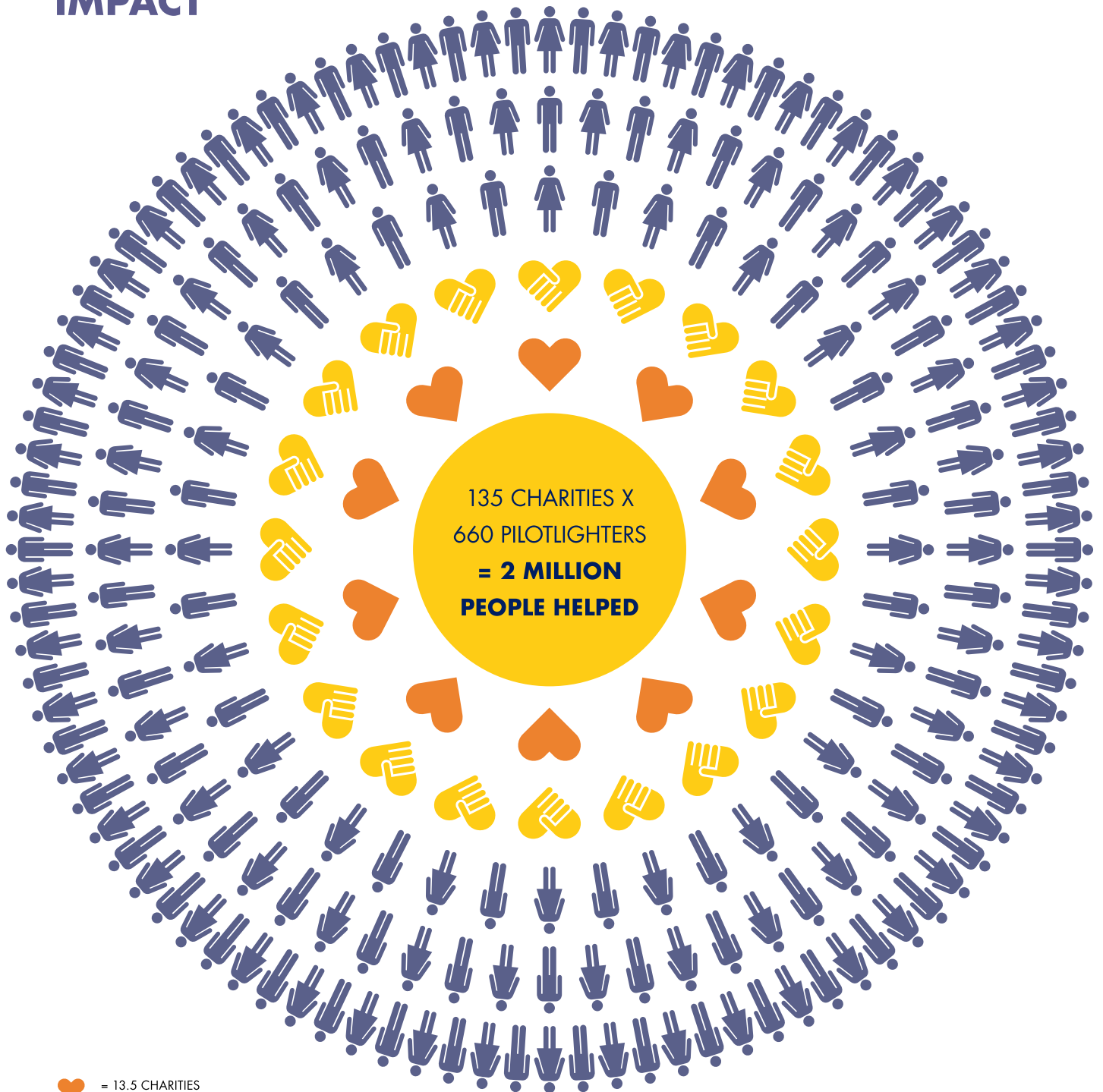


# The P♥WER of charity

## OUR IMPACT



- ♥ = 13.5 CHARITIES
- ✋ = 33 PILOTLIGHTERS
- 👤 = 20,000 PEOPLE

#GiveBackBetter

pilotlight



# A YEAR of *action*

*“Our work is to act as a spark”*

The year of the pandemic has been a year of voluntary action. Playing a critical role in communities across the UK, frontline charities and the voluntary sector have been a genuine lifeline for those who were vulnerable. And this year, we faced up to the reality that at times, we can all be vulnerable.

