

Managing Finances and Fundraising in Difficult Times

Ed Mayo
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pilotlight



Pilotlight

Do more for your world

Pilotlight is a charity that helps people and charities to do more for their world. We do this by bringing charities together with business and business experts who can tackle the pressing issues charities are facing.

So far, we have worked with around 1,000 charities. And since 1996 we've developed partnerships with over 180 of the UK's top businesses including Barclays, Ipsos Mori, Lendlease, Morgan Stanley, Sodexo and KPMG.

Our impact results show that two years on from support through the Pilotlight 360 programme, charities, on average, increase their income by 44% and their reach (the number of beneficiaries) by 30%.



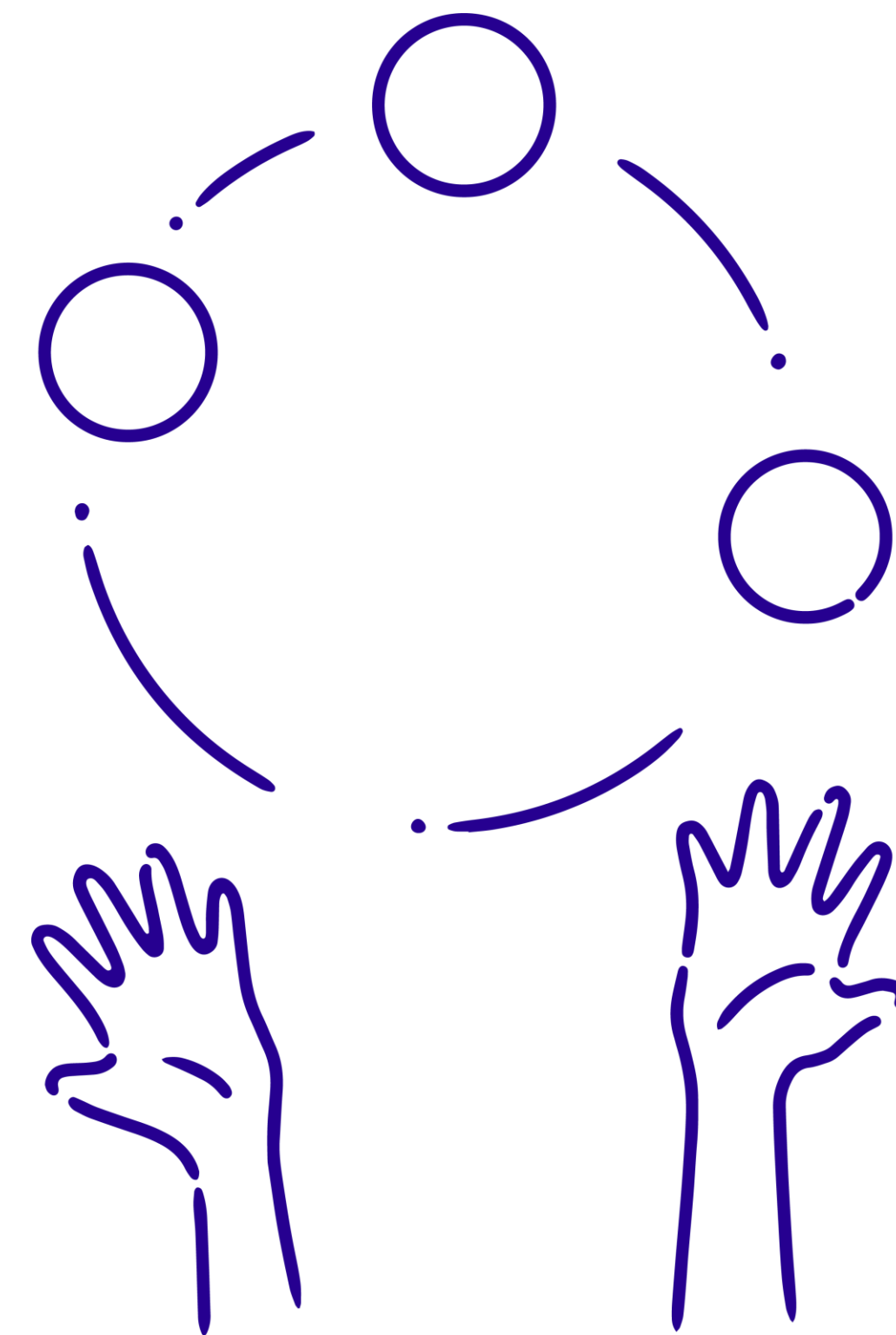
For our pro bono volunteers, we call them Pilotlighters, supporting charities is a way to give back, but also a unique learning experience.

