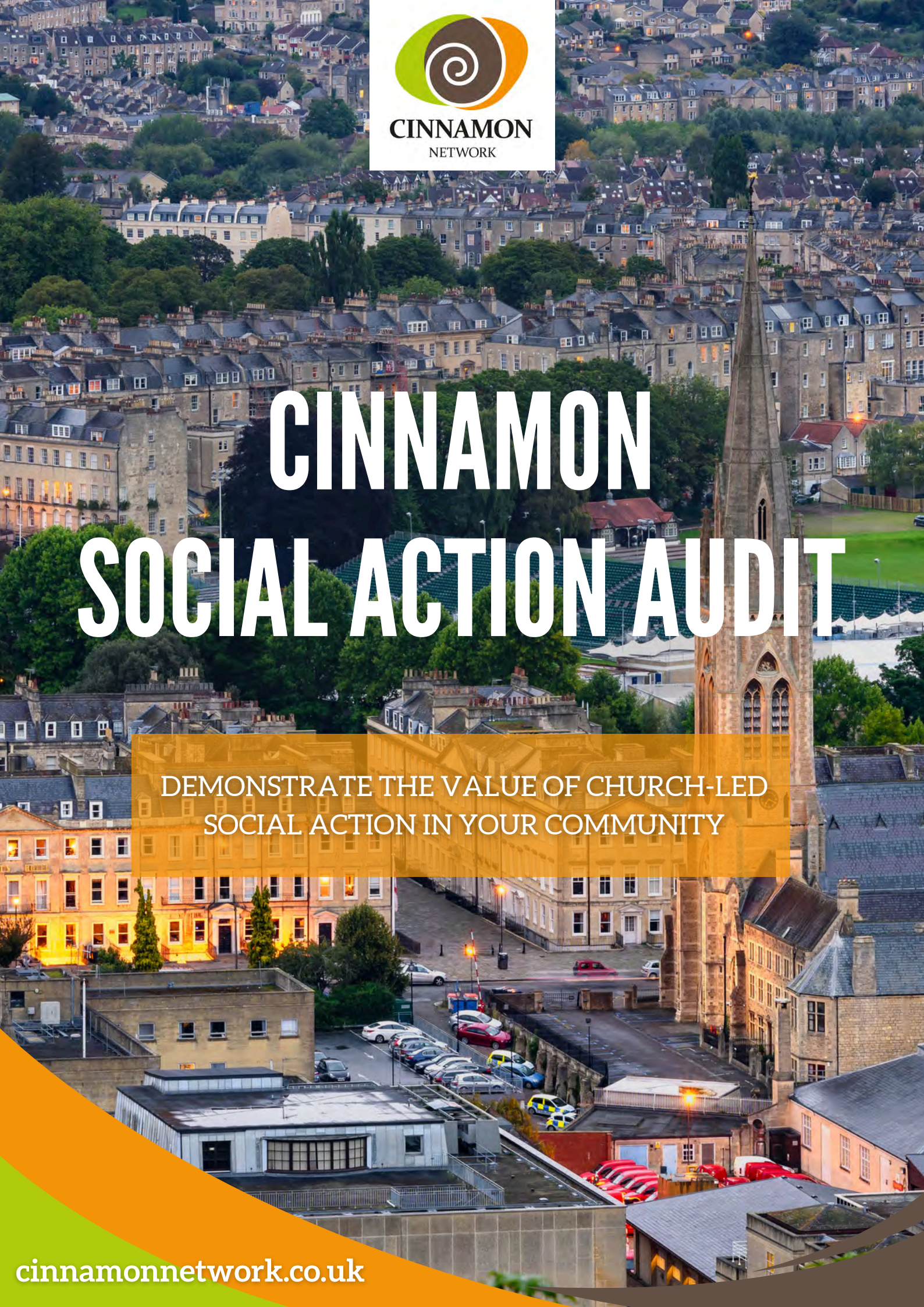


CINNAMON NETWORK

CINNAMON SOCIAL ACTION AUDIT

DEMONSTRATE THE VALUE OF CHURCH-LED SOCIAL ACTION IN YOUR COMMUNITY

cinnamonnetwork.co.uk

SOCIAL ACTION AUDITS

Imagine the impact churches in your community could make if you were working more closely together. And not just with eachother, but with the support of councils, businesses and other agencies.

A Cinnamon Social Action Audit is the catalyst that can unite faith groups and key partners to serve your community more effectively.

We know churches in your community are already playing a strategic role in addressing a range of challenges. From homelessness and addiction, to hunger and debt, church-led projects are often leading the way. But do you know just how many people you're reaching; which issues you're addressing; or whether you're duplicating work?

An Audit will help you quantify the social and economic impact of community work being done by churches and faith groups in your area. You'll see the impact you are making; where projects are overlapping; gaps in provision; and opportunities for partnerships.

