



St Elizabeth's of Portugal: How we've tapped into free funding



1000's of churches across the UK are now using [easyfundraising](#) to receive free donations when their congregations are shopping online.

St Elizabeth's of Portugal in Richmond began using [easyfundraising](#) at the end of 2020. We spoke to Director of Youth Ministry Georgia to find out more:

“Having fewer people come through the doors of our church has meant a reduction in our cash and one-off donations. As a result, and predicting this, we started to place emphasis on monthly giving and/or downloading the easyfundraising app. We knew that people would be doing a lot of online shopping so easyfundraising was a perfect tool to aid our funding. We recently hired a youth worker, so it made sense that the funds raised from the app would go towards a new initiative like youth ministry that is now growing in the parish.’

St Elizabeth's have promoted [easyfundraising](#) regularly resulting in over 70 supporters so far who are coming together to raise funds this way. Georgia said:

‘When we originally decided to try easyfundraising, our parish priest spoke about it at the end of Mass each week for consecutive weeks, encouraging people to download the app and explaining what it was and how easy it was to use. Key individuals were then given the download link to send to people personally, to encourage them to download it if they hadn't already and to explain that the funds would go towards the youth ministry. Having a specific thing that the fundraising would go towards was useful, as it helped people to see exactly what they were supporting. It has been a feature on our weekly email newsletter since – we're still encouraging people to download it and to make sure they activate the donation if they shop!’

With payments made every quarter by cheque or BACS, [easyfundraising](#) is an excellent way to boost funds coming in regularly with very little management required. Final words from St Elizabeth's:

‘We would absolutely recommend easyfundraising to other churches! It's such an easy way to raise much needed funds for specific projects. Since joining less than six months ago, we've raised £365, which translated to a youth programme is an entire year's subscription to a resource platform (think- a year's worth of videos, activities, reflections, blogs etc!). All this without one person spending an additional penny. It also encourages people to feel more involved and part of the

parish, in that they are making a difference even through their everyday shopping, which is a community benefit that you can't place value on!"

Many thanks to Georgia and the team at St Elizabeth's for sharing their experiences with us. To register your church with easyfundraising simply click [here](#) to get started.