

FINANCIAL OPPORTUNITIES FOR THE CHURCH A BLUEPRINT FOR ECONOMIC AND COMMUNITY EMPOWERMENT

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SUMMARY

Across the Church landscape, finances often dictate the pace at which a church's vision and mission can be carried out. Although hope and passion many abound, a prolonged lack of resources and assets can result in great discouragement among ministries. But what if the key to financial growth was not totally dependent on congregant giving? This presentation is designed to show how churches can become involved in the everyday life of their communities while experiencing "economic empowerment" via ancillary operations such as 501c3 social service agencies, real estate development, for-profit entities, and the creative use of Church owned properties.

I. BIBLICAL FOUNDATION FOR COMMUNITY DEVELOPMENT

- ◆ Luke 4:18-19 {Jesus' ministry to eradicate all evil and in justice}
- ◆ Jeremiah 29:4-7 {Seeking the "peace and prosperity" of the place where you live}
- ◆ Matthew 22:36-40 {Loving God and people as the greatest way to live as a Christian}
- ◆ John 10:10 {Jesus' ministry – to bring an abundant life}
- ◆ Isaiah 65:17-24 {The vision of the new heaven and earth is prosperity, justice, and joy}

How can we be part of helping our communities experience this heavenly reality on earth?

II. THE CHURCH IN RELATIONSHIP WITH THE COMMUNITY

- ◆ Doing ministry *IN* a community
- ◆ Doing ministry *TO/FOR* a community
- ◆ Doing ministry *WITH* a community

Look at your church/organization and its relationship to the community. Which of these descriptions fits your situation? Why?

**A CHURCH EXISTS IN AN ENVIRONMENT.
THE KEY TO HOW WELL IT DOES ITS WORK IS
HOW WELL IT WORKS WITHIN ITS COMMUNITY.**

III. ESTABLISHING A 501c3 ORGANIZATION

- ◆ Establishes protective layers between your church and the legal responsibilities associated with the provision of social services.
- ◆ A non-profit organization is a *business*.
- ◆ It should be operated according to *sound business* principles.
- ◆ The difference between a non-profit and a for-profit business is *what must be done* with the profit.

IV. ORGANIZATIONAL DEVELOPMENT

- ◆ State and Federal Incorporation - (*Board Member Identification, Vision, Mission & Values*).
- ◆ Board Training - (*Orientation to Roles, Responsibilities, Strategic Planning, Management Systems, Program Development & Partnerships*).
- ◆ Sustainability Planning -(*Fundraising, Outreach Activities & Community Support*).

V. GENERAL RULES FOR WRITING GRANTS (GETTING TO THE “YES”)!!!

- ◆ Don't ask for things which cannot be supported with the funding source.
- ◆ Ask only for allowable expenses.
- ◆ Assume the reviewing person knows nothing.
- ◆ Don't use jargon or unidentified acronyms.
- ◆ Address all grant requirements.
- ◆ Use clear and simple language.
- ◆ Be specific and grounded.
- ◆ Give concrete and viable examples.

VI. FUNDING SOURCES (WHERE IS THE MONEY)?

- ◆ Foundations
- ◆ High-level Donors
- ◆ Federal, State, City & County Grants
- ◆ Corporate & Business Sponsorships
- ◆ Virtual Campaigns
- ◆ Planned Giving
- ◆ Fundraising/Planned Events
- ◆ Direct Mail
- ◆ Face-to-face Appeals

VII. SUCCESSFUL FUNDRAISING MADE SIMPLE

- ◆ Get Your Story Straight
- ◆ Engage your Board in Fundraising
- ◆ Create a Plan of Action
- ◆ Plan Mission-minded Events
- ◆ Involve Community Stakeholders
- ◆ Secure Corporate Sponsorships

VIII. IT'S ALL ABOUT RELATIONSHIPS

- ◆ Increases profile and brand visibility
- ◆ Leads to new funding opportunities
- ◆ Access to free publicity and corporate donors
- ◆ Facilitates relationships with other charities that have similar missions

IX. USING CHURCH PROPERTY FOR MISSION AND REVENUE

- ◆ Child Care & Early Learning Centers
- ◆ Bookstore, Café, Co-Working Space.
- ◆ Lease/rent for events, After-School Programs, Private School, Catering
- ◆ Utilize Unused Land or Adjacent Property for Affordable, Senior or Multi-Family Development, Mixed-Use Retail or Commercial Office Space

X. PRINCIPLES FOR DEVELOPING AFFORDABLE / SENIOR HOUSING

- ◆ Build Community Support and Trust
- ◆ Learn the Alphabet . . . and Do the Math
- ◆ Know Your Market and Your Customers
- ◆ Nurture Partnerships
- ◆ Use Design to Foster Community, Safety, and Pride
- ◆ Empower the Residents
- ◆ Orchestrate Sustainability