

# GIVE TO GO GREEN

Diocesan Project Pack



**You give.**

**We match.**

**Double your impact.**



THE CHURCH OF ENGLAND

# GIVE TO GO GREEN

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## Are you a Church of England church raising money for projects to help you cut your carbon footprint?

### We have grants available to help!

#### Project Overview

Give To Go Green is being launched in your diocese, helping you double your locally raised donations **through match-funding from the Church of England**. Through a targeted digital fundraising campaign you will be able to engage your community in building a **sustainable future** not only for your Church, but also for the world around you.

Funding is available for churches that want to carry out small to medium sized projects that will reduce their carbon footprint and cost between **£5,000 - £20,000**. Applications for funding are open now and will close on 19<sup>th</sup> November 2023.



*Sustainable Future*



Give To Go Green is part of a wider series of campaigns within the Church of England aiming to be **Net Zero Carbon by 2030**. The ambitious Net Zero Carbon Programme aims to equip, resource, and support all parts of the Church to reduce carbon emissions from the energy used in its buildings, schools and through work-related transport by 2030.

Climate change hits hardest on the poorest countries and poorest people of the world. Meanwhile, the widespread destruction of the natural world is a crisis for all creation. Responding to the climate crisis is an essential part of our responsibility to **safeguard God's creation** and achieve a just world.

Tackling climate change also supports our local mission. It witnesses to our communities that we are people who care about climate justice, now and for the future.

*Net Zero Carbon by 2030*

# What is Match-Funding?

For every £1 donated by an individual to your Give To Go Green campaign, the National Church of England will donate an additional £1. So the scheme effectively **doubles the funds raised by your campaign.**

Your Give To Go Green fundraising campaign will be completely digital and use the online and contactless giving platform **Give A Little.** When someone donates to your campaign it will be automatically matched, up to a pre-agreed limit, in the form of a grant from the Church Commissioners. Once the campaign is over, the entire amount - both the locally fundraised donations and match-fund grant total - will be transferred to your church bank account.

There are three levels of grant available: £2,500, £5,000 and £10,000. If you have a project in mind that will cost around £5,000, you can apply for a £2,500 matched-fund grant. This means any money raised during your 6 week campaign up to £2,500 would be matched to meet your £5,000 project cost.



Project Cost	Church Raises	Grant Available
Up to £5,000	Up to £2,500	Up to £2,500
Up to £10,000	Up to £5,000	Up to £5,000
Up to £20,000	Up to £10,000	Up to £10,000






## What is a Targeted Campaign?

Fundraising campaigns can be as short as a single Gift Day, or can go on for years. Give To Go Green is a targeted fundraising campaign which means you'll have 6 weeks to raise the funds, between February 1st and March 16th 2024.

By creating a time-bound fundraising window you can target all of your fundraising endeavours for this project **without disrupting your usual fundraising activities**. It will also enable you to create a range of other opportunities in your parish to engage the community in conversations about our world.

Whatever you do, make sure that you are pointing towards your **Give To Go Green** campaign so people are aware of why you are having this focus. And we'd suggest you promote the campaign for at least a month before your campaign starts, so that you hit the ground running.

You could think about 

Theming your services around ecological issues such as the impact of climate change on the wider world; what the Bible has to say about our world; climate injustice etc. For more information and practical resources visit the [Eco Church website](#).



Creating a series of public talks with guest speakers

Running small groups exploring environmental concerns.



Consider rewilding part of your churchyard to make it a haven for wildlife. Even stopping mowing a small area of grass can offer a refuge for plants and animals

Engaging your local schools by running an art competition for children and young people with the winners showcased in your church building during the campaign.



Launching your fundraising campaign with a launch event inviting local dignitaries and press. If you have an art competition you could use the event to announce the winners, creating further impact and a wider invite list.



# What is Digital Giving?

**Digital giving refers to donations made using a bank card or smart device, such as a mobile phone, either via a contactless donation unit or through an online giving page accessed via a web browser or QR code.**

There are several key benefits to using digital giving mechanisms in your church:

**Easy to use:** enabling people to give to churches using digital mechanisms makes it easier for people to give when they wish to do so—and in many cases could be what allows that person to make a donation in the first place given they may not be carrying cash.

**Safe and secure:** digital giving mechanisms are also a safe and secure way to receive donations. No personal data is stored on contactless donation devices and this means both the person giving and you as the church receiving the gift can have a high level of trust in the donation process.

