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Newsletter contents

- [Letter from the Chief Executive](#)
- [Two ground-breaking charities join Impetus portfolio](#)
- [St Giles Trust's phenomenal success honoured at Impetus 'graduation' ceremony](#)
- [How business know-how is helping transform portfolio charity beat](#)
- [Become an Impetus trustee](#)
- [News from our portfolio charities](#)
- [Impetus in the media](#)

Letter from the Chief Executive

In order for the great charities in the UK to be able to help many more people, they need to be not just providing great services, but they also need to have their capacity transformed. In difficult times such as these, the temptation can be for funding to become short-term or project-specific, but for charities to have a real, long-term future, they need long-term funding and plans in place.

The work we are doing with our portfolio charities is even more critical now than it ever has been: by giving charities core funding and business skills, we enable them to become more robust and sustainable. We work with our portfolio charities to help them focus and achieve much greater social impact. As the phenomenal growth of recently 'graduated' portfolio charity St Giles Trust shows, this is a high-impact model.

Our research has shown that there are scores of innovative charities across the UK, achieving good results in poverty alleviation. We want to work with these charities so they can get even better and offer their services to many more people. Our plans are ambitious - to increase the number of charities we invest in over the coming years, to 25 high-impact charities by 2012.

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

[Back to top](#)

Two ground-breaking charities join Impetus portfolio

Blue Sky Development & Regeneration is probably the only company in the country where a criminal record is a requirement for employment. It gives people recently out of prison paid employment, with the aim of enabling ex-offenders to move successfully into permanent employment. Lack of employment is cited as the largest reason for re-offending, which costs the UK government over £11 billion a year. [More about our work with Blue Sky](#)

Teens and Toddlers works to reduce teenage pregnancy through a structured programme that 'matches' at-risk teens with toddlers, in a safe nursery environment. Britain has the highest rate of teenage pregnancy of any European country and reducing this is a key component in breaking the cycle of



poverty. [More about our work with Teens and Toddlers.](#)

[Back to top](#)

St Giles Trust's phenomenal success honoured at Impetus 'graduation' ceremony



We are delighted to announce that after four years of turbocharged growth, St Giles, which works to reduce re-offending, has 'graduated' from our portfolio. Since we partnered with St Giles in 2004 it has transformed from being mainly a day centre into the South East's leading provider of offender resettlement support, having operated in 33 prisons and helping around 15,000 people a year.

St Giles chief executive, Rob Owen, described Impetus as ***“the nitroglycerin that has helped us fuel what we do. You helped us change from being a marginal to a mainstream player.”***

Graduation Ceremony

To mark the occasion of St Giles graduating, Impetus chief executive Daniela Barone Soares presented Rob with an unusual memento - the Le Mans-winning Bentley Six Speed, as a symbol of how Rob and his team have been driving St Giles forward with great skill and speed.



This graduation took place at the annual Impetus Pro bono Experts Dinner, where we also celebrated the invaluable contribution of the individuals and companies who volunteer their skills to Impetus portfolio charities.

Would you like to use your expertise to enable Impetus portfolio charities to build their capacity and so help many more people? [Read more.](#)

How Impetus worked with St Giles

When London-based St Giles approached Impetus it was facing many challenges. Its funding was increasingly threatened and the competition for funding was fierce, as St Giles' core activities, providing a homeless day centre and housing services, were offered by numerous other charities across London. Impetus worked with St Giles to develop its strategy and reposition itself to focus on peer advisory programmes, double its revenue and strengthen its income mix by increasing its non-statutory funding.

To enable St Giles to build its capacity, we gave the organisation £338,000 of core funding, along with over £400,000 in the value of pro bono expertise.

The result

St Giles has far exceeded the ambitious plans that were set. It has more than trebled its income and achieved an eight-fold increase in the number of peer advisers trained. It is now recognised as a key provider in enabling thousands of ex-offenders and other disadvantaged people to build positive, independent and successful lives.

[Read the full story](#) of St Giles's remarkable growth and relationship with Impetus.

