**Net Zero Case for Support**

Contents

[Start Here: 2](#_Toc156311575)

[Questions, questions… 3](#_Toc156311576)

[Is that all? 5](#_Toc156311577)

[Resources 6](#_Toc156311578)

[Church: 7](#_Toc156311579)

[Green Credentials: 7](#_Toc156311580)

[Building: 8](#_Toc156311581)

[Community: 8](#_Toc156311582)

[Project: 9](#_Toc156311583)

[Funds: 10](#_Toc156311584)

[Other: 10](#_Toc156311585)

**Net Zero Case for Support**

(Name of Church/Charity)

Prepared by:

Date:

Complete this template alongside viewing the guidance document: “*Your Net-zero Carbon Appeal Needs a Case for Support. (Here’s why, and what to do about it!).*”[[1]](#footnote-1) This can be found on this page here: <https://leeds.anglican.org/our-faith/environment/resources-for-my-church/funding2/>

Start Here:These are the key questions you need to answer in your Case for Support (whilst thinking about your donor’s point of view):

* Why – why this project?
* Why now?
* Why us?
* What will we achieve?
* How much do we need?
* Why should the funder or donor care?

Quick Tip: Remember to try out a few different angles emphasising ecological impact, community impact, sustainability impact – but in a way which serves your missional vision. Would you answer these questions differently if speaking to one funder whose primary interest is community facilities versus another whose primary interest is preserving historic buildings?

Questions, questions…Here are the main questions that you should anticipate and prepare to answer.

* **What is the problem your project will solve?**
* **Why is it a problem and for whom?**
* **How does the problem impact people's lives?**
  + Is it about physical access? Is it about barriers to involvement?
  + Have you asked them and what did they say? Funders might ask when and how you asked them, as well as how their answers influenced your plans.

Quick Tip: Use some of the links in the Resources section (below) to gather data about deprivation statistic in your location. Also to think about the wider environmental impact.

* **How does your project solve these problems?** 
  + How do you know that your project will solve these problems for everyone they affect?
* **What difference or positive impact will this make in the short term? The long term? In what ways?**
* **How will you evidence that difference/impact?** 
  + What evidence will you be able to collect before, during and after the project to ‘prove’ to funders that your project has solved the problem you set out to?

Quick Tip:Be realistic about the evidence you *can* reasonably gather, and the evidence you *will* realistically gather. Questionnaires about people’s experience of using your building before and after the project are possible. Reduction in energy bills too. Evidencing the impact of your project on world-wide climate change is probably setting yourself up to fail!

* **What other solutions have your considered?** 
  + What was good and bad about those? Why did you settle on this project as the best option?
  + Is this a next step on a longer journey? If so, what actions does it follow on from, and what will you do after this project?
* **Will the project create additional burdens or resource requirements, such as a need to employ a building manager, or additional running costs, such as cleaning?** 
  + How will you fund this? How will you continue to be financially sustainable?
  + Perhaps it will save you money in the long term? How and how much? Tell them!
* **What will it cost?** 
  + Many funders ask for 3 competitive quotes and an indication/justification of your preferred provider. If you don’t have these in place now, when will you?
* **Where (do you plan) will the money come from?** 
  + How much is already in place and from where, including savings, reserves, assets you might sell, congregational giving and grants? What is your plan to raise all the remaining funds?

Quick Tip:This is where you Fundraising Feasibility Study comes in. You might need to seek external support, although it is possible to research this yourself. Speak to your Diocese for more advice.

* **What are your 'credentials' for this project?** 
  + Who is on your team? What skills and experience can they offer (a short biography of key people is helpful)?
  + Have you delivered building projects in the past, however long ago? Have you brought specialist help on board? Provide a summary.
* **Where does this project sit in relation to your wider ‘green’ credentials?** 
  + Are you working towards, or already achieved Eco-Church? How does it contribute to the Church of England Net Zero goals?
* **What do you still need?** 
  + This might be gaps in your knowledge that need to be filled – by whom and by when?
  + It might be clarity around the remaining funding that needs to be raised. Where will you find it?

Quick Tip:Identifying what you still need is a good way to focus your mind, and those on your team. Identifying gaps in knowledge, resource or information is not an admission of weakness. It’s an opportunity to agree how to fill those gaps, and in what timeframe. Remember to assign that work to a specific person!

Is that all?Other information it would be good to gather in one place.

