

Chapter Two

How will we fundraise?

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- Direct Mail

- Membership Fees

- Sponsorship

- Grants

 - Secular Organisations

 - Christian Trusts

 - Anglican Trusts

- Funding Calendar

How will we fundraise?

So, you've planned your project and you know you need money! Where will you start? There are so many choices.

Begin by recruiting a small group of people who like being part of fundraising activities. People like this do exist! Some even don't mind filling out grant application forms. Have your team brainstorm fundraising possibilities. Look at the options below, and come up with your own creative ideas as well. Then decide which ones are most appropriate for your ministry. It's great if you can get parishioners and even wider community members to participate in your fundraising projects as this generates a wider sense of ownership for the project. It also widens your pool for the generation of creative ideas.

Whatever methods of fundraising you choose, it is important to ensure you do it well and that you use a variety of avenues so you avoid donor burnout, not to mention fundraiser exhaustion! It is better to run two or three really effective fundraising projects in a year than many more ineffective ones.

This chapter will cover general fundraising options, membership fees, sponsorship, setting up a funding calendar and grants (secular organisations, Christian funders and Anglican funds).



General fundraising options

Some ideas to get you started:

- ▽ Food and/or entertainment – competitions, balls, socials, wine and cheese parties, fancy dress or hat parties, picnics, morning or afternoon tea parties, garden parties
- ▽ Sales – t-shirts, bumper-stickers, pens, confectionery, cake stalls, fairs, pens, tea towels, crafts, garden plants or produce, sausage sizzles, pizzas, cookbooks, auctions, white elephant stalls, books, seasonal items such as Christmas cards/decorations or Easter eggs, face-painting, calendars made from personal artwork
- ▽ Working activities – working bees, slave auction, home maintenance, mowing lawns, spring cleaning, gardening, child minding, car washing, donation of professional services
- ▽ Sponsored activities – swimming, walking, jogging
- ▽ Exhibitions – garden tours, celebrity sports matches, pottery or art demonstrations

- ∇ Community services – rubbish collections, information pamphlets, community directories
- ∇ Competitions – sports days, top town team events, quizzes, beach games, treasure hunts,

Direct Mail

A possibility, but probably a fairly remote one, is to write to people who may be disposed to support your ministry financially. The personal approach is best but it may be appropriate to write a letter of appeal to people who do not live nearby.

Membership fees

Some organisations such as our own St Andrews Trust and the Anglican Care Charitable Trust have a list of members. The fee is kept deliberately low to encourage membership. Of course folk can still support the group in any way without being a member.

Sponsorship

Sponsorship is a relationship between a company or an individual and an organisation that will *benefit both parties*. (Businesses more commonly offer sponsorship than individuals). It is a business arrangement.¹

If you are thinking about getting a sponsor you need to consider which company might be most suitable. Do your homework and investigate possibilities thoroughly. Take into account the aims and reputation of the company and ensure, as far as possible, that their ethics and practices are up to scratch. You want to enhance your ministry by a sponsorship relationship so money is not the only consideration!

It is also important to consider the potential sponsors perspective. What benefits will they gain by sponsoring your group?

The benefits for a company could include things like:

- ∇ Raised awareness – you would advertise their products and they might use your logo/group profile to advertise their products.
- ∇ Product service/use – you would agree to use their products and services and not those of other competing brands
- ∇ Enhanced reputation for being community minded
- ∇ Stronger work team – this could happen if you are able to involve staff in aspects of the project

¹ It is Corporate Philanthropy if you are asking for a donation from a business.

If you have selected a potential sponsor then go and speak to the Manager/Chief Executive about a potential relationship. If their response is favourable you can then make a specific proposal.²

Grants

It is important to keep a very good record of when applications are due so you give yourself plenty of time to be organised. Every time you hear about a new funder, write the date their application is due on the calendar. (It would also be very helpful if you could let me know about new funders so I can pass on the information to other parishes.)

As soon as you know the date your accountability report is due to a particular funder, write that on your calendar also. The importance of completing these reports by the due date cannot be overemphasised. It is essential if you would like money again but even if you don't, it is important you maintain a good reputation for being accountable.

For our purposes there are three main providers of grants:



- ▽ Secular organisations
- ▽ Other Christian Trusts
- ▽ Anglican Trusts

Secular organisations

There is a huge range of philanthropic trusts in Aotearoa New Zealand. Most are listed on the Fundview database³ although a few are not. Most secular funders are not averse to funding Christians though some might be. Almost all funders will not fund activities that are specifically aimed at local church members e.g. in-house counselling or upgrading church facilities. No secular funders will fund evangelistic activities.

² The specifics of making a proposal to a sponsor are covered in the next chapter "Making the Application."

