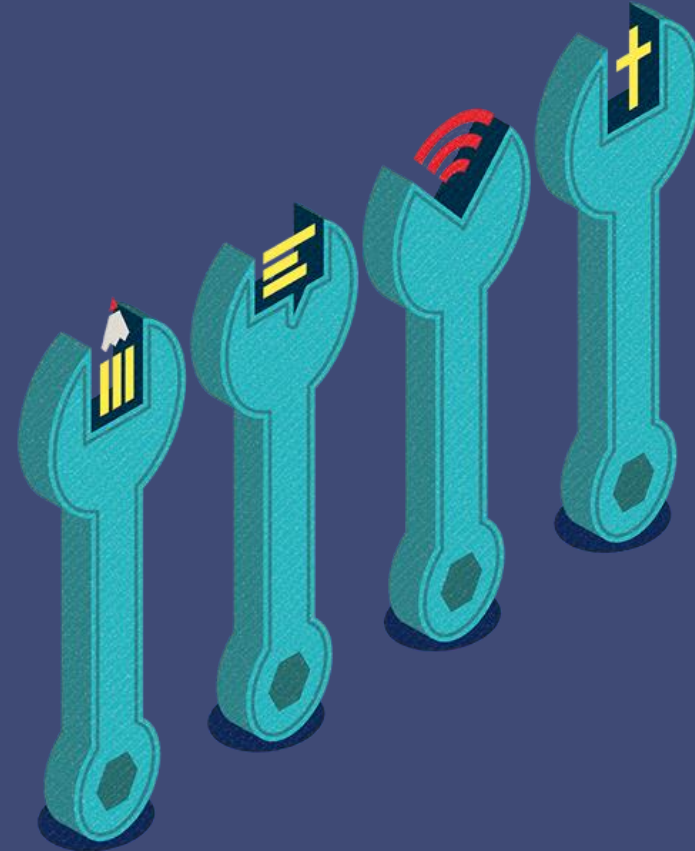
- “All these things will be given to you as well” (Matthew 6:33)
- Seemingly small acts of generosity can grow into something much larger
- The creation of a community of love that is stronger than death (Corinthians 13:8)
- We are doing what Christians are supposed to do



GENEROSITY AND THANKFULNESS AT YOUR CHURCH: WHAT'S IN THE DIOCESE OF MANCHESTER SELF-ASSESSMENT TOOLKIT

Paul Bailey

Diocesan Giving Advisor
The Diocese of Manchester



WHAT IS IT?

- This toolkit is designed to identify what is right for your church and its community
- Improving and developing what you already have in place is an easier way to demonstrate success to your church and local community
- You may want to start something completely new, but please be aware this takes time

WHAT DOES IT CONTAIN?

- Training for facilitators
- Facilitator's documentation and guidance notes
- Your church's financial information



AIMS OF THE GENEROSITY AND THANKFULNESS TOOLKIT

As a group, we ask you to reflect on these questions
Ideally, in advance of a meeting or away day

1. What is generosity and thankfulness?
2. How can we ensure that generosity and thankfulness is a core message in our church?
3. How, and why, are people giving to our church?
4. What do we need to get right for people to give?
5. As a church, what are we doing well, and how could we improve?

WHAT IS WORKING WELL AT YOUR CHURCH?

- Important you go through a process of self-assessment
- As you build your plans:
 - Focus on your strengths
 - Build and develop what works
 - Don't focus on trying to fix what doesn't work
 - Identify areas of weakness
- This process will help your community to move towards a shared vision
- Your church's giving strategy needs to be built on foundations that everyone agrees upon

