

CORNERSTONE

A free online learning tool to support a church to understand and improve their giving practice and generous culture.



Introduction

The ministry and mission of parish churches is mostly funded through the incredible generosity of those who give to it through money, time and talents. But when times are tough, financial struggles can seem overwhelming. Cornerstone has been developed by the National Giving Team, with the aim that it will take you on a journey to understand your church's giving culture and financial situation. It aims to leave you with clear, simple steps to grow giving and income.

Cornerstone is supported by an online platform that helps show areas where you can focus your resources to get the best results. The platform has easy to follow step-by-step actions which are called Pathways (you can see an example below).



Benefits of Cornerstone

As part of the Cornerstone process, parishes are encouraged to ask questions of themselves and their situation. From here, your Diocesan Giving Advisor will help to identify areas of giving practice that could be improved; these are chosen to meet the needs of your church or parish. You are then **guided through simple steps** to take appropriate action on these areas. These steps, as mentioned previously, are contained in Pathways, which are chosen by you to build on the great work you already do.

One of the main benefits of Cornerstone is that each Pathway has been designed as a series of short tasks, so that it doesn't feel too much of a burden. Our aim is to make this **as easy as possible** while **delivering great results**. Some of the Pathways also provide guidance on areas that churches find areas to work on such as 'Measuring and communicating the impact of giving' and 'Encouraging giving from new congregation members'.

Cornerstone has been piloted in three dioceses and this is what PCC members who attended the workshops had to say:

“What was most valuable was the ability to see the process we are about to embark on. It's good to see where our church is at the moment.”

“Identifying pathways helped us see where there can be quick wins.”

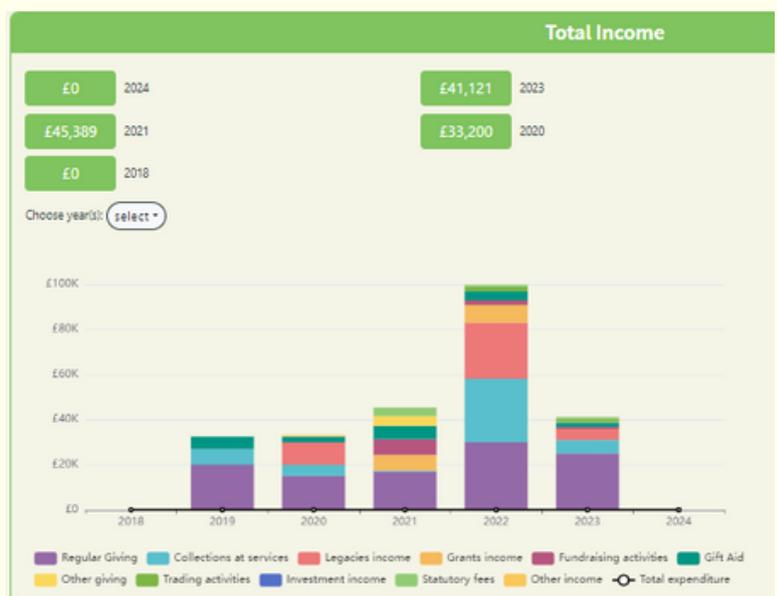
“Practical ideas about communicating impact to all our worshipping community and electoral roll.”



Benefits of Cornerstone

Other benefits of taking part in Cornerstone are:

- Dedicated time to review giving and generosity.
- Opportunity to complete Pathways which give the biggest impact for your specific church.
- A greater understanding for all church decision makers of church finances.
- Time saved on researching how to grow giving and generosity.
- Step by step guidance on how to develop less tangible areas of giving and generosity.
- Access to a free grants database with over 600 grant opportunities available.
- Access to your parish data which is visualised in easy to read graphs.



The Six Stages

What's involved?

We have summarised the Cornerstone process into six easy to follow stages.

1. **Invitation** - You are invited to participate in the Cornerstone process by your Diocesan Giving Advisor.

2. **Briefing** - During a webinar you are briefed on what's involved and what the expectations are.

3. **Research** - You will gather the parish's data and other information.

4. **Workshops** - Face to face sessions take place, examining the data that was gathered during the 'research' stage.

5. **Pathways** - You will choose actions/Pathways that will make the greatest impact on giving in your parish.

6. **Implementation** - You will work through your chosen Pathways.



How Cornerstone works

Once you have signed up to use Cornerstone, you will be asked to complete a short questionnaire. This gives an insight into the generosity culture that exists in your parish.

In addition, we will look at your parish's financial data as part of the workshops; this is based on your Parish Return and we will also ask you to share some information that is not available through the Parish Return's system. Using the questionnaire and financial data, we can help identify Pathways that will help foster generosity in your parish and build giving to **sustain your mission and ministry**.

All Pathways can be found on the online Cornerstone platform and you will be given access to these by your Diocesan Giving Advisor. Individual activities can be allocated to the person best suited within your parish to take the necessary action. As you complete your selected Pathways you can review your culture and financial data to see how things are improving and select any new Pathways to continue on your journey



How to sign up

Key dates:

Webinars: Wednesday 5th February at 2pm or
Thursday 6th February at 7.30pm

Workshops: w/c 17th February, location and time TBC

Contact your Giving Advisors:

**Joanne Christie,
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& Dennis Fancett**

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[Click here](#) to complete the sign up form.