It'll be a light bulb moment, when you'll gain clarity on everything that's going on. We've seen churches start new partnerships, access additional funding and gain wider community support all as a result of running a Social Action Audit.

This is an opportunity to unite leaders in your community with a common vision and purpose for community transformation.

"I am delighted, on behalf of the Police Service, to support the Cinnamon Faith Action Audit. I have national responsibility for what is termed 'Citizens in Policing', a volunteer-based approach. The Cinnamon Faith Action Audit will reveal the breadth and depth of social action via faith groups in our communities."

Michael Banks, Deputy Chief Constable, Durham Police and National Lead for Citizens in Policing

UNITE YOUR COMMUNITY

A Social Action Audit can be a springboard to community transformation as it shines a spotlight on the breadth and impact of church-led social action.

GAIN AUTHORITY

Resourced with evidence to demonstrate the impact of church-led initiatives in your area, you'll be able to speak with authority on the issues you are addressing. This will help you work more stragetically to help shape policy and influence decisions.

CREATE ACCESS

A Social Action Audit provides quantitative evidence that will open doors to conversations with authorities, business and other potential partners. This, in turn, will open up referal pathways, funding opportunities and new partnerships.

BUILD RELATIONSHIPS

From the outset, a Social Action Audit encourages a broad spread of groups to come together with a clear vision to serve their communities. Differences are put aside and relationships formed as you focus on working strategically toward a common goal.

UNITE YOUR COMMUNITY

GAIN CONFIDENCE

Perhaps you find yourself wondering, “what difference are we really making?” Well, a Social Action Audit can help to answer that question. It will boost the confidence in the work of local churches and help to raise awareness of the vital services you provide.

QUANTIFY YOUR IMPACT

Don’t just tell others you’re doing great things – show them! Numbers are powerful and a Social Action Audit will give you easily digestible figures that will spark interest and conversations . Funders, in particular, love to see statistical evidence of your impact.

"The Social Action Audit has opened up conversations with people and groups we never thought possible."

Judi Swannack, Alive Church Gainsborough.

For more than 10 years, Cinnamon has been at the forefront of Christian social action research.

IT'S EASY TO RUN AN AUDIT

DEVELOPED BY CHURCH LEADERS

Running a Social Action Audit really couldn't be easier. Our online platform has been developed with the support of church leaders and social activists so you get results that are insightful, clearly presented, and ready to use.

INTUITIVE AND AUTOMATED

A Social Action Audit is managed through an online platform that guides participants through a series of questions. Everything, from your database of local leaders to email reminders, is managed in the system to reduce your workload and increase participation.

SUPPORT THROUGHOUT

You'll receive thorough training from Cinnamon to help you set up a Social Action Audit for your community. This includes help to build your database of churches and faith groups, and develop and implement a clear communications strategy. We want to ensure your community is as excited about the impact of the Social Action Audit as you are.

Cinnamon's Social Action Audit has been designed with support of church leaders and community activists.

For more than 10 years, we've been at the forefront of Christian social action research.

RELIABLE EVIDENCE

Through a series of questions answered online by each faith group, the Audit will provide insight into the nature of the social action initiatives you are involved with alongside their reach and impact. The research will explore:

- The type of social issues being addressed by faith groups - homelessness, mental health, unemployment etc
- Involvement of different faiths and Christian denominations - the number of initiatives being run by Baptist churches, C of E churches or Sikh Gurdwaras, etc
- The number of projects, volunteers, and beneficiary interactions
- The value of time given by faith groups

WHAT'S INVOLVED?

We will help you build a bespoke Social Action Audit for your community. Every Audit involved four key stages:

1. **Engage the faith community in your area**
2. **Build a database of churches and faith groups**
3. **Engage those groups to complete the online audit**
4. **Generate robust results to share far and wide**

"The faith communities in Lincoln are an outstanding exemplar of values and beliefs being translated into action which addresses inequality and injustice in the city."

Ric Metcalfe, Leader of City of Lincoln Council and Sponsor of Social Action Audit in the city.

