



Say to Kids

ANGLICAN
FOUNDATION OF CANADA



2021 Grant Program Highlights

- **Just over \$1 million in grants to 165 recipients**
- **In the Diocese of New Westminster: \$91,500 to 13 recipients**
- **Largest one-time investment in young people through RFP**
- **New Westminster among the top dioceses to apply for RFP funding**
- **7 projects received \$43,000, including a diocesan training program**



PART 1

Where we've been and what we've learned

PART 2

Where we're headed and how we plan to get there

PART 3

Closing thoughts

**Part of AFC culture
for more than a
decade**



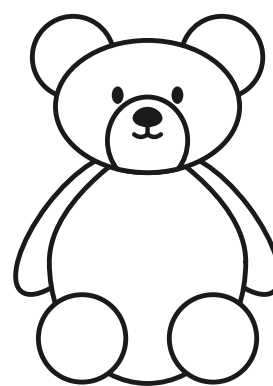
To enter, go to
www.anglicanfoundation.org

Youth fundraising @ AFC



2011

Toonie
Membership
Drive



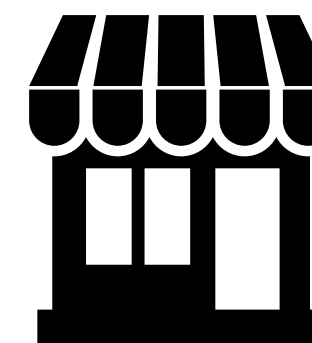
2012

Hope Bear
debuts in
Gifts for Mission
Catalogue



2016

Where in the world
is Hope Bear &
other campaigns



2017

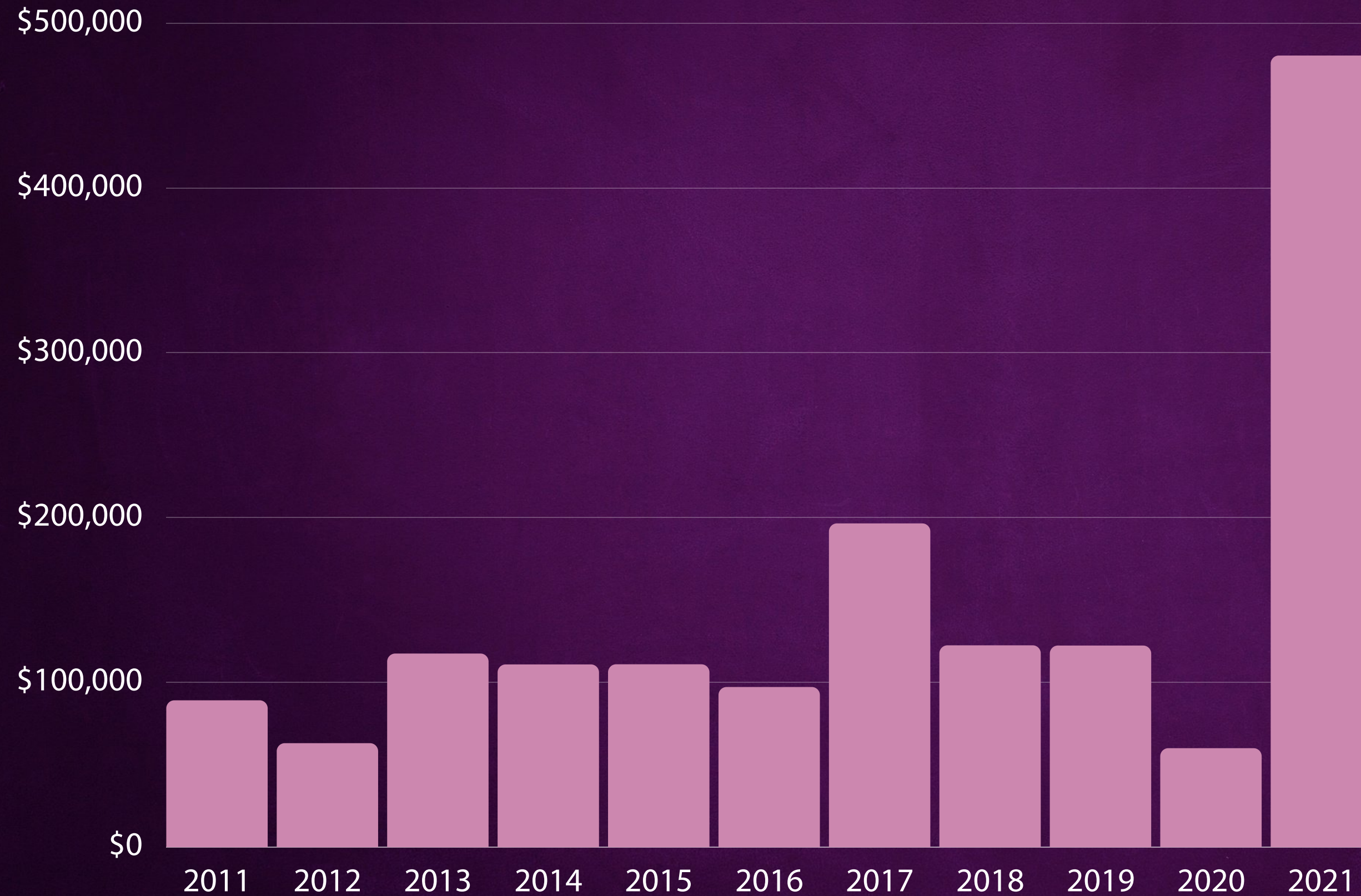
AFC Store
launches, includes
children's books



