



FUNDRAISING STRATEGY,
NTCG BRIXTON
COMMUNITY CHURCH
2018 - 2023

(2018-2019)

[STRATEGIC PLAN 2018-2023](#)

This strategy will form the basis on which funds will be generated to cover the cost of works to the church building in order to; facilitate growth in 4 key areas; spiritual, economic, health and social.

[Delrose Earle under the direction of Dr Reverend, Eric Brown](#)

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NTCG Brixton Community Church

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Fundraising Strategy – Draft

2018-2019

1. Executive summary

The New Testament Church of God Brixton Community Church has devised an ambitious strategy to raise more than £84,000 (eighty four thousand pounds) each year over a period of 5 years achieving additional income in excess of £420,000 (four hundred and twenty pounds) in the 5 year period. The strategy will be implemented on a year by year basis and adjusted each year following reflection and evaluation.

The reason for these funds are to:

1. Refurbish areas of the church building
2. Make additions to the church building
3. Increase the ability to facilitate a range of community initiatives that will;
 - Build new and strengthen old relationships
 - Provided needed services in the local community
 - Increase church membership
 - Improve the Christian experience

The means by which funds will be raised are varied and focus on achieving support from the wider community through gifts and sponsorships, opening sales portals and delivering costed services.

To achieve the objectives contained in the plan, the NTCGBCC has engaged a fundraising lead Delrose Earle who will be responsible for all fundraising and report directly to the church's Ministry Heads and Pastor's Council. The Fundraising Lead will engage (with the approval of the Pastor), 'Method Leaders' who will take control of different strategic methods and report to the Fundraising Lead.

2. Introduction and Context:

New Testament Church of God Brixton Community Church (NTCGBCC), based at: Lambert Road, London, SW2 5BB has a membership of 419 individuals predominantly female. There is a ratio of 3.2 females to 1 male. NTCGBCC is a branch of a national group of churches and forms a part of an international church with its headquarters in Tennessee USA.

The building was constructed in the years 1874 and 1875 for the Church of England and named St Saviours within the diocese of Southwark. The architect was: EC Robins. It is Grade II listed. Though originally there had been a church hall located in Vicarage Street, this was demolished in 1968, before the NTCGBCC purchase.

The last records of public service under the control of the Church of England is of baptisms in 1951. Church activities continued in the building until 1976 though the building was in decay and membership and attendance were at all- time low. Subsequently the church was declared redundant and sold to the New Testament Church of God in 1977 (Lambeth Council, 2010).

With much financial, physical and time commitment, the members committed to bring the building to a habitable state so weekly worship could again take place. NTCGBCC has been in operation at the location for the past 40 years. The building was purchased on a 100 year lease from the Church of England in 1977. Throughout this time considerable alterations have been made to the building;

- Railings added to the exterior
- Internal upper floor with 2 access stairways and sanitary facilities
- Kitchen facilities
- Clinic area now cloak room
- Telephone cubicle
- Tuck shop space

This document will highlight to date the impact the financial investment in the building has had in; leading people to commit to Christ, providing facilities that support the church and wider community to engage, fellowship, receive much needed services, improve mental, emotional and physical health and be a place of refuge for all. The impact has been to reduce incidences of medical intervention for some, social interventions for others and the avoidance of being geared to less than favourable circumstances for our youth. This document will also set out the objectives for the proposed refurbishments.

Alterations to the church building have been instrumental in the growth and development of the church facilitating;

- Youth club through which a number of young people and young adults committed their lives to Christ
- Senior Citizens' club providing a warm and safe environment for elderly members of the church and local community to come, receive warm meals, health care advice and support, engage in a variety of activities that promote good physical, emotional and mental health, be taken on outings and engage in a range of workshops as well as reducing local unemployment levels by providing employment to at least 2 individuals at any given time
- Bible school, which has run for 25 years and to date has seen in excess of 400 students successfully attend and complete courses in Biblical and Theological studies. Many have gone on to further their studies at higher education level
- Food preparation for events was possible through the installation of the kitchen which meant the senior citizens could be catered for, Sunday lunches could be prepared and

provided to members of the congregation at different times throughout the year as well as on special occasions, thereby making planning and execution of events more efficient, convenient and cost effective