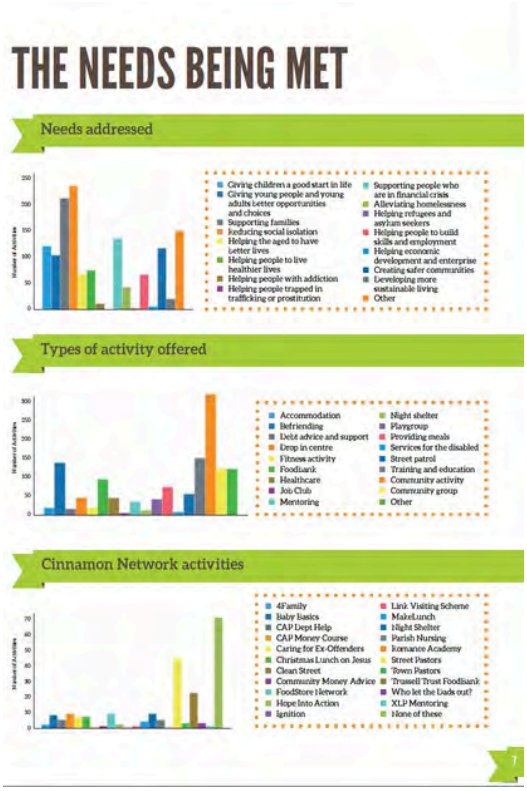
ACCESSIBLE STATISTICS

GET QUALITY RESULTS

Cinnamon has been helping communities conduct Social Action Audits since 2015. We know how to capture data that local churches can rely on when presenting to councils and others. Results from our nationwide audits are frequently referenced by the national press.

ONGOING SUPPORT

Beyond the Social Action Audit, Cinnamon provides support, training and bespoke consultancy to help churches build on their findings and further impact their community. Our team have experience of helping churches develop long-term relationships with civic authorities across the country.



Cinnamon has been helping communities conduct Social Action Audits since 2015.

DEMONSTRATE YOUR IMPACT

A Social Action Audit will give the churches in your community greater authority and confidence as you demonstrate the impact of your work. And nothing shows impact like impressive stats!

When we ran our last national Social Action Audit, we found that the value of support provided by churches across the UK was an astonishing £3 billion. Imagine having the same statistics to share with your community.

NATIONALLY ACCLAIMED RESEARCH

Our 2016 National Social Action Audit is widely regarded as one of the most significant pieces of research on the impact of faith-led social action in the UK.

The 2016 report found that churches and faith groups are responsible for:

- **210,000 social action projects**
- **47 million beneficiary interactions**
- **£3 billion worth of support**

"Social Action Audit has been the primary means by which we've built effective relationships with our local authorities."

Andy Glover, Hoole Baptist Church, Head of Link Up Chester

WHAT'S INCLUDED

We want your Social Action Audit to be transformational for your town, city, borough, or region. To ensure you get the most out of it, we'll support you every step of the way.

COMPREHENSIVE PACKAGE

Option 1: Borough or Town Audit: £6,000
Option 2: City or Region Audit: £8,000

- Training in how to use the Audit software
- Support to engage your community
- Access to Cinnamon's Social Action Audit system
- Automated communications software
- On-call support as and when you need it
- Full analysis of your data
- Comprehensive summary of results

ADDITIONAL SUPPORT

- Management for launch event: £1000
- Complete raw data for your report: £750
- Cinnamon Connect membership for all churches: £500
- Consultancy support to maximise opportunities: On request

BOOK A MEETING

We'd love to help you run a Social Action Audit in your. Book a meeting with one of our Church Advisors to start the conversation today.

Email: team@cinnamonnetwork.co.uk

SOCIAL ACTION AUDIT OPENS DOORS IN LINCOLN

A Cinnamon Faith Action Audit opened new opportunities for churches in Lincoln to strengthen church relationships, build civic partnerships and extend their impact.

When a group of churches in Lincoln decided to conduct a Social Action Audit, they had no idea of the scale or breadth of the services they provided. They were working in the dark with little collaboration and virtually no support from the local authorities.

A Social Action Audit changed everything

The results showed that collectively churches and faith groups within the city were running 350 social action projects to support 63,000 beneficiary interactions each year. Collectively, the financial value of support they provided equated to an incredible £14 million.

The numbers didn't surprise Sian Wade, co-pastor of Bridge Church in Lincoln, but the value did. "We knew we were doing a lot, but what did shock us was when we saw that in financial terms," she says.

"We knew we were doing a lot, but what did shock us was when we saw that in financial terms."
Sian Wade, Bridge Church, Lincoln.

A Catalyst for Conversations

The report became a catalyst for conversations with local authorities who were keen to support the great work in their midst but didn't know who to contact.

As a result, the churches set up the Active Faith Network to coordinate their social action. The group secured funding for a member of staff to organise their work across the city. The group now operates a highly strategic network, with subgroups working to assess specific needs and gaps in provision.

Ric Metcalfe, Leader of the City of Lincoln Council said, "The faith communities in Lincoln are an outstanding exemplar of values and beliefs being translated into action which addresses inequality and injustice in the city."

Together the churches are working more closely with local authorities and other organisations to address key issues. "We've created fertile soil where we can plant dreams," says Sian passionately.

> The financial value of support provided by churches and faith groups in Lincoln equated to an incredible £14 million.

We'd love to chat!

Book a meeting with Paul Garratt to discuss running a Social Action Audit in your area.

Email:
paulgarratt@cinnamonnetwork.co.uk

Cinnamon Network, Goodsheds Container Village, Hood Road, Barry, CF62 5QU
Registered Charity: 1156985 | OSCR NO. SCO47733