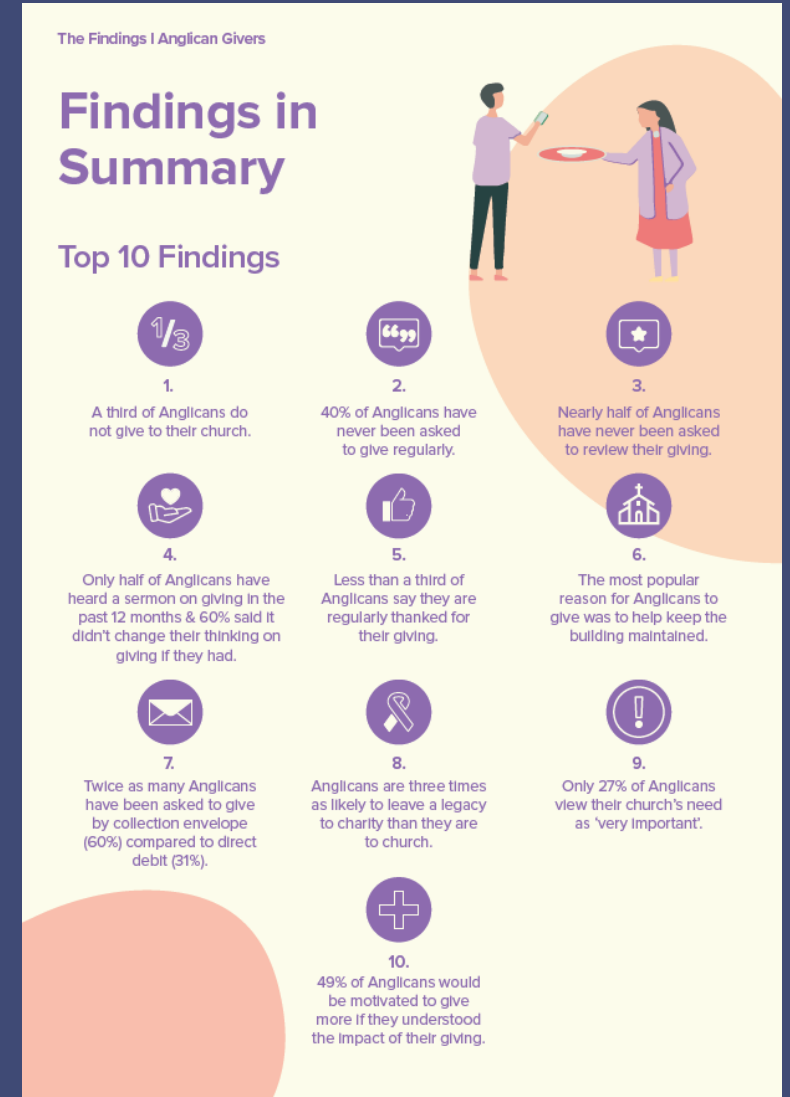
TACKLING THE ELEPHANT IN THE ROOM

- All of us need to talk about money, the importance of Christian giving, and thankfulness
- Using theology
- Doing this positively in sermons, prayers, and personal actions
- Promoting our church's charitable work in its community



THE ANGLICAN GIVING SURVEY

- A survey of 2,000 Anglicans in 2020
- Regular attendees
- At least once a month, in-person or online
- Jonathan de Bernhardt Wood, National Advisor on Giving and Income Generation



WHAT TYPES OF DONORS AT OUR CHURCH?

OCCASIONAL GIVERS

PAULA

AGE 57



"I do give what I can when the collection plate is passed around but I don't really know where it's going and what difference it makes."

WHO ARE THEY?

Paula is an HR Manager who lives in Maidstone in Kent. She is divorced and has a teenage daughter. Represents 11% of Anglicans.

CHURCH ATTENDANCE

SIZE OF GIFT

UNDERSTANDS THE NEED



CHURCH GOING HABITS

Paula attends her local parish church on average once a month, but doesn't attend church meetings or volunteer. She was brought up as a Christian and went to her local Church of England school. She stopped attending church when she went to university and started going again when she got married. Whilst Paula doesn't attend church every week, she considers herself to be a regular member of the church community.

GIVING HABITS AND MOTIVATIONS

- In the last three months she gave £90 to charity and £85 to her church.
- Despite giving to both charity and church, she isn't convinced that her giving is having an impact.
- She thinks churches and charities are already well off and is worried that the money she gives would be wasted on high staff costs or spent unwisely.
- She is motivated to give because of social pressure; she sees others giving during the offertory and does not want to look mean.

CHALLENGES

Whilst Paula supports the church regularly, it is clear she is at risk of stopping this giving as she is not convinced of the need to give. Trust is low for Paula, so in addition to communicating the need to give, she should be reassured that the money will be well spent. Paula gives using cash via the collection plate and it will be hard to encourage her to adopt more sustainable giving mechanisms until the above is addressed.

