

Diocese of Truro

Parish Giving Review

August/Setember 2020

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Parish Support Advisors



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The Pandemic has caused huge financial loss in the Church. Those churches which had a rigorous planned giving scheme in place (either via PGS or Standing Orders) have fared better than those relying on cash and fundraising, but all churches (bar one or two of our larger parishes) rely on fundraising events as well as occasional office services to meet their budgets.

2021 looks unlikely to be 'normal services resumed' and previous levels of income will still be down. However there are some basic actions that can be taken to maximise income.

1. Focus on establishing regular giving, preferably by joining PGS (a new online platform is due to be launched soon)
2. Set up the mechanics of online giving (essential for virtual fundraising)
3. Set up a **Finance Planning group** with a remit of
 - Improving regular giving (plan a Stewardship Programme if appropriate)
 - Communicating the financial situation to the congregation and community
 - Fundraising

This Parish Giving Review highlights areas of stewardship which would benefit from some attention. Each deanery will receive a bespoke action plan, if that is requested, and Christine Salaman and Liz Wallace are available to assist with Deanery Planning.

The Parish Giving Review was circulated to all treasurers (227) with email (13 do not) on August 27th, 2020 with a reminder sent out again the following week.

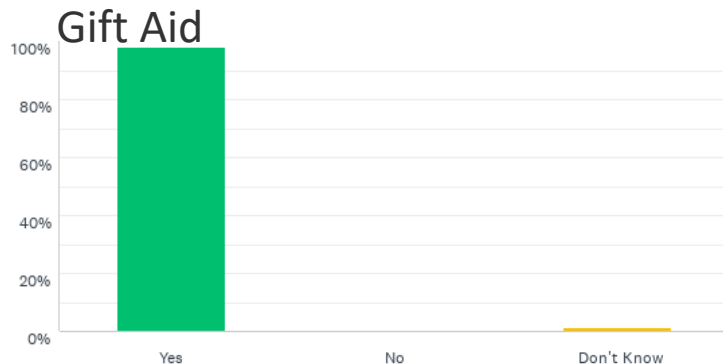
Each question has been reported here, with observations and Actions to be taken by the Stewardship Team but which can also be put into place by Parishes/Deaneries as a focus in 2021 and for Deanery Planning

The number from each deanery is recorded here:

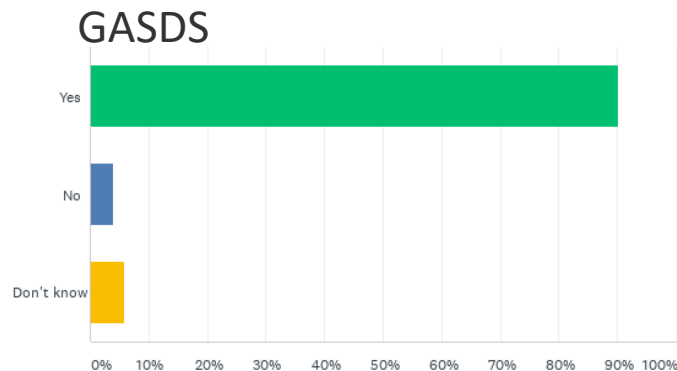
Deanery	Number who completed the survey out of number of total parishes in that deanery
Penwith	17/26
Kerrier	11/16
Carmouth North	12/12
Carmouth South	7/10
Powder	18/24
St Austell	16/18
Pydar	11/16
Trigg Minor & Bodmin	21/22
Trigg Major	8/18
Stratton	10/19
East Wivelshire	11/18
West Wivelshire	10/16

Do you make Gift Aid and GASDS (Gift Aid Small Donation Scheme) claims?

Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	98.05%151
No	0.65%1
Don't Know	1.30%2
TOTAL	154



ANSWER CHOICES	RESPONSES
Yes	90.26%139
No	3.90%6
Don't know	5.84%9
TOTAL	154

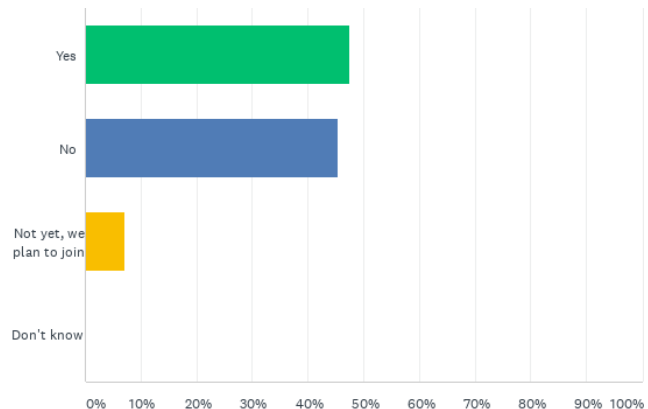
Observation: An encouraging high number of Gift Aid and GASDS claims. If 15 are not claiming GASDS, why not?

ACTION:

- Contact the 15 with advice/support
- Update website information
- Reminder in Stewardship News

Are you a member of the Parish Giving Scheme?

Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	47.40%	73
No	45.45%	70
Not yet, we plan to join	7.14%	11
Don't know	0.00%	0
TOTAL		154

Since lockdown (March to August)

- individual donors have increased by 100
- 13 new parishes have joined
- 11 parishes intend to join
- Currently 95 parishes with 1,171 donors
- Average weekly gift (ex Gift Aid) via PGS £14.51 (average across diocese £9.60)

ACTION:

1. Continue high profile of PGS and benefits
2. Large push when online sign up is launched
3. Re-run webinar

From what areas have you lost income during the Pandemic? (excluding regular giving)

Answered: 153 Skipped: 1



Observation: Those churches who have a firm base of regular giving through PGS or Standing orders have fared better than those who do not. The comments selected were repeated many times and suggests we rely far too much on fundraising and we need to focus on building regular giving foundations.

ACTION: Promote more rigorously stewardship/giving programmes throughout the diocese both via the Stewardship (Parish Support) Team and via AMD and CMD

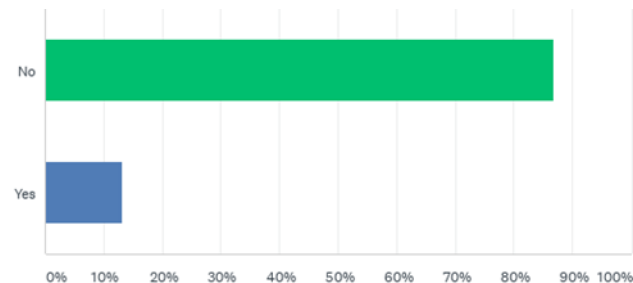
Lost income from other areas....
Social activities. Saturday Soup Groups.
Tax reclaim due to less regular giving.
The gift box in the church and from the religious festivals and from guests to the area
Two holiday homes and the Charity shop
Casual visitors to the Church
St Uny Lelant Heritage visitors centre has had to remain closed
Daytime visitors who spend money on cards and books, and are regular attendees when on holiday
Visiting congregation members. Visitor Church tours
additional collections at weddings, funerals, baptisms and special services like Easter
Sales of books and church magazines

£ Losses per month (approx.)	Number of parishes
0-199	21
200-599	50
600-1,199	33
2,000 – 4,999	13
5,000 – 10,000	9
10k+	1

Have you been able to access funding for lost income during the Pandemic?

Answered: 151 Skipped: 3

Funding from.....
We have sold investments
Furloughing Staff under the Governments Job Retention Scheme
Donations in lieu of the Fete that was cancelled
We received a Parish Council grant of £3107
£8675 from the 'Furlough' scheme for our Youth Minister
Selling plants, bric a brac, jams etc in church porch. so far about £1,400 has been raised
Sale of donated plants in church porch, Cream tea deliveries
A legacy and a delayed gift aid recovery.
Will be drawing on investments to pay MMF
2 Virtual Flower Festivals
Via the Give a Little website
HLF