2021

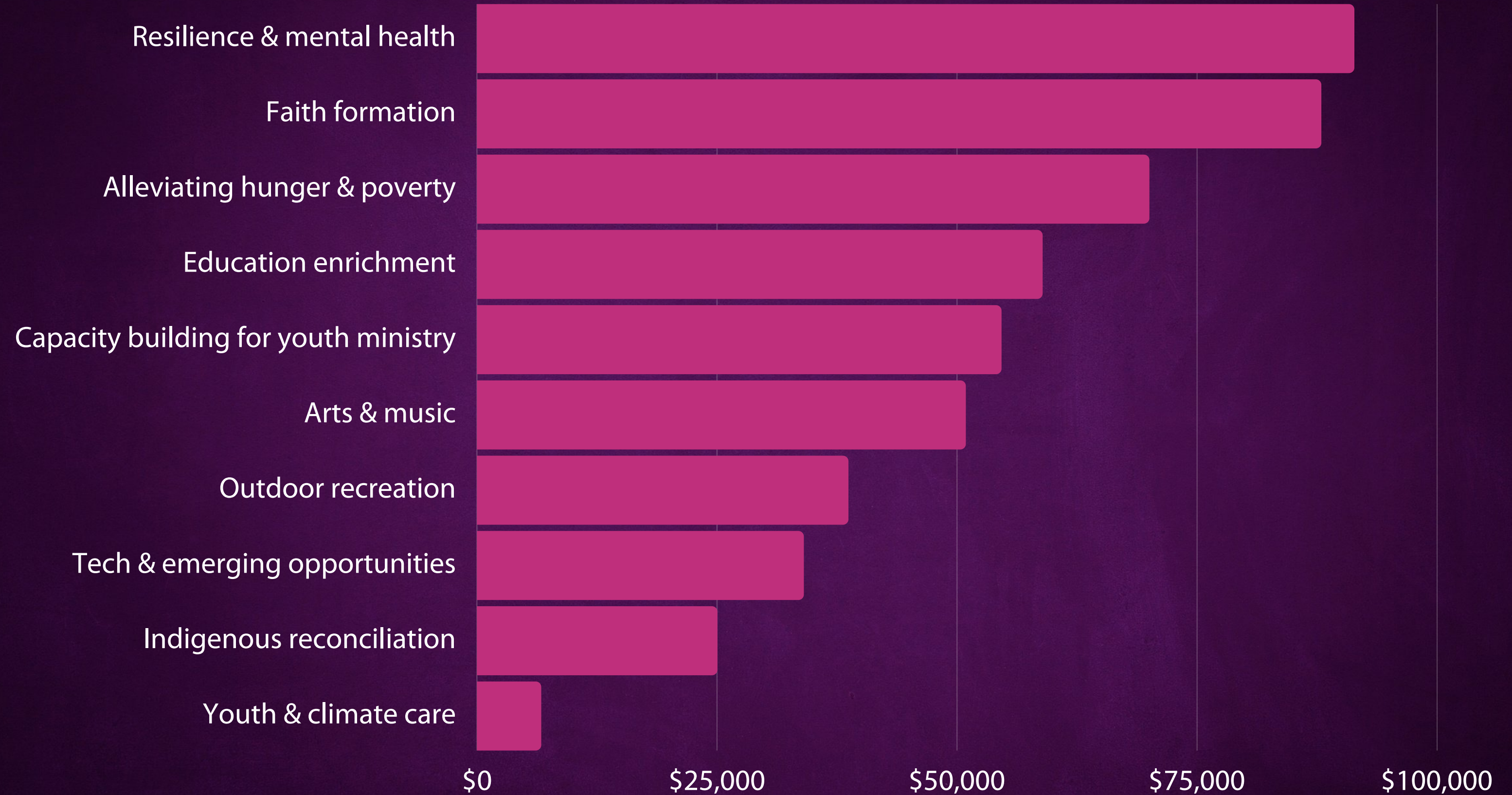
Peer-to-peer
(P2P) campaign
& Request for
Proposals

