



**ANOTHER SIDE
OF YOU**

ANOTHER SIDE OF CHARITY SUPPORT HELP TACKLE CHARITIES' MOST PRESSING NEEDS AND DEVELOP ANOTHER SIDE OF YOU – THE SIDE THAT GIVES SOMETHING BACK

GREAT CAUSES DESERVE GREAT TALENT

Pilotlight is a unique charity that connects the business and charitable worlds to make both more effective. Since 2003 we have worked with over 1,000 business volunteers to support over 500 charities across the UK.

Through the Pilotlight Programme business leaders – we call them Pilotlighters – help charities be the best they can for the communities they serve. They do this by coaching the organisations' leaders to develop their strategic knowhow, strengthen their organisations and, ultimately, increase their impact.

With Pilotlight, you can use your professional skills to shape the success of an ambitious charity. Give more than money and you'll get a lot in return.

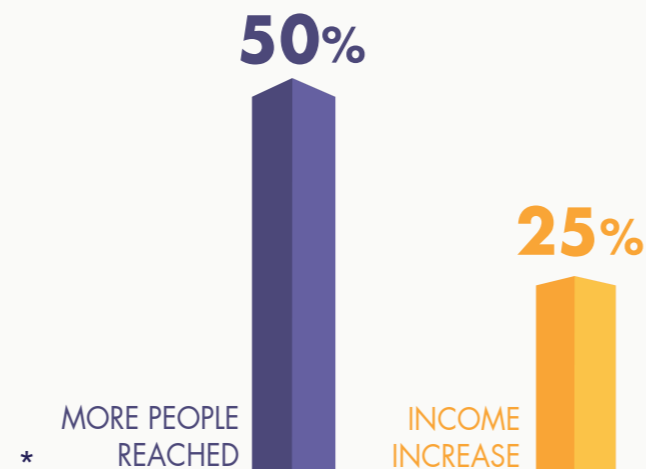


WE NOW HAVE A 5 YEAR STRATEGY AND ARE GOING IN A DIRECTION WE WEREN'T EVEN THINKING ABOUT AT THE START OF THE PROGRAMME.

Louise Johns-Shepherd
Chief Executive, Centre for Literacy in Primary Education

MEASURABLE RESULTS

Two years after working with Pilotlight, charities increase their turnover by an average of 25%. They increase the number of people reached through their services by an average of 50%, indicating that they are operating more efficiently.



* All data is based on Pilotlight's 2016 Impact Report.



I CANNOT THANK YOU ENOUGH FOR ALL THAT PILOTLIGHT HAS DONE FOR ME AND FOR BREATHE OVER THE PAST YEAR.

Yvonne Farquharson
Managing Director, Breathe

THE STORY OF BREATHE ARTS HEALTH RESEARCH

Imagine that one side of your body was partially paralysed. Your limbs are weaker, your balance is affected and tasks like getting dressed or washing become a daily struggle. But then imagine if, someone had been able to ease some of those symptoms – all while you had fun.

Sounds like magic? For Breathe Arts Health Research – a 2015 Pilotlight partner organisation – that's exactly what it is.

Working with children and young people with hemiplegia, a form of paralysis affecting one side of the body, the social enterprise's Breathe Magic programme teaches these young people specially adapted magic tricks. These incorporate the exercises that help them to build up strength and dexterity in their affected side – while learning to become a young magician!

Occupational therapists and Magic Circle magicians collaborate to help the children to develop their hand and arm functions, cognitive abilities and confidence. Attendees can show up to a threefold improvement in use of their weaker hands in bimanual activities. In 2016, Breathe Magic won the NHS England Innovation Challenge Award for their approach to rehabilitation.

When Breathe was invited to open the First National Arts In Health Showcase, Ben, one of the young magicians who had attended the programme, performed a trick for an audience of 500 people – using both hands. Before he came on the programme he wouldn't even join in a class assembly.

Now that's magic!

USING YOUR SKILLS TO MAKE A REAL DIFFERENCE

IMPACT FOR CHARITIES

We support a variety of charities and social enterprises working to address some of society's most intractable issues, from a centre working with domestic abuse survivors in Greenwich to a charity supporting people with disabilities in West Lothian.

In a rapidly changing environment, charities need to adapt their operating models to build resilience for the future.

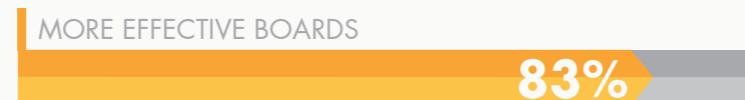
Our goal is to build capacity and strengthen organisations helping those who need it most, putting our partner charities' sustainability and effectiveness at the heart of what we do.



