

The help out nation

Skills Sharing Impact Report 2023

pilotlight



**152 charities x
1,018 business experts =
8.1 million people
helped**

When we amplify the best of ourselves, we can do so much more for our world.



Helping out with skills

When you feel low, help someone else. This is the experience of our Pilotlight Chair, Sally Bailey, and her words are a perfect summary of Pilotlight – and how when you give back, you also get back.

Across the nation, there is a sense of being low, a deficit of hope. Times are genuinely tough for many people. But in this, our annual impact report, we also see an inspiring story emerge at the same time: of people sharing their time and skills with charities and learning and being enriched in the process themselves.

The charities we support through our business experts ('Pilotlighters') who help out in this way are typically small or medium sized. They have an average income of up to £5m. Most are based in the most deprived areas of the UK. We are proud now to have helped over 1,000 charities.

Our help is to give them space to think and see a path ahead for themselves and their beneficiaries.



Seven out of ten charities are looking for support in terms of professional skills. Only four in ten find it.

We want to nurture a help out nation, in which every professional can give back and every charity has access to the skills they need to help their communities.

Ed Mayo, CEO

Meet our 1,000th charity



Introducing Interplay

Interplay is a Swansea based charity providing access to play and leisure opportunities for children and young people with additional needs aged 2-25. It runs weekly term time play provision, youth clubs, summer schemes and residentials.

Interplay works with children at all levels including profound and multiple disability, learning disabilities, physical impairments, sensory impairments, autism, ADHD and challenging behaviour.

Through the work of the charity, offering additional support, these children and young people benefit from chances for play and for leisure that make a big difference to their lives.



How did we help?

Manager Pip Dimmock joined Interplay in 2013 as a Project Coordinator and stepped into the role of Manager in 2017. She navigated Interplay through several funding crises when the organisation came close to closing.

The impact of the pandemic, while being challenging operationally, increased funding opportunities as local authorities and funders recognised the importance of play and social interaction.

Pip came to Pilotlight, and sought help through **Pilotlight 360**, because she wanted to create stability and to plan to expand, not just to survive. The small trustee board wanted to feel more confident about Interplay's future.

During the course of the programme, Pip wrote an Operating Manual, capturing all the key processes which until then had been in her head, and a business plan and funding strategy. Interplay staff and trustees revisited the mission, vision and values together and had a fundamental conversation about who they work with, and the language the charity uses.

Pip worked with the Pilotlighters and the Interplay board to clarify decision-making and operational responsibilities and engaged other senior staff in board meetings. Recruiting new trustees to support Interplay's vision was identified as a priority.

The Pilotlighters acted as guides and sounding boards during this process, sharing tools they use in their businesses to facilitate conversation between Pip, the staff and trustees. They encouraged Pip to prioritise, delegate and have faith in her judgement and skill as a manager and practitioner.

"It's nice to have a vision for the future, I couldn't do that for a while."

"I couldn't see myself as a Manager." Pip commented when we asked her to reflect on the programme.

"When I saw the descriptions of the Pilotlighters I was afraid I would come across as stupid. They made me feel exactly the opposite, they made me realise what I already knew.

"They made me feel I was the best person Interplay could have had. Thank you to the Pilotlighters for their patience and understanding and for helping me to see the wood for the trees."

"All the information and expertise that was in Pip's head is now in the Operations Manual, or going into the Systems Manual Pip is working on with her team." Becky Cole, Chair of Interplay explained.

"Interplay could now operate without Pip, although thankfully it won't have to because Pip is enjoying her job again and focused on a bright future for Interplay.

"The Pilotlighters had a gentle way of challenging and pushing us all. Their role in giving us focus has been huge. We couldn't see a future, but now we feel positive."

Gurjinder Sembhi, one of the Pilotlighter working with Pip and Becky reflected: *"What stood out for me was Pip's perseverance, a lot of people would have walked away and that has been a personal lesson. She has stuck with it and taken trustees and staff with her. Pip has gone from being a doer to a leader."*

Six months on

Since the programme finished, **for the first time since Pip joined, seven months into the financial year Interplay has secured enough income to finish the financial year in surplus.**

Pip, the board and her senior team have been working together to plan proactively and return to some of Interplay's founding principles. **They have secured funding** to run a Youth Social Action Fund, and to set up a Learning Disability Liaison Forum in partnership with other local charities. They are seeking funding for more forest school and residential work to enable more independent play.

