

June 2009

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## Letter from the Chief Executive

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Poverty is rarely and inaccurately portrayed in the UK media, according to a study by the Society of Editors/Media Trust/Joseph Rowntree Foundation. It remains invisible to many. But it is what all of our charities and the people they serve come face to face with every day.

There are over 11 million people in the UK alone, including many children, who have missed out on the economic growth of the last decade(s). There has been little real progress to reduce that number.

Clearly, the pace of change is not fast enough. We have to do more. Government plays an important part in this fight, but it is not enough. Organisations fighting poverty have to scale up and become even more efficient. We need to bring more money and more expertise to this if we are going to start making some real progress for the many people who are at risk of being left behind.

Impetus is uniquely positioned to make a difference (and we know how). What we bring is an innovative model of capacity building and a long track record of experience.

Through our rigorous due diligence, we find and invest in innovative charities, which we believe have the ability to be part of the longer-term solution to poverty. In this year alone, these charities are already helping over 200,000 people gain education, skills and jobs that will help them to find their way out of poverty.

These are people like Jimmy, a recovering addict who had been in and out of prison for over 20 years. Through the innovative St Giles programme, Jimmy was able to complete an NVQ3 in Advice and Guidance. He found it very satisfying to be able to help other prisoners learn how to organise housing benefit, connect with agencies that could help them on release from prison, and just provide support to others. On Jimmy's release from Wandsworth Prison, he started his own waste management business, which has been successful. In his spare time, Jimmy runs a support group for recovering addicts.

There are many other Jimmys who need new opportunities. Our ambition is to double the size of our portfolio in the next four years. That means that the high-impact charities we invest in could help another 200,000 poor people have the opportunity to escape the cycle of poverty that has existed for too long.

Our supporters have enabled us to help charities double or quadruple or multiply twenty-fold, in only a few years, and for this we are hugely grateful. For Impetus to be able to make the next big push in the fight against



poverty though, we will need even greater support. Can you help, with either expertise or donations?

We 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

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## Success of Leap Confronting Conflict celebrated at 'graduation' ceremony

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After four years of phenomenal growth, Leap Confronting Conflict has 'graduated' from our portfolio of charities. London-based *Leap* works to reduce conflict in young people's lives, and raise the aspirations of vulnerable young people. Its innovative programmes include work with gangs, peer mediation and ways to reduce knife crime.

Since *Leap* partnered with Impetus in 2005, it has surged forward and is able to help transform many more people's lives. *Leap* chief executive Jenny Rogers said, **"The support provided by Impetus has been crucial for our growth and enabled us to establish a national presence, reach greater numbers of young people and become more sustainable."**



### Graduation Ceremony

To mark the occasion of *Leap*'s graduation, Impetus Chairman Stephen Dawson (far left) and Chief Executive Daniela Barone Soares (left) presented *Leap* Chief Executive Jenny Rogers and Chair Patrick Dunne (right and far right) with the traditional Impetus memento - the Le Mans-winning Bentley Six Speed, as a symbol of turbo-charged growth and how Jenny and her team have been driving *Leap* forward with great skill and speed.

This graduation ceremony took place at a 'Living Case Study' event of our work with *Leap*, where Impetus supporters learned more about the partnership from Impetus associates, *Leap* beneficiaries and the Impetus Investment Director (and Chair) Stephen Dawson.

### How Impetus worked with *Leap*

*Leap* chief executive Jenny Rogers first approached Impetus as she was ambitious to grow and strengthen the organisation. There had been growing recognition for *Leap*'s work with young people and the charity was ready to develop future strategies for growth.

Impetus, with corporate partner OC&C Strategy Consultants, worked with *Leap* to develop its strategic plan, with the aim of *Leap* becoming recognised as the UK leader in conflict resolution amongst young people.

To enable *Leap* to build its capacity, we gave the organisation £275,000 of core funding, along with over £340,000 in the value of pro bono expertise. In addition, we were able to attract £260,000 in co-investment.

### The result

*Leap* has changed dramatically over the past four years. Its revenue has nearly quadrupled and the number of young people helped has soared. *Leap* has developed its first regional base, in Yorkshire and the Humber, and it recently opened the Leap Academy, the country's first-ever specialist academy in youth and conflict. In addition, the importance of its work has been recognised by the government, with *Leap* winning a £3.2m grant from the Department for Children, Schools and Families to expand its services. Earlier this month *Leap* was awarded the highest accolade at the 2009 Charity Awards, where it was named Overall Winner.

