



**2023/4**

HAVING PURPOSE  
STARTS HERE -  
THE CASE FOR  
PRO BONO

## Why pro bono comms is a necessity

Jennie Talman, Founder of Passion Partnership

When the team are busy, billability is down and someone at the top is demanding year on year growth with decent margins, it's easy to think you don't have time for pro bono work. Passion Partnership was created to show that committing to pro bono work is not only good for your social conscience, but it makes good business sense. By facilitating pro bono partnerships and then sharing and celebrating the results we aim to build a pro bono movement in the communications industry. Enjoy reading our first impact report.

Most charitable organisations recognise the need for communications, but don't have the budget to get their function off the ground or to invest in the ambitious campaign they know will get them noticed.

We launched Passion Partnership to facilitate the sharing of communications skills between communications agencies and the not-for-profit sector. It's time that the communications industry caught up with the legal profession, who have led the way in professional volunteering for years. Our industry is a creative, dynamic and powerful sector where talented teams engage, inform and persuade: all skills which

are invaluable to not-for-profit organisations.

Passion Partnership was registered as a CIC in May 2023. We advocate for the benefits of pro bono working for charities and agencies alike, ensuring that the partnership is set up efficiently and to achieve the maximum ratio of resource to impact. We're creating a pro bono community who can share experiences, challenges and successes.

And the momentum is building. In under **2 years** we have matched **17 pro bono partnerships**, represented **36 organisations**, and recruited **14 Volunteer Angels and Champions** to the Passion Partnership team.



We have built a reputation through our events, industry awards and strong online presence. We estimate that these partnerships have delivered at least **800 pro bono hours** with a value of **£320,000**.<sup>1</sup>

**This Impact Report documents what we've achieved since May 2023. We remain committed to our belief in the power of pro bono working and are developing new ways to engage with more individuals and organisations in the communications industry.**

<sup>1</sup>This estimate is based on an average of data gathered from partnerships during 2024.

**Passion Partnership mostly supports small to mid-size charities and social enterprises many of whom do not (yet) have the income to fund a permanent communications resource in their team. But they have ambition and ideas, with a strong sense of what could be achieved with a pro bono partner.**

Our goal is to facilitate a partnership which will deliver the maximum impact. We work with our not-for-profits to find the 'impact sweet spot'. By trialling a collaboration with communications professionals, it may help them establish the case for future investment in a communications role or function. Or the partnership may provide a resource boost at a critical moment for the charity, whether it's to devise the communications strategy to support the charity growth plan, to celebrate an anniversary, to deliver a cause-related campaign or to support a funding drive.

**IMPACT FOR THE NOT-FOR-PROFIT**

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The agency has been invaluable in helping us with our work with families affected by substance misuse. The team who worked with us are fantastic.. very knowledgeable and creative. They have refreshed all our resources for family members and are now working on support for our training for people with lived experience. We couldn't have done any of this without them!

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**Viv Evans**  
CEO of Adfam

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Working with Passion Partnership was game-changing for our very small charity! With only two people, it is quite a workload, so having a partnership with a brilliant marketing agency helped infinitely to tell our story and expand our reach during recent celebrations... we are grateful to Passion Partnership for the part they played in making our 10th Anniversary Art Exhibition a huge success!

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**Katie Salari**  
CEO, Never Such Innocence

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We were delighted when Passion Partnership brokered the link with the team at Lexington. It came at a critical point in our journey when we had had a significant loss of government funds and knew we had some quick work to do on public affairs but didn't know exactly where to start.

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**Graihagh Crawshaw**  
CEO, Now Teach

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Collaborating with AMICULUM on our Get Educated 2024 campaign was an incredibly effective and professional experience. Their team delivered creative concepts on the important topic of educating the public about lung cancer, all within a short timeframe.

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**Anniina Hentinen**  
EU Project Manager, Lung Cancer Europe

With the incessant drive to grow and deliver profit, taking on more work – and for free – can feel like the last thing an agency needs. But none of our agency supporters feel that their pro bono commitment has limited their profitability or growth. Once a commitment is made and factored into resource plans, agencies work extra efficiently to deliver their paid work.

