



Net Zero Carbon
2030

Demonstrator Projects - Bedworth All Saints

Workshop Part 1 - Funding your way to Net Zero carbon



action planning
let's start from here



Net Zero Carbon
2030


Net Zero National Context



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Net Zero Carbon Programme


- In July 2022 The Church of England’s General Synod set new targets for all parts of the church to work to become ‘net zero’ by 2030.



Routemap to Net Zero Carbon by 2030


[Net zero carbon routemap | The Church of England](#)

- Responding to the urgency of the climate crisis with a determination to safeguard God’s creation, this ambitious goal aims to ensure that more than 30,000 Anglican churches, housing, schools, Cathedrals and offices are carbon neutral long before the UK government’s own 2050 target.
- Action Planning was commissioned to undertake funder research.**



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Net Zero
Carbon
2030

NZC Research Findings



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NZC Funder Research: Key Findings

- **Statutory funding:** fast moving, and requires flexibility and thinking outside the box. Subject to political influence, but a growing priority.
- **Grants: Trusts/Foundations and Lottery:** A small but growing sub-sector of grant funding. Likely to grow over the next decade (range of approaches), but in context of wider impact, not just net zero.
- **Corporate:** a limited funding sector at present.





NZC Funder Research: Key Findings

- **Individual Donors:** Likely to follow trends for any capital appeal, but don't underestimate the opportunity to engage donors with the journey to net zero. Engage and influence.
- **Community:** Going to be the driving force behind fundraising, but 'in the round' – congregations, communities, grants, asset release and more.



NZC Funder Research: Key Findings

1. Environment-focussed grant funding is a growing sub-sector, but still only a small proportion.
2. Eco-audits are going to be essential in a) deciding what needs to be done in what order, and b) evidencing the impact.
3. Place that evidence within a wider context of Climate Action within your church and community (e.g. Eco Church).
4. Don't work in isolation - learn from others.



NZC Funder Research: Key Findings

- Few Trust/Foundation or Lottery Funders are likely to be motivated by *net zero carbon reduction in and of itself*.
- Focus on what the net zero project enables in your community





Case Studies







St Matthew's, Bristol


Radiant Heating Trial

Heating the person via 'far infra-red' heat radiation



Install cost approx £35,000.
Running cost approx. £10 per service (vs. £100 previously).

<https://www.churchofengland.org/about/environment-and-climate-change/towards-net-zero-carbon-case-studies/radiant-heating-bristol-st-matthew>



St Michael's, Brent Tor

Solar PV and LED lighting for off-grid church

Total cost: £15,360 (incl. VAT) plus £936 on engineering assessments.

All of the funding from this work came from existing internal reserves, which had been built up by the Friends of St Michaels.

The List Places of Worship Grant Scheme allowed the church to claim back VAT on most of the costs, which amounted to £2560



Following previous roof repair 1880s gas lighting system replaced with PV battery array.

<https://www.churchofengland.org/about/environment-and-climate-change/towards-net-zero-carbon-case-studies/remote-church-solar>



Newcastle Cathedral

New Heat Pumps and Lighting - major reordering



Air source heat pumps
Underfloor heating
LED lighting



- Total project £6,000,000.
- National Lottery Heritage Fund and other grants.
- Cathedral now monitoring for reduced energy bills.

<https://www.churchofengland.org/about/environment-and-climate-change/towards-net-zero-carbon-case-studies/new-heat-pumps-and>



St Mark's Harrogate


Towards net zero church and community

Solar panel installation:
£24,000.

WREN grant = £16,000


Feed-in tariff c. £3,000 pa helped the panels to pay themselves off in just three years.


Now providing a passive income for the church.



Several schemes set up within congregation to tackle wider environmental issues:
Resurrected Bites, Resurrection Bikes, Harrogate Clothes Bank.

