

An introduction to 'green' fundraising

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The kind of projects you might be planning.

(1) Heating, lighting, solar – reduce energy use



The kind of projects you might be planning.

(2) Gardens, nature and biodiversity





Fundraising is tough, so first ask yourself, *“how do we minimise the amount we need to raise?”*

How can we make it cost less?

Can it pay for itself?

Can we pay from reserves?

Can we earn the money?



Then, what kinds of funding can you consider for 'green' projects?

- Individual donations
- Events fundraising
- Major donors
- Legacies
- Corporate support
- Public sector funding
- Trusts and foundations



Trusts and foundations:

- Default area of thinking for churches
- 8,800 in UK (1,731 new in 2020!) giving £2.7b inc. c.£100m pa to CofE parishes
- Grantmaking trusts very widely in size and objectives
 - Need different approaches for church, community, and environmental funders

[Fundraising for Net Zero Carbon and the Environment | The Church of England](#)

1. Consider your costs and a rough plan of sources

Gross cost of project (inc. contingency and VAT)	£30,000
Savings on energy bills (over 5 years)	£5,000
Net cost of project	£25,000
From reserves	£2,500
Individual giving – congregation	£10,000
Events and sponsorships	£3,500
Trusts and Foundations	£9,000
Total raised	£25,000



2. Create a “case for support”

A short written document showing why someone should give you money for this project:

- Why is this project needed?
- What difference the project will make (impact) and why you should do this?
- What will it cost and when will it happen?
- How you will deliver the project?
- How you will monitor/evaluate success?
- How ready to go are you (funding/permissions)?

You can then cut and paste from it, for different applications



3. Be clear about the impact (i) Environmental funders

The impact on the environment:

Carbon: The tonnes of greenhouse gas emissions that are saved through your project:

- Ask your architect/contractor if they can estimate
- Or just take your energy bill and use a sensible % reduction

Biodiversity: The species you will plant/protect, the area of green space you will create.

3. Be clear about the impact

(ii) Church funders

The impact on your church:

- Lower utility bills means it is more financially sustainable?
- More comfortable heating means more people will be able to attend?
- Better lighting means parishioners can see the hymn books
- Active environmental outreach will engage more young people
- Better able to deliver your mission to care for creation (5th mark of mission) and deliver climate justice (4th mark of mission)



3. Be clear about the impact

(iii) Community funders

The impact on the wider community:

- A wider range of community activities can take place, with better heating and lighting. Give specifics and show there is demand.
- New church garden enables you to meet the needs of local mental health groups, disabled groups, young people.
- The solar panels / bike racks / EC car charging post will educate and inspire the local community to do the same.



4. Create a fundraising plan

Item	Lead	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Recruit Fundraising Team	AE	█									
Allocate fundraising roles	AE		█								
Meet with vicar re congregational giving	JB		█								
Plan summer fete event	JD			█							
Congregation gift days	JB				█					█	
Create case for support	AE			█							
Test case for support	AE				█	█					
Research grant funders	TDH			█	█						
Make applicatons to grant funders	TDH					█	█				
Summer fete	JD							█			
Funds in	AE										█

There are national resources available to help you plan what work to do:



CHECKLIST

Part A - Where do we start?

These are actions that nearly all churches can benefit from, even those primarily used only on a Sunday.

They are relatively easy and are a good place for churches to start, when trying to move towards 'net zero'.

		Already done / up-to-date	Not applicable	Not a priority right now	Explore further / get advice	Priority
The building itself:						
A1.	Maintain the roof and gutters, to prevent damp entering the building and warm air escaping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A2	Fix any broken window panes* and make sure opening windows shut tightly, to reduce heat loss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A3	Insulate around heating pipes to direct heat where you want it; this may allow other sources of heat to be reduced in this area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A4	If draughts from doors are problematic, draught-proof the gaps or put up a door-curtain*.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A5	Consider using rugs/floor-coverings (with breathable backings) and cushions on/around the pews/chairs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heating and lighting:						
A6	Switch to 100% renewable electricity (for example through Parish Buying's energy basket) and 'green' gas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A7	Match heating settings better to usage, so you only run the heating when necessary*.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A8.	If you have water-filled radiators, try turning off the heating 15 minutes before the service ends; for most churches this allows the heating system to continue to radiate residual warmth*.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A9.	If you have radiators, add a glycol based 'anti-freeze' to your radiator system and review your frost setting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A10.	Replace lightbulbs with LEDs, where simple replacement is possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A11.	Replace floodlights with new LED units.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A12.	If you have internet connection, install a HIVE- or NEST-type heating controller, to better control heating.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A13.	If your current appliances fail, then replace with A+++ appliances.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People and policies:						
A14.	Complete the Energy Footprint Tool each year, as part of your Parish Return, and communicate the results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A15.	Create an Energy Champion who monitors bills and encourages people to turn things off when not needed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A16.	Write an energy efficiency procurement policy; commit to renewable electricity and A+++ rated appliances.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A17.	Consider moving PCC meetings elsewhere during cold months, rather than running the church heating.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Net zero carbon church | The Church of England](#)

And resources to help you fundraise:

Environmental & Sustainability Projects

Environmental and sustainability projects take many forms. Some funders have particular interests and/or fund in very restricted areas. Others are much more generalist.

