


# Pro Bono

SUPPORTERS' GUIDE



INSPIRING SCOTLAND



**“Being a pro bono  
volunteer is one of  
the most fulfilling  
things I have ever  
done.”**

Rab Campbell, pro bono supporter and RUTS Board Member

# What we do

Since 2008, Inspiring Scotland has worked towards a Scotland where everyone, no matter who they are, no matter where they live, or the circumstances they are born into, has the chance to enjoy a happy, healthy life free from poverty or disadvantage.

We bring together people, communities, organisations and government to drive social change and transform lives.

We raise money from private individuals, trusts and foundations, Scottish Government and local authorities and invest in funds addressing specific themes, nurturing partnership through shared goals and interests. We have successfully managed more than £120m of fund assets and have run eleven major funds and seven advisory programmes.

Through our work, we help essential charities to become extraordinary charities, allowing them to deliver the greatest possible social impact and change the lives of our most vulnerable and disadvantaged people and communities in Scotland. So far, we helped to build the capacity and resilience of over 300 charities.

Our model is to help charities to become more successful, to scale up their activity, to build greater capacity and resilience within each organisation, and to develop the skills, knowledge and professionalism of those working on the ground to help Scotland's most disadvantaged.



The majority of our funds are long-term which allows our fund staff to build close relationships with charities and the people who work for them. The support we offer is focused and tailored to each charity, taking account of their circumstances and goals. We focus on rigorous evaluation, helping the charities to learn, improve and better prove their impact. We measure success.

We also foster collaboration across our portfolios of charities and with our network of pro bono experts, organisations and businesses, to create the right environment for lasting, sustainable social change.

Our approach is highly valued by the third sector and endorsed through several extensive external evaluations. Our network of pro bono supporters is an integral part of this approach.

# How it works

**It is through collaboration we will transform society.**

That's why we have built a network of professional pro bono volunteers to lend vital expert assistance to Scotland's charities, helping them to build capacity and overcome road blocks.

The Pro Bono programme provides free or reduced-fee services and advice to charities funded by Inspiring Scotland to enable them to become more effective organisations. Last year, the supporters group delivered over **2,357 hours** of pro bono assistance valued, conservatively, at **£392,000**.

The real value to our charities is likely to be much higher because of the tailored matching service carried out by Inspiring Scotland. Having access to this vital support in key areas means organisations are not diverted from their focus of delivering frontline services.

Our Pro Bono network is managed by Elaine Crichton. Elaine works closely with Inspiring Scotland fund staff to tailor pro bono support to each charities' need. Through her knowledge of individual supporters, Elaine matches charities' requirements with the right help, at the right time.

# Types of pro bono support

A wide range of business expertise is made available through pro bono. The type of support is driven by requests from the charities and can range from longer-term mentoring and coaching to more technical 'one-off' requests which may be much shorter in duration. Support is routinely provided in the following areas:

- Mentoring & Coaching
- Business Planning
- Finance
- Fundraising
- Social Media
- Legal
- Project Management
- Strategic planning
- Organisational Design
- Human Resources
- Board Development & Governance
- Marketing & PR
- Communications
- Technology
- Board Trustees

Equally valuable is the provision of meeting rooms/conference space within corporate offices, and the offer of workshops on topics such as Employment Law, HR and Marketing.

Finally, an important part of Inspiring Scotland's support is to strengthen governance, risk and performance at board level. Currently the Pro Bono Supporters Group has filled 32 trustee roles with our charities.



Leadership coach Gordon Cairns with Kirsty Steven of sport for employment charity Street League

## How supporters can get involved

Critically there is no fee for the bespoke matching of pro bono supporters to the charities we are associated with.

Demand for pro bono assistance comes directly from the charities or through Inspiring Scotland fund staff. Elaine spends a considerable amount of time visiting and getting to know the organisations to more clearly define their requests.

Elaine promotes pro bono and recruits new supporters with the aim of increasing the diversity of the group by geography and skill-set. Supporters are required to provide a current CV or LinkedIn profile, contact information, and details of

experience. All information is held on a confidential database and not shared without prior consent.

Additionally, the database is used to log ongoing discussions with Pro Bono supporters regarding their availability and capacity to assist with the aim of making more effective matches of supporters to charities' requests.

It is important to understand that requests are ad hoc in nature and supporters may not be contacted for a few months. Regular emails inform supporters of key news or events at Inspiring Scotland, supplemented by updates on LinkedIn and Twitter.

