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Newsletter contents

- [Letter from the Chief Executive](#)
- [Impetus launches two funds to reduce reoffending and fight poverty in London](#)
- [Spotlight on corporate partners: OC&C Strategy Consultants](#)
- [Sunday Telegraph praises 'staggering results' from Impetus](#)
- [Impetus is finalist for Investing in Social Change Award](#)
- [Eden McCallum strengthens pro bono partnership with Impetus](#)
- [Supporters' sporting efforts raise over £25,000 for Impetus](#)
- [News from our portfolio charities](#)

Letter from the Chief Executive



As Carnegie famously stated, surplus wealth is a 'sacred trust', which its possessor has a duty to use for the good of others.

What people think of as 'surplus' wealth differs greatly, though, depending on location. A recent study by Barclays Wealth reported that American high-net-worth individuals allocate four times the level of resources of those in Britain to charitable causes, comparative to their net worth. Americans also give three times as much of their own time to charitable causes as their British counterparts. Just imagine how much progress we could make towards breaking the cycle of poverty in this country if we could triple or quadruple the available resources.

What philanthropists in both countries do share is a growing sense of urgency about the degree of social change that is needed and that they can help to bring about. **I have noticed that the tide is moving away from philanthropists being content to support a cause, and towards a desire to find solutions to the great social problems of our time.** At Impetus, we are committed to tackling the root causes of poverty - such as lack of education, employment or skills - and making resources work harder. In the summer we launched two funds that aim to do both: the Impetus Reducing Reoffending Fund and the London Fund. More on this below.

We are also continuing to explore the most innovative and effective ways to demonstrate the impact of our charities. We are very proud that Impetus is one of the first grantmaking organisations to pilot a newly developed Social Return on Investment (SROI) methodology, spearheaded by the Cabinet Office and SROI-UK. We are excited to be working at the cutting edge, participating on the steering group, and piloting the methodology with a select group of our portfolio charities.

I hope you continue to be inspired by the work of our charities and we look forward to working with you to help turn around more lives.

Daniela Barone Soares

[Back to top](#)

Impetus launches two funds to reduce reoffending and fight poverty in London

As part of our commitment to finding innovative solutions to the most challenging social problems, we have launched the Impetus Reducing Reoffending Fund and the London Fund.

The objective of the Impetus Reducing Reoffending Fund is to support organisations that are making a significant impact in reducing reoffending rates. Despite high public awareness of the costs and consequences of reoffending, there has been little progress made in reducing its prevalence. In total, the UK government spends £18bn each year for prisoners, offender management and reoffending costs, yet over 60% of adult prisoners are re-convicted within two years of their release.

The Fund has been established to identify and then help scale up three-to-six effective and ambitious charities that are working to reduce reoffending. Impetus will support these organisations with our highly engaged model of strategic funding with tailored capacity-building support. The Indigo Trust, the Esmée Fairbairn Foundation, and the Henry Smith Charitable Trust have joined us in this major new initiative. An initial £1.3m has been raised so far and we hope that the Fund will grow over time, with other individual investors and grantmakers contributing both money and experience. If you are interested in investing in this Fund, please contact [Meredith Niles](#).

In September, with the support of Deutsche Bank, we launched the London Fund, the aim of which is to help disadvantaged people in greater London. The Fund will be led by Impetus and will provide a combined package of core funding and top-calibre professional expertise to high-potential, high-impact charities and social enterprises.

Deutsche Bank's involvement in this Fund heralds a more strategic approach to corporate funding by focusing support on capacity-building activity, rather than new projects that often result in fragmentation. Kate Cavelle of Deutsche Bank commented: "**In this challenging economic environment, charities need intensive support to build capacity and core funding in order to develop and thrive.** For the first time in the UK, Deutsche Bank is supporting a programme that aims to do just this."