<https://www.churchofengland.org/about/environment-and-climate-change/towards-net-zero-carbon-case-studies/towards-net-zero-carbon>







Net Zero Carbon 2030

Resource availability



Resources

- The Church of England has compiled an impressive and comprehensive range of resources under the Environment Programme. This includes fundraising advice. Your Diocese is doing likewise.
- We recommend:
 - **EcoChurch** provides a holistic context and foundation for your net zero capital project.
 - Root your environmental (capital) improvements in the context of your **quinquennial inspection**, your **environmental audit**, and your **Mission Action Plan**.
 - Use existing Net Zero Carbon fundraising resources available
 - “Try not to” raise environmental funding. Access what environmental funding opportunities are available, but these are still limited. Non-environmental funders will still support projects with clear objectives and evidence of wider impact.



National resources

Look online:

[The practical path to net zero carbon for churches | The Church of England](#)

A practical path to net zero carbon

A checklist for your church

Welcome to the Net Zero Checklist.



The Church of England's General Synod has recognised the climate emergency and called on all parts of the Church to become net zero carbon by 2030.

This commitment requires us all to take action to reduce our carbon footprint. This will involve making material changes to our buildings and adopting new behaviours that both reduce our energy use and switch usage to renewable sources.



Diocesan resources

- Colin Angus, Net Zero Carbon Project Officer will visit
- Free training on carbon confidence
- Case studies
- Loan equipment
- Resource documents
- Grants up to £25k available






Diocesan website


Net Zero

Responding to the climate crisis is an essential part of our responsibility to safeguard God's creation and renewing our relationship with the environment.


The General Synod of the Church of England voted in February 2020 for the whole of the Church of England to achieve net zero carbon by 2030.

The vote recognised that the global climate emergency is a crisis for God's creation and a fundamental injustice.





Net Zero Office email




Net Zero Carbon Case Studies

Take part in a new bite-size course: **Carbon Confidence in an Hour**


The course content runs for one hour with up to 10 minutes for your own comments and questions.

Boost your knowledge about climate crisis and discover how you can help.


Carbon Confidence




Net Zero Carbon Document the climate emergency




Net Zero Carbon Podcast




Diocesan & Institutional Decarbonisation Checklist



ZERO INTEREST PODCAST



Net Zero Carbon 2030



Net Zero Carbon 2030




Giving team







National Giving Team



We equip dioceses and parishes with the tools and knowledge to create the best environment for giving and generosity in their churches.

We are delivering the National Giving Strategy which focuses on the following priorities:

- Enabling more churches to be supported by diocesan giving advisors
- Embedding digital giving within over 50% of parishes
- Improving support, guidance and training for clergy, parishes and dioceses.



Net Zero Carbon Fundraising

Whole range of resources available online:

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

- Webinars:
- Community grant makers
- Environmental grant makers
- Faith-based grant makers
- Statutory funders



Where are you now?



Your Net Zero Carbon Project

- What do you want / need to do?
- How much will it cost?
- How much do you need to raise?
- Do you have permissions?
- What are the potential barriers?



Gathering evidence

- Show how your project fits in with a bigger picture of the Church of England commitment to Net Zero.
- Especially if you have been able to access some CofE funding.
- Your energy audit will enable you to:
 - Evidence reduction in carbon emissions
 - Evidence reduction in running costs
 - Demonstrate credibility



Gathering costings etc.

- Projects, solutions, priorities, costs? (Typical costs?)
- What evidence do you need to justify your net zero projects, and when will these be in place?
- What will it cost to gather that evidence?
- What is the timeframe?
- How does this impact your fundraising?



Start here...



- Your Case for Support needs to start with the most important question – **Why?(!)** Other vital questions follow that “why”:
 - Why – why this project?
 - Why now?
 - Why us?
 - Why should the funder or donor care?
 - What will we achieve?
 - How much money do we need?





Building your Case for Support

- Two foundational approaches to fundraising:
 - Start with “why?” (“How?”, follows later).
 - It’s not about you. It’s about the donor.



Expressing “*Why?*” is the foundation for fundraising

- A strong Case for Support will enable you to communicate:
 - *WHY* your project is important
 - And to whom
 - And what difference it will make
 - And how you know this to be true!
- A strong Case for Support demonstrates your competence and your credibility
 - (hint: competence and credibility build TRUST – which is important in fundraising!)



What makes a good “*Why?*”?

- *“Our Saving Creation strategy encourages us to grow in discipleship, re-frame our living together, and re-shape the way we see our commitment to God and each other.”*
 - The Rt Revd Nick Baines, Bishop of Leeds
- *“We are the first generation to feel the impact of climate change and the last generation that can do something about it.”*
 - Barack Obama



What makes a good “Why?”?