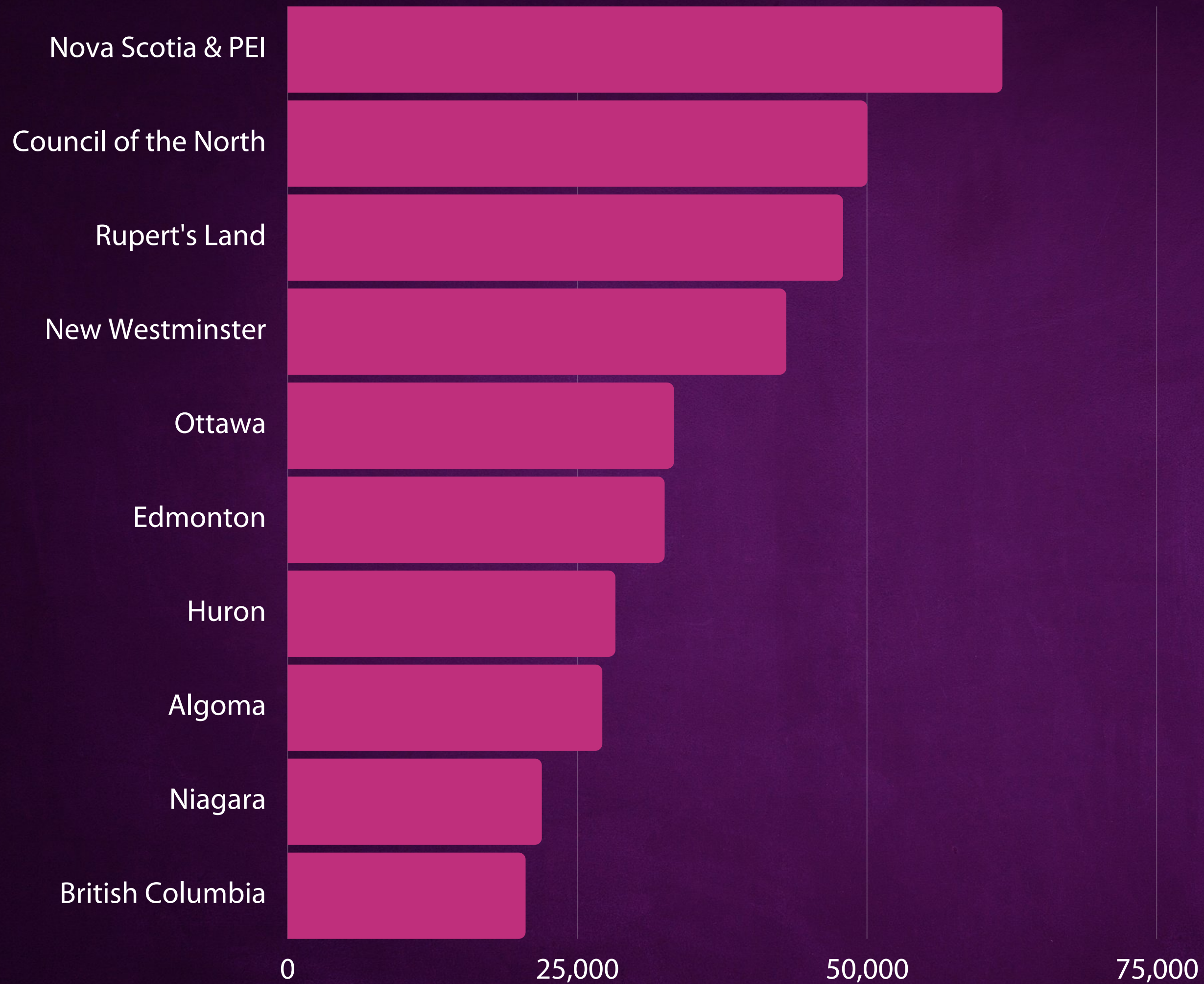
AFC Youth-focused Grants: 2011 - 2021



**Cumulative Awards:
\$1.5 Million**

2021 RFP Impact Zones