OPPORTUNITIES TO ENGAGE

Share regular updates about the work of the church; how it supports the vulnerable and its work in the community. Talk about how the church building enables impactful work and be open about the cost of running the church. As Paula doesn't attend church every week she may not be aware of the wonderful work the church does, make sure to include updates in a weekly newsletter and on social media so that she feels involved.

NON-GIVING MEMBERS

GILL

AGE 70



"I go to church but it's only a small part of village life."

WHO ARE THEY?

Gill is a retired community nurse who lives in a small village in Devon with her husband John. She has one son who is 43 and lives in Southampton. Represents 6% of Anglicans.

CHURCH ATTENDANCE

SIZE OF GIFT

UNDERSTANDS THE NEED



CHURCH GOING HABITS

Gill attends her local village church. There is mostly a communion service once a month and an occasional Book of Common Prayer evening prayer which Gill goes to if she can - it's just part of village life. During lockdown, she has watched the morning service from Exeter Cathedral a few times on Facebook.

GIVING HABITS AND MOTIVATIONS

- Gill gives £15 a month to charity which she set up years ago.
- She doesn't give to her church on a regular basis as her church has never asked her and does not inspire her to be generous.
- She sometimes puts cash in an envelope for Christian Aid Week or at Christmas.

CHALLENGES

Gill has been an Anglican for a long time and her understanding of church funding may be rooted in historic models that are no longer accurate - it will be difficult to change that opinion. Gill represents the smallest segment (6%) therefore the potential impact on giving will be limited.

OPPORTUNITIES TO ENGAGE

Gill is more likely to give irregularly at big services such as Christmas so ensure that you make it possible for her to give at those services. It's also important to let Gill know where her giving will make an impact and to get this message right.

NON-GIVING MEMBERS

DAVID

AGE 66



"I think the church does great work but I don't have enough to give that will make a difference."

WHO ARE THEY?

David was formerly a shipbuilding engineer in Blyth, now retired where he spends a lot of time gardening in his allotment. He now lives in Morpeth, a small town in Northumberland. He has no children. Represents 30% of Anglicans.

CHURCH ATTENDANCE

SIZE OF GIFT

UNDERSTANDS THE NEED



CHURCH GOING HABITS

His attendance is occasional and inconsistent, slightly more frequently than once a month. He has been attending the virtual morning prayer service on Facebook more regularly though. David's parish church is Anglo-Catholic but he has typically attended a high church for most of his life. His faith is a private one and he likes the spirituality of traditional high church worship.

GIVING HABITS AND MOTIVATIONS

- David doesn't believe that there is a need for regular giving to church or charity, but he does make one off donations to charity.
- He prefers to give in cash which might give him the flexibility to give whenever he can afford it due to his financial situation.
- He does not feel that his church inspires him to be generous and does not give to the church on a regular basis.

CHALLENGES

It will be difficult to shift David's attitudes on giving as while he is motivated by more spiritual matters, he is unlikely to be attending church regularly and it will be difficult to communicate with him directly.