- *“Avoiding climate breakdown will require cathedral thinking. We must lay the foundation while we may not know exactly how to build the ceiling.”*
 - Greta Thunberg
- *“Generating our own electricity will save a fortune in annual energy bills!”*
 - PCC member



What makes a good “Why?”?

- *“It’ll be nice to not have to wear our coats, hats, scarves just to be warm in July!”*
 - Congregation member
- *“...every pound spent now will have vastly more impact on limiting the damage of climate change than a pound spent in ten years’ time.”*
 - Where the Green Grants Went report.



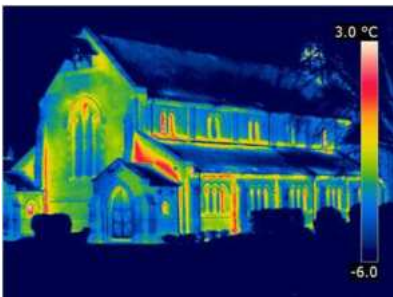
Specifics for your Net Zero Carbon project: Focus on Missional benefits

- No Trust and Foundation or Lottery Funder likely to be motivated purely by *net zero carbon reduction*
- The focus is on what the net zero project enables in your community
- It's all about alignment: What is your funder most excited about?



Specifics for your Net Zero Carbon project: Show your credibility

- Net Zero Carbon
 - You've understood the problem: eg where is the heat loss?
 - You've considered options
 - You've got expert advice
 - You are ecologically recognised (A Rocha Eco Church awards)
- Community
 - We've consulted in the community



What's Your Why?

- Our stakeholders are...
- Achieving net zero is important to them because...
- We can test these assumptions and gather evidence by...
- Think about your stakeholders (internal and external)
- Think about what makes a good “why” for them.
 - You are not allowed to say “because we achieve net zero”.



Case for Support Narrative

A presentation of your vision and your chosen path to get you there.

- Go beyond:
 - “We need this...”
 - “We *ought* to do this...”
 - “We *want* to do this...”



Case for Support Narrative

Think about how to present your work to a prospective donor:

- setting out the problems that exist,
- why it's a problem and for whom,
- how those problems impact people's lives,
- what you are doing in response,
- the difference that it makes,
- your 'credentials' as a church.



An urgent need:

Whatever one's faith, we all share a recognition that rapid reduction in carbon emissions is vital to address the climate emergency.

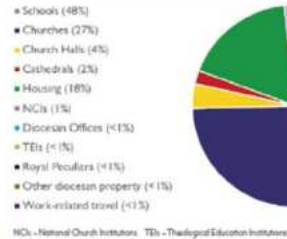
A bold ambition:

In February 2020, the General Synod set the Church of England on an ambitious goal to reach net zero carbon across its whole built estate (parish churches, cathedrals, housing, diocesan, and school buildings) by 2030.

A known starting point:

The scale of the task is grounded in extensive baseline data. In 2021, the Church of England estimated that its buildings emitted 410,000 tonnes of greenhouse gases annually. To put that in context, it would take around 100,000 trees to absorb that amount of carbon.

Figure 1. The percentage contribution of different building types to the total estimated net footprint of all Church of England buildings (2021)



Church of England funding commitment:


Nationally, the Church of England has committed £190 million over 10 years (£30 million over 2023-25, c.£100m over 2006-28 and c.£60 million over 2029-31). The Church recognises that this financial commitment will need to be leveraged many times over to achieve net zero carbon. Collectively, churches, church halls and cathedrals could cost up to £1 billion. Schools will cost substantially more.



NATIONAL Case for Support

A clear Vision:

The Vision is that by 2030 the buildings of the Church will be warm, bright and welcoming, powered by renewable energy and using low or zero carbon technologies for heat and light. Overall energy consumption will have fallen. On-site renewable energy generation will have increased. Unavoidable carbon emissions will be less than 10% of those now, and offset in verified schemes.



1. Heat

2. Big

3. Clean

4. Smart

5. Green


6. Offset

It can be done:


The goal is ambitious. But it can be done. Around 7% of buildings are already net-zero with examples of churches and schools adopting new technologies.

