



ECCR Strategy

October 2019

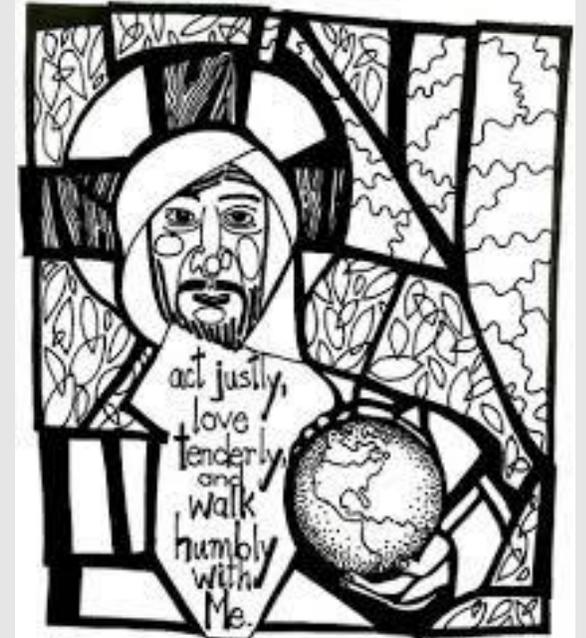
OUR VISION

Our vision is a **more just and sustainable world** – a world in which economic justice, human rights and environmental sustainability are core principles in corporate behaviour

OUR MISSION STATEMENT

We work to **empower** churches, faith groups, organisations and individuals to bring about **positive change** to individual and corporate behaviour.

We work to encourage **joined-up financial choices** and campaigning actions. We want to see more and more people using their voices, and the finances over which they have stewardship to hold the corporate world accountable, to choose more ethical products and to **promote economic justice and environmental sustainability**.



<http://christianclipartreview.blogspot.com/>

'And what does the Lord require of you? To act justly, to love mercy and to walk humbly with your God' – Micah 6:8

June
2018

ECCR launched a new strategy, “**Growing for Gold**”, following a 6-month consultation with partners & members. It sets out two primary objectives for the organisation:

(1) Education & Action

To encourage Christians to examine the use of their money, and those of their churches, to ensure they are being used not only for short-term gain but are also achieving long-term sustainability, and high standards of conduct in the management of the resources.

How?

Ethical Money Churches

Aimed at churches, it encourages their members to examine what use is being made of church reserves and endowments, and of church members’ savings, pension funds and ISAs.

yourfaithyourfinance.org

Website aimed primarily at individuals and run in association with the Society of Friends (Quakers in Britain)

(2) Advocacy & Engagement

To influence the way companies behave to ensure the highest standards of governance and stewardship of resources (working to achieve the SDGs). As people of faith we seek a more just world, listening to the “cry of the poor and the cry of creation”

How?

Research

Long history of commissioning research on issues that then guide campaigns (e.g. banking regulation, activities of extractives companies in various regions)

Advocacy/Applying Pressure

Direct engagement with Boards about their commitment to the SDGs and their work and policies.
Engagement with companies on issues surrounding inter-generational justice (e.g. climate change, debt, obesity)

Supporters

Helping to promote and fund our work is an active movement of supporters providing a sound base for future growth. We recognise the importance of growing the depth of our engagement with supporters and inspiring gifts and donations so the organisation can become less grant dependent.

Growing for Gold Strategy – Stakeholders

ECCR recognises there are **three groups** within the church to engage with in achieving our objectives:



Main engagement tools have been:

www.yourfaithyourfinance.org

The strategy identified that the website needed to be updated (following its creation in 2013)



Following pilots in both the South West and West Midlands, the Strategy identified regions for expansion of the programme (including London, Scotland, Bristol and the North West)



We seek to work with Churches nationally – we have denominations and religious orders as supporters and **work in partnership with the**



The CIG represents about £21bn of church investments and engages with companies on behalf of their members on a range of issues. ECCR's work is complementary to the CIG.

