

# Managing Finances and Fundraising in Difficult Times

Ed Mayo  
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**pilotlight**





# Pilotlight

## Do more for your world

Pilotlight is a charity that helps people and charities to do more for their world. We do this by bringing charities together with business and business experts who can tackle the pressing issues charities are facing.

So far, we have worked with around 1,000 charities. And since 1996 we've developed partnerships with over 180 of the UK's top businesses including Barclays, Ipsos Mori, Lendlease, Morgan Stanley, Sodexo and KPMG.

Our impact results show that two years on from support through the Pilotlight 360 programme, charities, on average, increase their income by 44% and their reach (the number of beneficiaries) by 30%.



For our pro bono volunteers, we call them Pilotlighters, supporting charities is a way to give back, but also a unique learning experience.

The learning outcomes we track, for Pilotlighters and for charity leaders, include:

- coaching and listening skills
- understanding of different leadership styles
- understanding of society and different sectors.

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# The world of pro bono

## 8,300 charities and counting

**In 2021, in collaboration with others including Cranfield Trust and Reach Volunteering, Pilotlight formed a new collaborative network, the UK Pro Bono Association.**

This brings together 34 organisations that promote skills-based volunteering. Some are focused on specific professions, such as law, property or accountancy, others on specific sectors to support, such as education or homelessness.

Together in the last year, these engaged professionals to support 8,300 charities and social enterprises.

For many, a shift prompted by the pandemic has been from in-person volunteering to the opportunities of virtual volunteering.

Four out of five people (81%) recognise the term 'pro bono' for example, but they don't necessarily know what it means.

One in two people (49%) understand the term pro bono to mean providing services for free. One in five (22%) associate the term with support for charities or the public good.

A small number of people, around one in 36 (2.78%), believe that the term 'pro bono' means that you are a fan of the rock band U2.

Seven out of 10 small and medium-sized charities say that they are actively looking for pro bono professional skills to support what they do – but only four out of ten find it.



