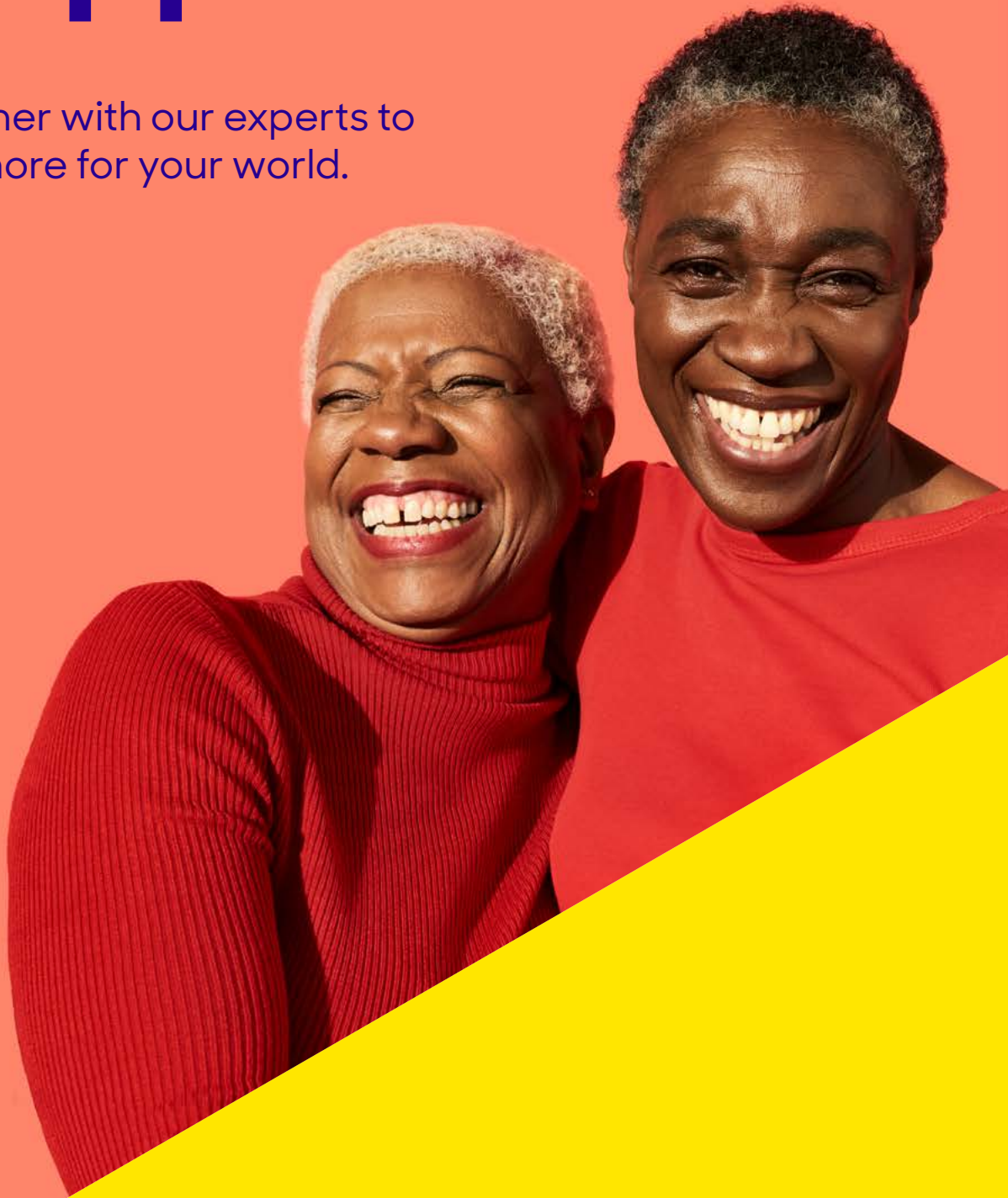


Free pro bono support

Partner with our experts to do more for your world.



pilotlight

pilotlight.org.uk

Since 1996
1,000 charity projects x
180 top businesses x
3,000 business experts =
12 million people
helped

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



Amplify your impact

Pilotlight is a charity that amplifies the impact charities can bring to make a better world. We create programmes that address the practical and strategic challenges charities face and provide them with the expertise and resources they need to thrive.