In this table the "Geography" section indicates the areas of England that a funder is interested in. "National" indicates that there are no stated restrictions within England. Any stated restrictions are described.

The "Project Types" classification describes the kinds of projects that the funder has said they are interested in or that they have funded previously. For simplicity we have divided these into:

- **Energy** – projects that use greener mechanisms to generate electricity or heat (e.g., solar PV panels, biomass boilers, air source heat pumps).
- **Efficiency** – projects that reduce energy consumption (e.g., LED lighting, insulation).
- **Water** – projects that improve water quality or reduce water consumption (e.g., grey water systems) or improve quality of runoff water (e.g., sustainable drainage systems).
- **Biodiversity** – projects that improve biodiversity.
- **Engagement** – projects that focus on environmental awareness and education.
- **Other** – other types of projects, usually detailed in the grant maker's entry
- **General** – all or most types of environmental projects. Any known exclusions will be detailed in the grant maker's entry.

Antony Hornby Charitable Trust	
Geography: Nationwide	
Project Types: General and environmental	
Tel: 020 7841 4000	Interests: General charitable donations to organisations working in the following causes: <ul style="list-style-type: none"> • education, training, and employment • medical, health and sickness • arts and culture • animals and environment • community development.
Address: c/o Saffery Champness 71 Queen Victoria Street London EC4V 4BE	
NB the trust does not have a website.	
Grant potential: Generally £1,000 but up to £5,000	
	Charity No: 263285
The Ashden Awards	
Geography: Nationwide	
Project Types: General but, for churches, especially engagement	
Tel: 0207 410 7023	Interests: "Ashden's mission is to accelerate

The screenshot shows a YouTube video player for a webinar. The video title is "Environmental fundraising : Part 1 - Opportunities" and it is part of a series titled "Net Zero Carbon webinars" by "THE CHURCH OF ENGLAND Environment Programme". The video content shows a group of people holding signs that read "TELL CHURCH TRANSFORM" and "In mission we strive to safeguard the integrity of creation and sustain and renew the life of the earth." The video player interface includes a search bar, a play button, and a progress bar.

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[Fundraising for Net Zero Carbon and the Environment | The Church of England](#)

Plus plenty of case studies:



St Michael's Baddesley Clinton : A small, rural, listed church becomes net zero carbon

Keywords; Net-zero Carbon, Electric Heating, Pew Heating, Lighting, Grade II*-listed Building, Diocese of Birmingham, Parish Church, External Example, Written Case Study, Video, Discussion Questions



New heat pumps and lighting, as part of Newcastle Cathedral's major reordering

Keywords; Net-zero Carbon, Energy Efficiency, Heat Pump, Lighting, Grade I-listed Building, Diocese of Newcastle, Cathedral, Written Case Study, Video



Heat pumps and fabric improvements make a rural church warm and well used : St Anne in Ings

Keywords; Net-zero Carbon, Heat Pump, Grade II*-listed Building, Diocese of Carlisle, Parish Church, Written Case Study, Video, Discussion Questions



Towards a net zero carbon church and community, with Eco Church, at St Mark's Harrogate

Keywords; Eco Church, Solar, Grade II-listed Building, Diocese of Leeds, Parish Church, Written Case Study, Video, Discussion Questions



Rural church moves away from oil to electric heating

Keywords; Net-zero Carbon, Electric Heating, Pew Heating, Panel Heating, Grade I-listed Building, Diocese of Gloucester, Parish Church, Written Case Study, Discussion Questions, Video



Primary school becomes net zero carbon : St Andrew's Chedworth

Keywords; Net-zero Carbon, Heat Pump, Diocese of Gloucester, School, Written Case Study, Video, Discussion Questions



Grade I church becomes net zero carbon with heat pumps, insulation, and more : St Andrew by the Wardrobe

Keywords; Net-zero Carbon, Energy Efficiency, Insulation, Heat Pump, Grade I-listed Building, Diocese of London, Parish Church, Written Case Study, Video, Discussion Questions



Marown Church tries a new approach: heated cushions

Keywords; Net-zero Carbon, Electric Heating, Diocese of Sodor and Man, Parish Church, Written Case Study, Video

[Net Zero Carbon and Environmental case studies | The Church of England](#)