Pro bono working is a win/win. With increased scrutiny from society and investors around organisational culture and purpose, we can learn a lot from the not-for-profit sector - where impact is celebrated over straight financial gain. And don't underestimate the benefits to the individual of working in an unknown environment; research has shown that volunteering for charities gives new perspective, improves self-esteem, enhances versatility and allows the privilege of connecting with often neglected areas of society.

**IMPACT FOR THE AGENCY**

**AGENCY BENEFITS\***

- Staff development, especially junior staff
- Building new networks for the Agency
- Working in new sector e.g. deeper cross team collaboration
- Reigniting team passion for the work
- Opportunity to work with disadvantaged communities
- Strengthen relationships with key media titles
- Achieve valuable societal change
- Submit and win awards

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The opportunity to support the UK Sepsis Trust has been a particularly precious one for us, as a team that has been directly impacted by this devastating condition. The chance to 'give back' when it came to leveraging our skills pro bono, quickly became a chance to deepen our purpose and create a partnership that we are incredibly proud of."

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**Jessica Pacey**  
CEO, 67Health

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For us, we agreed the amount that we were happy to invest in pro bono working as part of our annual planning and forecasting process. Also, by committing to pro bono work through a formal contract, like we would with our fee-paying clients, we ensured that we baked it firmly into our monthly resource and workflow planning.

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**Jo Spadaccino**  
Co-CEO Stirred Health

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We at Lexington were delighted to be able to use our expertise to deliver and enact positive societal change, helping disadvantaged children and communities through the power of reading.

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**Kevin O'Donnell**  
Associate Director, Lexington

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Supporting Lung Cancer Europe with their 'Get Checked!' campaign was incredibly rewarding for our team. We were able to leverage our social media and creative design skills to enhance LuCE's campaign content, with the aim of changing mindsets and increasing awareness that anyone with lungs can get lung cancer.

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**Leyna Prince**  
Client Partnership Lead, AMICULUM

# Making pro bono easy – the role of Passion Partnership

## Match and Mentor

To date we have concentrated our efforts on bringing together charities and communications agencies. We match and mentor the partnership, giving each the best chance of success from day one. Our template Briefs and Partnership Agreement ensures that both sides have the same expectations, are aligned on the commitment they must both deliver and share the same passions for the work.

Once the partnership is up and running, our Volunteer Champions are on hand to offer advice and to iron out any wrinkles that may appear. At the end of the work, we ensure that there is a debrief, document the success and – importantly – lessons to feed forward to the next wave of partnerships.

## Build Community

An important part of our work is to build a Pro Bono Community where people #chatprobono, talk about their successes and also share the challenges. We have held four Get Together networking events and have started a Best Practice podcast series.

## Celebrating Pro Bono Excellence

In 2024, Passion Partnership sponsored the first Communique Award for Excellence in Pro Bono Working - with the support of Green Square, a corporate finance company. We received eight entries, and the winner was announced in front of a 2,000-strong audience of healthcare communications professionals, by none other than Claudia Winkleman. Pro bono excellence is now an established category in 2025, reflecting the increasing recognition of the value of engaging in pro bono partnerships.



*We had had some challenges in finding suitable pro-bono clients; Passion Partnership has made it very easy to connect to an appropriate (and lovely!) pro-bono partner.*



**Liz Southey**  
Managing Director, The Salve

## Driving Strategy, Unleashing Creativity

We've found that bringing together communications teams and not-for-profits generates a magical kind of alchemy. Whether it's sparked by the freshness of working in a new field or the joy of operating like a pop-up project (perhaps unfettered by SMART objectives), we've been astounded and impressed by the sheer diversity and breadth of work our agencies have provided for their Not-for-Profit partners.