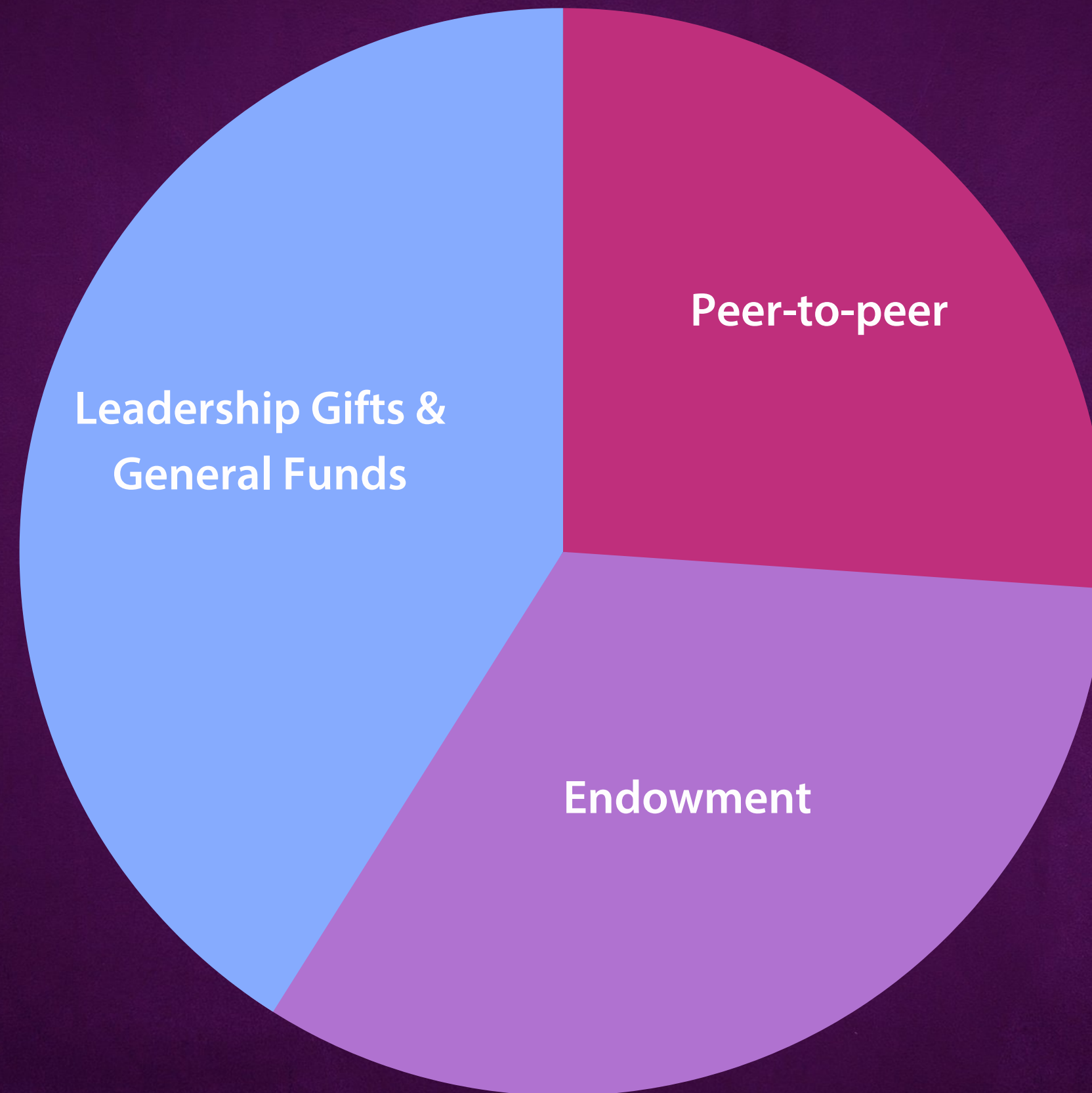




Critical Mass

Ten dioceses received grants for five or more projects. Most identified a diocesan-led or regional project.