**Higher donation amounts:** research within the charity sector suggests that the average contactless donation is typically three times that of a cash donation, indicating that not only is the ability to make a contactless donation important but that people also tend to give more generously when this option is available. In our experience, the average contactless donation is just over £9. Giving online tends to

result in much higher donations (though lower in volume than contactless donations), with the average online gift being around £40.

This project will use Give A Little to facilitate digital fundraising. Give A Little is a donations platform that supports both online and contactless giving. Give A Little works alongside payment processors - this is the company that actually processes an online or contactless gift and deposits it into your church's bank account (net of a small transaction fee). If your application is successful you will need to register for Give A Little and also create an account with at least one payment processor (Stripe). It's free to create these accounts and you'll be sent step-by-step instructions on how to complete the processes.

To accept contactless donations as part of your Give To Go Green fundraising, you will need a contactless donations device. There are several options available depending on your needs and available budget, but you can do this from as little as £19+VAT. More information will be shared when successful applicants are notified, but in the meantime you can find out more about the options for contactless giving on Parish Buying ([click here](#)).

Churches who already use online and contactless giving are more likely to receive a grant through Give To Go Green.



# What projects are eligible?

**Give To Go Green can help you do simple building projects that reduce the carbon impact of your church on the environment. These are “easy wins” rather than large-scale projects and we envisage that most building work will be done without requiring DAC applications, although we would advise talking with your DAC or buildings team to get additional advice.**

Your project could be something as simple as fixing broken window panes, insulating heating pipes, or repairing your roof and gutters. You may want to insulate easy to access roof spaces, install a new glazed door in a draughty porch, or purchase rugs, cushions, or other soft furnishings. It may be something more technical, like installing LED lightbulbs or a new smart-heating control system so you can better maintain heating and lighting in your building. On page 12 there is a longer list of potential projects you may want to undertake. They are drawn from sections A and B of the [Practical Path to Net Zero Carbon for Churches](#) guidance.

It may be that you combine a number of smaller projects or do one larger project. There may be things that you think will [reduce your carbon footprint](#) but aren't on this list. If this is the case, please get in touch with your diocesan representative who will be able to guide you as to whether this would meet the criteria of the grant.

To help you choose the most suitable project/s for your church, you can find some indicative costings here to help you decide which size grant to apply for. Please note these are intended as a guide and you will need to get your own quotes for your projects, which may be more or less than stated in the guide.

If you have recently carried out an [Energy Audit](#), your report should also give you some ideas for projects you can do.

Finally, as soon as you can please obtain at least three quotes for any work you undertake. We'll assess your application on a range of criteria, but your readiness to proceed will be a key element, so churches with quotes for suitable work will have a stronger chance of success. You might also need to speak to your insurer to check what you plan can be insured.

If you are unable to obtain a quote in time for the application deadline, please don't be put off from applying. Readiness is just one of a number of factors that will be considered.

## How do I apply?

**You'll need to register as a member of Parish Buying to access the application pack and before you apply you will need to have:**

- Decided which project or projects you will be fundraising for - see information on page 12.
- Read through this project pack to ensure you're able to fulfil the necessary requirements of the Give To Go Green grant.
- If your project needs a faculty or list B approval, talk to your Diocesan Advisory Committee and receive approval in principle.
- Once you have these in place you can apply through Parish Buying [here](#) but make sure you read this project pack thoroughly to give yourself the best chance of submitting a successful application. Successful churches will be notified by 27th November.



## Assessment criteria

### Applications will be assessed based on:

- The likely suitability of the church for running a Give To Go Green campaign.
- The readiness of the church to undertake the work involved.
- Experience in running digital giving campaigns.
- Completed energy audit, or proof of similar energy assessment tools.
- The carbon reduction that will be created through the scheme of work.
- What impact the church anticipates this campaign will have for them beyond the campaign itself.

Where possible, we will aim to achieve a reasonable balance of churches geographically across the diocese.

