



# Pro-bono management consultancy for charities.

Your complete guide to getting started with a  
Cranfield Trust project.

We believe in building successful charities.

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## Working together to build successful charities.

At the Cranfield Trust we believe in building successful charities. For nearly 30 years our volunteer consultants have been providing free management consultancy to voluntary organisations across the country.

We understand that all charities are not the same and face their own individual challenges. Our highly skilled volunteer consultants come from a wide range of professional backgrounds and work with you, offering independent, confidential business advice and support.

Every Cranfield Trust project is unique, tailor-made and developed with you to meet your charities exact needs.

## Our pro-bono management consultancy.

Our pro-bono management consultancy projects are available to charities whose primary purpose is to address issues of poverty, disability or social exclusion.

*(Unfortunately, we are unable to support animal charities, schools, environmental charities, historic buildings or other organisations whose primary purpose is not focused on people issues.)*

## Types of Project

Our projects tend to fall into several different areas:

- Business or strategic planning
- Marketing
- HR
- Finance
- Governance

We also cover a wide range of general management projects – for example, facilitating ‘away-days’ or merger discussions, or mentoring chief executives or senior staff.

Our volunteer consultants provide support to charities by bringing their transferable business skills from the commercial sector, so we are unable to take on projects in areas such as fundraising that are specific to voluntary organisations.

## Volunteer consultants

Cranfield Trust volunteers are all skilled leaders from the commercial sector and may be employed, self-employed or retired. They come from a wide variety of backgrounds to share their expertise, knowledge and experience of their specialist area.

They can offer advice on how to approach a particular problem, help to identify the steps needed to resolve the issue, review progress and act as a mentor to those involved in the project.

## Time and commitment

There is not really a typical Cranfield Trust consultancy project; on average our volunteers spend about seven equivalent days with their charity, but this can vary greatly. You will probably need to commit considerably more time, however, as our volunteers act as advisors, rather than taking the work away from you. Before applying for a project, please make sure you are able to commit the time needed to make the project a success. We ask you to be as flexible as possible in taking advantage of the volunteer's donation of time and expertise.

## Next steps – It's as easy as 1, 2, 3!

To prepare your project application you will need:

- ✓ Project Application Template.
- ✓ Link to your accounts on the [Charity Commission website](#).
- ✓ Organogram (if you have one).

In your project application, we ask for background information about your charity and a description of the project you wish to work on with a volunteer.

Once we have received your completed Project Application, one of our Project Managers will contact you to discuss your requirements and arrange a time to come and meet you. They will then work with you to prepare a final Project Brief, which will need to be signed-off by the CEO and Chair of Trustees.



### Financing and resources

We find that our most successful projects are those that include plans for financing/resourcing project outcomes. When planning your project application, please consider any funding that may be required to implement your plan.

### Volunteer Matching

Using the final Project Brief, your Project Manager will then identify a suitable volunteer to work with you. Volunteers are matched to projects on the basis of their skills and experience. Care is also taken to find a volunteer located as close to you as possible, to cut down on travel time and expenses.

### Project Monitoring

We are here to help and support you on every step of your journey. Once you have been matched with a volunteer consultant, we will monitor the progress of your project but leave you and your volunteer to work on the project together.

If you encounter problems at any stage of the project, your Project Manager is there to help. If you are struggling with time constraints, feel that you and your volunteer are not well matched or you wish to offer paid work to your volunteer, please get in touch.

### Volunteer Availability

While we make every effort to place a volunteer for each project accepted, we rely on the goodwill, generosity and availability of our volunteers and therefore cannot guarantee that a volunteer with appropriate skills will be available in 100% of cases.

We have a very good placement rate for our projects, but if we are not able to find a volunteer for your project, we will discuss the situation with you and try our best to suggest alternative resources.

### Contact us.

To find out more please contact us on 01794 830338 or email [admin@cranfieldtrust.org](mailto:admin@cranfieldtrust.org)