Report the programme **MET THE NEEDS OF THE ORGANISATION**

Our experience allows us to understand charities' needs and therefore have a long-lasting, meaningful impact.

The organisations we worked with in 2015 reported a positive impact on key indicators, such as:



WHOEVER DEVELOPED THE PILOTLIGHT CONCEPT WAS A GENIUS. YOUR PROGRAMME REALLY DOES ADDRESS THE MOST FUNDAMENTAL NEEDS FOR CHARITIES, AND REALLY HELPS US TO DO OUR JOB BETTER!

Angela Smith-Morgan
Executive Director, Elimination of Leukaemia Fund

GIVING AND GETTING BACK

Being a Pilotlighter isn't just about developing charities. It's about personal development too. The Pilotlight Programme offers a unique, collaborative environment where senior business people from a wide range of industries experience

authentic personal and professional development.

Overall, Pilotlighters reported their involvement with Pilotlight had a very positive impact on various aspects of their lives, such as understanding better the challenges faced by those in need.



BY INVESTING IN PILOTLIGHT, I'VE INVESTED IN MYSELF AND I'M VERY GLAD THAT I'VE DONE IT.

Sam Berwick, Pilotlighter
Former CEO, Mizuho International

In 2015, corporate Pilotlighters reported a positive impact on areas directly linked to their professional development, aligned with creating value for their business.



Increased understanding of **OTHER PERSPECTIVES**



Increased sense of **WELLBEING & HAPPINESS**



Better understand the **CHALLENGES FACED BY PEOPLE IN NEED**



Would **RECOMMEND PILOTLIGHT**



HOW IT WORKS

The programme is managed by a dedicated Pilotlight Project Manager, who facilitates the sessions, arranges the meetings and drives the outcomes.

Each Pilotlighter is placed on a team with three other carefully selected members from different professional backgrounds. The team meets once a month with the charity they are coaching and their Project Manager over the course of 10 – 12 months.

The total time commitment from our Pilotlighters is three hours a month.



Our business model: our members pay an annual membership donation to take part, which allows us to offer our programme free to charities and social enterprises.



THIS IS WHY I KEEP COMING BACK: THE IMPACT WE HAVE ON CHARITIES.

John Keppel, Pilotlighter
President EMEA & Asia,
Information Services Group

YOUR MEMBERSHIP

- ✓ Fully managed skilled volunteering project
- ✓ Carefully matched charity and team
- ✓ Access to Pilotlight's online Members' Area
- ✓ Online trustee vacancy service
- ✓ Invitation to Pilotlight's Annual Conference
- ✓ A calendar of learning and networking events



THE PILOTLIGHT PROGRAMME HAS HELPED TO TRANSFORM OUR ORGANISATION. IT HAS ALSO GIVEN ME MUCH MORE CONFIDENCE TO DEAL WITH THE CHALLENGES AND OPPORTUNITIES WE FACE.

Frances Simpson
CEO, Support In Mind Scotland

Contact a member of our team on 020 7283 7010 in London or 0131 524 8160 in Edinburgh for more information or visit our website www.pilotlight.org.uk.

THE STORY OF JOHN KEPPEL, PILOTLIGHTER

There are loads of reasons why I'm a Pilotlighter. I thought when I started that working with other senior people would be a great networking opportunity. What I didn't expect is the other side of Pilotlight: the effect it has on me.

At this stage, personal development for me is less about technical training; it's about learning from the leadership experience of others. Pilotlight is particularly strong because you're always interacting with leaders – your fellow Pilotlighters, your Project Manager and the CEO and trustees of the charity.

In 2015 I worked with RECLAIM, a young people's charity in Manchester. When we went to see it in action, just walking around the working class area and seeing the community environment was extremely grounding, and I witnessed the incredible work done with a bunch of bright, focused, motivated 12-year-olds to make their home town a better place. It had a deep impact on me.

The real *eureka* moment, though, was seeing the change in the charity's CEO. At the start of the programme, she was stressed, run down and considering her future in the charity; by the end, she was excited, engaged and passionate about her vision for the organisation. Really, although I got involved for selfish reasons, this is why I keep coming back: the impact we have on charities.

Being able to step out of your busy job and support someone else with their problems is refreshing, and helping in ways we wouldn't otherwise be able to is very rewarding.

It's the best three hours of my month.

John Keppel, President EMEA & Asia at Information Services Group.

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