- Facilitating a mother and baby clinic attended by local expectant mothers and staffed by nursing staff from the local (then) Primary Care Trust
- Developing a local chapter of the Brownies that engaged local youth to develop and build on skills and gain recognition for achievements whilst channelling their energies in a safe environment
- Provide a space that allowed the dignified gowning of choir members as well as space for intimate prayer or counselling
- The tuck shop has been a major contributor to the generation of much needed funds for numerous projects the church has undertaken, examples are; supporting missions in the UK and abroad, funds to carpet the church upper floor, equipping the kitchen, supporting the youth to attend conventions and paying for coaches for outings to name a few
- Phone kiosk was a much needed addition at a time when mobile phones were a thing of science fiction and the convenience of being able to communicate with home and work from church was necessary and appreciated. The space has changed its use over the years to include, Sunday School library as well as much needed storage space

NTCGBCC leadership recognises that there is a need to progress the church even further. The aim is to build on the successes of the past whilst opening new channels for growing the congregation and local community spiritually, physically and financially and to create a progressive environment with a legacy culture that will be a platform from which to grow and sustain the church and community initiatives for many years to come.

Due to the length of time since the last major refurbishments took place, there are dilapidations that need addressing and updating needed to ensure that all works meet with current legislation and regulations.

3. Vision

As set out in the vision of Reverend Eric Brown on 4th September 2016 the church building will undergo a major refurbishment project that will include; (in short), the installation of a new lift that will access the upper floors, external access to the upper floor, re-locating the kitchen to the upper floor, reconfiguration of the upper floor and reconfiguration to the ground floor to incorporate a café area, removal of benches to be replaced by chairs thereby allowing for more versatility in the space. The successful carrying out of these works will come at a considerable cost not yet determined, however the benefits can be clearly identified and will be set out later in this document.

The success of the refurbishments will be integral to addressing 4 key areas for growth:

1. **Spiritual** – Demonstrate the Christian lifestyle to all through actions in the hope that individuals will be led to Christ through community outreach initiatives
 - 1.1. Those who have already committed to a Christian lifestyle will be encouraged and supported to develop further and be motivated to contribute to the community initiatives
 - 1.2. Increased engagement and partnership working with other churches and organisations in the area and around London to work on solutions to different issues

2. **Economic Wellbeing** – Developing channels for upskilling individuals, preparation for work with a focus on addressing the high levels of unemployment for youth, minority and disadvantaged groups
 - 2.1. Attracting expenditure into the church community, that will stay longer in the community and thereby contribute to funding the social projects within the local community
 - 2.2. Provide information advice and guidance on; managing finance, Financial Inclusion, Digital Inclusion
 - 2.3. Run job clubs that will source jobs and opportunities for upskilling, help individuals to access jobs and opportunities and provide in work support

3. **Health** – Providing a facility through which activities for the mental, emotional and physical health of the community can be improved through; counselling, ‘clinics’ run in partnership with local Community Care Groups (CCG), the local authority and third sector organisations

4. **Social** – Facilitating events, workshops and a central point for sharing information and providing support, to reduce isolation and engender new and stronger relationships with members of the community
 - 4.1. Re-establishing a youth club to provide a safe space for youth to enjoy, meet, share and receive information advice and guidance
 - 4.2. Provide support to parents and schools to maintain positive and productive school, child, parent relationships
 - 4.3. Intergenerational, interfaith, multi ethnic centre

It is envisaged that funds for the project will be generated from a range of sources. Emphasis on generating much of the funds from outside of the membership or to deliver much needed

services by way of income generation is integral to this plan though there will be a high dependence on the physical, expertise, time and co-operation of church members.

4. Benefits

The Expected benefits for the project are to create:

Café

- Job club
- Employment – focus on those with disabilities and other disadvantaged groups
- Community facility and meeting point
- Mother and toddler group
- Income generation and circulation of money within the church community
- Reduction to overhead costs for meetings of auxiliaries
- Re-establish Senior Citizens club on a ground level in a more localised environment, to be transformed to intergenerational, interfaith, inter-ethnic club
- Soup Kitchen – providing food, clothing and toiletries to those in crisis, homeless or on low incomes

Upper Hall

- Increased capacity for functions
- Youth club
- After school club
- Ability to hire to members of the public, private bodies and businesses without it affecting the main church thereby generating income
- Ability to host more of our own events in-house with excellent facilities
- Soundproofed upper floor putting a stop to noise and disturbance into the main sanctuary
- Kitchens better equipped and better able to cater for events removing the need to move resources up and down stairs and keep more funds within the church economy