We know that charities and social enterprises like yours work tirelessly to tackle disadvantage, and you and your team put heart and soul into your cause. But, with competing pressures, sometimes it's difficult to know which direction to take.

That's where Pilotlight comes in. Our programmes see empathetic business experts share their expertise with charities, bringing new perspectives, diverse skills and vast experience to bear on the challenges they're facing.

We have a range of programmes on offer, depending on the situation you find yourself in. Within each programme your dedicated team of coaches – we call them Pilotlighters – and our experienced staff make sure that you have focused, individualised support.

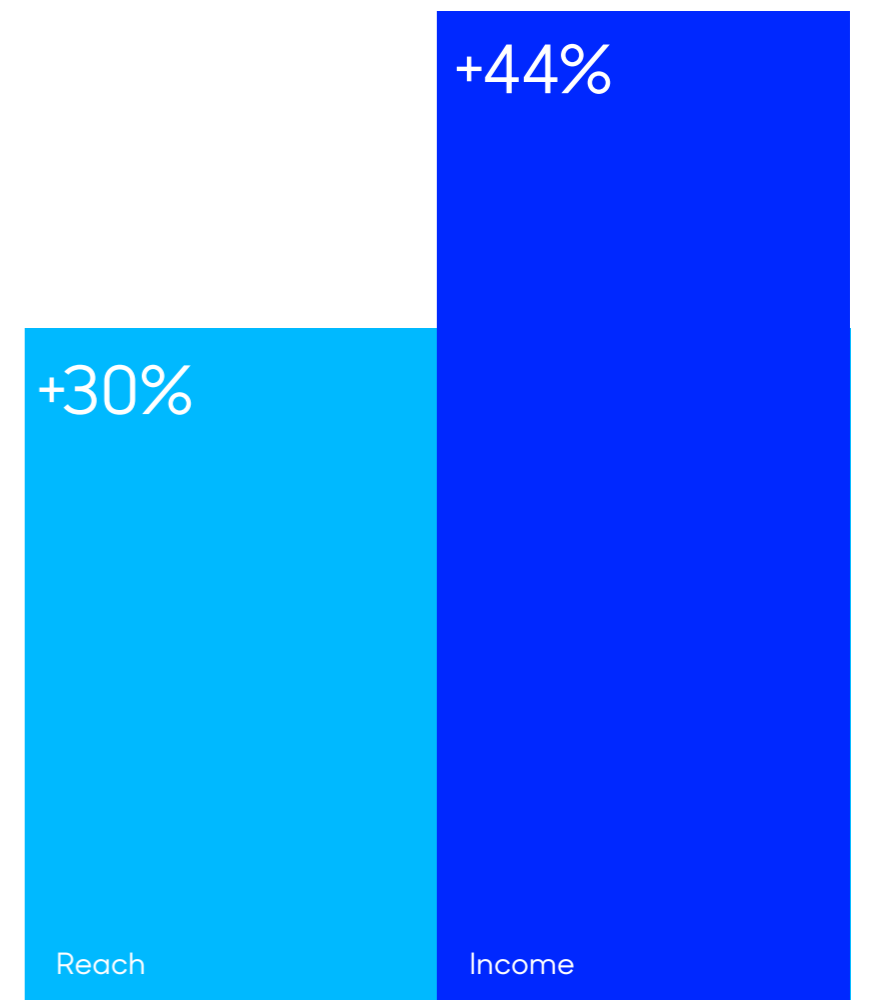
What's more, our support is free of charge to charities and social enterprises.

By developing their business skills through our programmes charities go on to increase their reach, diversify their income, improve their governance, raise their profile and much more.

Two years after working with us, on average, charities increase their reach by 30% and their income by 44%.

"Even if someone offered me a blank cheque, I'd still go for my team of Pilotlighters."

Celine Sinclair,
CEO, Pilotlight Partner Charity
The Yard



Working with us

We are here to support your charity as and when you need us. We therefore always start by exploring what you need, and which programme will be most helpful. There are many different ways to gain support from us. Here are some examples:

Case study 1

Developing service user tracking

Disablement Association Hillingdon (DASH) challenges perceptions and encourages disabled people of all ages to reach their full potential.