## Not eligible:

- **CofE congregations meeting in rented or leased accommodation**
- **Houses and other building types**
- **Cathedrals**
- **Schools**

## What is involved?

### Churches who are successful with their application will be asked to:

- Create a team of interested individuals who are happy to volunteer their time to organise the fundraising campaign and associated events.
- Identify a scheme of work to help reduce the building's carbon footprint.
- Complete the Energy Footprint Tool.
- Attend a digital giving and fundraising webinar.
- Create a Give A Little account, or register an existing Give A Little account with the Give To Go Green campaign.
- Set up a Give To Go Green online giving page (and contactless campaign) through Give A Little.
- Attend a 1-2-1 online session with your diocesan representative to discuss the fundraising campaign.
- Run a six week fundraising campaign.
- Attend a 3 month review session online with a diocesan representative.
- Complete the building work within 12 months of the fundraising campaign finishing.
- Fill in a post-project evaluation form.

You or someone from your church will need to be able to fulfil all the requirements above, by the dates listed on page 9 and 10.

6 week  
fundraising  
campaign





# Timeline & next steps

## October

- Consider what projects would be suitable to undertake
- Get three quotes for the work
- Set up a Give A Little account if you don't already have one
- Create a project team
- Apply as soon as possible

## November

### Application Deadline - 19th November

- The application form can be found on [Parish Buying](#) and there is guidance about how to complete it in the next section.

### Notification of Application Outcome - 27th November

- In this email, you will be told if your church has been successful in applying and the next steps you need to take.

## December

- Complete tasks as laid out in application outcome letter
- Attend a Give To Go Green Webinar

*When you receive your notification of outcome email, you'll be asked to register for a webinar on digital giving, as well as a webinar on running your Give To Go Green campaign.*

*These webinars will be aimed at different people depending on how your project is setup. Please ensure you book on to the correct webinar for your project.*

*More than one person from your church is welcome to attend.*

- Start to plan for your Give To Go Green Campaign

*Key dates*



# 2024

## January

- Start promoting your Give To Go Green Campaign.
- Attend a 1-2-1, 30-minute phone or video call with your diocesan representatives to ensure you have everything in place for your fundraising campaign.
- If you haven't already set up a Give A Little Account please click on the link in your outcome email with step-by-step instructions on how to do this. Any questions please contact your diocesan giving advisor.

### By January 25th set up your Give A Little Account

- If you already have a Give A Little Account you will be asked to associate your account with the Give To Go Green campaign. You will find instructions in your application outcome email outlining the specific steps you have to take.

### By January 25th sign your grant agreement

- Your PCC will be asked to sign a grant agreement with the diocese to confirm what is being granted to your church and that you understand the conditions of the grant programme.

## February

*Begin fundraising!*

## Beyond

- Begin your building work.
- 3 months after you will have a review with your diocesan representatives to see how the work is going.
- The aim is to complete all of your building work within 12 months of your fundraising campaign. If this isn't achievable, please let your diocesan representatives know as soon as possible.



# Application

## Guide

### Section 1: Personal details

This section will ask for the name, email address, phone number, and role of the person submitting the application. You can also **nominate another person** as a point of contact for your application, simply provide their name, email address and role.



### Section 2: Project details

This section asks you to confirm that you have read through the **'Key Dates and Next Steps'** section of this pack and are able to meet the respective deadlines.



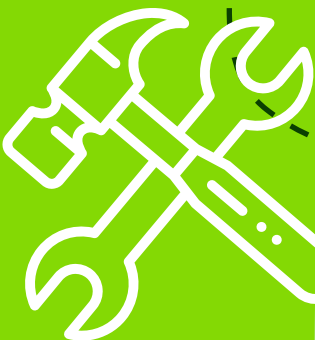
### Section 3: About Your Church

You will need to provide the name, place, and church code for the church you are applying for. You can find your church code by visiting the church's A Church Near You page and clicking on **'More Information'**. Watch a video demonstrating where to find this code.



### Section 4: Project Details

This is where you can tell us about your proposed project and select which project/s from the list of eligible project/s you are planning to do. If you plan to do something outside the list, please describe it here, having **first talked to your Diocesan Environment or Net Zero Carbon officer** about whether it is suitable and confirmed this with the CCB Environment Officer. Please provide how much you think the project will cost, and whether or not you have **already got three quotes for the work**. You are also asked to note whether your PCC has discussed your application, and if so to describe those discussions. If your work requires DAC approval (through a full faculty or List B approval), please tell us if you have started this process. You might also need to speak to your insurer to check what you plan can be insured. Please tell us who will manage your project and their relevant experience.