New lift

- Easy access for all to upper floor for people and products – furniture etc
- Access for those incapacitated to access upper floor

Additional offices

- Increased safety for office staff able to better control entry and exit of the building during weekdays
- Better facilities to provide a more efficient service to the church and local community

- Space to provide and display information and opportunities for the benefit of the community
- Areas for private consultation and counsel

Main sanctuary

- Ability to divide areas to better accommodate Sunday School classes, host presentations, expand the bible school
- Building a cohesive community through hosting community meetings and functions
- Easier and more cost effective for cleaning and maintenance
- Ability to accommodate more people
- Open for community use such as consultations and conferences, interfaith, intergenerational and/or intercultural activities
- Digital inclusion suite, to support members of the community to get online in order to access essential services, increase levels of communication with others and save on costs

All serviced with an audio visual PA system controlled via a new mezzanine floor.

There will be full disabled access throughout the whole building.

The overall benefits will be greater involvement with the community, increased church membership and positively affecting change whilst addressing daily challenges facing people in the local community.

5. Strategy

We aim to raise the funds for the project through a variety of avenues designed to not only raise funds but to also increase fellowship, provide much needed services and encourage intergenerational participation whilst capitalising on the skills of different community members.

It is also envisaged that NTCGBCC will develop its own commercial brand on which it can trade (through the company limited by guarantee status already held by the UK church) and generate funds perpetually.

This strategy will seek out, give opportunity to, and encourage participation from all within the church community. This will be done through personal invitations for individuals to nominate themselves to participate in any one or more of the many fundraising methods detailed below. Individuals will be supported by Method leaders who will co-ordinate activities, support participants and report on activities, progress and achievements.

4.1 Methods for raising funds will include:

- **Tithes and offering**
- **Events**

- Summer ball
- Prayer Brunch
- **Gifts**
- **Sponsorships** – local businesses, individuals
- **Activities**
 - Come dine with me
 - Will writing service
 - Pop up shops – hair salon, food and drink, artisan household items
 - Sponsorships
 - Weight loss
 - Walks
 - Health club membership
 - Outings
 - Double your money challenge
 - Young Enterprise
 - Supermarket packing
 - Upcycling stall – furniture, clothes, utensils, crockery and cutlery
- **Workshops**
- **Cake baking**
- **Creative arts**
- **Plays** – created and performed by youth department
- **Grants**
- **Rallies**
- **Competitive tenders**
- **Loose Change box**
- **Corporate partnership agreements**

6. Financial handling

Monies collected will be placed into the main church account with additional and separate records kept.

Funds collected through;

- Grant funding
- Gifts
- Business sponsorships

Will usually be Restricted Funds. This means, the money collected can only be used for the purpose that was stated at the time. This money cannot then be added to the general pot. This

strategy aims to ensure that there is minimal surplus from restricted funds whilst maximising general funds.

7. Strategic issues

Though it is envisaged the strategic plan will run smoothly, there are some key areas that could pose issues:

- Engaging enough people with the right skills to lead on methods
- Consistent effective communication from and with all parties/stakeholders
- Initial financial input may be difficult to achieve, in particular for marketing the concept so it is 'sellable' to businesses and those outside of the church community
- The ability to be effective in getting the 'buy in' from the church community
- Confidence in the project waning as the collection of funds need to be at time considerably in advance of the schedule of works to be carried out
- An overriding emphasis placed on the raising of funds and income generation overshadowing the churches core values

8. Monitoring and Reporting

Pastor and Pastor's Council - Monthly

Granting bodies – as per grant criteria

Sponsors – at intervals throughout and at the end of a specific project to be determined

Reports will be in a written format and held both in hard copy and digitally. As with all charity accounts the information will be available for public scrutiny.

Each aspect of the strategy will be monitored to show:

Engagement numbers

Expenditure

Income received

Surplus achieved

Feedback

9. Implementation plan

It is envisaged that the implementation planning and execution will begin on 1st May 2018. Each avenue for raising funds has or will be allocated a lead. Each lead has set targets to be met in order to deliver on their task/s. Targets will include, social and spiritual aspects designed for a holistic approach to fundraising and also include financial targets.

Each lead will be presented with a copy of this strategy and will also be working on a 1:1 basis with the Fundraising Lead to develop approaches to be taken, monitoring and reporting requirements. This support from the Fundraising Lead will be ongoing.

¹ See Appendix 1

Appendix 1

Fundraising Strategy Organisation Structure

