



# Church giving

Tonbridge Parish Church December 2021

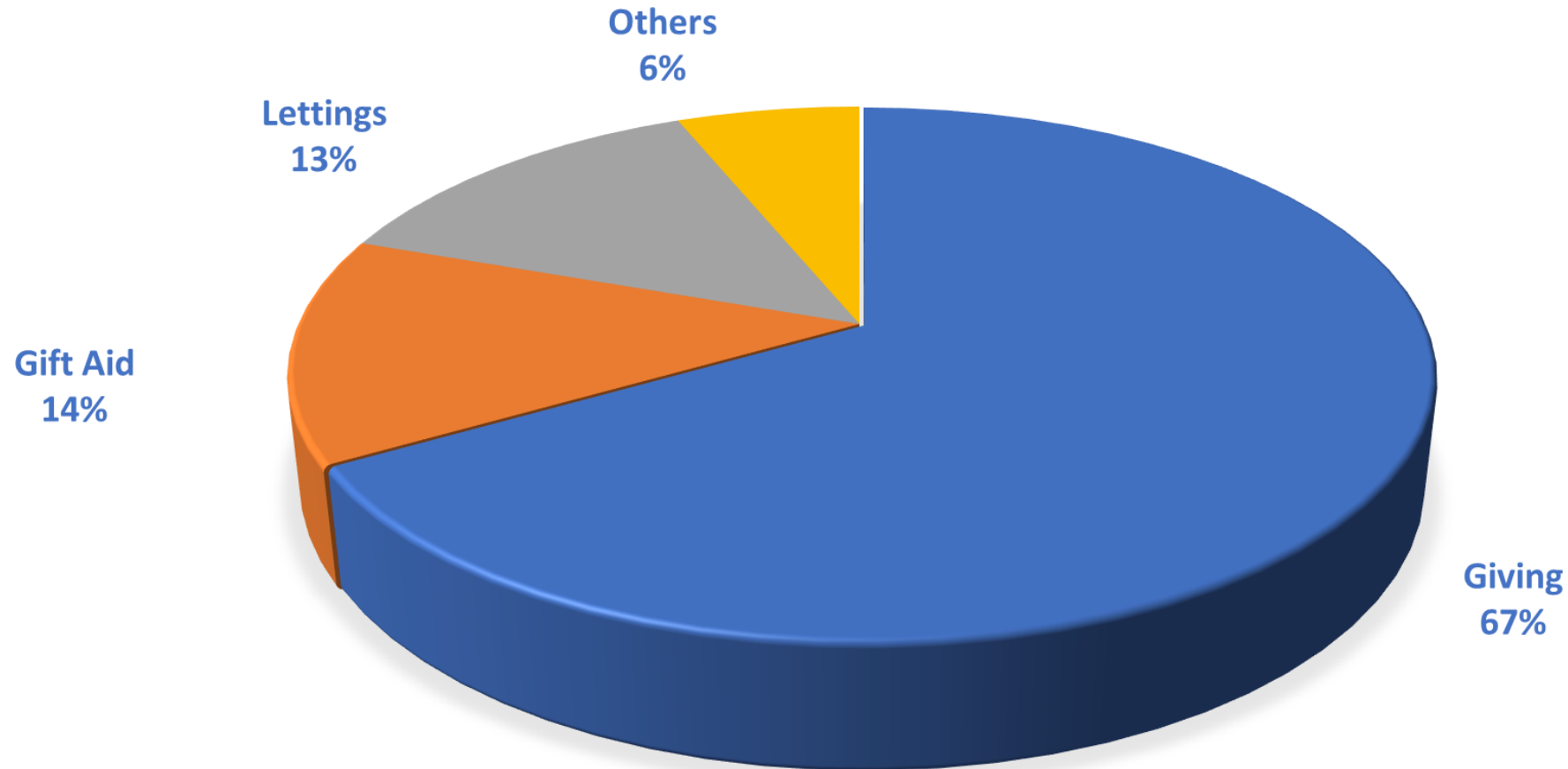
# The challenge

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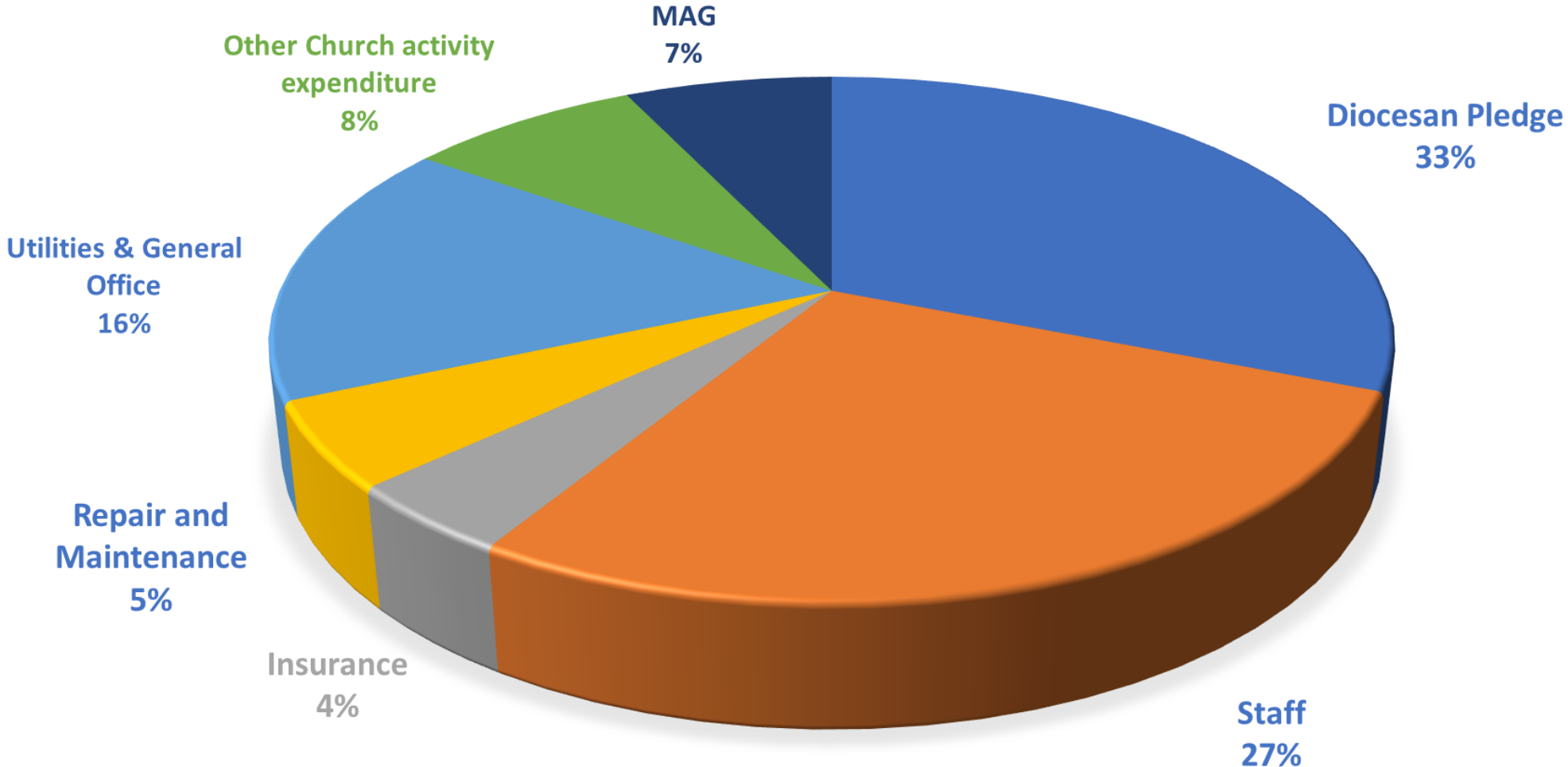
- Forecast giving income for 2021 is £225,000 which reflects a significant and highly valued financial commitment to the work of the Church.
- Forecast £32,000 reduction in giving income next year due primarily to changes in parish roll. This represents 14% of the anticipated 2022 income compared to this year.
- Church has been reliant on income from rental properties and a small number of donors who have made large regular contributions.
- To be sustainable, the Parish needs to broaden and increase its income base. This will allow us to:
  - Give Rev Ben Thorndike the best possible start in the Parish
  - Continue to support two clergy
  - Continue to support mission partners in the same way as in previous years
  - Maintain services across four churches
- And most importantly: ***We need a compelling vision for our future ministry and mission*** which we can articulate. Our vision for the future should be aligned to biblical examples to get an alignment on views and giving before we make an ask for money.

# General Fund – Our Income



Does not include direct contributions to the Youth Fund and other funds.

# General Fund - Our Expenditure



# Plan

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## Iterative process where we listen, plan, appeal and then repeat

- Interviews with a selection of donors has taken place about giving to get a better understanding of our opportunities and challenges.
- Develop a biblical based communications plan that will include:
  - Presentations and biblical teaching in church
  - Celebrating donations *'for God loves a cheerful giver'* **2 Corinthians 9:7**
  - Writing to donors about the value their donations have in a format that suits donors and inviting donors to update their standing orders
  - Update Church website to encourage gift aid donations
  - Consider graphical representations in communications to explain how we use funds
- Consider marketing of the church spaces to increase revenue.
- Supporting people who wish to make legacy donations.

# What we are doing well

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- As a church, we have significantly better access to our donors than most charities do which helps us really understand our benefactors.