Two new trustees are being inducted onto the board and senior staff attending board meetings has helped reframe the relationship between staff and trustees more positively.



"It was amazing to see what has been achieved in the last six months. To see the passion from Pip and the trustees and how they have come together is extraordinary. We have seen Pip grow in confidence and unleash the execution to back that passion. I can't wait to see what Interplay continues to achieve."

Helena Fernandes Baines, Pilotlighter on the programme

Helping charities to do more for our world



A record year of help

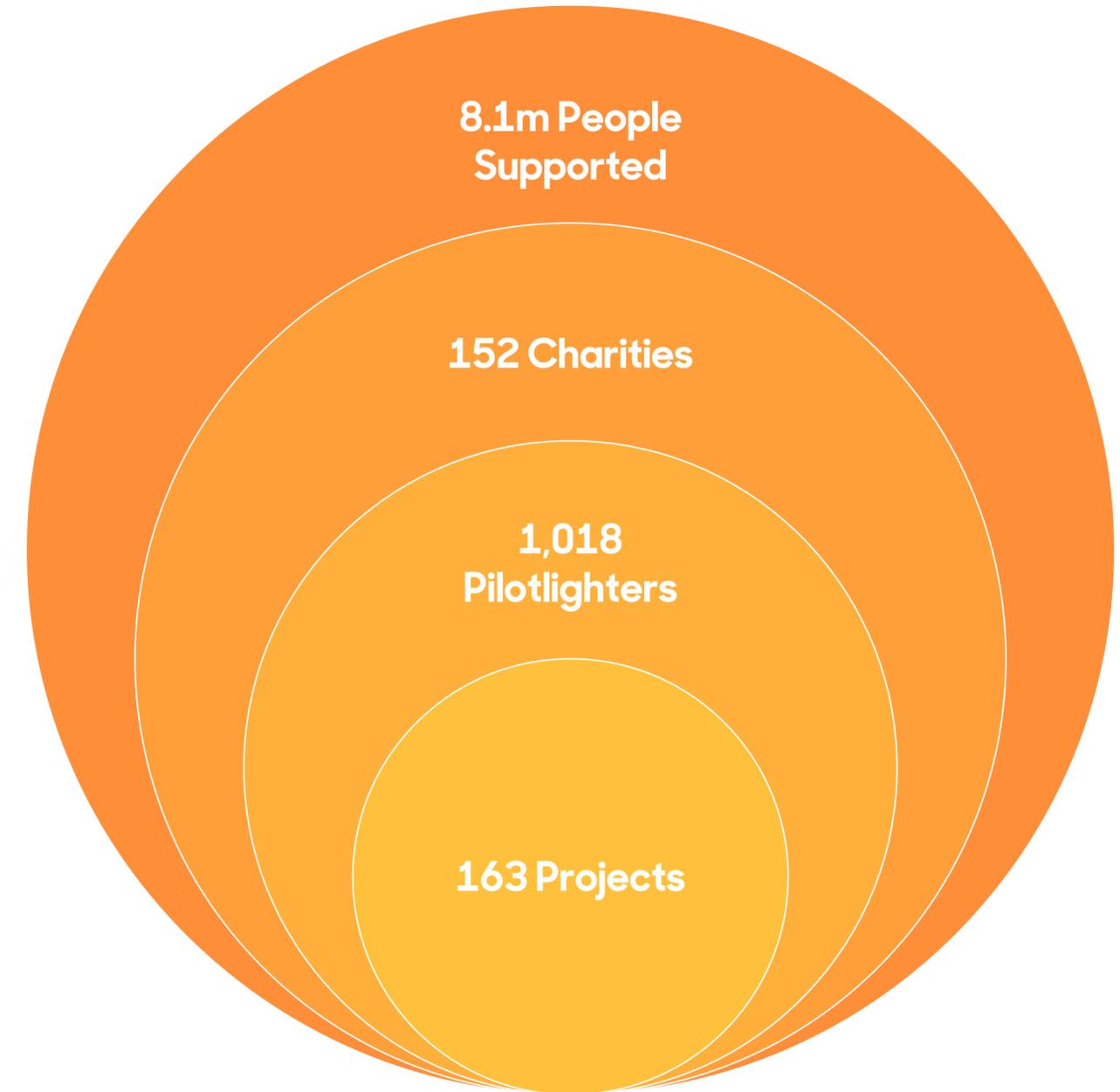
Our activity and reach

In 2022, Pilotlight worked with **1,018** Pilotlighters on **163** projects, delivering support to **152** unique charities.

