

An aerial photograph of a large, historic stone building, likely a church, with a flat roof covered in solar panels. The building is surrounded by trees and other buildings in the background. The text is overlaid on the image.

Creating a Fundraising Plan

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The Brief

St Agatha is a Victorian church in a bustling town centre. As well as services, the church hosts community groups and musical performances, has a café and is the location for the town's Foodbank. Running costs are high, and the heating system old and inefficient.

The PCC, having joined Eco Church, have decided to install a heat pump supported by solar PV to better heat the church and bring bills down. They will also add secondary glazing, complete the conversion to LED lighting and insulate the community room which hosts the Foodbank.

1. Define the Project

Energy Audit,
Consultancy?

Appoint
project
manager and
contractors

Be aware of
all costs, as
exactly as
possible

What
permissions
are needed?
Begin the
process.

2. Prepare a Budget (1)

Heat Pump - £80k

Solar PV and batteries - £30k

Insulation - £2k

LED Lighting - £3k

Secondary Glazing - £10k

Project Manager - £5k

TOTAL - £130,000

3. Prepare a Budget (2)

St Agatha PCC - £20k

Legacy of former churchwarden - £10k

Fundraising - £100k

TOTAL - £130,000

4. Define Your Targets

£30k from
community
fundraising

£70k from
grants

5. Get Organised!

St Agatha's Goes Green

- The vicar and churchwardens chair a fundraising committee, tasked with raising funds from the community. They decide to hold a benefit concert, do a sponsored skydive, and approach businesses on the High Street to sponsor the project.
- The Treasurer, Secretary and Administrator form a grants committee. They draw up a list of possible donors to the project.

Aim to raise the money in 12 months, implementation in following year

6. Grant Applications are Submitted

- £40k – Church of England – SUCCESS!!
- £20k – Marshall’s Charity – offered £10k
- £10k – Your Fund Surrey – SUCCESS!!
- £5k – Benefact Trust – SUCCESS!!
- £10k – Garfield Weston Foundation – turned down

£65k of the £70k target has been raised



7. Take Stock and Adapt

- The grants committee reports that it has raised £65k of the proposed £70k
- The Skydive raised £10k (though the vicar broke his arm), the concert £5k, and local businesses have pledged £10k. £25k of the fundraising committee's £30k target

£10k is still to raise in 3 months!



8. Final Push!

The two committees now combine to finish their efforts:

They bid to the borough council environmental fund and are pledged £3k;

A 'Gift Day' for the congregation raises £5k;

A local councillor, who is involved in the Foodbank, finds £1k from her budget;

The PCC can shoulder the final £1k.
SUCCESS 😊

What if ...

Not enough money is raised:

- Scale back – e.g. could LED and secondary glazing be done later?
- Get a loan – paid back from savings on bills

Costs increase:

- Consider putting in a contingency in the budget

More money is raised than expected:

- What else can be added in to enhance the project?

9. Implement and say THANK YOU!

- The project is implemented in 4 months, so that by the following winter the heat pump is working (everyone notices how warm it is), bills are reduced, and the building generates 30% of its energy from solar PV
- The Bishop is invited together with everyone who took part in fundraising or made a donation to a thanksgiving service and reception
- By good planning, perseverance and adaptability, St Agatha's is a Net Zero church, ready to serve its community for the next generation.