- We have spoken to a range of church members through home groups, personal conversations and discussions with other groups. Themes identified show a strong congregation with Christian values but also a gap in knowledge of giving. Questions asked are in annex A.
- There is strong evidence of trust in the Church team that funds are administered wisely and in good faith.
- Consistent view that giving is a good and Christian thing to do based on what the Bible says.
- Very good knowledge of gift aid.
- Those most involved in church life were particularly well informed.
- The APCM was widely cited as a good source of information.

# What we can strengthen

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- Improving understanding of what the church does with donations and where funds come from. In particular there was inconsistent knowledge about where funds come from, the contribution to the Diocese, how staff are funded.
- Knowledge of how to give. In particular legacies and setting up and changing standing orders.
- Making sure that the information we provide on giving and what the church does with funds answers the needs of different groups. For example, there were differing views on the formats that people would like information in.
- Recognising reasons for giving. There is evidence of different reasons for giving and we need to make sure we recognise this in our communications.

# Next steps

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- Give prayerful thanks for the open and thoughtful responses from our members.
- Share our detailed findings with Rev Ben Thorndike.
- Consider the answers and our response to these prayerfully..
- Develop a ministry of biblical teaching on giving as part of a grace filled Christian living.



# Annex A - questions for donors

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- Do you feel that the Church values your contribution?
- What are your reasons for giving to the Church?
- What do you think the Church does with the donations you make?
- What communications do you receive from the Church about the impact of your donations?
- Would you like to know more or less?
- How would you like the Church to update you on our work?
- Is it convenient to give to the Church?
- If it's not convenient, what would help?
- Do you know that we can claim gift aid on donations from UK taxpayers which increases the value of donations by 25%?
- Do you know how to set up a regular donation and to change the amount?
- Do you know about leaving a legacy in your will to the Church?