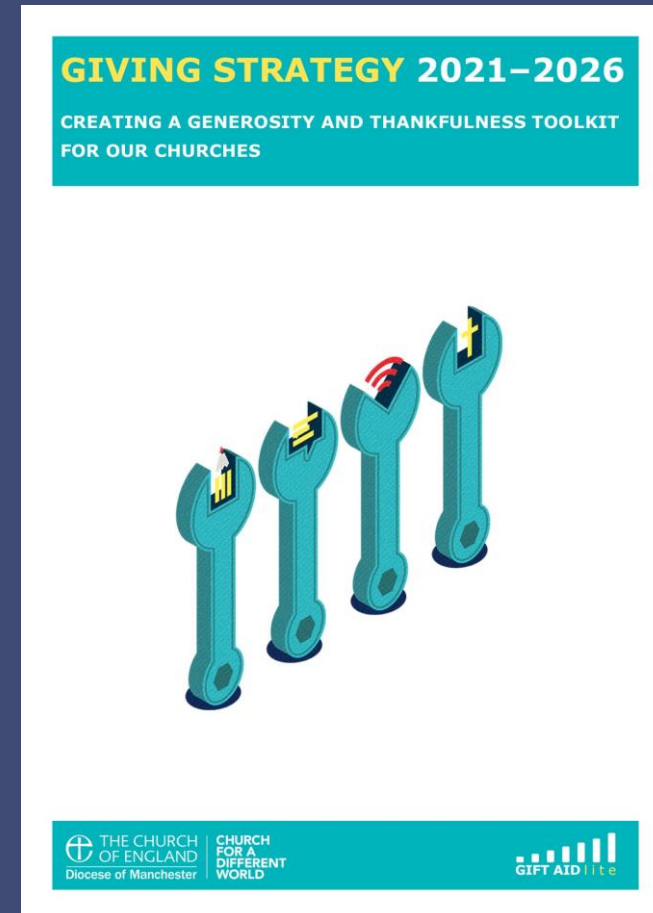
OPPORTUNITIES TO ENGAGE

David might be encouraged to give if his church leader preached about it, if his giving was more appreciated or if it would help fund evangelism or outreach work. Start off by encouraging small one off donations for specific projects which will gradually build David's trust, relationship and sense of belonging to the church. As David doesn't attend church weekly it's important to keep him involved through social media and parish newsletters.

OUTLINE OF GIVING STRATEGY

Four main themes:

1. Rediscovering our generosity and thankfulness
2. Training for church communities
3. Maximising tax-efficient giving
4. Improving fundraising



FIVE QUESTIONS TO FOCUS ON

- What does this mean?
(Define)
- What is God calling us to?
(Discern)
- What is our experience?
(Discuss)
- What are we doing well?
(Discover)
- What else could we do?
(Dream)



REDISCOVERING OUR GENEROSITY AND THANKFULNESS

WHAT DOES IT MEAN?

Here are a few examples to get your discussion underway:

- Generosity and thankfulness are not a once a year tasks
- It should be at the core of being a Christian
- Teaching people of all ages
- Thanking people
- Working with other organisations to share God's love
- Sharing stories about the impact of generosity and thankfulness
- Sharing our skills and successes with other churches
- Giving methods used at your church



The empty vicarage at St Andrew's Church, Hillock, has been transformed into a community hub offering a food pantry, clothes store, library, Wi-Fi for low income and unemployed families, and a breakfast club during the summer holidays.



The Hive Community kitchen at St Paul's Church, Withington, provides a Place of Welcome for the local community and people of all backgrounds, offering restaurant-quality food and hospitality. It also offers volunteering opportunities and partners with L'Arche Community for adults with disabilities. A garden provides produce for the café.



REDISCOVERING OUR GENEROSITY AND THANKFULNESS

WHAT IS GOD CALLING US TO DO?

- Jesus interpreted the commandments in terms of loving God and loving our neighbours
- Jesus says our love of God and neighbours should be all-important, which in practice means looking for opportunities and examples to show that love
- Jesus often illustrated his teaching about love by using examples involving money and wealth, poverty and need
- The way we show our love is often interpreted in terms of supporting both those in need and those institutions which supply that support
- A Christian who wants to express their love of God will be generous, which (in terms of giving) always means a proportion rather than an absolute amount



REDISCOVERING OUR GENEROSITY AND THANKFULNESS

WHAT IS OUR EXPERIENCE?

- How would other people describe your church?
- Does this include being generous and thankful?
- How are new members of the church welcomed?
- Do you mention generosity and thankfulness as part of your welcome?
- What giving methods are used at our church?
- How easy it is for visitors, or people outside of your congregation, to give and volunteer?
- When encouraging generosity and thankfulness at your church, what do you need to be aware of? For example, wealth, age, health etc.



REDISCOVERING OUR GENEROSITY AND THANKFULNESS

WHAT ARE WE DOING WELL?

- Where do we need to improve?



REDISCOVERING OUR GENEROSITY AND THANKFULNESS

WHAT THINGS COULD WE DO?

- Rank them in terms of importance



**WHAT'S NEXT
AT THE END
OF YOUR
MEETING?**



AGREEING YOUR ACTIONS

TOGETHER YOU WILL NEED TO AGREE:

1. An action or new activity for one or more areas of the giving strategy
2. Who is responsible for taking the lead
3. Dates when actions will be completed by
4. When you are successful, what will it look like?