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## Stephen Dawson announces intention to step down as Chairman

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Stephen Dawson announced recently that he will step down as Impetus Chairman. He will, however, continue to serve on the board, and contribute as a donor and trusted adviser to Impetus.

Commenting on the announcement, Impetus Chief Executive Daniela Barone Soares said, "Over his past seven years as Chairman, Stephen has made a magnificent contribution to the development and success of the organisation. He is now developing a new social venture relating to Africa, and he felt that he could not do justice to his role as Impetus Chair as the new initiative gets underway.

Impetus is in the midst of a significant growth phase and is planning to double the size of its portfolio in the next three-to-four years. We are confident that the leadership, perspectives, energy and networks that a new Chair will bring to our organisation will be key to helping us achieve that exciting goal."

A search committee has been appointed and they are planning the search process, with the expectation of having a new Chair in place by the first quarter of 2010.

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## Leading social entrepreneur joins Impetus board

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We are delighted to announce that Craig Dearden-Phillips has joined the Impetus board of trustees. Craig is founding Chief Executive of Speaking Up, a charity that empowers people with learning difficulties, mental ill health or other disabilities to have a voice and control their own lives. Speaking Up was the first charity Impetus invested in, between 2004 and 2008. During that time, Speaking Up multiplied its income by 500%, and quadrupled the number of centres it operates, to 17.

Craig is also a Social Enterprise Ambassador for the UK Government and Non Executive Member of the Investment Committee of Futurebuilders, the UK Government's risk-capital fund for third sector organisations seeking public sector contracts. In the recent Queen's Birthday Honours List, Craig was awarded an MBE for his services to social enterprise.

Impetus Chairman Stephen Dawson commented about the appointment, "Craig has a great track record as a social entrepreneur and has seen at first hand the challenges of growing an organisation from start-up to a substantial national player. These are exactly the issues faced by most of the charities we work with."

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## Cycling to turn around more lives

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Courageous Impetus supporter Charlie Troup is cycling in this year's Etape du Tour on 20 July to raise money for Impetus. The Etape is a stage of the Tour de France that is opened each year to amateur cyclists. This year it is a 172km course, with nearly 4000m of climbing, part of which was described by Lance Armstrong as "probably the most difficult climb in France".

We offer our very best wishes and thanks to Charlie for this monumental effort. If you would like to support Charlie please see - <http://www.justgiving.com/charlietroup>

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## News from our portfolio charities

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**Blue Sky expands into Manchester.** Blue Sky Development & Regeneration, a 2009 investment, employs people recently out of prison with the aim of enabling ex-offenders to move successfully into a permanent job. Blue Sky has grown its operation in the Thames Valley and West Country and has just signed a franchise agreement with the charitable trust Groundwork Manchester to enable it also to employ ex-offenders in the North-West.



**Blue Sky takes on 150th grounds maintenance employee.** Blue Sky has reached another milestone - it has taken on its 150th employee, Angela, to work in grounds maintenance. She commented, "Blue Sky is giving me the chance to learn a new skill and also to support my family. It's a great stepping stone back into normal life after being in custody."

**Success of Teens & Toddlers recognised by government.** Recent Impetus investee Teens & Toddlers has been recognised by the Department for Children, Schools and Families (DCSF) as a successful programme for building skills in vulnerable young people and helping to prevent early pregnancy. The DCSF is trialling an intensive implementation of Teens & Toddlers in four Local Authorities to measure the impacts more accurately. The programme will work with 225 at-risk young people.

**Upcoming Teens and Toddlers Event.** Teens and Toddlers is holding a special event to celebrate its innovative teenage pregnancy prevention programme, on 2 July, in London. Attendees will have the opportunity to learn more about Teens and Toddlers' ground-breaking work from both graduates of the Teens and Toddlers programme and members of staff. If you would like to find out more, please contact Yvette Smith on 020 7089 6180 or by email on [ysmith@teensandtoddlers.org.uk](mailto:ysmith@teensandtoddlers.org.uk)

**Quality of IntoUniversity's work officially recognised.** IntoUniversity North Kensington has become one of only 35 institutions nationally to be awarded the Advanced Status for Quality in Study Support (QISS). QISS is the national standard for good practice in the field. The scrutiny team applauded IntoUniversity's welcoming environment, its relationships with young people, its management, its sustainability and its strong teamwork.

