

Open Doors Case Study

Wesley Memorial Church, Oxford



The story so far

Have spent £1.1m out of £1.5m plus VAT cost

Source	Planned	Actual
• Direct giving and pledges	£ 250,000	£ 363,000
• Local fundraising events	£ 50,000	£ 68,000
• Methodism	£ 100,000	£ 270,000
• Oxford Methodist Circuit (Loan)	£ -	£ 90,000
• External bodies	£ 800,000	£ 200,750
• Refund of VAT	£ -	£ 103,763
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Totals	£ 1,200,000	£ 1,095,513

Phase Four still to do

Heritage Atrium

- Estimated cost 2015 £ 451,000
 - ***Funded by***
 - Methodist Fund for Property £ 180,000
 - Own members £ 82,000
 - External Grants £ 36,000
-
- **Total in hand** £ 298,000
 - ***Current shortfall*** £ 153,000

Lesson 1

- ***Be prepared to change your funding approach as the scheme develops:***
 - ***Mini projects within the whole scheme to appeal to criteria used by different funders - elderly, disabled, children***
 - ***Time-limited appeals to members***
 - ***Match funding schemes – Big Give and [localgiving.com](https://www.localgiving.com) – raised £20,000***

External Grants

excluding Methodism

Year	Applications made	Said yes	Amount
• 2010	4	• 0	£ 0
• 2011	90	• 9	£ 24,750
• 2012	82	• 5	£ 8,000
• 2013	13	• 4	£ 16,500
• 2014	15	• 6	£ 61,000
• 2015	15	• 5	£ 59,000
• 2016	14	• 6	£ 29,500
• 2017	18	• 10	£ 38,000
• Totals	251	• 45	£ 236,750

Lesson 2

- *Direct relationship between external grants received - 60% of grants total - and prior visits made by funders*
- *Note criteria and conditions used by funders*
 - only like new-build*
 - fixtures and fittings*
 - have 50% project costs in hand*
 - time-limit to spend grant*

Local fundraising events

184 events

- Auctions
- Celebrations
- Oxford Walks
- Concerts
- Tabletop sales
- Cream Teas on the forecourt
- Talents
- Student pudding parties
- Amazing Love musical
- Model railway days

Raised £ 68,000



Supporters

- Lord Lieutenant
- MPs
- City Councillors
- Current tenants
- Local engineering firm
- Chair of Northampton District
- ***All wrote letters of support***



Partnership Funding

5% of local giving

£17,122

Burkina Faso



Quadrupled by the EU



Lesson 3

Monthly meetings of Steering Group maintained momentum for:

- ***Writing business plan***
- ***Arranging fundraising events***
- ***Sub-group writing grant applications***
- ***Receiving reports of building progress***
- ***Planning the next phases***

Consultation with users

- ***Survey over two weeks in March 2012***
- Wednesday Coffee – 72 users
- Rainbow House - three days per week- 92 users
- Friday Lunchbreak – 45 users
- Questionnaire and face to face interviews
- ***Survey January 2015*** – 45 Hall users by email

Lesson 4

- *We should have been more proactive with our consultation of our existing users rather than being reactive – having the idea suggested by others*

Competitive Quotations

- Eight on tender list
- Asked for quotes for phasing and the whole
- Lowest tender of four received exceeded our own estimates
- Decided to negotiate with one contractor to achieve the greatest effect with the money we had at that time
- Useful for external fundraising purposes

Lesson 5

- *The Energy Audit in 2010 and the Competitive Tendering process were useful tools also in our fundraising*
- *Be prepared for financing the removal of asbestos in old buildings!*
- *Explore refund of VAT if a Listed Building*

**Ground breaking
ceremony November 2015**

We celebrated the letting of the building contract for Phase Two with a brief ceremony during coffee after the Sunday Morning service involving our younger and older members!



Use of Hall for site storage facilities

As we were limited for space for site storage, we were able to make full use of the Hall during Phase Two



Monthly Site Meetings

Our Church Manager and the Chair of the Open Doors Steering Group attended the monthly site meetings

November 2015 to
December 2016



Communicating with church members

- Each month we provided a progress report on yellow A5 paper for members to take away.
- The report included such items as the current cost of the works, the amount of VAT reclaimed and progress on construction.

Open Doors

Wesley Memorial Church redevelopment project

Progress report no. 11 01/10/2016

The John Wesley Room with old light fittings removed and asbestos removal continuing in the heating ducts.



More stripping out of the 'Blue Kitchen'.



We are keeping the table and cupboards in the 'Blue Kitchen'.



Los Altos Starfire Singers

Visit from the Starfire Singers of Los Altos Methodist Church California in August 2017 having supper before their performance of ***Borderless***.

They asked to come - they had made a previous visit in 2012 - and were very enthusiastic about our Open Doors project.

We raised **£1,200** that evening for Open Doors



Do differently?

- *Think about phasing earlier than we did – cost of project had excluded some funders*
- *Update our Business Plan more regularly as this is often looked at on-line by prospective donors*
- *Consultation with existing users should have been proactive not reactive*
- *Might have been useful to have identified some 'new' activities as part of the planning process*

Roll on Phase Four!