Exceptional funding request called for an exceptional effort



What we learned in 2021

The pandemic has had a devastating impact on youth ministry. For many churches, youth ministry was the first to go and without a concerted effort may be the last to come back.

- **Demand for funding higher than anticipated**
- **Both seed and sustainable funding needed**
- **Community-based fundraising is fun & effective**
- **Campaigning attracts new donors (\$5,000+)**
- **Need to overcome barriers to local participation**



AFC'S MISSION

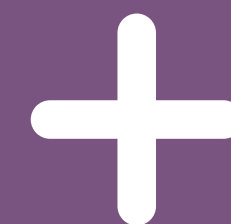
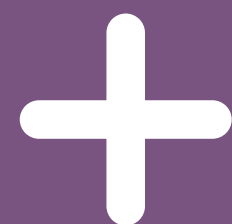
To provide abundant
resources for innovative
ministry across the
Canadian church.

Say Yes! to Kids 2022: Our Vision

- **Keep focus on children, youth & young adults**
- **Answer the call for sustainable funding**
- **Leverage AFC's granting & fundraising expertise**
- **Rally the whole church around investing in young people**
- **Overcome barriers to local participation with partnership model**
- **Help to equip the church for community-based fundraising**

Partnership Model: one gift, three beneficiaries

What do we need to succeed?



**Local partner
with a vision for serving
young people**

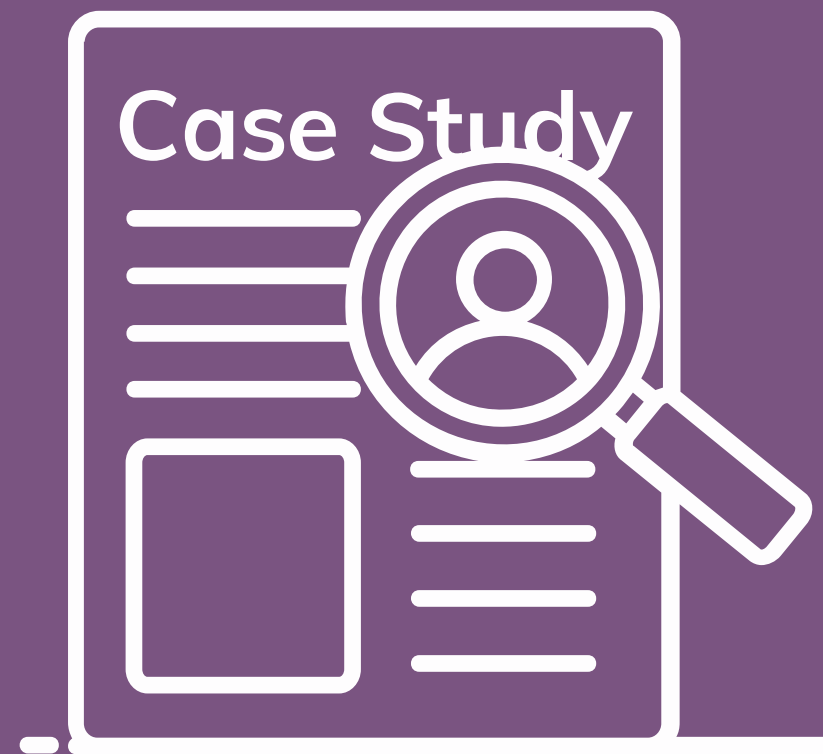
**Diocesan partner
with a vision for serving
young people**