The learning outcomes we track, for Pilotlighters and for charity leaders, include:

- coaching and listening skills
- understanding of different leadership styles
- understanding of society and different sectors.

Difficult choices

1. Sometimes you have to focus in order to move forward
2. Take the right risks, it is what you are there for
3. Find your financial balance
4. Understand what pro bono support can do for you.



The world of pro bono

8,300 charities and counting

In 2021, in collaboration with others including Cranfield Trust and Reach Volunteering, Pilotlight formed a new collaborative network, the UK Pro Bono Association.

This brings together 34 organisations that promote skills-based volunteering. Some are focused on specific professions, such as law, property or accountancy, others on specific sectors to support, such as education or homelessness.

Together in the last year, these engaged professionals to support 8,300 charities and social enterprises.

For many, a shift prompted by the pandemic has been from in-person volunteering to the opportunities of virtual volunteering.

Four out of five people (81%) recognise the term 'pro bono' for example, but they don't necessarily know what it means.

One in two people (49%) understand the term pro bono to mean providing services for free. One in five (22%) associate the term with support for charities or the public good.

A small number of people, around one in 36 (2.78%), believe that the term 'pro bono' means that you are a fan of the rock band U2.

Seven out of 10 small and medium-sized charities say that they are actively looking for pro bono professional skills to support what they do – but only four out of ten find it.

Pilotlight Brain Trust

Fresh thinking on a key challenge

90-minutes may not be quite enough time to change the world, but in this new programme we've developed with our long-standing partner Barclays, it will unlock fresh thinking for charity leaders.

Brain Trust has been designed to:

- Provide a space for charity leaders to explore a critical issue, in a confidential and supportive setting
- Unlock fresh thinking and new perspectives with a group of impartial senior business leaders
- Create connections between charity leaders and businesspeople to strengthen networks.

For example...

- How can my charity generate income to fill a short-term income gap?



Pilotlight Impact Day

Survivors Manchester

Survivors Manchester provides support for men and boys who have experienced sexual violence in their lifetime. Based in Salford, its dedicated staff provide practical, emotional and therapeutic support to survivors and their families.

Charity CEO Duncan Craig came to Pilotlight for support to create new sources of income to further the charity's mission to break the silence around male sexual violence.

"We were blown away by the enthusiasm of the Pilotlighters as they worked up solutions to the brief we set them. We heard plenty of fresh perspectives and we had some of our own thinking challenged in a supportive setting. I now have concrete next steps and new ideas to work through with my team"

Duncan Craig, CEO, Survivors Manchester



Ways to find out more

1. Find out more, search for our new report – Give your culture a workout – <https://www.pilotlight.org.uk/give-your-culture-workout>
2. Explore our pro bono programmes for charities – https://www.pilotlight.org.uk/sites/default/files/2022-09/Pilotlight_Free_pro_bono_support.pdf
3. Register your interest or point charities you know to the free support that we can offer – <https://www.pilotlight.org.uk/join/charity>



"These provide much-needed skills for worthy causes while giving participating employees a chance to contribute to society, bolster their CVs and feel good about themselves."

The Times, on Pilotlight, December 2022

Good luck – and we are here to support you if we can

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Partner with our experts to do more for your world.

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