**Government seeks IntoUniversity's advice.** The government's Panel on FAIR Access to the Professions invited IntoUniversity to make a formal submission as to why it is still so difficult for young people from deprived backgrounds to enter the professions. IntoUniversity reported that the principal barriers to young people are a lack of knowledge and aspiration. The Final Report will be published this summer.



**Street League shortlisted for Beyond Sport London Legacy Award 2009.** Street League is one of only five organisations shortlisted for this award. The winner will receive £60,000 and access to the networks of many influential business and political figures. The final decision is made by public vote, so please do support Street League. Today is the last day you will be able to [vote](#).

**beat 'Young Ambassadors' meet MP.** Four **beat** Young Ambassadors recently met with Ann Keen MP, Parliamentary Under Secretary for Health Services. The young people shared their personal experiences of treatment and care. The young campaigners have now been invited to attend a meeting with the Child and Adolescent Mental Health Services (CAMHS) National Advisory Council so they can help shape the treatment process for others.

**Success for beat marathon runners.** A team of **beat** fundraisers ran this year's London marathon, raising over £30,000 for **beat**'s services. **beat** is currently looking for dedicated fundraisers to run in next year's marathon. If you're interested, please contact [Robert Jackman](#).

**Camfed receives substantial grant from government.** The Department for International Development (DFID) awarded Camfed a £500,000 grant for its work with girls and young women in Africa. This announcement followed Camfed's successful completion of two DFID-funded projects in Zambia and Tanzania in March 2009. The new grant will help to improve public accountability and transparency of government bursary schemes and increase the number of children receiving better quality education in Zambian schools.



**Leap holds awards to celebrate conflict prevention.**

Leap Confronting Conflict held its PeerLink Awards on 4 June to celebrate the outstanding contribution young people have made in the prevention of violence and bullying. Over 200 people from across the country came together in London for these Awards. *Leap's* PeerLink project is the UK's only

national network for young people involved in conflict resolution and mediation.

**St Giles Trust launches new family support services.** Impetus alumnus organisation St Giles Trust, in partnership with the London Borough of Tower Hamlets, is launching a family support service for when a family member is in custody. Called Families in Touch, it will work with families in Tower Hamlets, in east London, and provide practical help with issues such as prison visits, maintaining a family home, managing finances, parenting skills and support returning to work. The project aims to provide support during times of need and keep families together.

**St Giles wins at 2009 Charity Awards.** Many congratulations to St Giles Trust for winning the award in the social care category for its Children and Families Project, which helps the children and families of offenders. St Giles was also highly commended in the education and training category for the Teacher Training project, which trains serving prisoners to become qualified adult teachers. St Giles is the first charity to have ever been shortlisted in two categories in the same year for these prestigious awards.

**Fairtrade moves in to South Africa.** In April, Fairtrade took an historic step by signing an agreement that will enable the sale of Fairtrade products in South Africa. This will increase the market opportunities for Fairtrade certified producers in the region to sell their produce under Fairtrade terms.

**Help for Fairtrade farmers hit by tropical cyclone.** A few weeks ago a tropical cyclone hit the Darjeeling region of India, devastating the area. Two Fairtrade tea estates have been severely damaged and Fairtrade is raising funds to help the relief effort. If you would like to support this effort please [click here](#).

**Speaking Up service expands in to Peterborough.** One of Speaking Up's newer services, Speaking Up for Families, was launched in Cambridgeshire a year ago. It provides support to parents with learning difficulties to ensure that they are able to access appropriate support and are fully aware of their rights and entitlements. After receiving funding from the Department for Children, Schools and Families, Speaking Up, an Impetus alumnus organisation, is building on the success of the project and launching it in Peterborough.

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## Impetus in the media

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Recent media coverage has included an interview with Daniela Barone Soares in the [Daily Telegraph](#); Stephen Dawson's 'Philanthropic Journey' in [Philanthropy UK](#) and an interview with Impetus co-founder Nat Sloane and OC&C Partner David Krucik in [Director Magazine](#).

Many thanks to [Pelham PR](#), who made introductions to two of these publications.

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