This is what we call the power of charity and our work is to act as a spark for it to succeed.

The writer Vaclav Havel talks of ‘the power of powerlessness’. Typically, we identify power with ‘the powers that be’, those with money, political or police authority. But in its origin, power simply means the ‘ability to do or effect something or anything or act upon a person or thing’. This is not ‘power over’ but ‘power to do’. The power of charity is not a revolution to establish a new hierarchy, but the simple recognition of how

much we can all do with those around us to change our own situation.

As a charity, our power is as a multiplier: in 2020 we worked with 660 Pilotlighters to support 135 charities, benefitting over 2 million people.

We could only do this with each and every one of our Pilotlighters, our Partner Businesses, our funders (including Garfield Weston Foundation), our Partner Charities, coupled with our trustees and our staff team and this report is a THANK YOU to you and to you all.

**ED MAYO**

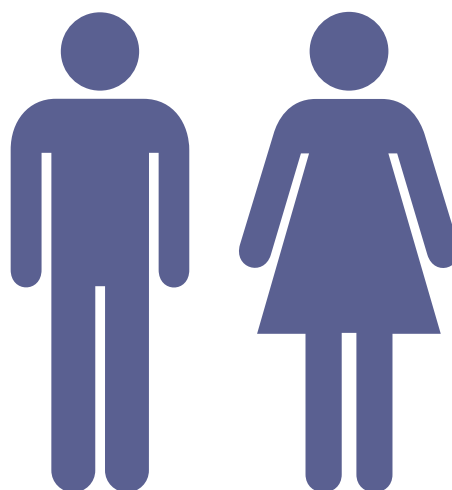
CEO, PILOTLIGHT



**Two years after working with us**  
**CHARITIES** have on average  
*increased* their:



**INCOME 27%**



**REACH 30%**

Base: Charity leaders two years after completing the Pilotlight Programme (2018)



# The **POWER** of *challenge*

▲ **MICHELLE HILL**  
CEO, TALK, LISTEN CHANGE  
CHARITY PARTNER

*“The power of Pilotlight was the support, coaching, questioning and challenge our amazing team of Pilotlighters gave us”*

When we launched as an independent charity back in 2017, it was a leap of faith. By the time we came to Pilotlight we were part way through our start-up plan and wanted help to prepare a 5-year strategic plan, which this time would include a long-term financial framework, introduce a new pay and reward strategy and set a smart reserves policy.

By the end of our engagement, I'm pleased to say we did have our 5-year strategic plan. Crucially it sets out a picture of the organisation which moves from being a small local Greater Manchester charity to a larger North West regional charity, which was

really exciting. One year into that journey now, it's going well. We've grown quicker than anticipated, partly due to rising demand for our services but also partly due to the infrastructure we now have in place thanks to Pilotlight.

For me, the real power of Pilotlight was the support, coaching, questioning and challenge our amazing team of Pilotlighters gave us. You've helped us strengthen our plan for the future, and personally, I benefited hugely from having the Pilotlighters walk besides me as we went through the early stages of that journey.



Base: Charity leaders on completing the Pilotlight Programme in 2020



# The P♥WER of *confidence*

^ **ALAN AVIS**  
CEO, CROYDON MENCAP  
CHARITY PARTNER

*“I see now that when we reached out to Pilotlight we really reached out for permission to trust ourselves”*

As Croydon Mencap, we are here for local people with learning disabilities and for their carers. When we came to Pilotlight I'd been in post for little over a year. Most of the Board members though had been in place for longer, up to 17. We needed help to define a development strategy for the charity and to develop our Board. We wanted to open more services to meet the needs we were seeing, but there was no clear agreement on how we'd do that.

Pilotlight gave us the tools to use the considerable experience of the Board to ask the required questions, which ended up freeing

a deadlock that had held the charity back. Two years on since Pilotlight I'm pleased to say our turnover is up by 27.5%, the staff team has nearly doubled, we have a range of new services and serve more people. We've negotiated stronger contracts to fund these services and are now a London Living Wage employer.