Together, these 152 charities support 8,120,510 people.

This has been a record-breaking year for Pilotlight, both in terms of number of Pilotlighters who participated and total number of projects.

Since 1996, Pilotlight has delivered **1,261 projects to 1,026 charities**, meeting our goal of working with 1,000 charities by 2024 two years early.



Results for charities

Pilotlight 360

In 2022, charity leaders rated the overall experience of Pilotlight 360 **4.8** out of 5.

At end of programme, they reported:

- **92%** increased confidence in their role
- **87%** increased leadership skills
- **88%** increased job satisfaction.

Six months on,

- **90% of** charity leaders said the programme has had a major positive impact on their strategic vision
- **100% of** charity leaders said it has positively impacted the effectiveness of their senior management team.

Two years on from *Pilotlight 360*, charities, on average, **increase their reach by 22% and their income by 43%.***

"Pilotlight 360 has been a fantastic experience for me personally as CEO and for our charity. Our Pilotlighters were challenging and supportive in equal measure, creating a safe space in which to learn, develop and grow."

"We would not have had the capacity or expertise to tackle the detail and to reach the conclusions we've come to without the impetus and structure of Pilotlight."

Phil East, CEO, Salford Foundation

* These numbers are five year rolling averages

Results for charities

Pilotlight Direction, Pilotlight Insight & Pilotlight Impact Day

After completing these programmes, run in partnership with our Partner Businesses, charity leaders were asked to rate their satisfaction out of 5 with their experience:

- *Pilotlight Direction* was rated **4.9**
- *Pilotlight Insight* was rated **4.8**
- *Pilotlight Impact Day* was rated **5.0**

"It was great hearing both hard practical insights and enthusiastic encouragement from the Pilotlighters. We are grateful for the time they donated to support our important work for communities across the UK."

Parisa Wright, CEO, Greener & Cleaner

"The Pilotlighter team were fantastic, very clear in what they needed to know and even quicker to pick up what it was we needed and the complexities around it."

Susie O'Hagan, Operations Manager, Hands Together Ludlow

"I am so grateful and thrilled that we have companies in this country that take this time with small charities like ourselves. We're so small, but the fact is that if we can at least, maybe, even get 12 children a year that have a greater chance of a greater career and a more positive impact on their community it's fabulous. I'm really grateful and I am overwhelmed by the amount of work that the team has done. Thank you."

Serena Balfour, Founder / Chair, US Charitable Trust

Charity Spotlight:

Helping Pennysmart develop its governance and board

Pennysmart CIC is a female led free-to-client agency specialising in combating poverty and exclusion for those in, or at-risk of financial hardship and/or debt crisis.

The Managing Director and founder, Jayne Bellis wanted help with running and providing appropriate governance support for the organisation after onboarding a brand-new board of Non-Executive Director's – all first-timers with little experience.

After completing *Pilotlight Direction*, the charity implemented the recommendations and guidance in order to improve roles and responsibilities as well as organising the board. Jayne now has a roadmap to deliver on all the charity's goals and will continue to build and improve on this blueprint well into the future.



"The project not only met its intended goals but also demonstrated the Pilotlight Direction programme can deliver exceptional results while maintaining a positive and proactive approach throughout the process."

Jayne Bellis, Pennysmart

[Read the full case study on our website](#)

**How helping out
benefits those who
give**



Pilotlighter Spotlight

Meet Trey Brui

Trey Bui is an Audit Director at London Stock Exchange Group. He had already participated in our programmes via one of our Partner Businesses. However, he saw the Ignite Initiative as an opportunity to not only provide more diversity of thought for our community of Pilotlighters but to create value and impact for the charity sector again.

