



# PILOTLIGHT

## IMPACT SUMMARY 2019

### CREATING VALUE TOGETHER



# WHAT DOES SUCCESS LOOK LIKE?

## An introduction from our Chief Executive, Gillian Murray



Data from The Charity Commission shows that two years after completing the Pilotlight Programme our charities partners have on average increased their income by 46%. By any hard business measure, that's an astoundingly successful result.

What we, and our Pilotlighters, have come to understand, however, is that growth is not the only or best measure of success for charities. The key question is – are they more effective in making a difference to the lives of the people they are set up to serve? The change a charity is trying to make – improved mental health for young people, reduced isolation for the elderly, creating better opportunities for disabled children – is ultimately what it's all about.

When measuring impact we look at a range of areas that support our theory of change and how our programmes make a difference, such as improved leadership skills, organisational development, and better outcomes for service users.

Success for our Pilotlighters is also measured in a number of different ways: key aspects are skills development, health and wellbeing, and understanding of, and engagement with, the social sector. Our Pilotlighters come from professional backgrounds that have traditionally had a high proportion of men in senior roles; I am pleased to report that in 2018 48% of our Pilotlighters were women – the highest percentage to date in over 15 years of the Pilotlight Programme.

I hope you enjoy this snapshot of our activity and outcomes in 2018.

*April 2019*

## 2018 ACTIVITY IN NUMBERS



**548**

Pilotlighters participated.



**156**

charity engagements took place.

# THE PILOTLIGHT PROGRAMME

In 2018, our charity partners on the Pilotlight Programme were drawn from the following geographical and portfolio areas:

## Geographical areas



- 25** charities were from **London & the South East**
- 25** charities were from the **North, Yorkshire & Humber**
- 19** charities were from the **Midlands & the East of England**
- 10** charities were from **Scotland**
- 9** charities were from **Wales & the South West**

## Portfolio areas



- 25** work with **children, young people and/or families**
- 11** work with **the homeless**
- 10** work to **improve mental health & wellbeing**
- 9** work with **disabled people**
- 8** work with **communities**
- 6** work with **the elderly**
- 5** work with **vulnerable adults**
- 13** work in **other areas**

## RESULTS FOR OUR CHARITY PARTNERS

### At the end of the Pilotlight Programme



**94%**

of charity CEOs report increased leadership skills.

### And...

**83%** of charity CEOs say they are delivering more effective services.

### Two years on



Our charity partners have, on average, increased their reach by

**36%**

and increased their income by

**46%**

### One year on



**93%**

of charity CEOs report more effective senior management team.

# OUR PIOTLIGHTERS

In 2018, our Pilotlighters on the Pilotlight Programme were drawn from the following:

## Professional backgrounds



- 36%** of Pilotlighters work in **finance**
- 10%** of Pilotlighters work in **consulting**
- 10%** of Pilotlighters work at **a non-profit**
- 6%** of Pilotlighters work in **the legal sector**
- 5%** of Pilotlighters work in **marketing communications or the media**
- 5%** of Pilotlighters work in **insurance**
- 5%** of Pilotlighters work in **technology**
- 22%** of Pilotlighters work in **other business sectors**

## Gender



- 52%** of Pilotlighters were **male**
- 48%** of Pilotlighters were **female**

# RESULTS FOR OUR PIOTLIGHTERS

## Coaching skills



**87%**  
of Pilotlighters report  
increased coaching skills.

## Leadership skills



**79%**  
of Pilotlighters report  
increased leadership skills.

## Happiness/wellbeing



**94%**  
of Pilotlighters report  
increased happiness/wellbeing.

## Job satisfaction



**72%**  
of Pilotlighters report  
increased job satisfaction.



**39%** of Pilotlighters on the Pilotlight Programme have become trustees after completing three or more charity engagements.

# PARTNERSHIPS PROGRAMMES

Developed with our corporate partners, these programmes have three characteristics which differentiate them from our flagship programme – they engage skills at all levels of the business; they focus on a specific challenge being faced by the charity partner; and they take place over a shorter period of time.

Our business partners find that through working with us to create bespoke programmes for their staff they are able to attract, develop and retain talent, and help to diversify their talent pool.

Below is an example from one of these programmes, showing the areas we typically measure and the results obtained in 2018.

## RESULTS SNAPSHOT



Pilotlighters on one of our Partnerships Programmes report:

- 97%** increased their **sense of wellbeing/happiness**
- 90%** increased their **team working skills**
- 88%** increased their **career development**
- 86%** increased their **leadership skills**
- 81%** increased their **coaching skills**
- 81%** increased their **job satisfaction**



Charities on this same programme report:

- 87%** of charity participants **were extremely satisfied with their experience of the programme**
- 77%** of charity participants **said their Pilotlighter team were extremely successful in meeting the task set**

**100% of Pilotlighters and charity participants would recommend the programme**



I was extremely satisfied with the overall experience. It gave me an opportunity to apply my skills in a sector which I had no prior experience of.

**Participant Pilotlighter**



The programme has had a huge impact on us. The work done will form the basis for delivering increased service capacity... so the impact could be endless.

**Participant charity CEO**

**Evaluation by**  
Cornish+Grey

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