
The little book of Underpin

A plain English guide to how we work
with charities.

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Organisational Member

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Underpin Business and Charity Consultants

You might notice the word business in our name, and for charities, we think that's what sets us apart.

Underpin has worked with many charities as the “process and business voice” in the room. Because we believe in the modern charity sector, being donation focused is not a long-term strategy.

As part of our mission and values we offer free hours and guidance to charities to highlight the business opportunities that already exist within your organisation, and create strategies, plans and processes that allow leaders to focus on what the charity was started for.

We worked with a mental health charity to set up a trading arm that has generated over £100,000 of additional revenue in just six months.

Our Methodology



Mapping: We define where you are on your journey, not by guessing, but by chatting with people at all levels to get an idea of where you are right now. This process also delivers quick wins as a benefit.



Backcasting: Rather than planning forward from now, Underpin Consultants helps you define where you want to go (Vision) and then take ten backwards steps from that perfect future charity to create a strategy and roadmap that gets you where you want to go.



Pathfinding: We often find when we reach the first step, your charity isn't aligned with where you need to be to start your ten-step journey - the 11th step (Pathfinding) is to move you to the right place to begin the journey.



11-Step Strategy: You will then have a plan that gets you where you need to go, starting from right now. Even though we use the same skills and tools every time, it creates a plan specifically designed for you, because you helped create it.

Collaboration: Our Consultant's Code (Page 9) is based on bringing the best ideas out of you and your team. This means we work with you, not for you, to build long-lasting plans that are owned by everyone, including those who use it. Workshops, interviews, strategy sessions and collaborative working are all used to give you just what you need - clarity, progress, and a plan.

“Underpin’s work
with my team for
our local charity
has been incredible
and empowering.”

Charlotte Blizzard Welch - CEO,
Stevenage Together

Our Experience

Underpin Consultants' values are **Be Good, Do Good, and Collaborate**. That means if we can't help, we will find someone who can. Here's how we know we can help you.

- **24 years helping organisations grow:** public sector, universities, SMEs, charities and large companies.
- **Wide experience:** Experience with organisations under pressure, and those thriving and ready to scale.
- **Flexible tools and skills:** A methodology focused on building new things, not redefining old ones.
- **Adapted to your needs:** fast growth or steady, sustainable progress –always at your pace.
- **Strong Values:** If we can't help, we'll point you to someone who can.

“Underpin’s insights
and professionalism
left me feeling that
I’m on the right
track.”

Sam Truss,
Information Technology Founder

Underpin Consultants' Code

Our consultants' mission is to build organisations that deliver growth, and provide for everyone.

We believe that the best solutions to an organisation's challenges come from the people who work within it. Our role is to bring our expertise, perspective, and tools to complement, enhance, and help deliver those solutions.

A consultant's role is to consult, not to dictate.

The term "consultant" works both ways. When someone hires a consultant, they seek solutions, insights, and advice from an expert. In turn, we seek expertise, knowledge, and context from the real experts: the employees at all levels, from apprentices to directors, who live and breathe the organisation every day.

- We ask for permission before sharing ideas or findings, respecting confidentiality and protecting those who prefer not to be identified.
- We always credit those whose ideas shape the plan
- The employees must feel part of the plan. We create this feeling through workshops, collaborative integration, and focus groups.
- We are here for a fixed term, with the goal of making ourselves redundant. We ensure the organisation can carry the plan forward independently.
- It's not our job to impose solutions or ideas on a company just because they've worked elsewhere.
- We don't tell others what to do; we listen, facilitate, and guide.
- If we're not the right fit or can't add value, we'll say so.

“I would highly recommend Underpin to any organisation seeking to build a strong, sustainable future.

We look forward to continue our journey with Lewis in our quest to bring real-life skills to the next generation.”

Angus Cameron
ootiboo CIC

A Free Offer to Any Organisation

We're offering a free consultancy session to charities who are looking to integrate a more business and revenue driven model to their organisation.

It's not a sales call. It's just a space to talk openly with someone who understands what growth can do to a business and can offer calm, practical advice.

You can book yours now:

Telephone: 07399 00 4175

Email: growth@underpinconsultants.com

Book: <https://underpinconsultants.com/book-consultation>

Underpin

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