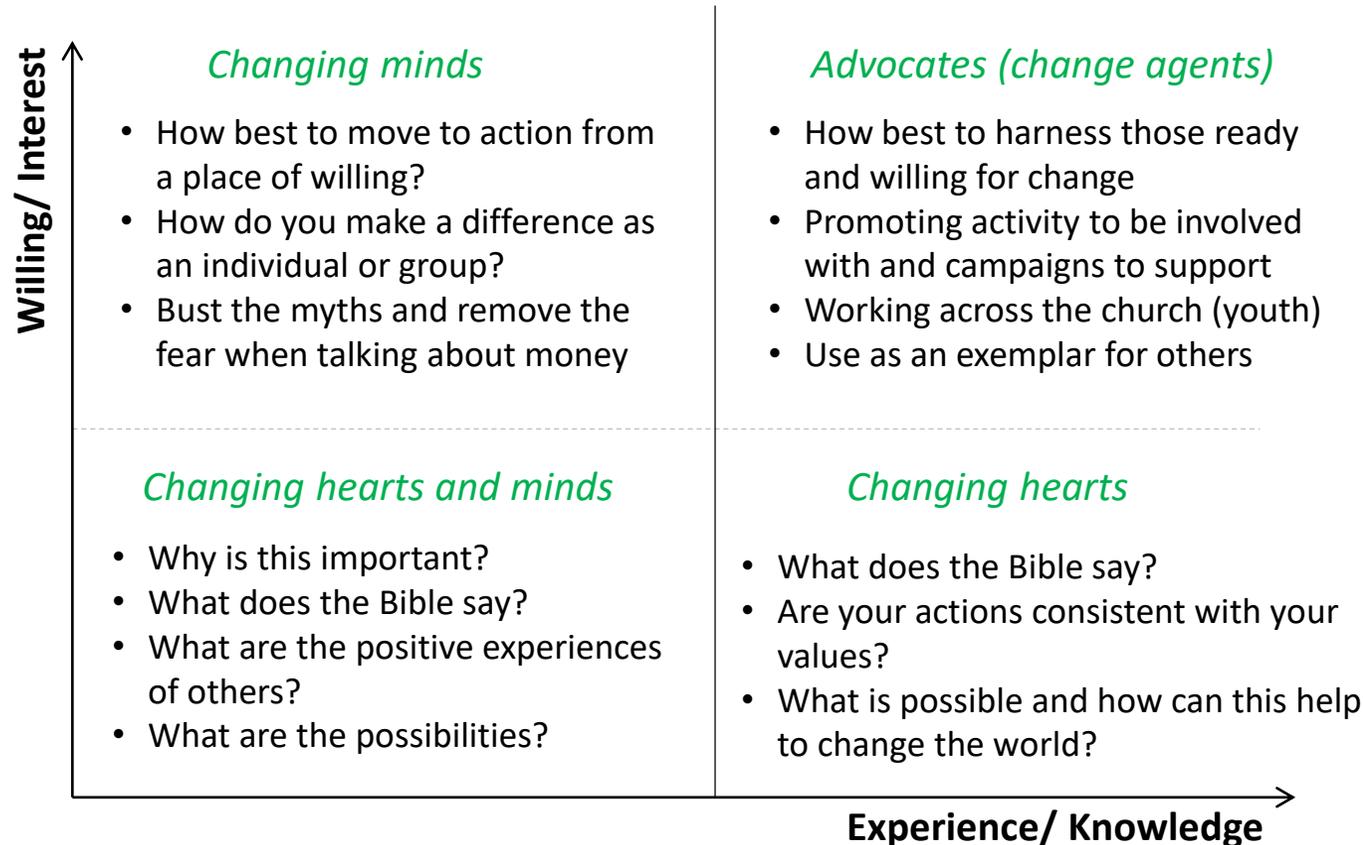
These are ECCR's primary stakeholder groups within the Church