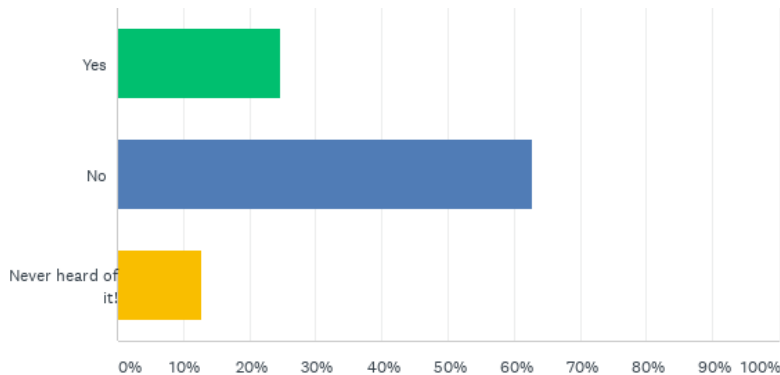
ANSWER CHOICES	RESPONSES	
No	86.75%	131
Yes	13.25%	20
TOTAL		151

Observations: Although this question is aimed at grant funding rather than a 'fund-raiser' it actually shows that only 20 churches have managed this. There are not many funds available for 'lost income' but if churches can demonstrate they offer community support, this would be an area to explore

ACTION: Update the website with available funding and continue to communicate through social media and Stewardship News

Have you used the Church Grants website? (churchgrants.co.uk)

Answered: 150 Skipped: 4



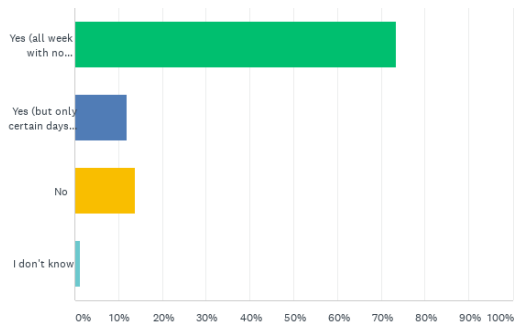
Observations: As a diocese, we recently subscribed to Church Grants, and this has been communicated via ‘Our News’ Stewardship News, Meet the Funders events and on the website.

ACTION: Collate feedback from those who have used it to ascertain whether it is a useful site and beneficial enough to promote further to parishes.

ANSWER CHOICES	RESPONSES	
Yes	24.67%	37
No	62.67%	94
Never heard of it!	12.67%	19
TOTAL		150

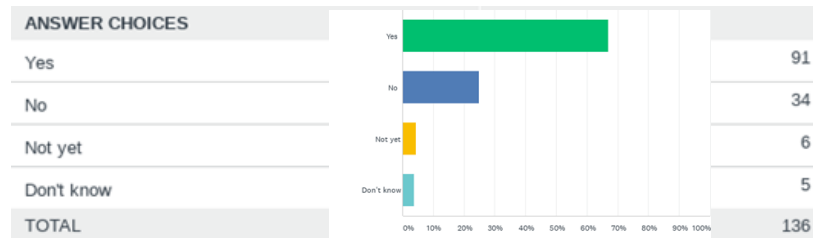
Before Lockdown was your church open during the week?

Answered: 151 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes (all week with no supervision)	73.51%	111
Yes (but only certain days and times with supervision)	11.92%	18
No	13.91%	21
I don't know	1.32%	2
Total Respondents: 151		

Is your church open for supervised prayer now?



Observation:

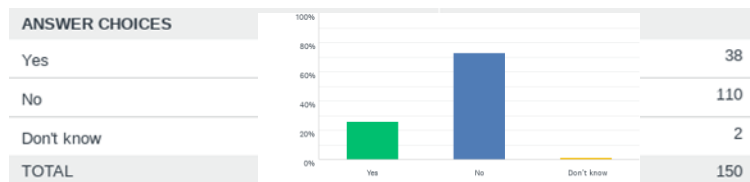
- Discovering God's Kingdom and Growing the Church involves opening our churches every day to our community, the pilgrim, and the tourist and it is encouraging to see more are now open than closed, albeit part time during the restrictions

ACTIONS:

- Check Deanery Plans to include Open Church plans
- Tourism in 2021 – work on how we facilitate safe visits
- Advice and support for installing Contactless Giving devices in churches with high levels of visitors

Do you have a Parish Friends Fundraising Group?