"My team worked with a domestic abuse charity and visited the charity's premises. We got to meet the staff and board members, in addition to the service users, to hear their stories and bring to life the critical work the charity does. It was very powerful and moving to hear the stories and testimonies from the service users of how the charity's work actually saved their lives and the lives of others.

"I was so proud in that moment, and it continues today, to be able to provide support to a charity that has such an immense impact on people in need.



"The experience has given me so much perspective on so many things: the charity/social sector itself, how to run a charity (or a different complex operation), the immense impact and criticality of charities in our society, etc.

"On a personal level I'm just so humbled and touched by the goodness that exists in society, via charities and their staff and volunteers. Especially when we are bombarded by all the negative news that keeps on popping up globally!"

[Read Trey's full Pilotlighter Profile on our website](#)

Developing Diversity

Pilotlight champions Diversity, Equity and Inclusion through our programmes. In 2020, we published our first commitment to working towards creating a more diverse, equitable and inclusive organisation and we report our progress periodically on our website.

In 2022 we successfully launched our second cohort of Pilotlighters via our [Ignite Initiative](#), which offered the opportunity for leaders from underrepresented backgrounds, in any industry, to apply for a funded place to become a Pilotlighter on *Pilotlight 360*.

We also ran, for the second year, our Bespoke Programme [Inclusive Leadership](#) with our Partner Business Barclays. The programme is designed to support charities that are led by and/or for underrepresented groups and communities.



For the first time, the programme would be available to colleagues across corporate grades to promote diversity and inclusion in the business.

After a successful pilot with two charities in Autumn 2021, we expanded the number of charities and colleagues who participated. In 2022 we supported 10 charities with the help of over 150 Pilotlighters.

Read our [2023-2024 action plan](#) for more on what we're doing about diversity at Pilotlight.

Programme spotlight: Inclusive Leadership

Team Margot 's mission is to achieve equity of access to treatments for mixed and minority ethnic patients as well as inspiring those from ethnically diverse communities, to register as blood, organ, stem cell and bone marrow donors.

The charity wanted to explore ways of increasing access to stem cell and bone marrow treatment for patients from ethnically diverse communities and for those with mixed / multiple ethnicity.

At the end of the *Inclusive Leadership* the Pilotlighters presented the charity with feedback and implementation not just for the initial brief, but also various other areas of the organisation – brand, structure, strategy and funding.

Since the programme, the charity has begun looking into implementing the recommendations around funding opportunities and the future of its education platform and modules.



"The report, feedback, genuine interest and generosity of time and effort in helping us review aspects of ourselves and our aims, has proved invaluable."

Alan Miller, Team Margot

[Read the full case study on our website](#)

Personal and professional outcomes for Pilotlighters

Across all our programmes in 2022, Pilotlighters reported increases in the following areas:

- **96%** reported being better able to see others' perspectives
- **80%** reported improvements in their own wellbeing

Developing collaboration skills is a key area we monitor for Pilotlighters on *Pilotlight Direction*, *Pilotlight Insight* and *Pilotlight Impact Day*. **84%** of Pilotlighters on these programmes increased their teamworking skills.

Developing listening skills is a key area for Pilotlighters participating in *Pilotlight Direction*, *Pilotlight Insight* and *Pilotlight 360*. **80%** of Pilotlighters on these programmes increased their listening skills.

On completing Pilotlight 360, Pilotlighters also reported:

- **79%** increased their coaching skills
- **60%** increased their leadership skills
- **62%** increased their professional networks.

"You see first-hand how hard-working and emotionally committed everyone within a charity is, and it was a humbling experience to be a part of that."

Rose Evans, Director, BlackRock

Innovating our support for charities

Introducing Brain Trust

We know that supporting charities isn't a one-size-fits-all approach. All of our programmes are tailored to give the best outcomes for all involved.

However, if either a Partner Charity or a Partner Business feels there is an even better way Pilotlight can support them in achieving their objectives, we can create a bespoke programme.

Our latest initiative with our long-standing partner Barclays, distils the essence of our strategic development programmes into a single, 90-minute meeting between a charity leader and a team of senior business leaders.