A great first step is a subsidised energy audit, available from Parish Buying



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GREEN FUNDRAISING: Support for Churches on the road to Net Zero

24/09/2022

 THE CHURCH
OF ENGLAND
Diocese of Manchester

CHURCH
FOR A
DIFFERENT
WORLD



Introductions

- **Eco Transformation across the Diocese of Manchester**
- **Masters of Environmental Politics**
- **PhD in Theology and Religious Studies**
- **Member of the Institute of Fundraising**
- **Recent experience scoping approaches to Net Zero with other Diocese and developing Green Fundraising for Churches / Mission Communities.**



THIS PRESENTATION WILL INCLUDE:

Your local context, developed through:

- **Funding narrative**
- **Evidence base.**

Support we can offer:

- 1) The Energy Footprint Tool**
- 2) Eco Church**
- 3) Eco Stepping Stones**

Funding Narrative

This is the **story** that you tell about your church and the work that you might like to do there. This is **foundational** for any bid. An effective narrative use **multiple stakeholder perspectives**. The time you put in here will show up in the **quality** of the bids you produce.

Basics that you might include:

Who are you? **Where** are you? **What** you are already doing?

Who are your stakeholders? **What** is distinctive about your work?

Who are you?

Begin with the **basics**.

- **Name. Age. Location.**
- **Key leaders; lay and ordained and the people that you are there to serve.**
- **Numbers that attend church, are within your parish and your mission community.**

Where are you?

Be **creative** with the answer to this

- **Parish. Mission Community. Deanery. Diocese. Ward. Town. Borough. Local Super Output Areas (LSOAs).**
- **By thinking of where you are in different ways, you will generate different sets of data:**
 - **Indices of Multiple Deprivation (IMD)**
 - **Income. Employment. Health Deprivation and Disability. Education Skills and Training. Crime. Barriers to Housing and Services. Living Environment.**

What are you already doing?

Things to **consider**:

- **Your charitable objectives**
- **Your views of church and mission**
- **Weekly services. Parish visiting. Foodbank. Place of Welcome. WI. Drop Ins. Toddler Groups...**

Who are your key partners?

There is an **advantage** to working in partnership

- Show the funder that you have thought about, not only your role in your community, but also how it relates to others.
- Consider how your church relates to your Mission Community, Deanery and Diocese.
- Connections strengthen your narrative and add **impact** to your work

What is distinctive about your work?

Behind the basic questions we are exploring is the **heart** of your narrative.

If you can say what the **distinctive** part of your narrative is, then you will make clear to your funder why you deserve their money

By spending time on your narrative, you will give yourself a basis to **cross check your ideas**, to make sure that they can work.

EVIDENCE BASE:

The funding narrative is **the story** that you can tell about your church and the work you want to do.

That **is yours to develop.**

The Transformation Team, and I in my role focussing on Eco Transformation, **can resource you with the tools to gather evidence** you need. We will now look at: The Energy Footprint Tool. Eco Church. Eco Stepping Stones

ENERGY FOOTPRINT TOOL (EFT)

Of the 317 Churches that we have in the Diocese of Manchester 190 engaged in the EFT process in 2022. This is **60% of our churches** that have the following data available to them already:

- Sources of Energy
- Church Energy Rating
- Building Measurements and Layout
- Person Hours and Footfall

If you want **to complete the EFT in 2023**, it is simple to do. All the info is available if you **go to the Net Zero Pages** of the Diocesan Website.

ECO CHURCH

Of the 317 Churches that we have in the Diocese of Manchester 108 have registered and 42 have received awards.

Via the Eco Church Survey, Churches have:

- **Developed their worship / teaching / buildings / land / community and lifestyle, elements of their narrative.**

If you have done the EFT then you are already part way to completing the first stage of Eco Church.

By completing the Eco Church Award you are showing funders your commitment to the agenda that underpins your funding request.

You can register for Eco Church via the Diocesan Website

ECO STEPPING STONES

In 2023, we hope to launch the Eco Stepping Stones resource.

This will help you to:

- **look beyond your parish** context and the 'Hidden Leopards' or those beyond parish life, but still sharing our interests.
- **Understand the journey** that we are on and identify the necessary steps
- Recognise **who we are in contact with**
- Develop **key milestones**, including the completion of EFT and Eco Church surveys, and moving us beyond those things into a **deeper engagement with our faith**, which all feeds back into our narrative and evidence base.

In Summary...

Your **local** context, developed through:

- Funding narrative
- Evidence base.

Support we can offer:

- 1) The Energy Footprint Tool
- 2) Eco Church
- 3) Eco Stepping Stones

Key Resources:

- EFT / Eco Church / Eco Stepping Stones and Open4Communities Fundraising Resource