Answered: 150 Skipped: 4



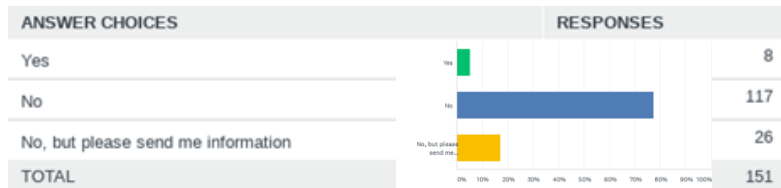
Observations:

- 38 have a Friends Support Group but this could be a way to increase financial giving.
- 8 use the PGS wider community scheme

ACTION:

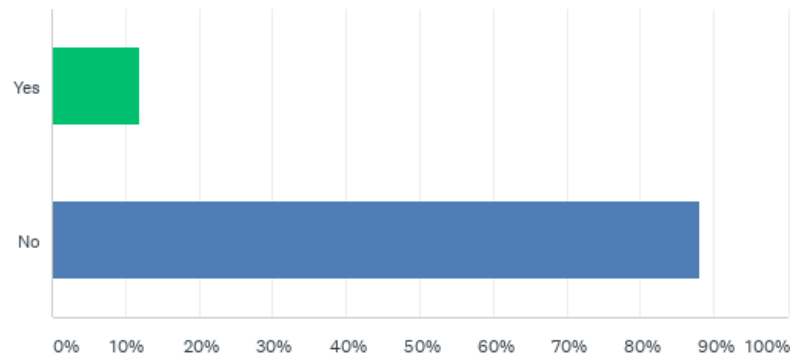
- Develop ways to introduce Friends Groups and provide training for constitutions
- Follow up on the 26 who wanted more information about the PGS scheme

Do you use the PGS wider community scheme?



During the pandemic, has your church done any online fundraising? E.g. Virtual flower festival, zoom quiz?

Answered: 150 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	12.00%	18
No	88.00%	132
TOTAL		150

Observations:

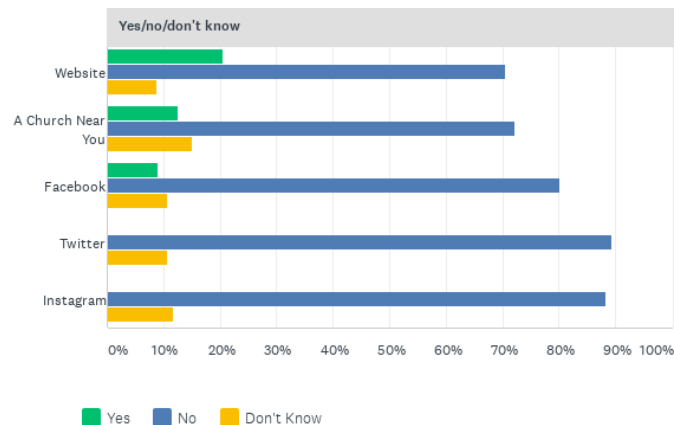
- Online giving is very 'new' to the majority of our parishes but the Pandemic has caused a 'fast forward' in getting to grips with new technology

ACTIONS:

- Continue to offer bespoke training
- promote previously recorded webinars via Stewardship News and social media

Can people give online via the following....

Answered: 139 Skipped: 15



Yes/no/don't know				
	YES	NO	DON'T KNOW	TOTAL
Website	20.59% 28	70.59% 96	8.82% 12	136
A Church Near You	12.61% 15	72.27% 86	15.13% 18	119
Facebook	9.09% 11	80.17% 97	10.74% 13	121
Twitter	0.00% 0	89.29% 100	10.71% 12	112
Instagram	0.00% 0	88.29% 98	11.71% 13	111

Observations:

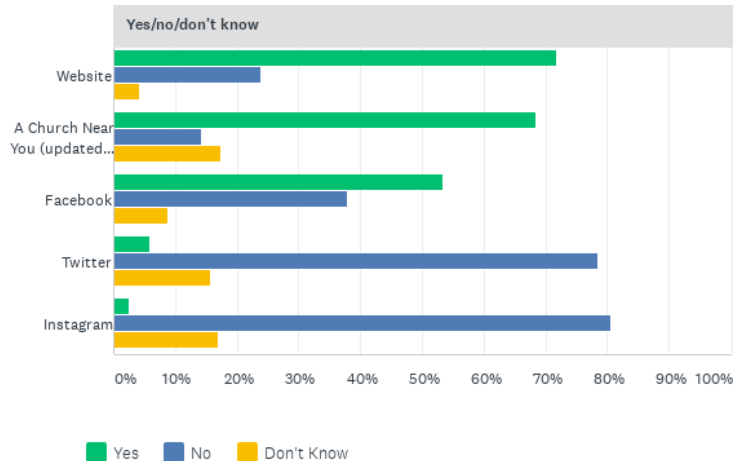
- Only 28 parishes have the ability to give online via their website
- A Church Near You introduced this facility in April

ACTIONS:

- Provide training and information on giving online via websites and A Church Near You

Does your parish have (and use) the following

Answered: 151 Skipped: 3



Observations:

- 102 parishes said 'yes' they have a website which indicates 1/3 still do not have one
- 91 responded to say they use A Church Near You and this can be a useful alternative

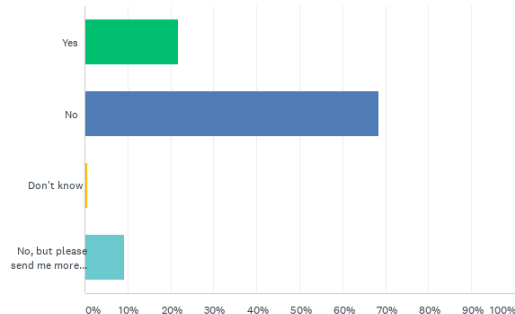
Yes/no/don't know				
	YES	NO	DON'T KNOW	TOTAL
Website	71.83% 102	23.94% 34	4.23% 6	142
A Church Near You (updated regularly)	68.42% 91	14.29% 19	17.29% 23	133
Facebook	53.33% 72	37.78% 51	8.89% 12	135
Twitter	5.79% 7	78.51% 95	15.70% 19	121
Instagram	2.54% 3	80.51% 95	16.95% 20	118

ACTIONS:

- Promote the need for a facility to provide online giving whether that is through a website or A Church Near You

Do you have a contactless card reader?

Answered: 152 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	21.71%	33
No	68.42%	104
Don't know	0.66%	1
No, but please send me more information about getting one	9.21%	14
TOTAL		152

2017 was a tipping point for the use of cash in the UK. For the first time, more transactions were done by card than cash. Increasingly occasional visitors to churches do not come with cash to life events services or Christmas or Easter services. Contactless giving will become increasingly important to churches

If no, what stops you getting one?

ANSWER CHOICES	RESPONSES	
Price	25.20%	32
Lack of wifi in the church	62.20%	79
I don't know how to get one or which to choose	7.87%	10
I don't know enough about the technology	15.75%	20
I don't think it will benefit us	37.80%	48
Other (please specify)	24.41%	31
Total Respondents: 127		

Observations:

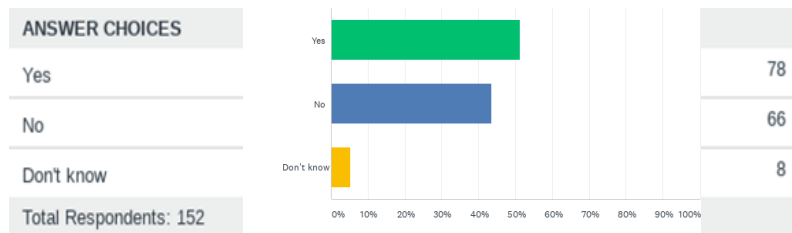
- The lack of wifi being the reason for not having a contactless card reader shows mis-understanding as there are many devices which will run without wifi
- 48 don't think it will benefit them

ACTIONS:

- Produce fact sheets and comparisons to highlight how devices work
- Promote the Parish Buying page for up to date information
- Explore the benefits of contactless card readers but also offer realistic estimates of cost vs reward.

Has your church received any legacies in the last few years?