**National Partner with
a vision for serving
young people**

How it works: church teams apply in advance



AFC provides mentorship, case development & training



Nationwide campaigns launch in April



Success comes from working together



Parish teams rally community giving



AFC team rallies leadership giving

Donors give to AFC: online , cheque, pledge



Grants disbursed to partners at close of campaign



Proposed sharing formula: for every \$100



\$60
PARISH



\$20
DIOCESE

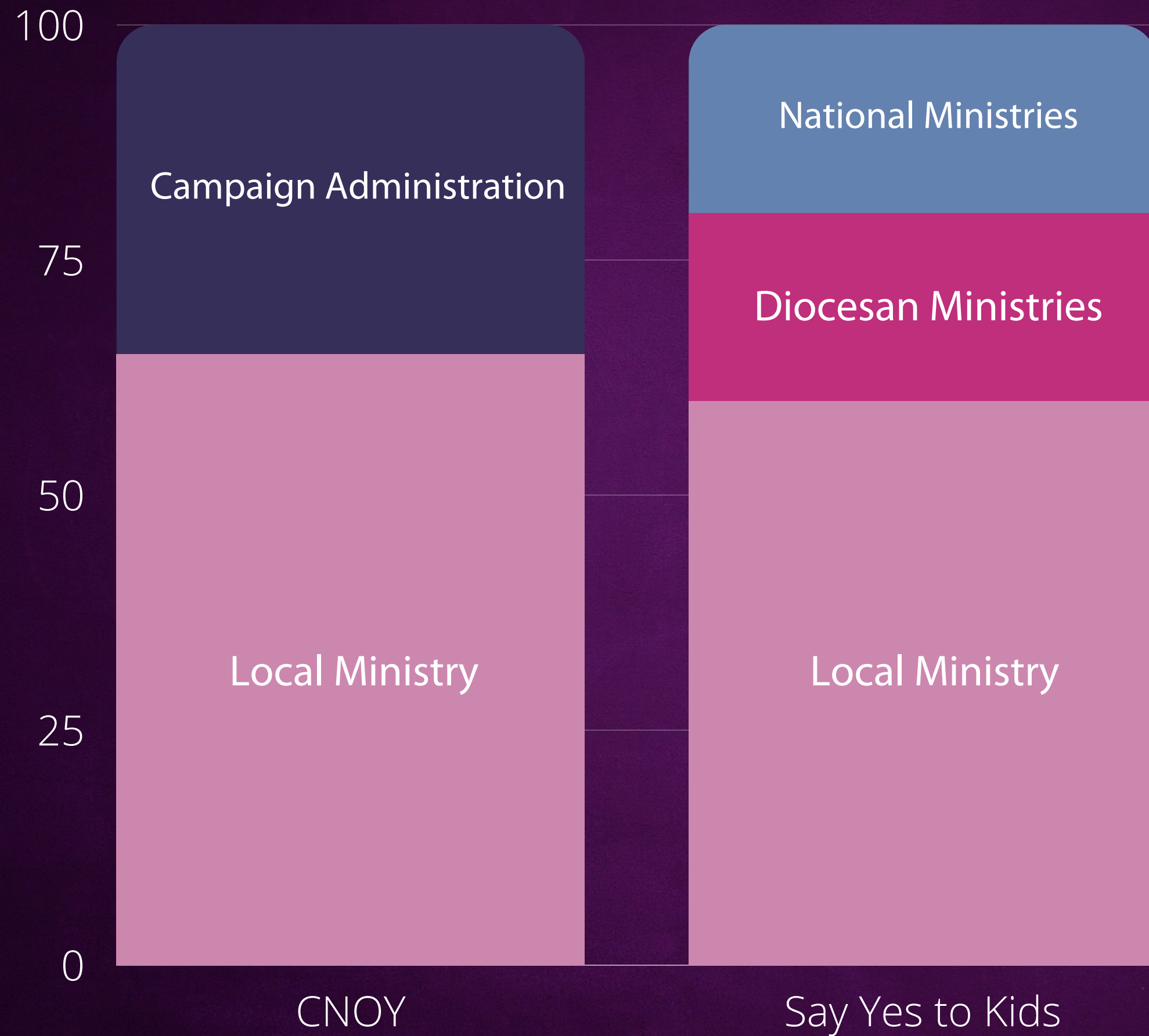


\$20
NATIONAL PARTNERS

**A sharing formula that generously resources
parishes will encourage local participation.
Local participation is key to P2P success.**

Similar secular P2P campaigns that are ambitiously
marketed to churches have revenue sharing formulas that
range from 65/35 up to 80/20 depending on funds raised.