Brain Trust is designed as an innovative way for employees to get ideas flowing and movement of a specific issue for a charity leader, it unlocks fresh thinking and widens perspectives.

It's also a great way for charity leaders to get a taster of Pilotlight's programmes.

Due to the success of this programme in 2022, we are increasing the number of *Brain Trust* programmes available in 2023.

"Having access to a wealth of experience, although not directly linked to the charity sector, allowed outside-of-the-box thinking in a condensed short time."

Dani de Beaumont, Strategic Manager, CAP UK



Programme spotlight:

Brain Trust

Birmingham Community Matters is a charity that supports small and micro community groups by providing resources and one-to-one peer support on various topics, such as funding and legal considerations.

Jo Burrill, Chief Executive, wanted to build and develop meaningful relationships with corporate partners that would result in volunteer recruitment and other in-kind skill support.

In the 90-minute session, the team of Pilotlighters came up with a range of ideas and solutions in response to her brief.

Since completing *Brain Trust*, the charity has started to implement the suggestions from the Pilotlighters, which included using social media campaigns, changing its use of language and the importance of demonstrating impact to show value and create retention.



"The insight into how corporate volunteering works and the best approaches has been very useful and helped our understanding greatly, not just for us but also for the other voluntary groups."

Jo Burrill, Birmingham Community Matters

[Read the full case study on our website](#)

A big thank you!

To all our Pilotlighters and Partner Businesses who have supported our work in 2022.

We couldn't have done it without you!

In 2022, our community grew to **1,018** Pilotlighters. Our highest annual level yet.

Over the year **28 Partner Businesses** worked with us to design and deliver programmes that were a win-win for both their business and the charities they supported.

For the second year running we delivered a large scale, virtual *Pilotlight Impact Day* with Partner Business Morgan Stanley, where **111 Analysts** supported seven charities.

We also delivered Pilotlight's first ever non-UK based programme with Morgan Stanley Frankfurt.



In 2022 we released new research that reported the strong demand amongst the UK workforce for their employers to do more to support skills-based volunteering. If taken up this could **generate up to £1.7bn of value for charities in the UK.**

Read the full report: [Give your culture a workout.](#)

Thank you to everyone we've worked with



If we can help your charity or social enterprise [apply to our programmes for support.](#)

If you would like to join our mission to help charities help people most effectively, either [personally](#) or [via your business](#) get in touch.

And our future impact?

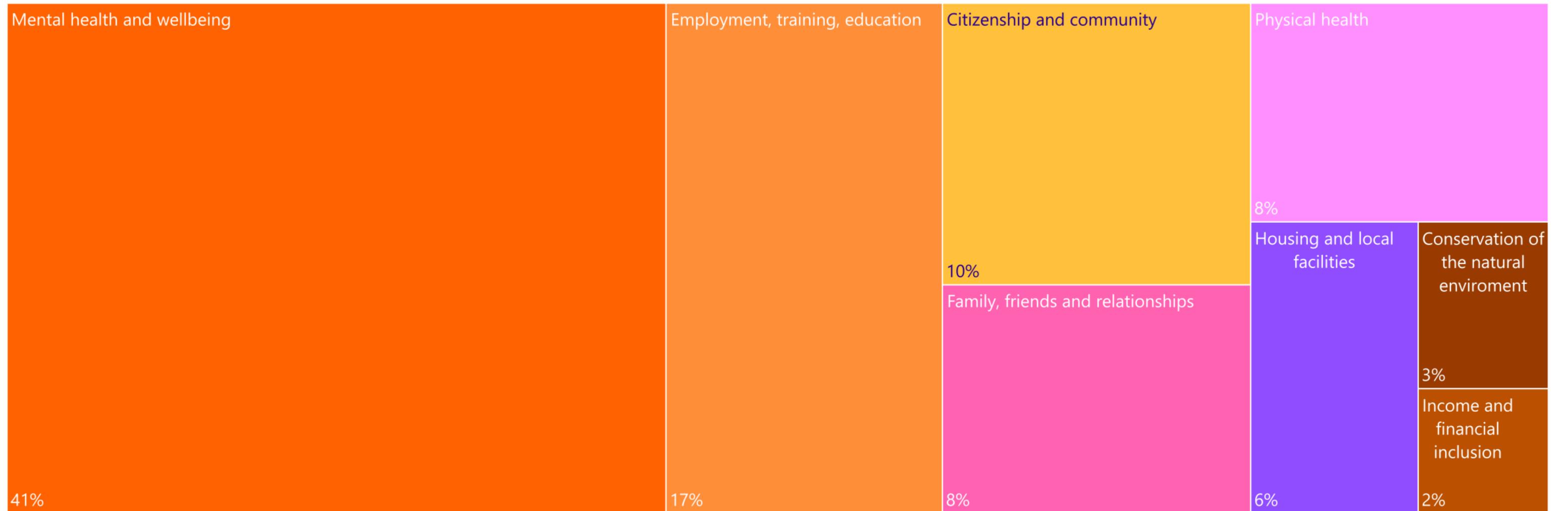
Over 2023, we will be reviewing our theory of change for Pilotlight, updating our data systems and rolling out a new Learning Outcomes framework. If you have views on what you would like to see in future impact reports, we would [love to hear from you.](#)