[Back to top](#)

Spotlight on corporate partners: OC&C Strategy Consultants



Leading strategy consulting firm [OC&C](#) volunteers the expertise of its consultants to Impetus charities, to help transform their performance. This partnership doesn't just benefit Impetus charities, though, as partner Colin Tyler (*pictured left*) explained in a recent interview: "We are able to use these projects as a reward to staff. **Project managers and consultants are always very keen to be assigned to [Impetus] projects** because the work is seen as interesting and rewarding, providing situations where people can be more creative about how to approach issues." [Read the full interview with Colin](#), where he explains why he enjoys working on Impetus projects, and what he thinks are the benefits to OC&C.

[Back to top](#)

Sunday Telegraph praises 'staggering results' from Impetus

An extensive article about Impetus was published in the Sunday Telegraph in late August. In it, Daniela challenges the widespread practice of restricted funding, saying: "This is the only sector where the funder thinks they know better than the person running the organisation where the funding should be going." [Read the full interview](#).

Many thanks to [Pelham PR](#) who made the introduction to the Sunday Telegraph, and [Bladonmore](#) for their

continuing support.

Read more of [our recent press coverage](#).

[Back to top](#)

Impetus is finalist for Investing in Social Change Award

We have been selected as a finalist - from over 300 nominations - for the Directory of Social Change Awards, in the category of Investing in Social Change. This award aims to recognise an organisation or individual who has "really thought hard about the best way for them to invest time, skills or money to achieve social change. By assessing the need, bringing others on board and making effective use of their resources, they achieve a real difference."

The winner will be decided by public vote, so please do [vote for us!](#)

[Back to top](#)

Eden McCallum strengthens pro bono partnership with Impetus

In September, [Eden McCallum](#), a management consulting firm and Impetus pro bono corporate partner, held an event to mark the first 20 months of its NGO Partnerships. The event focused on Eden McCallum's partnerships with Impetus and Virgin Unite.



Elly De Decker, Impetus Investment Director, and Ditlev Schwanenflugel, Eden McCallum consultant, (*on right with Paulus Deuticke from Virgin Unite*) joined a panel that discussed the role of strategy consultants on not-for-profit projects.

The panel concluded that both parties benefit from working together: the charity benefits from the business skills a strategy consultant brings, and the consultant has an opportunity to learn new skills, which are often transferable to the commercial world. Ditlev commented that he had

done about 47 commercial projects in his career and five charity projects, and the **charity projects "are in my top six on satisfaction and learning"**.

[Back to top](#)

Supporters' sporting efforts raise over £25,000 for Impetus



Two athletic Impetus supporters - Charlie Troup (*pictured left*) and Kevin Reynolds - have raised over £25,000 for Impetus through their impressive sporting activities. Charlie rode the gruelling Etape du Tour in July and Kevin ran the exhausting Royal Parks Half Marathon in October. We are always greatly appreciative of our supporters helping to turn around more lives by participating in sponsored events. Please contact [Alexandra McGill](#) if you are undertaking any similar activities and would like to fundraise for Impetus.

[Back to top](#)

News from our portfolio charities

Blue Sky and St Giles Trust win Centre for Social Justice awards - Congratulations to both Blue Sky Development & Regeneration and St Giles Trust, which won prestigious awards at the Centre for Social Justice Awards 2009, a national awards programme that "rewards innovative and effective British poverty fighters".

Only seven organisations won awards, out of 335 that applied. Former Home Secretary Charles Clarke MP presented the award to Blue Sky saying: "Blue Sky is an exceptional social enterprise that offers hope and a way to break the cycle of offending - and that all-important job."

St Giles Trust won an award for its SOS Gangs Project, which works with young offenders in prison and in the community who are serving sentences for gang-related crimes, with the aim of helping the young people move away from gang life.



IntoUniversity hosts Alan Milburn MP - In July, IntoUniversity hosted Alan Milburn MP at its North Kensington centre for the launch of 'Unleashing Aspiration', the cross-party report on Fair Access to the Professions. IntoUniversity was cited as a case of good practice in the Report, which looks into the reasons why young people from deprived backgrounds face disproportionate barriers when entering the professions.