Objective 1: Education and Action – Changing hearts and minds



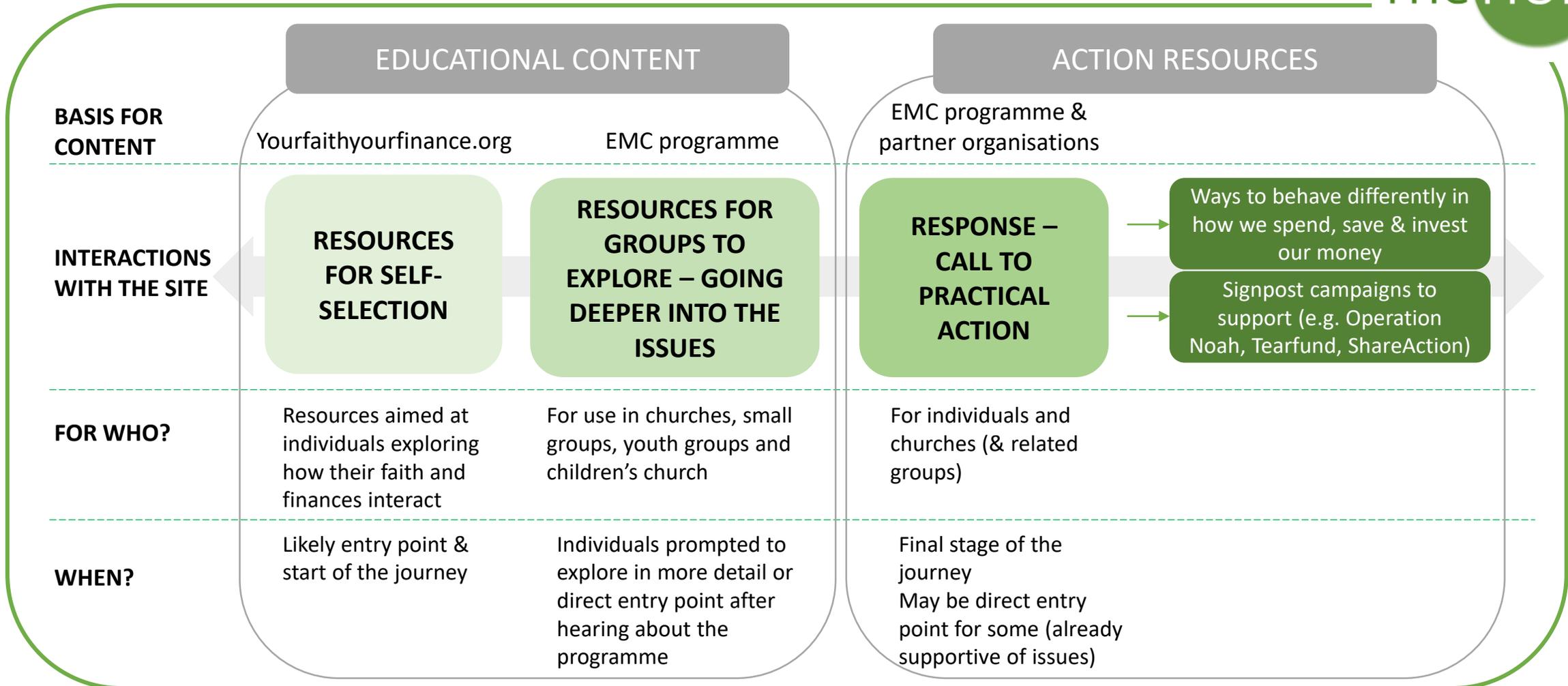
In many cases, we are trying **to change hearts, minds or both**, when it comes to educating churches and Christians about their investments and the opportunities they have to contribute to positive change with their resources.

We need to meet people where they're at, across range of both **experience and willing/interest**. We need to ensure our offering is broad and inclusive enough to meet the starting points people find themselves at and aid them on the journey.



(1) Education and Action: Creation of Online Hub

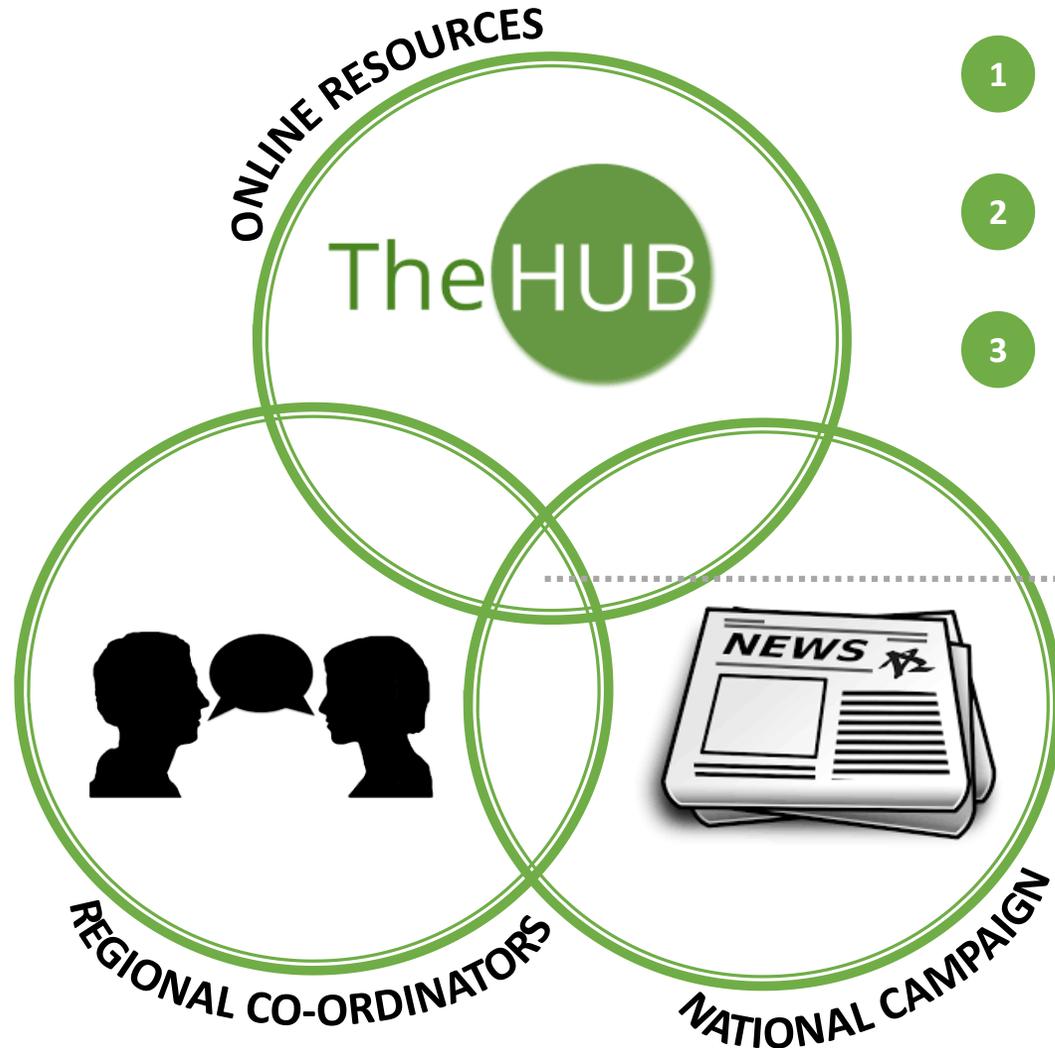
We want to **bring together our resources for individuals and churches and create an ONLINE HUB** (under a single brand). The online platform will include both educational content and lots of opportunities for individuals and churches to take practical action.