Answered: 152 Skipped: 2



Observations:

- 50% of parishes have received legacies
- The majority are spent on fabric, as you would expect
- Some unrestricted funds are used to pay for MMF
- Only 5 have been used for direct mission

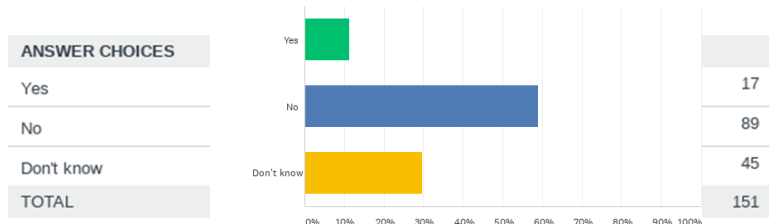
ACTIONS:

- Increase information on legacies
- Have a second round of promotion of the Legacy Toolkits produced by the C of E
- Promote the recorded webinar on Legacies

Legacies for...	Duplicate
General Funds unrestricted	8
Placed in Fabric Fund for Renovations	25
New sound system and contribution to costs of disabled access and toilet	
missional activities	
Tower restoration which is ongoing	
Intended to renovate the organ but looking for further funds from grants etc	
It was before my time, I believe some improvement projects, some running costs	2
Part towards MMF	2
To support Children & Youth work	
Put into the fabric fund ready for our next two projects being the bell tower and organ repair	
Gate at bottom of stairway to rude screen	
No official confirmation yet, but believe a member who died recently has left a sum of money to the church.	
We employed a Youth Minister for 3 years, also major repairs were carried out.	
PART HAS BEEN SAVED FOR FUTURE USE PART FOR DAY TO DAY RUNNING	
Assisting a local family, maintenance work to preserve the integrity of the church a new pathway from the school and the installation of the sound system.	
Roof repairs, various Parish mission and training items	
New Church Organ	
broadly for grave(yard) maintenance, chairs and an intern	
mostly going towards our planned kitchen area	2
£1000 replacement doors	
Interest used to purchase land for graveyard extension, facilities for children's play area and MMF shortfall.	
specified for vestments	
churcyard maintenance	2
To refurbish and provide disabled facilities in the church toilets	
Plans are in hand for adapting the rear of the church to make a Welcome Area	
Restricted legacy to help maintain one of our churches. Unrestricted to help balance our books, contribute to outreach and reserve for replacing the roof.	
£25,000 still not tapped into, but quinquennial due!!	
As specified by the donor - Half on improving the church building and half on clearing and maintaining the graveyard. Not all used yet.	
They provide the starting point for our refurbishing of the kitchen area, heating and provision of a toilet.	
Generally to help running costs as M M payments are too large for our small congregation.	
memorial altar movement	
living Church Yard	

Does your PCC have a legacy policy?

Answered: 151 Skipped: 3



Observations:

- Almost £7million have been received in our diocese in the last 10 years
- Only 17 have a legacy policy - Most people will only leave a gift in their will if they think their church will use it for worthwhile projects, not simply to fund operating costs. A legacy policy allows the PCC to prepare and discuss how they would wish to see a gift used. It can also help to reassure those interested that the PCC has a policy in place.

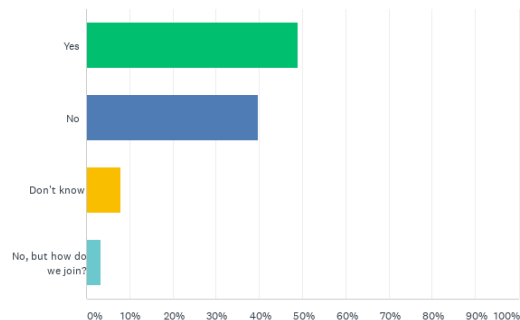
ACTION:

- Include in treasurer/PCC training
- Highlight in Stewardship News

Legacies Received in Truro Diocese TOTAL (2009-2018)	£ 6,985,697
Carnmarth North	£ 574,397
Carnmarth South	£ 545,939
East Wivelshire	£ 234,537
Kerrier	£ 829,920
Penwith	£ 1,077,480
Powder	£ 1,151,469
Pydar	£ 575,452
St Austell	£ 633,907
Stratton	£ 434,346
Trigg Major	£ 336,491
Trigg Minor & Bodmin	£ 335,414
West Wivelshire	£ 256,345

Is your parish a member of Parish Buying? (parishbuying.org.uk)

Answered: 151 Skipped: 3



Observations: Half the number of treasurers are not signed up to Parish Buying yet this is an important part of good diligence in comparing prices and getting the best deal for the church, ultimately saving money.

