

FUNDABLE YET FAITHFUL

Funding for Churches & Christian Organisations
Who should Attend?

Any Church Leader or Christian Organisation looking to understand how to secure funding without compromising their Christian Distinctiveness.



Registration

10:00

Welcome & Prayer

David Saint, Chairman, *Action Planning*

10:10

The value of Christian Distinctiveness

Ken Costa, *God at work* + Chair, *Alpha International*

10:30

The potential challenges of Christian Distinctiveness and how to ensure that it isn't a barrier to effective fundraising

Peter Kerridge, Chief Executive, *Premier Christian Media*

10.45

Using your Christian Distinctiveness to cut through

Chas Bayfield, Creative Director, *Christians in Media & ChurchAds Net*

11:00

Q&A

11:15

Drawing conclusions

David Saint, Chairman, *Action Planning*

11:20

Coffee

Audience to submit questions for funders.

11:40

An overview of Giving Trends

Aneesha Moreira, Chief Executive, *Action Planning*

11:50

Working with funders - an organisational perspective

A Church and Christian organisation share their experiences

12:10

Funding Organisations - a philanthropist's perspective

The philanthropist John Riches responds to your questions.

12:40

Securing Funding to build an organisation from scratch

John Kirkby, Founder & International Director, *Christians Against Poverty*

13.00

Lunch

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Funding for Churches & Christian Organisations

Christian Organisations Stream

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- 13:45 **Welcome & Introductions**
Aneesha Moreira, Chief Executive, *Action Planning*
- 13:50 **Marketing - an enabler of successful fundraising**
Andrew Johnson, Director of Marketing & Digital Consultancy,
Action Planning
- 14:00 **Developing your Fundraising Strategy – Foresight for
Christian Charities**
Aneesha Moreira, Chief Executive, *Action Planning*
- 14:15 **Developing our Fundraising Strategy Case Study**
Affordable Christian Housing
- 14:30 **Developing our Fundraising Strategy Case Study**
The Children's Society
- 14:45 **Q&A**
- 15:00 **Top Tips Session**
Trusts – *West London Mission*
Regular Giving – *Christians Against Poverty*
Major Gifts – *Viva*
Corporate – *Christian Aid*
- 15:40 **Questions to Top Tips + Case Study Panel**
- 16:00 **Close**

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Funding for Churches & Christian Organisations

Churches Stream

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- 13:45 **Welcome & Introductions**
David Saint, Chairman, *Action Planning*
Charity begins at home
- 14:10 **"The people had given willingly" – Pastor Keith Foster on 1 Chronicles**
Pastor Keith Foster, *Bethel Church Coventry*
- 14:20 **Growing a church of generous givers – practical & theological session**
Daniel Jones, Head of Business Development, *Stewardship*
- 14:35 **Growing income from legacies, and the journey from regular giving to legacy pledging**
Ken Pearson
- 14:50 **From theology to tactics – practical approaches to increasing regular giving**
Helen Richardson, Stewardship Officer, *Church of England*
Outside help
- 15:05 **A structured approach to external funding**
David Saint, Chairman, *Action Planning*
- 15:20 **What funders look for**
Resurgo Trust & Allchurches Trust
- 15:40 **Panel discussion**
- 15:55 **"And they were happy" – Keith Foster on 1 Chronicles**
Pastor Keith Foster, *Bethel Church Coventry*
- 16:00 **Close**