I see now that when we reached out to Pilotlight we really reached out for permission to trust ourselves. For us, the power of Pilotlight was to give us the tools and confidence to make the right decisions.



Base: Charity leaders two years after completing the Pilotlight Programme (2018)



# The **POWER** of *compassion*

**^ BIJAN BEDROUD**  
SVP & GM,  
INTERNATIONAL,  
SALESFORCE.ORG  
PILOTLIGHTER

*“The power of Pilotlight was the humbling feeling of having helped someone else”*

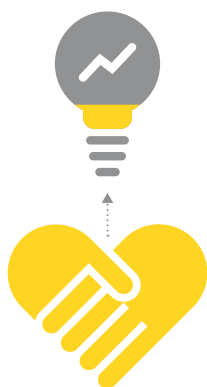
After 32 years in the corporate world, I decided I wanted to do something more purposeful and use my skills to help non-profits drive social impact. When I found Pilotlight, it was the perfect opportunity to get engaged and give back.

For the last year I’ve worked with Innovations for Learning. As one of four Pilotlighters, our role as a team was to guide and advise Emma Bell, the Executive Director, to explore the charity’s investment and efforts in achieving its vision: to help provide a world in which all children, regardless of background, are confidently reading to learn, grow and thrive. We helped Emma

make the decisions that were right for her and the charity.

The whole experience has been inspirational and rewarding. It is incredible to see how charities like IFL are giving underprivileged children the best opportunity to be whatever they want to be in life.

The power of Pilotlight for me was the humbling feeling of having really helped someone else, and knowing that help would run throughout the charity, right down to the children they help. There was a lot of learning for both sides, everyone developed from the experience.



**20% of Pilotlighters have become trustees**



Base: Pilotlighters in 2020 who sponsor themselves to participate on the Pilotlight Programme

Base: All Pilotlighters completing the Pilotlight Programme in 2020



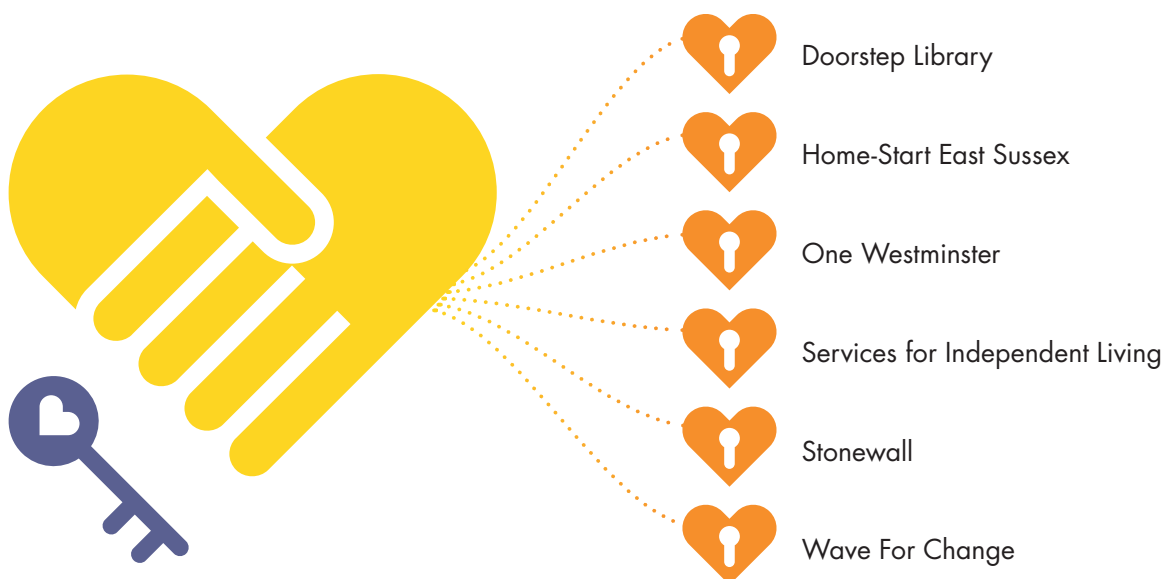
# The **POWER** of *connection*

## BUSINESS PARTNER CASE STUDY: OUR WORK WITH GRADUATES

### Morgan Stanley

119 PILOTLIGHTERS

6 CHARITIES HELPED



Around seventy thousand people living with disabilities in the UK are able to lead independent lives because they are able to employ personal assistants. The charity Services for Independent Living, founded by disabled people, has been a pioneer of the approach for twenty-five years.