IntoUniversity launches two new centres - This autumn, IntoUniversity is expanding its reach with the launch of two new centres, in Hackney and Haringey, London. This will bring the total number of IntoUniversity centres to six, and will enable it to support over 3,000 more children and young people in deprived communities.

Street League selected for 2010 World Cup Festival - Street League has been selected to participate in the Football for Hope Festival at the 2010 FIFA World Cup in South Africa, due to its excellent track record in the field of Development through Football. The Festival provides an opportunity for organisations using football as a tool for social development across the world to meet and learn from each other.

Street League extends reach to the North East - Street League, in partnership with Sport Universities North East England (SUNEE), has launched its Directions 2 Work programme in the North East. The aim of Directions 2 Work is to help people move towards education and employment by enhancing confidence, gaining formal qualifications and developing valuable life skills such as self-discipline, teamwork and communication.



Teens & Toddlers evaluation shows success in preventing teenage pregnancy - In July, Teens & Toddlers issued its 2008 retrospective tracking evaluation. This tracks the progress of the young people who complete the programme, and reported that over 96% of the respondents had not had a pregnancy incident. In addition, over 91% said that the programme had helped them understand the need to have a job, financial security and a stable relationship before having a child.

Pictured left: Teens & Toddlers Certification Ceremony

Fairtrade awarded significant DFID grant - The Department for International Development (DFID) has announced it will make a £12m grant to Fairtrade from 2010 - 2014. This will enable the Fairtrade movement to touch the lives of another million producers, reaching those in low-income countries and conflict zones.

Starbucks switches to Fairtrade - On 2 September, Starbucks stores in the UK and Ireland started serving only Fairtrade coffee in espressos and espresso-based drinks. This follows the 2008 announcement that all Starbucks Espresso sold in the UK and Ireland would be Fairtrade Certified by the end of 2009. The Fairtrade

Foundation expects this momentous switch to increase the amount of Fairtrade coffee sold in the UK and Ireland by 18% in the first year alone. This will provide farmers in the developing world with extra funds to invest in their communities.



Camfed alumna wins Global Women Leaders Award - Camfed graduate Penelope Machipi (*pictured left*), who comes from one of most remote regions of rural Zambia, was recently named as the joint winner of the prestigious Goldman Sachs and Fortune Global Women Leaders Award. This award was presented in recognition of the tremendous leadership and courage Penelope has displayed in her life. Camfed supported Penelope to complete her education after both of her parents died. She now runs an IT resource centre for young women in her local community, equipping them with skills that will help them to flourish.

Keyfund CEO shortlisted for entrepreneur award - Congratulations to Hannah Eyres, CEO of Keyfund, who has been shortlisted for the North East Woman Entrepreneur of the Year Awards under the category of Best Social Enterprise. This award recognises “women who combine strong entrepreneurial skills with a positive social mission”.

NPL increases facilities for service users - In response to increased demand for its services, Naz Project London (NPL) has recently moved office, to Hammersmith, West London. The new location has facilities such as a dedicated counseling room and an HIV and Sexual Health testing room, which will enable NPL to provide an even better service.

beat calls for marathon runners - Calling all long-distance runners! **beat** has a few places left for the Virgin London Marathon 2010, so if you would like to be a part of this and help raise money for **beat**, please contact [Robert Jackman](mailto:Robert.Jackman@beat.org.uk) on 01603 753307 by the end of October.

Speaking Up members successfully campaign for personal security card - Members of the South Yorkshire Youth Parliament of Impetus alumnus organisation Speaking Up have been campaigning for a personal safety card scheme to be launched in Barnsley - and are extremely pleased that the Barnsley Youth Council has awarded them funding to get the scheme launched.

Leap Confronting Conflict launches new website - Impetus alumnus organisation Leap Confronting Conflict has launched a new, interactive website, aimed at encouraging and inspiring users to help reduce violence and conflict in the lives of young people. The new-look site www.leapconfrontingconflict.org.uk provides an easily accessible resource, including the broad range of training programmes and higher education qualifications on offer, as well as the latest *Leap* news and highly topical blog posts.

[Back to top](#)

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