

ST. MATTHEW'S UNITED CHURCH

Fundraising Campaign Feasibility Study and Strategic Fundraising and Finance Plan



The United Church of Canada's long history of working to create unprejudiced economic and social systems for all has made it a leading agent of change in the lives of society's most vulnerable people. St. Matthew's United Church is a community church in Toronto, Ontario that partners with a wide range of educational, social, health, creative arts, and recreational community organizations to create a community hub. These partnerships are commercial and provide a significant portion of the operating budget for St. Matthew's Church.

S. Sutton & Associates Inc. was appointed to determine the feasibility of a fundraising campaign to raise \$1 million to support the redevelopment of the church and its property and to enable a more robust social enterprise through additional revenue-generating spaces and low-income housing in partnership with New Commons Development, a nonprofit real estate development company that builds and preserves affordable housing and community real estate. The feasibility study demonstrated all the possibilities of raising the critical funds needed for redevelopment.

The Fundraising Campaign Feasibility Study answered the following questions:

- Is the case for support strong enough to raise the critical funds needed for redevelopment?
- Will the congregation and community welcome a capital campaign and contribute to its success?
- Can a church fundraise successfully even during these times of dwindling membership in and attendance at traditional church services?
- Is there wealth within the current donor base and can it be capitalized on now or in the future?
- Is there potential for fundraising outside the existing donor base and community centre users?

These answers were derived from interviews with key constituent groups, prospect research including an escalation study on the existing donor base, and assessment of corporate and foundation giving, answers to key questions and a conclusion regarding a go or no-go decision.

The Strategic Fundraising and Finance Plan addresses three fundraising priorities:

1. Defining job descriptions for both staff and volunteer committees and the recruitment of the right people to support the fundraising objectives
2. Implementation of systems, tools and processes to fundraise effectively
3. Growth of the donor base to establish a major and planned gift pipeline while also delivering a consistent source of unrestricted revenue

The Strategic Fundraising and Finance Plan provided a step-by-step roadmap to execute on a successful initiative along with budget revenue and expense projections.