# Testimonials

Our Pro Bono volunteers are lawyers, business managers, accountants, HR professionals, photographers, leadership coaches, marketing specialists, and much more. All our Pro Bono supporters lend their time and knowledge because they share our vision and our values and want to help the voluntary sector to transform the lives of the most disadvantaged people and communities in Scotland.

“ I started to work with Inspiring Scotland over a year ago. To date, I have worked with around nine organisations at senior levels. I have found this to be a hugely satisfying experience; working with great, interesting people. What I particularly like about it is that Inspiring Scotland are utilising my skills and in turn I am helping the disadvantaged youth of Scotland through working with the leaders of organisations who are dedicated to this cause. Whilst these organisations have disadvantaged youth in common, they are all different with different challenges. It keeps me on my toes and also keeps me current in the third Sector.

Drew Cameron, Executive Coach



“ Inspiring Scotland is very quickly an organisation you want to be part of. A short presentation one evening was enough for me to understand the valuable and varied work they do. So far I've worked with two charities, building relationships and their trust to offer my expertise where they would have otherwise had to pay someone. The people I have met are amazing, committed, passionate individuals and it's so easy to see why they do what they do. If I can contribute in any way I'm happy to be of help. It makes me feel like an absolute superstar to use my expertise for good and that's enough reward indeed. I get such a good feeling out of being of some use.

Louise Cullen, HR Advisor, University of Strathclyde

# Frequently Asked Questions



**Elaine Crichton, Pro Bono Executive**  
[elaine@inspiringscotland.org.uk](mailto:elaine@inspiringscotland.org.uk)  
0131 442 8782  
07718 670 925

## 1. How do I join?

Contact Elaine or a member of Inspiring Scotland staff.

## 2. Can I say no to a request?

Yes. If you do not have the capacity to address the request when contacted you can decline to assist.

## 3. Typical time commitment?

These vary from a short interaction via email (e.g. technical HR queries) to longer time periods working closely with key personnel from the organisation (e.g. executive coaching and trusteeships).

## 4. If a request expands beyond pro bono can I charge for my assistance?

If a request becomes more involved or time-consuming, the pro bono supporter can charge. A charity rate should be discussed and agreed before the assistance continues, the Pro Bono Executive must be informed of the change in the terms of engagement.

## 5. If a charity adds to or expands an existing request what action should I take?

All variations in requests or additional requests must be channelled through the Pro Bono Executive.

## 6. Is there is a balance between advising and executing?

There is no expectation that the pro bono support is an “extra pair of hands” but rather a professional problem solver which may, in some instances go beyond just advising.

## 7. How is the pro bono contribution measured?

Inspiring Scotland has built a financial value model whereby we estimate the financial value of pro bono support. We assume an average hourly rate and log the number of hours spent to give an approximate value. This is standard practise within the pro bono movement globally. We also include the ongoing value of trustees using a monthly average contribution.

## 8. Will I get feedback?

We operate a formal feedback process and we endeavour to capture other more intangible aspects of the pro bono engagement.

## 9. Am I insured for the pro bono work I do with Inspiring Scotland?

Inspiring Scotland does not provide insurance for pro bono supporters. In some cases, an employer may provide professional indemnity for charity work or you may want to explore taking out personal liability insurance if for example you are contemplating a board role (although charities typically insure their trustees). In practice, common sense prevails and there is always the option of caveating your advice.

## 10. Can I claim expenses?

Yes, but this should be negotiated with the charity prior to expenses, such as travel, being incurred.

## 11. Will I meet other pro bono supporters?

Yes, on an annual basis in October there are two events to mark Pro Bono Awareness Week. These are attended by pro bono supporters and representatives of various charities.

## 12. How do I leave the pro bono supporters group?

If your circumstances change and you can no longer provide pro bono support you can contact the Pro Bono Executive or simply click on the unsubscribe link in the pro bono updates.

## 13. If I have a problem or a compliant who should I contact?

In the first instance, you should contact the Pro Bono Executive Elaine Crichton or Julia Abel Head of Funds at Inspiring Scotland [julia@inspiringscotland.org.uk](mailto:julia@inspiringscotland.org.uk).

**INSPIRING** SCOTLAND

**For a Scotland  
without poverty or  
disadvantage.**

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



Level 1 Riverside House, 502 Gorgie Road, Edinburgh, EH11 3AF | 0131 442 8760

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