# Cut our Carbon Footprint



## Section 5: Giving & Fundraising

Section six asks about your fundraising experience as a church. Knowing this will help us to provide you with the best **resources to help your fundraising be successful**, so it's not a problem if you haven't done much before. If you already use online giving, let us know whether you are already using Give A Little, and whether you already have a card reader or contactless device of some kind (and what type it is).

## Section 6: Your Church's Carbon Footprint

The penultimate section of the application form is where you can tell us about your church's **journey towards net zero carbon by 2030**. We are interested to know what you are already doing and how the project you are applying for will further your church's commitment to be net zero carbon by 2030. Use this space to tell us about any work you might already have done to **cut your church's carbon footprint**, or if you are **working towards an EcoChurch award**. Is your church on a 100% renewable energy tariff? If you've carried out an energy audit, you can upload the report here. We strongly encourage you to ask your giving advisor/s for help if you're not sure how to complete this section of the form.



## Section 7: Anything Else

There is a final text box to enter **anything else you'd like to share**. You will receive a confirmation when your application has been successfully submitted. You'll hear back from us by the dates in the **'Key Dates and Next Steps'** section of this pack.

# Eligible project

## Further detail

The following works are **eligible in churches or church halls** for Give To Go Green grants. If you have any questions about these projects, or believe you have a project that doesn't fit into these categories but still might meet the grant requirements, please get in touch with your diocesan representative.

The following items are from **Section A and B** of the **Practical Path to Net Zero Carbon for Churches**.

### The building itself:

<b>A1</b>	Repair to the roof and rainwater goods (e.g. gutters, downpipes)
<b>A2</b>	Fix any broken window panes* and make sure opening windows shut tightly.
<b>A3</b>	Insulate around heating pipes (Note: where pipes contribute to the useful heat requirement of a heated space, seek additional advice before insulating.)
<b>A4</b>	Draught-proof the gaps* or put up a door-curtain*.
<b>A5</b>	Rugs/floor-coverings (with breathable backings) and cushions on/around the pews/chairs.
<b>B1</b>	Where there is an uninsulated, easy-to access roof void, insulating the loft*.
<b>B2</b>	Installing a glazed door within your porch or a draught-lobby*.
<b>B3</b>	Creating one or more smaller (separately heatable) spaces for smaller events.

### Heating and lighting:

<b>A7</b>	Matching heating settings better to usage *.
<b>A10</b>	Replace lightbulbs with LEDs, where simple replacement is possible.
<b>A11</b>	Replace floodlights with new LED units.
<b>A12</b>	Install a HIVE- or NEST-type heating controller, to better control heating.
<b>A13</b>	If current appliances fail, replace with A+++ appliances.
<b>B5</b>	Learn how the building heats/cools and the link to comfort, by using data loggers.
<b>B6</b>	Improve heating zones and controls.
<b>B7</b>	Install TRVs on radiators in meeting rooms & offices.
<b>B8a</b>	Under-pew electric heaters *.
<b>B8b</b>	Infra-red radiant panel heaters*.
<b>B9</b>	Magnetic sediment "sludge" filter to extend the life of the system.
<b>B10</b>	Thermal and/or motion sensors on lighting.
<b>B11</b>	Install energy-saving device such as Savawatt on fridges or other commercial appliances.
<b>B12</b>	Installing a smart meter, to better measure energy use.

\* If interiors are of historic, architectural or artistic interest, professional & DAC advice must be sought before these steps are taken. If they could disturb bats, advice must be sought.

**Temporary heating solutions, which enable a church or church hall to avoid undertaking a like-for-like oil- or gas-heating replacement, when their heating breaks down:**

<b>T1</b>	Maintain the roof and gutters .
<b>T2</b>	Fix any broken window panes* and make sure opening windows shut tightly
<b>T3</b>	Insulate around heating pipes.

*It is expected these temporary solutions will last for not more than one year, whilst the church makes plans, seeks advice, applies for faculty, and fundraises. At the end of the temporary period, once the church has installed their permanent heating solution, the diocese has the right to ask for items which have been purchased to become the property of the diocese, in order that they can be lent to other churches.*

**Electrical upgrades to enable direct electric heating, heat pumps, or solar panels :**

<b>E1</b>	Upgrades to the electrical system, to enable a church or church hall to move away from oil or gas heating, or to substantially reduce their use of existing oil or gas heating.
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**Other:**

<b>O1</b>	Heated chair cushions, which either replace or significantly reduce the use of oil and gas fired space heating * .
<b>O2</b>	Works not listed above but which have been specifically checked with the CCB Environment Officer and confirmation received by email. These works will be added to the next iteration of the list above.