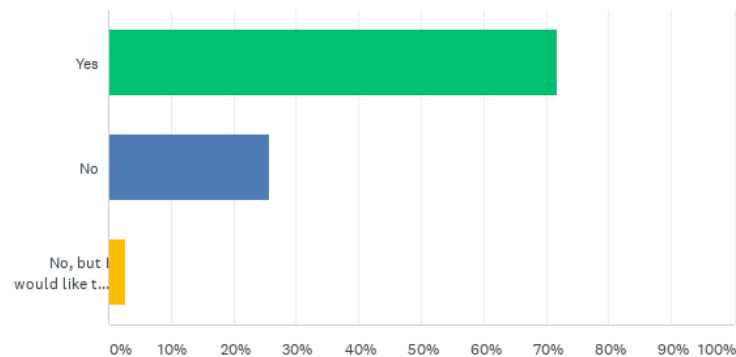
ACTIONS:

- Gather some good news stories from parishes who have used Parish Buying and are saving money.
- Promote Parish Buying on social media/newsletters

ANSWER CHOICES	RESPONSES	
Yes	49.01%	74
No	39.74%	60
Don't know	7.95%	12
No, but how do we join?	3.31%	5
TOTAL		151

Do you receive the quarterly Stewardship News from us?

Answered: 152 Skipped: 2



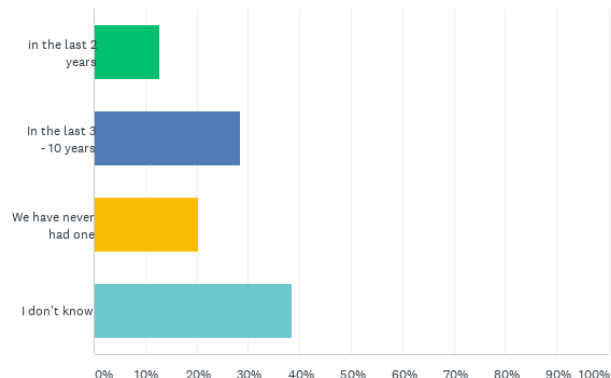
Observations: Before GDPR treasurers received Stewardship News as a matter of course. 43 (plus the 13 not on email) are missing important updates and resources.

ACTION: Revisit GDPR diocesan guidelines and put a case for treasurers to receive this as part of their position and need.

ANSWER CHOICES	RESPONSES	
Yes	71.71%	109
No	25.66%	39
No, but I would like to subscribe	2.63%	4
TOTAL		152

When did you last have a Stewardship/Giving Programme?

Answered: 148 Skipped: 6



ANSWER CHOICES	RESPONSES	
in the last 2 years	12.84%	19
In the last 3 - 10 years	28.38%	42
We have never had one	20.27%	30
I don't know	38.51%	57
TOTAL		148

Observations: If you add 'We never had one' to 'I don't know' that amounts to 107 parishes who have not run a stewardship programme, i.e. 2/3 of the parishes who replied.

This highlights a few things:

1. Church leaders are not willing or equipped to do this, feeling it's 'singing for their supper'
2. Church income has relied on fundraising rather than regular giving, which, as we have seen, is vulnerable.

ACTIONS:

1. Increase clergy training in this area via CMD and AMD channels
2. Provide more resources for leading these programmes

Final Comments from Participants

WEBINARS

- Stewardship seminars have been very useful. Action plans just delayed by lockdown.
- Appreciate all the efforts given by Liz, Chris and others in providing so much help and good advice via webinars and etc during lockdown, thank you!
- Thank you for all your webinars! I took a proposal to our PCC re alternative ways to give but it was deemed "begging for money" which was considered "inappropriate during Covid times". We will hopefully return to this in the near future
- Well done girls with all your webinars, though I have missed a few. Steward Programmes are the way forward, every one should have one(Have you heard me say that before?!?) IT has enabled us to meet MMF in full for 30 years so far.