One beneficiary explains that the charity “showed me how much choice & control employing your own personal assistant can provide”, another, caring for her mother, says “We are very lucky to have found you all... I’m really moved by the care and thought you take.”

The charity, based in Leominster, Herefordshire, was one of six extraordinary voluntary organisations to benefit from support and guidance on the strategic chal-

lenges they face from teams of nearly 120 high calibre graduates in their first year working at the international bank Morgan Stanley.

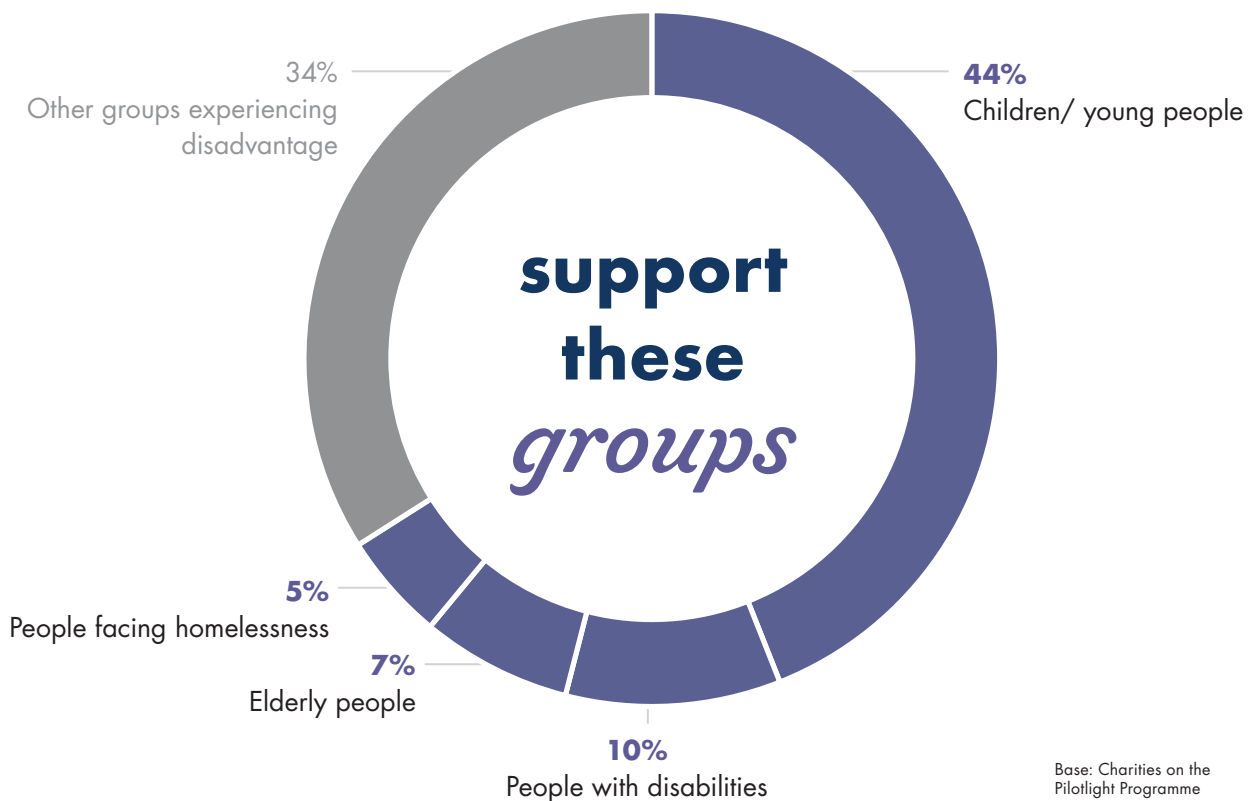
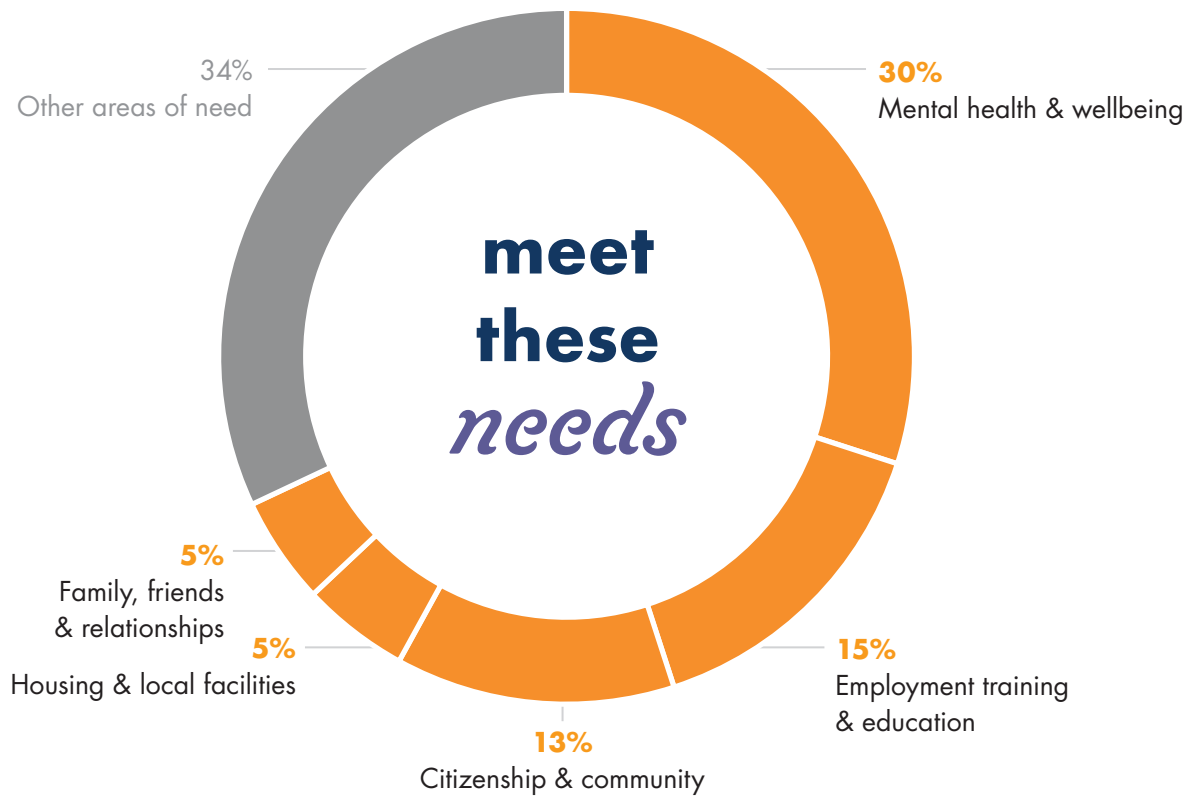
In August 2020, we ran our largest ever **Make a Difference Day**, bringing the charities and the Pilotlighters together. Over the day they worked together on a specific challenge presented by the charity and at the end of the day gave back to the charities creative and innovative recommendations on how to progress.

“It was a good opportunity to look at how we can improve how we work with disabled people,” commented one Morgan Stanley Pilotlighter, while one Partner Charity supported commented that the day “saved us a lot of groundwork sifting through options.”



# Our Charity Partners

*in 2020*



Base: Charities on the Pilotlight Programme





**If you want to experience  
the P♥WER of charity, join us!**

"The data presented in this report is an accurate reflection of the charities Pilotlight has worked with, and the feedback from Pilotlighters and charity leaders about the difference that working with Pilotlight has made to them."

**ANNA GREY**

CO-FOUNDER, CORNISH & GREY  
INDEPENDENT IMPACT EVALUATOR, JUNE 2021

**[www.pilotlight.org.uk](http://www.pilotlight.org.uk)**

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