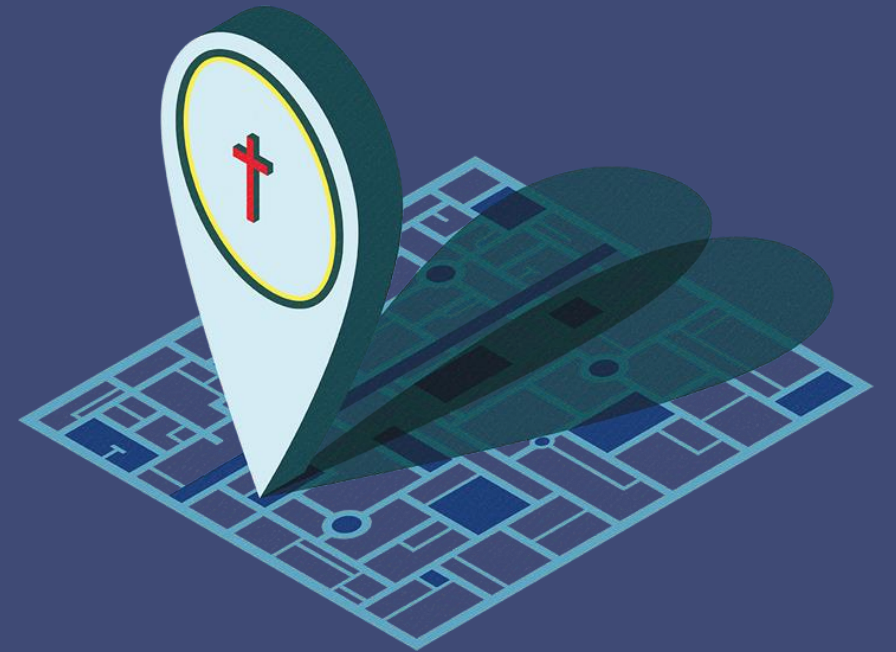
SHARING YOUR ACTIONS AND EXPECTED OUTCOMES

- Create your own giving strategy (using the template provided), or add it into your Mission Action Plan
- Talk about it with your church family, wider community, and pray for success
- Monitor progress regularly at PCC meetings, and review it annually
- Use the Gift Aid Lite team, diocesan and National Church resources, for inspiration, help, advice, and support



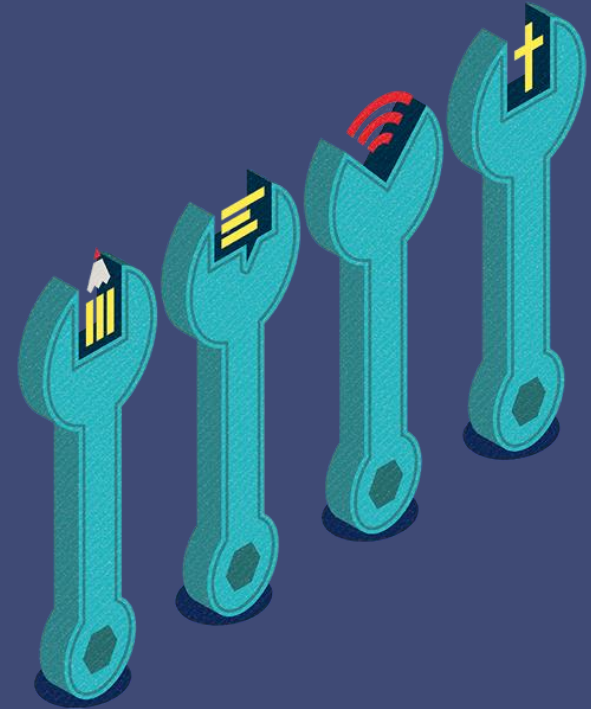
WHAT TO DO NEXT AT YOUR CHURCH?

- ✓ Speak to the clergy and lay leaders at your church
- ✓ Add it to the PCC meeting agenda
- ✓ Read the resources provided to support this toolkit, and the diocese's giving strategy
- ✓ Use the generosity and thankfulness self evaluation toolkit
- ✓ Let us know how you get on



TIPS FOR SUCCESS

- Allow time for prayer, preparation, and reflection
- Ensure you allow enough time to go through the process
- Don't get side-tracked, keep focused on the actions you want to achieve
- Recruit a team of people who can make it happen
- Include your actions as part of the PCC's plans
- Have faith that God has a vision for your community



USEFUL CONFERENCE WORKSHOPS

- Writing a generosity and thankfulness strategy/
Mission Action Plan for
your church
- Preaching on generosity
and thankfulness
- Community businesses in
churches
- Ecclesiastical Church
Fundraising Hub
- Church of England
Generosity Learning Hub
- Planning a development
project at your church
- Organising a Generosity
Week at your church