CONTACTLESS DEVICES/ONLINE GIVING

- It would be good to bring contact less giving machines out to parishes if only to lend for 6 months to see how they go
- Awaiting delivery of Goodbox Core for permanent installation. Stewardship Campaign will be reviewed after Pandemic.
- Thanks for the reminder that I haven't done anything about giving online via ACNY! On my to do list!
- We have considered WiFi in the church but cannot support the cost of the provision.
- We have an aged but very small congregation of approx 8 people. All give by the orthodox method as technology is often beyond us!!

FUNDRAISING/FUNDING

- Please can we get our church open DAILY as we are missing a lot of our visitors leaving donations. ps. the village pub is open all day with no face coverings needed !!!
- Would like to have more information re accessible grants though it's probably my fault for not following up on information sent out. Some of the funders meetings are not held at the right time for us or at the right place. We've found this when we were suddenly given the money to do projects we had planned for years. Can we claim grants retrospectively?
- Our income has fallen very dramatically this year through lack of fundraising. Although we have a very small population the community supports our fundraising efforts for which we are very grateful. We still seek to be a presence in the community and these efforts will continue as we struggle along.

Final Comments from Participants cont....

MMF

- Due to lack of fund-raising events and lowered regular giving, we will be unable to meet its MMF commitments in 2020.
- Our MMF call this year looks a long way off! The future is uncertain.
- We are, thankfully, able to meet our MMF and other financial obligations and running costs annually and donate to Christian charities we support.
- Coronavirus has deterred numbers of our elderly congregation from returning to church worship. Last year our average congregation was 13 or 14, in the future we're looking at 6 to 8. This year we will, for the first time ever, default on our £17,500 MMF share. We are deeply ashamed of this and ask for God's forgiveness.
- It would be helpful if Diocese gave indication of how MMF shortfall in 2020 would be managed and how MMF process for 2021 would be rolled out
- We are struggling to meet all our commitments and at the moment will not pay our total MMF and our ability to raise funds has diminished substantially
- As already indicated, we can call on reserves to make MMF this year, but MMF next year will be hard unless we can get weddings funerals and fundraising back online.

Final Comments from Participants cont....

GENERAL INCOME

- Our income has fallen very dramatically this year through lack of fundraising. Although we have a very small population the community supports our fundraising efforts for which we are very grateful. We still seek to be a presence in the community and these efforts will continue as we struggle along.
- I found the question on the reduction of income very difficult to calculate as it is so seasonal for us between Easter and October and if anything I have underestimated the amount.
- During the lockdown 8 members of our Church left. They said they were unhappy with CofE policy, and their money was unlikely to be used as they wished. This amounted to a drop in planned giving from £2700 to £1200.
- Our church was closed for renovations. These have stalled because of Covid and it is very difficult to know how much income has been lost when the church was expected to be closed but has been closed for longer than expected.
- We have to be careful to emphasise that the church is more than money, otherwise we will be failing in our duty of care. It is a difficult balance, money is needed to support the fabric of the church, but from our experience, gaining public confidence through taking time to talk, to WELCOME, whether it be at public events, or just being at the end of the phone.
- The biggest negative impact on giving in our Parish in recent years has been the upheaval of becoming a Benefice and having to share the attention of our well loved and hard working Vicar. Then his well earned retirement followed by a year of Transition then a year of a new Rector who resigned after some 7 months. Then a near year of Transition and Covid. Regular attendees and regular donators have drifted away as the time of turmoil and lack of focus has continued.
- We are fortunate to receive six regular donations from individuals who are not members of our congregation
- The mood in the Parish has been dulled following the suspension of the incumbent some while ago. That issue - and his continued cost to the Diocese - is still not resolved. This is not at all helpful to stewardship in the parish or the wider mission of the Church. It also is holding back any fundraising approach to the wider community.
- The problem in rural parishes, and it was thus in Herefordshire where I was Hon Treas for 20 years, we lack new churchgoers. Occasionally someone moves into the area and joins us - we have had 1 in the 5 years I have been HT apart from self and wife we moved here 6 years ago. It will remain a struggle unless there is a world war - I reckon that might bring a few of the faithful back!!
- The current year is going to be difficult!