³ Fundview is a database that allows searches of funders by listing location, purpose of group/project and specific costs. You can access Fundview for no cost at DIA or your local library. You can also access Fundview via the Community Ministries Enabler at the Diocesan Office. Coasters can contact Tim Mora in Greymouth and Marlborough folk can access the Nativity Church computer in Blenheim to use their Fundview.

Christian Trusts

Not all Christian Trusts are listed on Fundview. In fact most aren't! Most regions have at least one Christian Trust; some exist for specific and/or local purposes and others are more general in their aims.

One example is the Nelson Christian Trust Inc (NCT), an interdenominational Trust which has been in operation for over forty years. The main purpose of NCT is to support evangelical outreach. Smaller applications can be made at any time but larger applications cannot be considered until around June each year.

Anglican Trusts

There are a number of funding sources available from our Nelson Diocese. They include:

*Anglican Care Charitable Trust (ACCT)*⁴

A total of \$30,000 is available annually to be distributed to parishes for social service projects. New projects are given priority but existing projects are sometimes funded also. ACCT advertises each year when applications are open.

Tindall Trust monies are also allocated via ACCT on an annual basis.⁵ Tindall priorities are new and innovative small projects which strengthen the community and create a healthy environment for children to grow up in. Tindall will NOT fund:

- ∇ Sport and recreation
- ∇ Health, medical and disabilities
- ∇ Core education (or special need areas)
- ∇ Venture capital initiatives
- ∇ Business and investment proposals
- ∇ Loans and endowment funds
- ∇ Capital assets including buildings, computers, office equipment, furniture and fittings
- ∇ Individuals
- ∇ Establishment of charities
- ∇ Overseas travel and expenses
- ∇ Overseas exchange programs
- ∇ Drama and art

⁴ These funds are sourced from the Whakarewa Trust for Social Services and allocated by Synod to ACCT.

⁵ The amount available may vary each year; in 2005 \$15,000 was available.

- ▽ Promotion of religious or political messages, creeds or doctrines

John and Hazel Baigent Trust

Around \$15,000 is available on an annual basis. The purpose of this trust is “to provide assistance for those persons over the age of 60 years resident within the boundaries of the Diocese of Nelson for the relief of poverty and sickness, and the provision of housing needs or otherwise for such charitable purposes as the Trustee in its own discretion shall decide.”

Endres Estate Trust

Endres Estate Trust was established “for social services work to assist needy families or persons within the Diocese.” These monies are limited to \$3000 per annum.

Godwin Trust

This Trust was created “for the charitable work of caring for children or for such other charitable purpose in the Diocese in such manner as the (Nelson Diocesan Trust) Board as from time to time thinks fit”. The income of this trust has, until recently, been applied to the charitable work of St Andrews Family Trust as they have worked in partnership with the Open Home Foundation to maintain the Family Home in Richmond.

Funding Calendar

At the end of this chapter are 4 funding calendars:

- ▽ 2005 blank
- ▽ 2005 including the known appropriate funders⁶
- ▽ 2006 blank
- ▽ 2006 including the known appropriate funders



Conclusion

You have now read and researched some of the possible options for fundraising. You are ready to make an application! Turn to Chapter three.

Ready

Set

Go!

⁶ You can find more information about these funders and those listed on the 2006 calendar on the web.

Funding Calendar 2005

January	February	March	April	May	June
July	August	September	October	November	December

Funding Calendar 2006

January	February	March	April	May	June
July	August	September	October	November	December

Funding Calendar 2005

January	February	March	April	May	June
July	August	September	October	November	December
			14 Rural Communities Trust 31 Buller District Council 31 Community Learning Aotearoa NZ (adult ed) 31 Winton and Margaret Bear Trust (youth)	1 Lottery Kaikoura / Coast /Nelson/Marlborough Community Committee 10 John Ilott Trust 11 Fletcher Trust 15 Microsoft Foundation 21 Lottery Environment & Heritage 24 R.J and EF MacDonald Trust	31 Sargood Bequest

Funding Calendar 2006

January	February	March	April	May	June
31 st Rural Communities Trust		31 Sutherland Self Help Trust 31 Buller REAP 31 Creative Communities Arts Funding Grey/Tasman/Westland	1 Lottery Community Committee Kaikoura/Coast/Nelson/Marlborough 28 Buller District Council 28 Community Learning Aotearoa NZ (adult ed) 28 Winton and Margaret Bear Trust (youth)	31 st JR McKenzie Trust	
July	August	September	October	November	December
31 Community Learning Aotearoa NZ (adult ed)		9 Fletcher Trust	31 Winton and Margaret Bear Trust (youth)	10 John Ilott Trust 15 Microsoft Foundation 21 Lottery Environment & Heritage	31 Sargood Bequest