Detailed work has been done to create costed net zero carbon plans for a variety of buildings. Some interventions will be attractive to impact investors but there are major carbon savings in interventions that need additional funding from philanthropic and statutory sources.

The large number of churches signing up to A Rocha UK's Eco Church programme signals a commitment to creation care. There is enthusiasm to decarbonise. Support – both technical and financial – are the enablers that can turn this enthusiasm into action.





If you share our Vision for net zero and can see the Church of England having a ripple effect on net zero efforts, then we'll love to hear your ideas and work collaboratively to see how, together, we can achieve this bold ambition.



Your Case for Support

For your unique project:

- Place your project in the context of NZC 2030 vision,
- Outline the problems of your building(s) - energy audit and practical limitations,
- The range of opportunities considered, and your preferred option (why is it preferred?),
- What difference it will make, how and for whom,
- Your credibility and track record.



Case for Support: realities

Acknowledge and seek to address the realities that:

- Some funders/donors may assume that “the Church of England has plenty of money and should pay for this.”
- Credibility counts: Routemap to Net Zero, your energy audit, QS/quotes, your track record.
- What difference will one project make? In your parish? In your Diocese? Across a nation?



Case for Support: wider context

You might want to reference:

- The target set by the General Synod for the Church of England to reach net zero by 2030.
- The UK Government target of net zero by 2050.
- If your local council has declared a climate emergency (many now have).
- Your concern as a Christian organisation for climate justice.
- Steps you have already taken to improve your environmental performance – such as getting Eco Church accreditation.

You should not need to explain to the funder what the climate emergency is, or why protecting the environment is a good idea. See Resources slide.



Case for Support Priorities

Balancing priorities, bang for bucks, and outside the box:

- The most important vs the ‘quick wins’.
- Are you tackling what you can already: green energy supply? Transport?
- Solar panels vs energy efficient lighting?
- What about biodiversity of your churchyard and behaviour of your congregation?
- Remember: “decarbonising buildings” is not (on it’s own) all that attractive to funders.



Knowing what the funder wants

Not this:

- Energy audit says...
- Therefore we will do...
- Difference will be...
- Cost will be...

But this:

- Our vision aligns with yours...
- Here’s the problem, and WHY it’s important...
- Look what we’ve already done...
- Here’s what difference your funding will make...



Your Case for Support - Summary

- What’s your Problem?
- What’s your Solution?
- Who will Benefit?



Fundraising Sources



Show me the money!

- Now we can start to see the connection between the first foundation of fundraising (start with “WHY?”) and the second foundation:
 - It’s not about you. It’s about the donor.
- “The donor” is going come from one of only five sources of funding for the charity sector.
 - (hint: there are technically more than five, but not all are about fundraising).



Show me the money!

- Those five sources of funding:
 - i. Grant makers** – many of them are charities. Competition is fierce!
 - ii. Statutory bodies** – how can you connect with their public agendas?
 - iii. People!** Your congregation, your neighbours, your fans.
 - iv. Communities.** Often lots of work for little (financial) gain, but important nonetheless.
 - v. Private business.** (Inter) national company or local business – what’s in it for them?
 - vi.** (Also loans and trading – not strictly ‘fundraising’).

Plus Church of England grants etc.

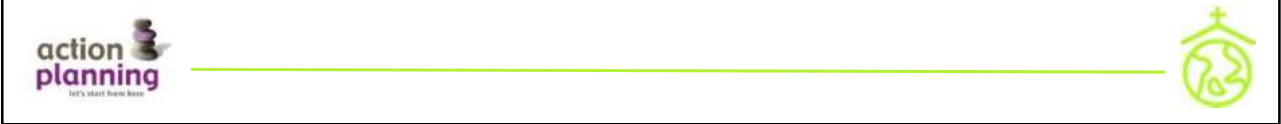




Who/Where are the funders?

Research identified around 150 potential NZC funders across England.