*\* If interiors are of historic, architectural or artistic interest, professional & DAC advice must be sought before these steps are taken. If they could disturb bats, advice must be sought.*



Together towards  
net zero carbon



# FAQs

## **When will my building project need to be completed by?**

Your project will need to be completed within 12 months of receiving your grant payment. You will need to complete a short mid-project review form after 3 months, and a project completion form after 12 months.

## **What type of buildings can I spend the money on?**

All building activities must take place in a church and/or church halls building owned by part of the CofE.

## **What counts as match funding?**

We will match £1 to £1 money donated by individuals through Give A Little, either online or on a contactless card reader.

## **Can I include any gift aid on donations in my fundraising total?**

Your fundraising total should include just donations and not gift aid. Gift Aid is treated as a bonus towards your campaign total.

## **What happens if my church doesn't raise enough money?**

We will match however much you raise up to the grant limit you have been approved for.

In your fundraising materials, you should make it clear that funds raised will be used for your specific project, and you must also include a statement saying what will happen to funds you receive if the total amount raised is not enough to reach (or is more than) the target. We suggest saying 'We are fundraising for project x. If the total amount raised is not enough to reach (or is more than) than our target, any funds raised will be put towards other carbon-cutting projects in this church in the future'.

If you don't raise enough money for the project you specified in your application, there are several options:

1. *If your church has sufficient funds to make up the shortfall between the grant received and the total amount you need, you can contribute this from your church reserves.*
2. *If the shortfall is substantial, we will discuss with you about whether a different smaller project would be suitable, or whether you can source funding from elsewhere, e.g. from another NZC National Church or diocesan grant.*
3. *If you decide you can't complete any projects with the funds raised, you can return the match funding component of the grant to us, and use the donations you have received to fund other carbon cutting projects in your church in the future.*



### **What happens if my church raises more money than we need? Can we get a bigger grant?**

If your church raises more money than you need, firstly congratulations! We will not be able to award more match funding than you have been approved for, as our funding is allocated in advance. We will discuss with you how you can use your additional funds, perhaps in another project, and where you might be able to raise further funds from.

In your fundraising materials, you should make it clear that funds raised will be used for your specific project, and you must also include a statement saying what will happen to funds you receive if the total amount raised is not enough to reach (or is more than) the target. We suggest saying 'We are fundraising for project x. If the total amount raised is not enough to reach (or is more than) than our target, any funds raised will be put towards other carbon-cutting projects in this church in the future.'

### **What is Parish Buying?**

Parish Buying is a procurement service set up by the Church, for the Church, run by 2Buy2. Its contracts and discounts are available to all parishes, cathedrals and dioceses in the Church of England and the Church in Wales. Through the bulk buying power of the Church it negotiates competitive prices with suppliers across a range of different contracts. All of the suppliers undergo a careful selection process, and the contracts have been professionally reviewed, so you can purchase safe in the knowledge that there will be no catches or hidden surprises. Parish Buying manages the contracts too, and you can guarantee ongoing support from its dedicated customer service team.

### **I want to do a project not on the list of works, can I apply?**

It may be possible to do a project that isn't listed in the list of works. Please speak to your diocesan representative to discuss whether your project would be suitable for this grant funding.

### **What support / resources are available for my fundraising?**

We have a range of resources available to support your fundraising, including guides on how to plan fundraising and how to fundraise in the local community. We will provide you with template leaflets, posters and flyers to customise.

All churches approved for a grant will be invited to attend a webinar, which will include information on how to fundraise effectively.

### **Where is the match funding coming from?**

The match funding is coming from The Church of England's Net Zero Carbon Programme, which aims to equip, resource and support all parts of the Church to tackle climate change by reducing its carbon emissions arising from the energy used in its buildings, schools and work-related transport by 2030.

### **My church already has a Give A Little account, can we use that for this project?**

Yes, you can use an existing Give A Little account to fundraise for this project. You will need to have enabled the Stripe integration if you haven't already.



## **Help and Advice**

We know there is a **lot to consider** when applying to take part in this project. Your diocesan representatives would **be happy to help** with any part of the application process, or to have a wider conversation about giving and generosity in your church.

**You give.**

**We match.**

**Double your impact.**

**GIVE TO  
GO GREEN**