Appendix



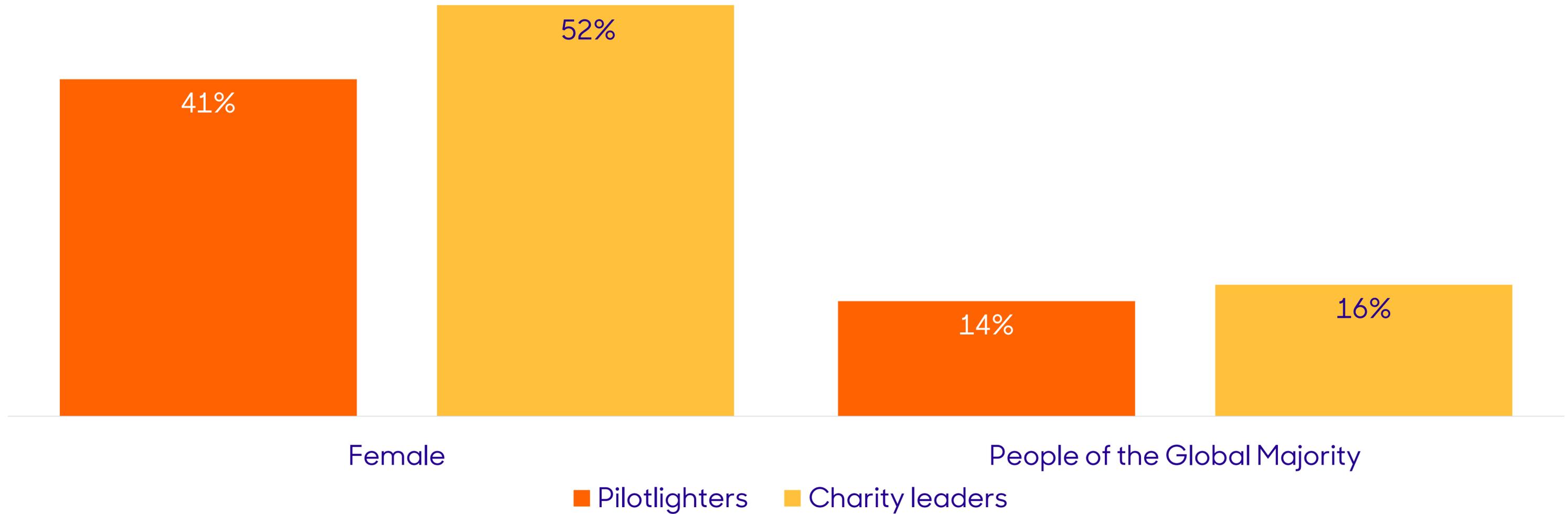
Partner Charity field of focus

Of the Partner Charities we worked with in 2022, they focused on:



Diversity monitoring

In 2022 our community was made up of:



**We bring together charities,
businesses and skilled
individuals. As a result we
amplify the good work that's
done in the world.**

Pilotlight

5th floor, 14 Bonhill Street

London EC2A 4BX

www.pilotlight.org.uk

Registered Charity No. 1059660

Company Guarantee No. 3270679

Scottish Charity No. SC038844