



Planning Feasibility Study Report

Prepared for Synod – April 22/23, 2016

The Anglican Diocese of British Columbia

Introduction

- + Gauge the level of support
- + Test the capacity and enthusiasm
- + A snapshot of potential
- + Based on 400 individuals

The Study Process

- + 79 formal interviews with 91 individuals
- + Significant number of additional informal interviews
- + 269 individual responses to Online Survey questions

Support for Diocesan Vision

- + 84% of interviewees said the Diocesan Vision is “Important” or “Very Important” to the diocese and its parishes.
- + 54% stated that their parishioners would support and 33% stated their parishioners might possibly support
- + 44% of interviewees indicated their parish has a plan for its future

Support for Campaign

- + 84% of interviewees believe the diocese should launch the proposed campaign
 - + 73% stated that there are aspects of their parish's plans that could be funded through the campaign
 - + 72% stated that they would be willing to see their parish involved
 - + 70% stated that they would personally make a pledge
- + Significant gift indications of over \$1 million
- + Diocese has the capacity to raise \$22 million over 5 years

However...

- + We invite the Diocese to join together in further discernment
- + And pause at this crossroads
- + Give consideration to study findings and 4 critical issues

Four Critical Issues

- + BUILDING TRUST
- + CASE FOR SUPPORT
- + CULTURE
- + LEADERSHIP

In light of these realities...

- + A multi-year financial stewardship initiative must be focused on and clearly seen as benefitting the future survival and growth of parishes.

Our recommendations are contingent upon...

- + The commitment of a nucleus of strong and gifted leaders
- + Commitment to a plan that creates sustainable funding for participating parishes and enhances relational trust
- + Immediate commencement of processes to build regional/parish engagement (pilot parishes)
- + Research of potential givers

Cathedral / School

- + Create a plan to rebuild relationships with parishes
- + Recommend that the Cathedral campaign be considered as a later phase in the implementation of the diocesan vision and plan

Fundraising Potential

- + 76% of the interviewees agreed with the concept of dividing funds raised as a partnership between the diocese and the parish
- + Many interviewees agreed 'in principle' with a 50/50 'split'
- + Parishes are capable of raising 1 – 1.2 times their annual giving over a five year pledge period

Fundraising Potential

- + The diocese should potentially be able to raise \$5-7 million over a multi-year pledge period
- + A parish participation rate of ninety (90%) percent could be possible.

Fundraising Potential

- + As much as \$3-5 million could be raised in major and planned gifts.
- + As much as \$5-7 million could be raised through a multi-year pledge period

Redefining the 10 Directions

- + Specific ratings in both the interviews and the online survey
- + Interviewees consider all directions important but the top priority direction for the majority of interviewees is **# 4 – Youth, Young Adult & Families**
- + 10 different Directions is too challenging**
- + People want to see the Directions brought to reality

Developing the Case

- + Interviewees did not find the Case for Support compelling
- + It lacks the “sizzle” that is clearly going to be necessary to actively engage people
- + People have difficulty seeing the possibilities or opportunities it offers.

One Potential Timeline: 4 Phases

I. PREPARATIONS PHASE – May to September 2016

- + four critical issues are being addressed
- + the case for support is re-written
- + organizational structure is in place
- + communications materials are developed

One Potential Timeline (cont'd)

II. CONSULTATION PHASE – October - November 2016

- + the consultations will include one-on-one conversations with clergy and lay leaders
- + consultation meeting(s) with clergy and regional parish leaders
- + ideally the parish pilot parishes will be identified

One Potential Timeline (cont'd)

III. IMPLEMENTATION PHASE – Begins November 2016

- + Pilot projects would be officially launched during the winter 2016/17)

One Potential Timeline (cont'd)

IV. EVALUATION AND FOLLOW-UP PHASE (TBA)

- + Financial Stewardship Program Follow-up Plan & Evaluation of Pilot Parishes
- + Report back to Synod before a full campaign could be rolled out

Next Steps

- + Create a Team to lead the process.
- + A Diocesan Communications Plan
- + Organize the consultation meetings with clergy and parish leaders



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