- Digital Marketing
- Communication Strategy Workshops
- Branding
- Design
- Report Writing
- Data analysis
- Communications Toolkit
- Event Planning
- Social media
- Video creation
- Webinar hosting
- Article writing
- Campaign creation
- Media liaison
- Building media lists
- Research
- Pitching stories to media
- Securing free advertising
- Literature analysis
- Messaging development
- Facilitating interviews
- Media outreach
- Messaging workshops
- Value stories
- Press office function

## Our Partnerships so far

Adfam and Nexus Values

Beacon Rare and Intent Health

Bookmark Reading and Lexington

Dementia UK and Klick Health

Luminary Bakery and Red Havas

Now Teach and Lexington

Positively UK and Burson

Porchlight and Seven

Never Such Innocence and Sister London

LuCE and Amiculum

The Urology Foundation and Sanofi UK

Thrombosis UK and Curious Health & Costello Medical

Transplant Links Community and Mearns & Pike

UK Sepsis Trust and 67 Health

Unique and Havas Life London

Vavengers and Stirred Health

## Our Financial Model

The work of Passion Partnership is done by a team of volunteers (Champions and Angels). This includes matching and mentoring partnerships and building a pro bono community through events and marketing activities.

The basic running costs of Passion Partnership are covered by the Agency Supporters' Fees. The fees are paid by the Agency when a match is made between the Agency and the charity partner. In return, the partnership receives mentoring from a Passion Partnership Champion for the first 3 months of the partnership as well as an invitation to Passion Partnership Get Togethers.

The fee amounts are modest, reflecting that the Agency is already committing to the gift of valuable pro bono hours.

Team Size	Supporter's Annual Fee
<10	£600.00
10 - 30	£900.00
31 - 50	£1,200.00
Over 50	On application

Costs paid out by Passion Partnership are mainly administrative including the Linked In licence, Zoom licence and website registration. Marketing costs include design for the website and occasional paid social media posts.

### Key Income and Expenditure 2023/4

Income	£
Income from Agency Supporter's Fees	8,800.00
Income from Impact Workshop	8,000.00
Expenditure	
Website set up & design*	2,250.00
Consultant fees (research)	7,815.00
Marketing (Zoom, LinkedIn, photography*, sponsorship, events)	1,435.00

\*Discounted

## A Sustainable Future

Our goal is to develop a sustainable financial model for Passion Partnership, with some money available to cover the time spent on the day-to-day running. With this in mind, we are currently exploring new initiatives which will generate more significant income in the future.

## CASE STUDY

In 2024, we decided to widen our offer and created and delivered a one-day pro bono workshops for in-house multi-discipline teams. Our chosen charity and in-house team problem solve together through high impact sessions facilitated by Passion Partnership.

The workshops provide a dynamic and rewarding option for employee volunteer days, with those involved using their professional skills in a new setting with a purposeful outcome.

NEW OFFER  
- IMPACT  
ACCELERATOR  
WORKSHOPS

## Sanofi UK and The Urology Foundation

We matched The Urology Foundation (TUF) with a UK brand team at Sanofi, a pharmaceutical company. TUF opened the workshop by presenting their challenges and remained on-hand throughout to answer questions and provide further direction. At the end of the day, the Sanofi teams shared their thinking and received immediate feedback from the charity.

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It was so enlightening to hear the response of the Sanofi team to our unique challenges. They came to the day with no preconceptions and huge ambition for what we can achieve.

To have access to the expertise and creativity in this “pop-up” setting was fabulous and is already accelerating the impact of our work. We are so grateful to Passion Partnerships for delivering such an inspiring and motivating workshop. We left the day with renewed enthusiasm and full of exciting ideas that we are already putting into practice.

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**Rebecca Porta**  
CEO, The Urology Foundation

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The workshop provided a unique opportunity for our team to work together and bring solutions to challenges that our quite different to our day-to-day experience. Having said that, we applied our skills in new ways and had the creative freedom to think big and bold. We had a lot of fun, and at the end of the day, to hear from the charity that we had accelerated their thinking and exceeded all expectations, was hugely motivating.