- [Church of England Net Zero Carbon Grants Directory](#)
- <https://www.churchgrants.co.uk/>
- <https://fundsonline.org.uk/>
- <https://www.greenfunders.org/>
- <https://www.acf.org.uk/> (search for Foundation Giving Trends, and Funder Commitment on Climate Change)
- <https://grantnav.threesixtygiving.org/>
- <https://register-of-charities.charitycommission.gov.uk/charity-search>
- Plus check Diocesan resources





Who/Where are the funders?

ii. Statutory bodies

- National government
- Regional/Local government
- Health bodies
- Business Support (Local Enterprise Partnerships)
- Office of the Police and Crime Commissioner.

- Present your project in terms of environmental impact, community impact, sustainability impact. Align it with published strategic priorities (for example some councils have declared a climate emergency. Your project will help to address this).



Where to Look?

- Statutory Funding:
 - <https://www.gov.uk/guidance/find-government-grants>
 - Your local authority website (search “grants”, “funding”, “Community Funding”)
 - Speak to your councillors, MP, especially about CIL (Community Infrastructure Levy)
 - Your Diocese
 - Community Foundations / Councils for Voluntary Service (CVS)
 - Web browser searches



People



Who/Where are the funders?

iii. People!

- **Do** look at you audience’s giving history. What can you learn from this?
- **Do** involve them in planning the project.
- **Do** invite different ways to give.
- **Don’t** rely on cold contact with millionaires! If you cannot identify Propensity, Affinity and Capacity, then assume they have no interest in funding your project.



Communities



Who/Where are the funders?

iv. Communities

- **Don't** make fundraising your community's first involvement in your project.
- **Do** involve them in planning and listen to their concerns, ideas and feedback.
- **Do** let them fundraise for you.
- **Do** ensure they are 'on-message', particularly in relation to avoiding fundraising activities which are not environmentally sustainable.



Who/Where are the funders?

iv. Communities

- **Don't** start too early in your appeal. Community fundraising will raise small sums of money (relatively) from large effort. Focus on the final stretch.
- **Do** keep your community updated on progress, news and celebrations.






Who/Where are the funders?

v. Private Business

- For Net zero projects, there might be opportunities for the Diocese to broker corporate support across a range of projects (impact at scale).
 - E.g. Eon
- What’s in it for the donor – public recognition? Real-world testing of new technology? “Green-washing”?
- But harder to research. Mapping is a good start.







Fundraising plan





What might ‘typical’ look like?

- Identify your funding mix and ‘prospect pool’
 - Starting with funds already identified – reserves, pledges and gifts from your congregation.
 - External funders may require 30-80% of funds in place before you apply!
 - Start with the potential donors and funders closest to you and work outwards.



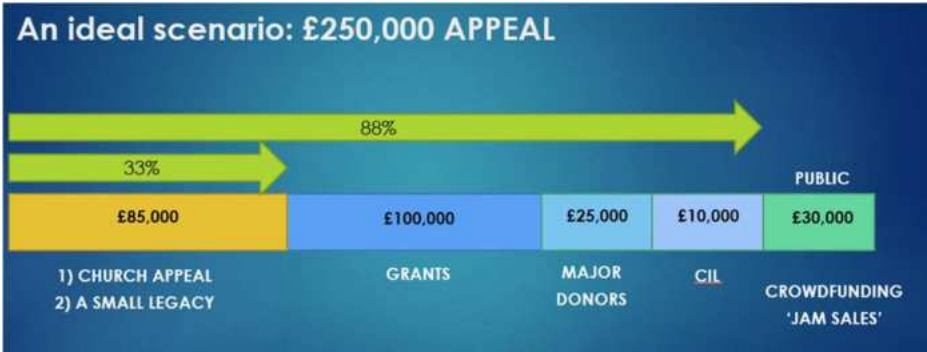
Timeframe


- Fundraising-specific:

Funding Source	Allow...	Notes
People: Congregation	3-6 months?	Allow for attrition
People: External	3-12 months	Depends how 'warm'
Grant makers (charitable)	3-12 months	...and often spending deadlines
Statutory	1 day-3months	Be ready to go at a moment's notice
Private Companies	3-12 months	Depends how 'warm'
Community	Continuous	Beware fundraising fatigue



For a 'typical' project:






**Net Zero
Carbon
2030**

Thank you

Any final questions?



**action
planning**
let's start from here