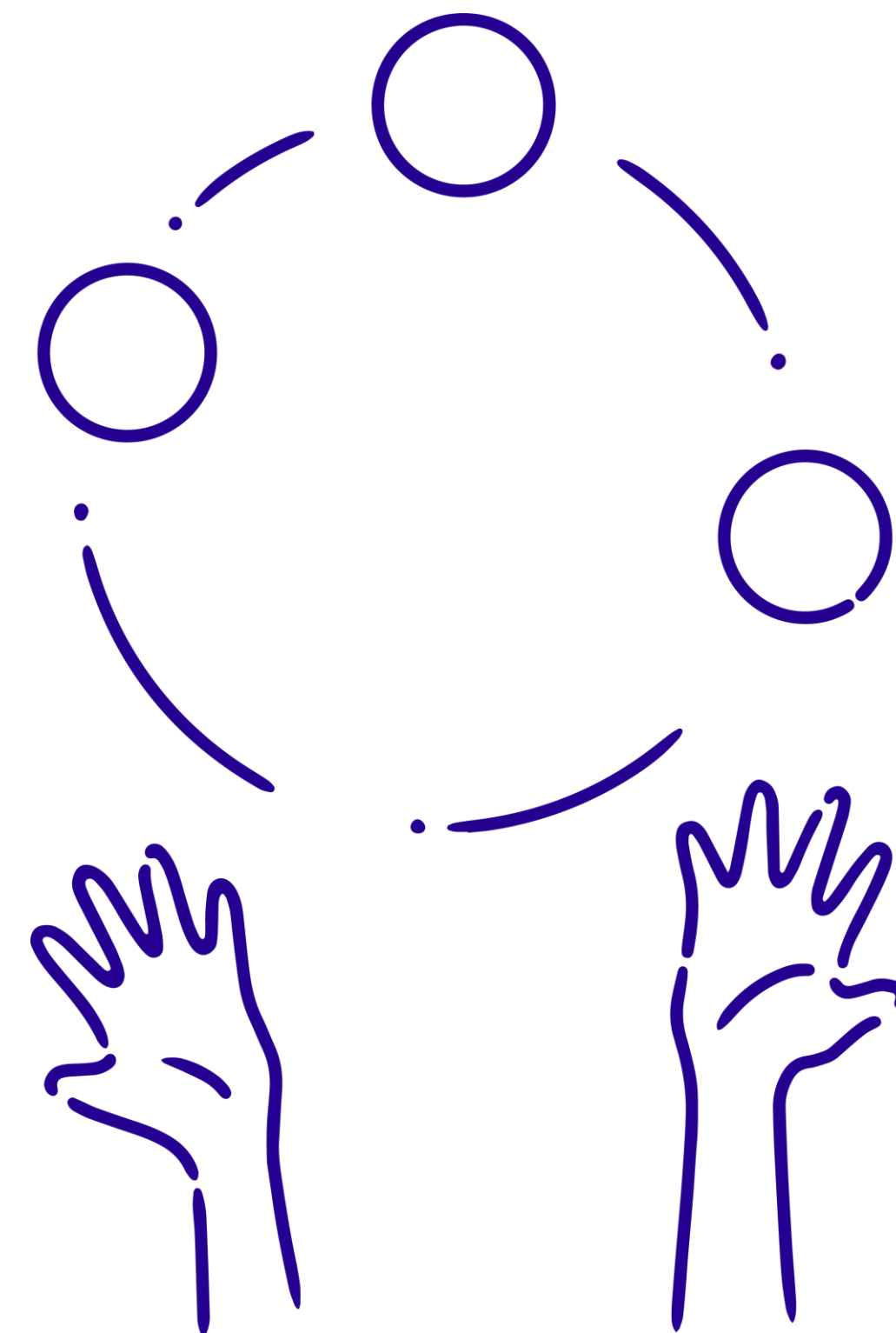
# UK Pro Bono Association

## Members

- Business in the Community
- Catalyst
- Charity Excellence Framework
- Charterpath
- Cranfield Trust
- Datakind UK
- Digital Candle
- Ella Forums
- Ethical Angel
- ICAEW
- Impetus
- Inspiring Scotland
- Kilfinan Trust
- LandAid
- LawWorks
- Lloyds Bank Foundation
- MarketingKind
- Media Trust
- Pilotlight
- Pro Bono Economics
- Reach Volunteering
- Scottish Tech Army
- Skilling Time
- Skylarkworks
- Social Business Trust
- Sported
- The Fore
- The FSI
- The OR Society
- Voluntary Solidarity Fund
- We Make Change
- Whitehall Industry Group

# Four tips to help your charity

1. Sometimes you have to focus in order to move forward
2. Take the right risks, it is what you are there for
3. Find your financial balance
4. Understand what pro bono support can do for you.



# Ways to find out more

1. Find out more, search for our new report – Give your culture a workout – <https://www.pilotlight.org.uk/give-your-culture-workout>
2. Explore our pro bono programmes for charities – [https://www.pilotlight.org.uk/sites/default/files/2022-09/Pilotlight\\_Free\\_pro\\_bono\\_support.pdf](https://www.pilotlight.org.uk/sites/default/files/2022-09/Pilotlight_Free_pro_bono_support.pdf)
3. Register your interest or point charities you know to the free support that we can offer – <https://www.pilotlight.org.uk/join/charity>



*"These provide much-needed skills for worthy causes while giving participating employees a chance to contribute to society, bolster their CVs and feel good about themselves."*

The Times, on Pilotlight, December 2022



# Good luck – and we are here to support you if we can

Ed Mayo

@edmayo1

[emayo@Pilotlight.org.uk](mailto:emayo@Pilotlight.org.uk)

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

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**Free pro bono support**

Partner with our experts to do more for your world.

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