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**Rebecca Reeve**  
Head of Strategic Partnerships, General Medicine, Sanofi

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## Champions

Passion Partnership is supported by a team of voluntary communications consultants, who act as Champions to each of the Partnerships. They help with the matching process and when the partnership is underway, act as mentors. Champions are responsible for ensuring that a thorough debrief is conducted, capturing the impact achieved and lessons for the future.

**Champions include Rachel Hind, Fiona Fong, Kate Hawker, Fiona Murray, Anna Saggerson, Katie Turner-Samuels, Gabriel Hoppen, Chris Caudle, Rita Martins, Nehal Patel, Stella Wright and Nicole Yost.**

## Angels

Passion Partnership Angels provide ad hoc specialist advice to our partnerships and contribute a specialist skill.

**Our Angels include Grant Feller (Storyteller and writer), Graham McMillan (Public affairs), Tia Miles (Poet in Residence) and Emma Westcott (TV and broadcast).**

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*I get a real kick out of being part of Passion Partnership. It's not just the feel-good factor of matching charities and agencies; it's the awesome and inspiring people I've met from these organisations and the camaraderie of our fantastic team. I'm also proud to be part of the pro bono movement, helping charities and community interest groups access skills and expertise that might otherwise be out of reach. I've seen how valuable and rewarding this is for both sides of our partnerships and I hope by promoting these successes we can encourage more companies to get involved.*

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**Rachel Hind**  
Freelance Communications Consultant

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*As an Angel for Passion Partnership, I have engaged in pro bono consultancy with some fascinating charitable organisations. Everyone has a story worth telling and it has been a privilege to help shape conversations that create an impact in areas which may be underserved or overlooked. If my advice can move the needle, begin to help change attitudes and improve people's lives, then it's time very well spent.*

”

**Grant Feller**  
Storyteller and MD of Everyrung



## Havas Life and Unique

Unique, a charity which supports families affected by rare chromosome and gene disorders has enjoyed a creative partnership with medical communications agency Havas Life London. Highlights include creating and producing an original pop song together with a music video featuring Unique families and members, and a Daily Express feature to mark #RareChromoDay.

### The Agency Story

**Sarah Mikhailov,**  
Managing Director, Havas Life London

We wanted to partner with a charity in the rare disease space to support our business development approach. Having the support from Passion Partnership to research relevant and appropriate charities was critical to finding the right partner, both in terms of their size and their needs for agency support. Once introduced, we were able to set the partnership up quickly and ensure commitments from both parties were aligned from the outset.

Our goal was to gain exposure for Unique to reach new families and also to celebrate their existing community by leveraging #RareChromoDay. We achieved this by

producing an original song 'Touch the Sky' through a collaboration with a musical artist and with content provided by the Unique community - the inspiring music video featured members and families, created with their input and using sign language. With our social media takeover of Geonomics England the song got more than 16,000 post views and overwhelmingly positive comments from Unique members:

**"Our beautiful girl was so pleased to see herself in the video. Music, singing and dancing are some of her favourite things. This really has made her day to be in a pop music video on YouTube. 🥰🥰"**

**"Words are not enough. Most moving and wonderful. At class you make us laugh**

**and now we are all in bits. I want to share with everyone 🙌❤️🙌🙌🙌"**

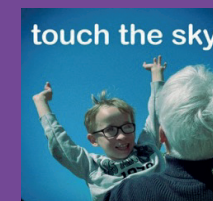
Working pro bono work with Unique has provided new opportunities for team members to respond to a non-pharma creative brief and pitch their ideas with cross-team collaboration on creative development. So often we can be blinkered with the work that we do day-to-day, so partnerships like this help reinvigorate a passion among our teams for working in rare disease communications.

### The Charity Story

Working with a pro bono organisation that can offer a skillset and vision outside of that we have in our staff team, who are focussed on delivering frontline services,

has been transformational... together we produced a truly unique, dynamic and inclusive awareness day campaign which would not have been possible without the drive and expertise of Havas Life Medicom.

