



A charity CEO's guide to: Hiring, paying and managing freelancers.



About CASBA



CASBA – Citizen Advocacy South Birmingham Area

Vision: People with learning disabilities live as equal citizens

Mission: people with learning disabilities to get their voices heard and their rights accepted.

Set up in 1988, we are the longest established advocacy in Birmingham

About CASBA

Deliver one to one, peer, group and self advocacy through a range of projects – parenting, families, finance, domestic violence, staying healthy and adopting a healthy lifestyle.

All with the aim to reduce health inequalities, live longer, happier, healthier lives

10 staff + 8 vacancies currently, 6 on our new project

6.5 FTE

3 Full time

7 part time

5 lived experience roles – 4 Co Chairs and 1 project officer



Last year



Referrals up 34% last year on previous year

Income last year: £296,950, previous year £293,000

Recruitment freeze, additional hours on some projects, otherwise all freelancers

- 9 Blumers in 4 years, currently working with three Blumers – finance, admin and comms – 2 long-term

How can Freelancers help?



Under - Resourced



CEO stress statistics



Aveco in [2026 report](#): 'worrying trend of CEO's quitting and leaving sector entirely due to burn out and systemic stress'

They said: 17.5% increase in CEO's contacting their CEO in crisis support

On average CEO's provide 3 months free labour by working 10 hrs over every week

Too much operational, no time for strategy, risking sustainability

Well being - only 53% of CEOs are satisfied with their work life balance

CEO bandwidth



You are working with
Rebecca W

- CEO bandwidth is what you need when you need 2 of you
- They can take off you parts of your role you are struggling to do with everything else
- At CASBA Rebecca came in for 3 months to:
 - Take over finance dept following a resignation
 - Line manage 2 roles
 - Set up financial planning committee
 - Transfer bookkeeping to new provider
 - Oversee transfer of HR to new provider

CEO bandwidth



Rebecca enabled:

Income diversification supporting sustainability:

- Progress of legacy fundraising
- Business development
 - New customers and business growth of 50%
 - First legacy event in October 2025, 3 legacy prospects identified, one gift
 - Individual giving growth of 33%
 - **Cheaper, fast, no risk solution**

How do I get buy in from staff and trustees?



You are working with
Anna Rose B

ef. P1285B1545

atus **Complete**

re Project or Task

Marketing and Comms: help us create a micro site

Project brief

We've got a new website almost ready for launch. As part of that website we want a mini site with a pay wall for our training. Training will be paid for by professionals and free for our citizens. We have a designer for the techy bits. You will need to have website experience as the challenge is turning content previously used for just face 2 face delivery, pre-COVID into learner--led, self managed learning all online with some additional face to face training much later on. We need to get this micro site up and running asap. We need: * all new online content films, interviews, Q & As, tests, answers and more. You will work alongside our comms officer who needs a partner on this work for thinking, planning, strategising and doing. This is a really interesting task which will contribute to CASBA's organisational goals of accessibility and sustainability. Please get in touch as soon as you can for an initial chat. Thank you!

Where you lack:

- expertise
- Time

The cost of not doing it:

- Undue stress
- Taking you away from your role

Action:

- One pager for trustees
- Staff are usually very keen especially where your Blumer brings unique skills

How do I decide on what to pay a Blumer?



Around 30% more than a staff member.

But remember you are not paying:

- National insurance
- Pensions
- Sick pay
- NO onboarding/induction/recruitment
- Your budget

Next steps – Gins' Top Tips



- Decide on your budget and offer. The Blumer will soon let you know if its acceptable
- Specific briefs with timelines and SMART milestones
- Have verbal catch ups in the early days
- Freelancers can help with any aspect of your charity. And bring additional value.
- If you're not quite sure what you're looking for ask Alexander and he'll give you a list of prospects

Takeaways



- When your income is unpredictable and under pressure, freelancers are the right choice
- They're flexible, affordable and fit the resources you have
- They bring the skills and expertise you need to fill capacity gaps
- They support your staff well-being boosting retention of permanent staff
- Internal buy-in is easier than you think
- Blume freelancers are pre-vetted, trustworthy and will fit with your organisation

Questions?



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blume

Freelancers for charities.

Interim | Projects | Part-Time