* Available pictures, plans and maps etc.
* Technical information such as your eco audit and specifications of green technology.
* Summary information about past capital development projects that your church has delivered.
* Policies including safeguarding, room hire policy and price list, environmental policy for your church, Eco Church award status.
* Letters of support, or contact details of people willing to provide an email/letter of support at the appropriate time. This might include local councillors, MP/s, existing or future room hirers, residents etc.
* Links to relevant online information which you might want to refer to in future, including information from your Local Authority about climate crisis (see also links below).
* Of course this is not an exhaustive list. You will have other ideas too.

# Resources

The Church of England has anticipated other questions, particularly focussed on more challenging or technical environmental funding issues. You can find those here:

* <https://www.churchofengland.org/about/environment-and-climate-change/fundraising-for-net-zero-carbon#na>

Further resources include

* <https://www.leeds.anglican.org/how-we-can-help/dac/environmental-sustainability/>
* Case Studies are a great way to learn from others:
  + <https://www.churchofengland.org/about/environment-and-climate-change/towards-net-zero-carbon-case-studies?page=0>
* The Church of England’s Environment Programme has lots of useful resources:
  + <https://www.churchofengland.org/about/church-england-environment-programme>
* For mapping statistical information and data about your parish and more
  + <https://www.churchofengland.org/about/data-services>
  + <https://cuf.org.uk/lookup-tool>
  + <https://www.arcgis.com/home/webmap/viewer.html?webmap=67bce0ed36dd4ee0af7a16bc079aa09a&extent=-0.4317,51.313,0.1986,51.5945>

**Church Information**

If not already compiled elsewhere, you can record information here for quick reference.[[2]](#footnote-2) Feel free to expand all sections as much as needed.

# Church:

Congregation size:

Demographic:

Giving (average monthly/annual giving figures from the congregation):

Commitment/’Ownership’ (of congregation to church vision/mission):

Area served (geographic):

Notable history:

Green Credentials: (for more resources visit <https://www.leeds.anglican.org/our-church-building>)

Eco Church Award status and next steps (<https://ecochurch.arocha.org.uk/>)[[3]](#footnote-3):

Current carbon footprint of your building/s (see <https://www.churchofengland.org/about/policy-and-thinking/our-views/environment-and-climate-change/about-our-environment/energy-footprint-tool#na>):

Has an energy audit been completed? Y/N

Have we switched to a renewable electric and gas tariff? Y/N

# Building:

Age:

Listing:

Facilities:

Unique Selling Points (if any):

Quinquennial/Inspection history:

Usage: past/present/future:

Essentials now (what needs to be done to the building):

Needs in next 5 years (of the physical building):

Renovation/works history and how funded:

# Community:

Population and Demographic (of served ‘community’):

Trends/Developments in community (e.g. significant housing developments underway):

Needs and Challenges:

Nearby physical assets:

Competition (other facilities like yours):

Networks (others that you collaborate with locally):

# Project:

Vision (one or two sentences to summarise your vision for the project):

Problem(s) that you need to overcome:

Plans/Objectives (describe the project):

Engagement/Consultation (what have you done to date?):

Phases (if phased):

Budget (headlines if known):

Timeframe (and what might cause delays?):

Planning permission (do you need it? When will it be in place?):

Stakeholder consent required (who are they? When will you gain their consent?):

USP/Features of project:

Support already in place – financial, please, skills:

Sustainability Plans for the building:

# Funds:

Summary of how we think we will fund the project:

|  |  |  |
| --- | --- | --- |
| **Source of funding** | **Funds Awarded (£)** | **Funds to be secured (£)** |
| Savings/reserves: |  |  |
| Assets (e.g. a building you might sell): |  |  |
| Church Giving day(s): |  |  |
| Pledges received: |  |  |
| Grants (please list below grants already awarded): |  |  |
| Loans from individuals: |  |  |
| Bank Loan: |  |  |
| Other: |  |  |

Grants secured (amounts and names of sources):

Expectations/Limitations around income sources:

# Other:

Anything else to reference here.

1. Resources created by Action Planning Consultancy Ltd: [actionplanning.co.uk](https://actionplanning.co.uk/) [↑](#footnote-ref-1)
2. Resources created by Action Planning Consultancy Ltd: [actionplanning.co.uk](https://actionplanning.co.uk/) [↑](#footnote-ref-2)
3. We are not responsible for third-party weblinks. [↑](#footnote-ref-3)