**Sarah Wynn**  
CEO, Unique – Rare Chromosome Disorder Support Group





## Stirred Health and The Vavengers

Stirred Health were matched with The Vavengers, a charity committed to ending Female Genital Mutilation/cutting (FGM/C). Together, they took the complex story of FGM/C to new audiences - in particular health care professionals and policy makers - focusing on their One Question Campaign to add a question about FGM/C to all patient forms as standard, to remove stigma and to ensure all women could access help. Highlights included a front cover story and strategic partnership with Nursing Times and being recognised for pro bono excellence at Communique - the healthcare communications industry annual awards.

### The Charity Story

Sema Gornall, CEO The Vavengers

Pro bono work is vital to charities like ours as without it we couldn't push our agenda and do the change-making that we need to do; it increases our level of power and access to more information – it enables us to get in the room with key decision makers.

We are a very small charity, a team of five, and we rely on volunteers, our board members and stakeholders to really support us, and the level of service and expertise that we got from Stirred is not something that we could currently afford.

The partnership between Stirred and Vavengers was very special, I think we worked really well together, and every time we hit a challenge, we were able to communicate that, and their team took it on board very quickly. You can strategize all you want and write the biggest book on every single step you want to take - but, in

this challenging climate, we have to react fast. The partnership basically enabled us to be able to respond quicker because we had a bigger capacity.

The non-profit sector can feel like a lonely space, especially if you work on incredibly complex issues and it feels like nobody cares in the world. You get into that head space, like, are we the only people who care about this issue? I think hearing from Stirred 'you guys are doing a great job, let's help you out' gave us great emotional support. We really appreciated that.

### The Agency Story

Jo Spadaccino, Co-Founder, Stirred

When we founded Stirred, we felt strongly that we wanted pro bono working to form a key part of our approach. We'd seen at previous companies that, despite good intentions and the enthusiasm of staff, day-to-day business often got in the way, or it was very much left to the individual

employee. We decided to commit at the company level - it was about doing it with purpose and forethought and the wonderful Passion Partnership really helped to make it happen."

Why The Vavengers? We definitely knew that we wanted to work on something relevant to health and wellbeing. It's what drives us as a team. Importantly, it's where our expertise lies and that's where we can add value. We were also really passionate about women's health, and we wanted to work more extensively with underserved communities.

Our partnership with The Vavengers has been so fulfilling and it's definitely provided us with learnings that we can take through to other health campaigns. We've gained a closer understanding of what it's like to work within a small charity setting - it's fast-paced, requires laser-like focus, and it's also tough to see the funding poverty that is affecting so many charities today. As a

team, we've also gained rich insights into health inclusion and the intersectionality between health and wider societal issues.

Most of all we're delighted that our collective work has yielded some really fabulous results. We significantly upped the ante in 2023 and moved several steps closer to making sure that as a society we can better identify those at risk or already living as an FGM/C survivor, so that we can break the cycle of abuse and better support survivors who live with continuous physical and emotional trauma. Always much more to do, but we're proud to have played our small part, and continue to support the charity today.



# Quality Street By Tia Miles

Poet in Residence

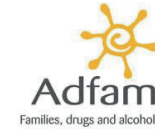
It all started with a bakery, back in 2023.  
The partnership that started this great community.  
With so many individually wrapped ideas, just waiting to be freed.  
Oh how sweet it is to walk down quality street.

Looking out at the sparkly shard, mimicking the sparkle that's in our hearts.  
With our Champions and Angels lighting the way,  
Maybe you'll write a pop song one day!

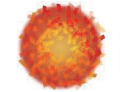
20 partnerships and counting,  
We'll keep on pushing boundaries,  
And achieve things beyond our imagination.  
And that, is the beauty of creation.



lexington



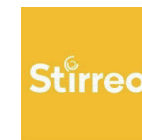
HAVAS Red



THE UK SEPSIS TRUST



HAVAS  
Life London



SISTER  
london