CEO Vanessa Bonner came to *Pilotlight Insight* because she needed advice on how to effectively track the charity's service user journey and the impact of its work.

Over 10 weeks, a team of Pilotlighters explored this issue in depth. They presented Vanessa with recommendations on tool optimisation, capturing softer metrics, a funding application strategy and a corporate partnership pitch template.

As a result of the programme, DASH secured funding from The National Lottery Community Fund and has now implemented all of the Pilotlighters' recommendations.

Vanessa commented:

"Without this project and the support from Pilotlighters, I am certain that we would not have been able to demonstrate the need and obtain funding from the National Lottery Community Fund."



Case study 2

Accelerating growth for mental health support services

TLC: Talk, Listen, Change came to *Pilotlight 360* with ambitions and plans for the future. CEO, Michelle Hill, shares her experience.

"We came to Pilotlight when we were part way through our first three-year strategic plan. We wanted help as we prepared our five-year strategic plan, undertook a five-year financial forecast, introduced a new pay and reward strategy and set in place a reserves policy. By the end of the programme, we had achieved everything we set out to.

We launched our five-year strategic plan which crucially set out a picture of the organisation, moving from being a small local Greater Manchester charity to a larger North West regional charity. We're one year into that journey now, and it's going well so far.

For me, the real power of Pilotlight was the support, coaching, questioning, and challenging from such an amazing group of Pilotlighters. Originally launching TLC: Talk, Listen, Change was a leap of faith and *Pilotlight 360* helped us strengthen our plan for the future. Personally, I benefitted hugely from having the Pilotlighters walk besides me as we went through the early stages of that journey."

How we do it

We have a suite of programmes, each meeting different needs for our Partner Charities but each follows our model: skilled professionals supporting charity leaders to build capacity in their organisation, guided by our expert Delivery Team.

Each business expert who joins one of our programmes becomes what we call a Pilotlighter.



Our programmes are run through a mix of in-person and virtual meetings via Zoom.

Programme name	How this will help	Programme duration	How much time it will take
Pilotlight 360	Big picture organisation-wide strategy and planning	10 months	A day a month in addition to monthly meetings
Pilotlight Direction	Assessing a specific strategic opportunity for the charity	8 weeks	Up to a day and a half, to include meeting the Pilotlighter team, launch and closing sessions, and defining your brief for the programme with Pilotlight
Pilotlight Insight	Tackling a specific strategic challenge for the charity	12 weeks	Up to 2 and half days to include meeting the Pilotlighter team, launch and closing sessions, and defining your brief for the programme with Pilotlight
Pilotlight Impact Day	Innovative solutions to a specific operational challenge	1 day	1 full day and up to half a day to include developing your brief with Pilotlight and sharing supporting materials
Bespoke Programmes	Our most recent Bespoke Programmes include:		
Brain Trust	Unlock fresh thinking on a specific strategic challenge	90 minutes	Up to 1 full day, to include developing your brief with Pilotlight and sharing supporting materials
Inclusive Leadership	Helping charities serving under-represented communities assess their operations	12 weeks	Up to 2 days including developing your brief for the programme with Pilotlight and sharing supporting materials

Pilotlight 360

Our longest-running and most comprehensive programme. A team of four of our most senior and experienced Pilotlighters coach a charity leader and their board through the strategic challenges they face.

Designed to be flexible to a charity's needs, the Pilotlighter team is drawn from a range of businesses to ensure the right heads are around the table. Most reported outcomes for charities include increased income and reach, more effective staff and boards, improved leadership and confidence of the charity leader. Our Project Managers' skilled guidance keeps everyone on track. We ask that the board is fully committed to engaging in the programme and a trustee attends at least one in three meetings.

[Find out more](#)

Every year, in partnership with the Garfield Weston Foundation, we offer *Pilotlight 360*, along with an unrestricted grant, to charities based in the North and Midlands of England and Wales, as part of the Weston Charity Awards.