UPCOMING TRAINING SESSIONS

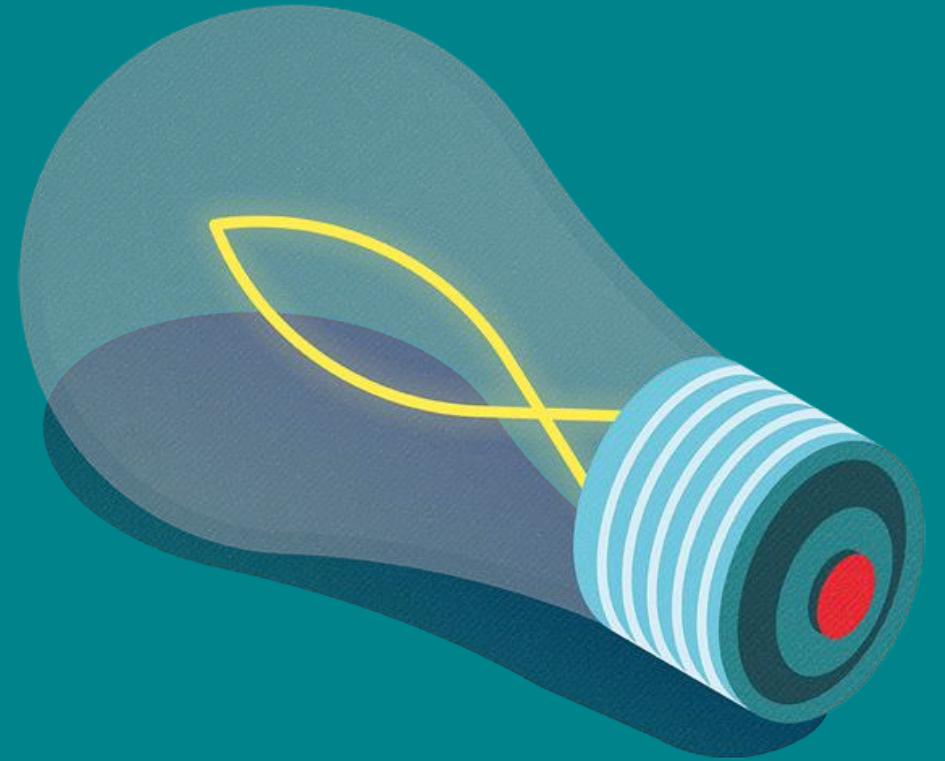
- Thursday 29th September
at 7 p.m.
- Tuesday 29th November
at 2 p.m.
- Quarterly in 2022 (dates TBC)



HOW THE CHURCH OF ENGLAND IS SUPPORTING OUR CHURCHES AND DIOCESES

Jonathan de Bernhardt Wood
National Advisor on Giving and
Income Generation

<https://youtu.be/zFns6VSn83g>



ALMOST TIME FOR A BREAK

- First morning workshops starting at 11.30 a.m.
- Second workshops at 12.20 p.m.
- Lunch at 1 p.m.
- Welcome back after lunch at 1.40 p.m.
- Afternoon workshops begin at 1.45 p.m.

Diocese of Manchester Generosity and Thankfulness Conference
Sep 24, 2022

Home
Agenda
Sessions
Speakers
Attendees
Community 33
Messages 1
Photos
Exhibitors & Sponsors >
Leaderboard
Resources >
My Stuff >
Feedback to Whova

Filter by tracks Search session name, location, or speaker name...

Full Agenda **My Agenda**

< Sat Sep 24 >

See 2 upcoming meet-ups in the community
2 people are attending meet-ups Check out meet-ups! >

10:00 AM

Opening presentations
Welcome and opening speeches You RSVP'd
10:00 AM - 11:15 AM View Session Un-RSVP
Speakers: The Ven Karen Lund, Revd Ian Bullock, Paul Bailey, The Rt Revd Mark Davies, Jonathan de Bernhardt Wood

11:30 AM

Using the Ecclesiastical Church Fundraising Hub You RSVP'd
11:30 AM - 12:10 PM View Session Un-RSVP
Online
Speakers: Heather Ford

Problems? Please email danielbainbridge@manchester.anglican.org