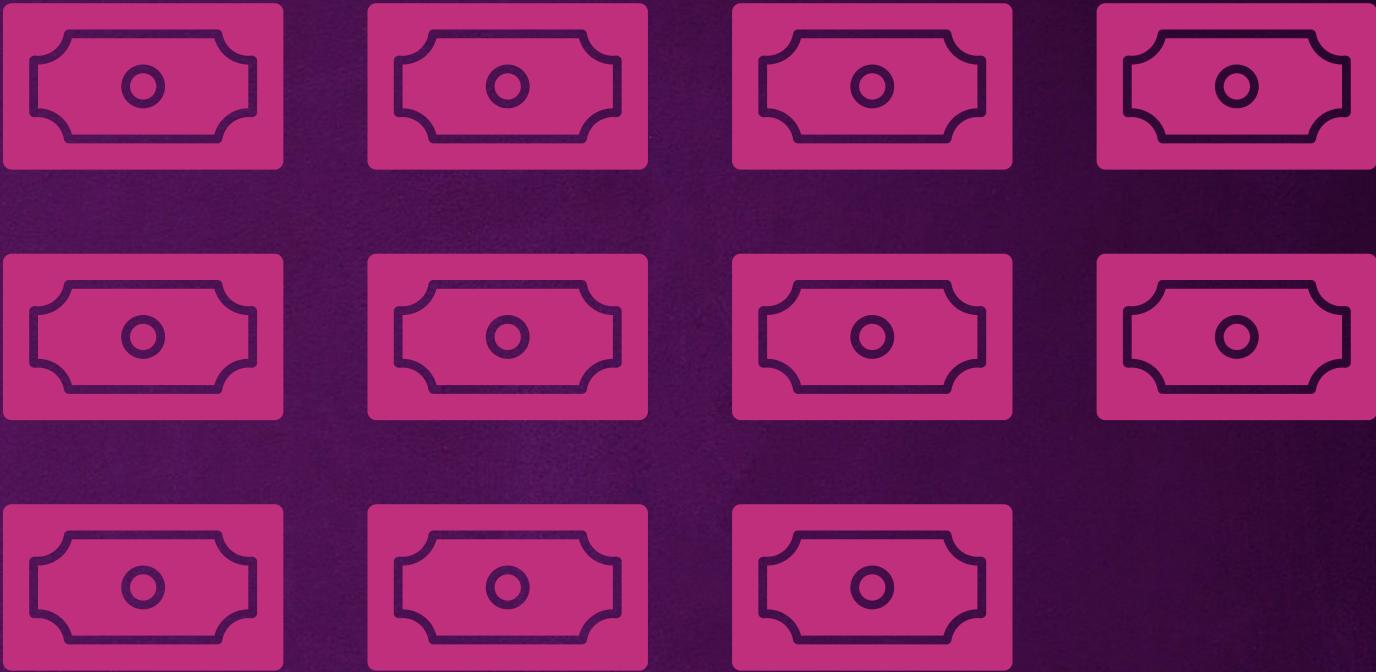


Campaign 2021



12

FUNDRAISING TEAMS



\$110,000

FUNDS RAISED

Campaign 2022 Goal



50

10 DIOCESES WITH 5 TEAMS EACH



\$500,000

FUNDS RAISED

Campaign 2022 Plan

January to February Establish Diocesan Partners

Begin with dioceses where 2021 RFP included 5+ applications and/or a diocesan application. More than 12 groups in this category. Goal(s): Establish diocesan case; sign M.O.U.

January to February Confirm National Partners

Work with Giving with Grace, Council of the North and PWRDF to develop national case. Goal(s): Case to focus on reconciliation and support for Indigenous youth.

February to March Invite Parish Partners

As dioceses come on board, hold webinars & ZOOMs to recruit teams at the parish level. Goal(s): Establish parish case; sign M.O.U.; train team leaders on P2P.

January to March Internal capacity building

AFC staff to build capacity internally to manage a more ambitious campaign season. Work with Accounting, CandaHelps and Raiser's Edge to streamline systems.

February to June Leadership gift cultivation

Work with campaign champions including AFC's diocesan representatives to identify potential leadership donors to the campaign.

April to June Public campaign

Launch campaign—goal to be aligned with diocesan and parish participation and any matching/leadership gifts secured. Action(s): Marketing & comm's support to teams and volunteers.



"To provide abundant resources for innovative ministry
across the Canadian church."



"I'm not sure I've adequately expressed my gratitude to AFC for funding our Community Roots Day Camp as well as all of the other programs in our diocese. Things have felt stagnant here since the start of the pandemic, and I am so hopeful for the life that this funding will breathe into ministry all over our diocese."

ALLIE COLP, YOUTH & FAMILY MINISTRY CO-ORDINATOR
DIOCESE OF NOVA SCOTIA & PEI

anglicanfoundation.org/say-yes-to-kids

- Sign up for webinar to learn more
- Application form
- FAQs about the campaign