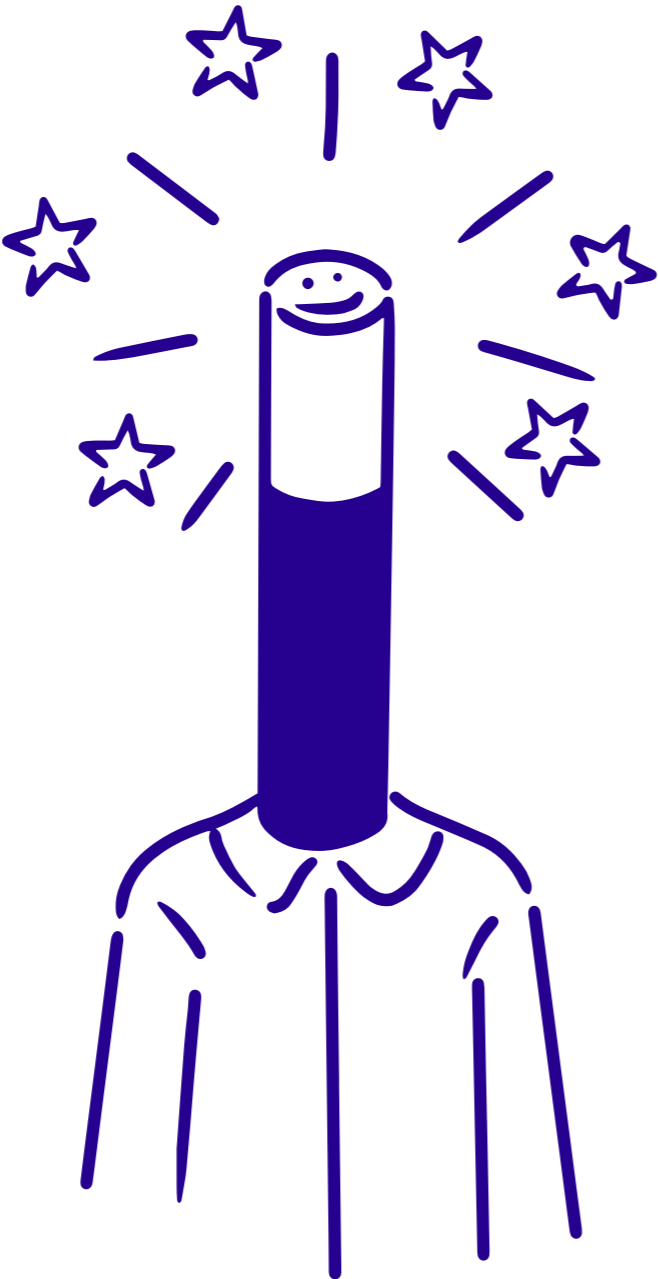
[Find out more](#)

Pilotlight Direction

This eight-week programme is the opportunity to gain expert insight on a single issue a charity faces. Our Partner Charities come with a clear brief of what they want to achieve, needing an outside perspective before they take the next step.

A team of six Pilotlighters from one of our Partner Businesses, facilitated by a Pilotlight Project Manager, conducts research and analysis around the issue. This culminates in a presentation to the charity with actionable recommendations and a Q&A session.

[Find out more](#)



Pilotlight Insight

This programme is designed to give charities access to expert consultancy on a challenge of critical importance.

Over 12 weeks, teams of six Pilotlighters from one of our Partner Businesses delve into the challenge presented, spending time to get to know the charity, what it does, its opportunities and limitations. Supported by a Project Manager from Pilotlight, the team conduct in-depth research and analysis, delivering a host of recommendations along with road maps for implementation.

[Find out more](#)

Pilotlight Impact Day

An intense, rewarding programme, *Pilotlight Impact Day* is designed to help charities address operational challenges in an innovative and practical way.

On the day, key decision makers from the charity table the challenge and multiple teams of Pilotlighters work on specific areas to investigate the issue. The charity leader and a Pilotlight Project Manager are on hand to support the teams and trouble-shoot. At the end of the programme, each team presents back their conclusions and suggestions.

[Find out more](#)

Bespoke Programmes

Supporting charities authentically cannot work with a one-size-fits-all approach and we often co-design a bespoke programme with a Partner. All our programmes create a meaningful partnership, tackling social disadvantage, with a focus on long-term impact.

Our most recent *Bespoke Programmes* include:

Brain Trust

A charity leader unlocks fresh thinking on a strategic challenge, with the help of five to 12 Barclays Pilotlighters, in just 90-minutes.

Inclusive Leadership

A charity led by and/or supporting people from underrepresented communities, works with up to six Barclays Pilotlighters over 12 weeks to assess an operational challenge and explore ways forward.