(1) Education and Action: Online and Face to Face provision

Our education programme will focus on **three main areas**:

- 1 Excellent online hub (website) with resources for individuals and local churches (building this out will be our initial focus)
- 2 Regional co-ordinators (expanding current provision in the West Midlands) to promote programme and deliver face to face content
- 3 National awareness raising campaign including publication in Christian press, blogs, social media and speaking engagements



We believe a successful intersection of these three efforts will result in an **engaged Alumni Community** and the **emergence of a Grassroots Movement**



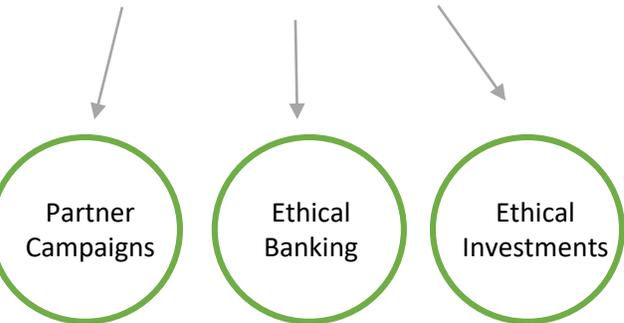
Objective 2: Advocacy and Engagement

AIM: To influence the way companies behave to ensure the highest standards of governance and stewardship of resources (working to achieve the SDGs)

HOW?



Through our education work, we want to galvanise a Grassroots movement agitating for change



We will highlight campaigns by partner organisations, seeking to influence companies on issues of corporate governance. We will advocate for change in the banking and pension sectors and encourage individuals and churches to consider how they can use their finances in a positive way.



We will continue to advocate for Tax Justice, working in collaboration with partners as part of Church Action for Tax Justice, promoting, funding & contributing to their activity.



Supporting initiatives adding our name to letters, alliances and petitions on a range of issues. Currently active as part of:

- 1 Charity investments CC tribunal led by Bates Wells
- 2 Brexit Civil Society Alliance
- 3 Signatories to various letters

ECCR has **four types of Supporters**. Growing our supporter base is key to increasing unrestricted income and ECCR's sustainability.

INDIVIDUALS

Small annual amount paid to support the work of ECCR



We want to grow the number of individual ECCR members from the alumni of our education programme. We also want to identify key individuals who will champion our mission and support us on a larger scale.

RELIGIOUS ORDERS & CHURCH GROUPS

Small annual amount paid to support the work of ECCR

A few religious orders and denominational bodies are currently members. Opportunity to offer them more support with our educational programme.



ASSET MANAGERS

Fee paid dependent on Assets Under Management

Currently 4 Asset Manager members – we want to work more closely with our asset manager members, encouraging the provision of ethical alternatives.



OTHER (NON-PROFIT, CORPORATES)

Small annual fee paid to support the work of ECCR

Membership from a few partner organisations. Opportunity to increase this area as we move more to partnership working.

