Why we developed the Parish Giving Scheme

1. Keep pace with how donors choose to make financial transactions, including giving to charity.

2. Lighten the burden locally

3. And we wanted a unique benefit....
Unique benefit:

Giving to rise in line with inflation annually

Why is this important?
Problem 1:

Static giving
How the PGS can help:

2001 = £60 + £16.80 Gift Aid = £76.80

Gift increases in line with Retail Price Index (RPI)

2015 = £90.29 + £22.57 Gift Aid
= £112.86 tax efficient gift a month

Extra £432.75 a year
Who is PGS for?

Regular givers
How it works:

1st of the month
The donor donates £40 by Direct Debit to PGS

4th of the month
PGS claims eligible Gift Aid +£10

5th of the month
Donation arrives in PGS account £40

10th of the month
PGS sends donor's gift of £50 to their church

Rest of the month
Their £50 gift enables their church to continue to grow confidently
Problem 2:

Level of giving
How the PGS can help:

How we give influences how much we give.

<table>
<thead>
<tr>
<th></th>
<th>Winchester</th>
<th>Chichester</th>
<th>Gloucester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly giving</td>
<td>£11.96</td>
<td>£11.09</td>
<td>£9.60</td>
</tr>
<tr>
<td>(Diocese)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>£18.47</td>
<td>£14.89</td>
<td>£14.25</td>
</tr>
<tr>
<td>Weekly Giving (PGS)</td>
<td>+54%</td>
<td>+34%</td>
<td>+48%</td>
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<td></td>
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</tbody>
</table>

Source: Parish Finance Returns, PGS data for 2014 (at least 2500 givers in each diocese)
Security etc:

• Restricted Donations – ‘the Diocese can’t get their hands on the money’
• Off-line system using industry standard database
• Full adherence to Data Protection Act.
• Fidelity insurance is in place
• Largest remaining risk is bank collapse, where we are looking to insure.
Other benefits:

• Delivered locally
• Improve cash flow - donation returned in 10 days with Gift Aid
• Anonymity option (which some donors want)
• Administration: local ➔ central (PGS, Gloucester)
• Ease local book-keeping (reduces bank statement!)
Five years after launch:

• 2010 Gloucester raised £179K
• 2015 will pass £10m to parishes across 12 dioceses.
• PGS now one of top 100 Gift Aid claiming charities.
• Gift Aid claimed on 95% of donations by value.
• 56% of monthly givers inflate their gifts
• around 15% of donors choose to be anonymous to their parish (they give at a higher level!).
Process explained!

1. Donation form
2. Thank you letter
3. Treasurer statement
# PGS Statement

**Parish Name:** Dibley  
**Parish Reference:** 088-DIBY  
**Date of Donation:** 1st October 2013  
**Claim Generated:** 4th October 2013

<table>
<thead>
<tr>
<th>Transaction Donor Ref</th>
<th>Contact ID</th>
<th>Donation Received</th>
<th>Gift Aid</th>
<th>Total</th>
<th>Freq</th>
<th>Inflst</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Revd G Granger</td>
<td>DBF THANK YOU-608</td>
<td>3471</td>
<td>80.00</td>
<td>20.00</td>
<td>100.00</td>
<td>M</td>
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<tr>
<td>Mr D Horton</td>
<td>DBF THANK YOU-615</td>
<td>3473</td>
<td>60.00</td>
<td>15.00</td>
<td>75.00</td>
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<tr>
<td>Mrs A Springs-Horton</td>
<td>DBF THANK YOU-1339</td>
<td>2326</td>
<td>10.00</td>
<td>2.50</td>
<td>12.50</td>
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<tr>
<td>Mr H Horton</td>
<td>DBF THANK YOU-597</td>
<td>8627</td>
<td>90.00</td>
<td>22.50</td>
<td>112.50</td>
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<tr>
<td>Mr F Pickle</td>
<td>DBF THANK YOU-1828</td>
<td>2107</td>
<td>25.00</td>
<td>6.25</td>
<td>31.25</td>
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<tr>
<td>Mr J Trott</td>
<td>DBF THANK YOU-427</td>
<td>2110</td>
<td>65.00</td>
<td>16.25</td>
<td>81.25</td>
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<tr>
<td>Mr O Newitt</td>
<td>DBF THANK YOU-233</td>
<td>2316</td>
<td>100.00</td>
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<tr>
<td>Mrs L Cropley</td>
<td>DBF THANK YOU-246</td>
<td>6963</td>
<td>180.00</td>
<td>45.00</td>
<td>225.00</td>
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<tr>
<td>Mr S Horton</td>
<td>DBF THANK YOU-1699</td>
<td>2112</td>
<td>1000.00</td>
<td>250.00</td>
<td>1250.00</td>
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<tr>
<td>Anonymous</td>
<td>DBF THANK YOU-655</td>
<td>3512</td>
<td>250.00</td>
<td>62.50</td>
<td>312.50</td>
<td>M</td>
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</table>

**Total:** 1860.00  
**Gift:** 465.00  
**Total:** 2325.00

<table>
<thead>
<tr>
<th>Joiners (Contact ID)</th>
<th>Leavers (Contact ID)</th>
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<tr>
<td>3512</td>
<td></td>
</tr>
</tbody>
</table>

**Key:**  
- **Freq:** Frequency  
- **M:** Monthly  
- **Q:** Quarterly  
- **A:** Annual  
- **Inflst:** Annual Gift Inflationary Increase  
- **Y:** Inflationary increase  
- **N:** No inflationary increase
How to get going:

• Implementation handbook – easy steps
• Decision to join – PCC resolution
• Register Parish (return form to Diocese)
• Order materials
• Possibly get some initial givers to give testimony
• Wider rollout for remaining givers alongside a giving review.
Question & Answers