[Find out more](#)

**Unsure which programme is right for you?
We'll support you to find the right fit.**

Innovating services for young people in construction

When Christine Townley became Director of Construction Youth Trust, she wanted to explore the possibility of delivering programmes directly to young people. She needed help to focus her thoughts and make sure she grew the charity in the right way. That's when she discovered Pilotlight:

"We were accepted onto *Pilotlight 360* in 2009. In our early meetings, along with trustees and colleagues, I was coached through strategic exercises to help me reflect on what we were doing well and what could be improved to better support our beneficiaries. As a result, the Trust developed new programmes including Budding Builders, which supported young people from disadvantaged backgrounds, especially NEETs, to get into construction trades. For somebody to value you, your position and what you do from the outside is hugely validating. I pushed myself and felt proud of what we accomplished.

Pilotlight, as it does with all its Partner Charities, kept in touch with us after *Pilotlight 360*. A few years later, it approached us in case we were interested in any further support. My husband had sadly died of MS, and although I had a very capable staff team who could keep things running, I knew I needed help. This next engagement was far shorter, and looked at one particular challenge we were having, which at the time was fundraising. Our new Pilotlighter team developed a scavenger hunt around London that we could offer as a paid service to companies looking for team building exercises. It was a great idea and very successful in raising our profile and helped generate income.

The Pilotlighters gave us the confidence to fundraise in a different way, and we were inspired to carry on and developed a couple of very successful initiatives ourselves.

A few years later we took part in *Pilotlight Direction* where we focused on what we could do to support our Budding Builders programmes. At the end of this programme, we had a strategy for a new service and a stakeholder matrix outlining the expectations which we went on to use with our board of trustees, the construction sector and corporate partners.

Reflecting on the support that both the Trust and I received through Pilotlight I can honestly say it was transformational. Not only did the various programmes help me focus the direction of the Trust and provide a supportive sounding board, but they also gave me the confidence to innovate and take risks.

[Read more case studies on our website](#)



Application criteria and process

It only takes twenty minutes to apply for our expert support.



Application criteria

Our programmes are open to any charity or social enterprise that tackles social disadvantage in the UK. This can include a wide range of organisations, from those working directly with vulnerable people through to promoting cultural expression or environmental action or are working overseas with a base in the UK.

They are designed to work with people who are leaders in their organisations. That way we know that we are supporting people who can make action happen. Depending on the programme, we may also engage with others, such as trustees or the leadership team. We find that our programmes are most successful when working with:

Organisations that:

- have a turnover typically of up to £5m, with exceptions
- have been operating and delivering services for at least two years
- can commit time to the programme, as indicated on page seven, and can attend meetings during the working day
- can demonstrate a degree of financial stability to engage with us.

Leaders who:

- have the capacity to dedicate time to our programmes
- are open to challenge and change and welcome these as an opportunity
- have been in position for at least six months and are not intending on leaving their organisation for the duration of the programme. This includes both the leader of the charity and preferably the Chair of the Board.

An open door

We are exploring how we can support smaller organisations. If you don't fit all the criteria but would like to apply for support, please do.

We are committed to race equality, as well as Diversity, Equity and Inclusion in a wider setting. Organisations working with predominantly Black People and People of Colour or are addressing issues in communities who are minoritised in terms of their ethnicity or identity are warmly encouraged to apply.

Application process

[Apply to us here](#) through our simple application form on our website.

Together with some key information about your organisation, we ask you to describe your main services and beneficiaries, the difference your organisation makes in tackling social disadvantage and what you hope to achieve by working with Pilotlight. You can also indicate which programme you are applying for (*or if you are unsure which programme is best suited to your needs or want to talk it through, just say*).

We will confirm by email once you've submitted your application and then be in touch. We will then liaise with you to outline next steps depending on the programme that best meets your needs.



Apply now

We actively seek charities from across the UK to participate in our programmes throughout the year.

[Take a look at our application deadlines on our website and apply here.](#)

If now isn't the right time for you to apply, sign up to our newsletter for [application alerts](#).

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

Do more for your world

Pilotlight
5th floor
14 Bonhill Street
London
EC2A 4BX

London | Birmingham | Edinburgh

charityexperience@pilotlight.org.uk
pilotlight.org.uk