[Back to top](#)

How business know-how is helping to transform portfolio charity beat

Leading strategy consulting firm OC&C partners with Impetus to provide pro bono expertise to charities in our portfolio. As part of our work together, we asked OC&C to undertake a strategic review of the funding streams of eating disorder charity **beat**. The aim was to ensure that **beat** would be financially robust as it scaled up the number of people it helped and raised its national profile.

Strategy consultant Daire Magill led the OC&C team working on the project. Daire describes the experience: "We were helping them to think more commercially about their business, and to prioritise where they were spending their money. They do a phenomenal amount with the limited resources they have. Being able to provide [them] with direction so [they] could capture their resources in a more effective manner was very satisfying." [Read the full interview.](#)

[Back to top](#)

Become an Impetus trustee

Are you interested in becoming an Impetus trustee, or do you know someone who might be? As we expand, we are looking to recruit several new trustees. We are especially interested in senior business executives (ideally from private equity / venture capital, hedge funds or investment banking) with a strong network and a willingness to use this network to raise the Impetus profile and ultimately to raise more funds.

This is your opportunity to get involved with an innovative and growing charity that brings together the best of the business and social sectors with high impact results. To find out more please contact Stephen Dawson, Impetus Chairman – Stephen@impetus.org.uk

[Back to top](#)

News from our portfolio charities



Prince William tours St Giles Trust headquarters. In mid March Prince William visited the St Giles HQ in Camberwell, where he met and spoke with ex-offenders and staff. Rob Owen, chief executive, said: "We were really heartened at how engaged and interested he was. We hope his support will help inspire people to give ex-offenders a second chance."

St Giles Trust named in list of Top Companies to Work For. St Giles Trust was ranked number 36 in the Times Top 100 Best Small Companies to Work For, which came out in early March. It also ranked fourth overall in the category of making the world a better place.

Cadbury Dairy Milk goes Fairtrade. Cadbury has announced that the UK's top selling chocolate bar, Cadbury Dairy Milk, plans to go Fairtrade by the end of summer 2009. This groundbreaking move will result in the tripling of sales of cocoa under Fairtrade terms for cocoa farmers in Ghana in the first year alone, both increasing Fairtrade cocoa sales for existing certified farming groups, as well as opening up new opportunities for thousands more farmers to benefit from the Fairtrade system.

Camfed Campaign leads to child protection policy in Zambia. Camfed's high-profile Zero Tolerance to Child Abuse Campaign in Zambia has resulted in the Ministry of Education adopting a National Child Protection Policy and working with Camfed to design and introduce protection strategies throughout the education system.



beat report gets Parliamentary launch. At a House of Commons reception in February, **beat** officially launched Choice or Chance? – its 2009 campaign report. The launch was attended by many MPs, with Theresa May MP commenting: “People with eating disorders often find it hard to get the specialist support they so desperately need. With the launch of this new report, **beat** are leading the way in changing this.”

beat wins GlaxoSmithKline IMPACT Award. Congratulations to **beat** on winning this award, which is designed to reward those charities doing excellent work to improve people’s health. **beat** received £25,000 for winning, along with five days of leadership development training for its chief executive and one other staff member. Additionally, Susan Ringwood, chief executive of **beat**, was named as an 'Inspirational Woman' by the Eastern Daily Press, for showing dedication and having "gone beyond what might have been expected of her".

beat supporters running London marathon. One such supporter is Ruth Storm, who is raising money for **beat** by running the marathon on 26 April. If you would like to support her, please see www.justgiving.com/ruthstorm.

Leap Academy of Youth and Conflict launched The country’s first-ever specialist academy in youth and conflict has been launched by Leap Confronting Conflict. It will provide youth and conflict qualifications all the way up to foundation degree. Leeds Metropolitan University, Leap’s academic partner, will accredit qualifications. Additionally, *Leap* has opened a new base, Leap North, also in Leeds.

Camfed has been chosen as the University of Cambridge’s Charity of the Year for 2009, as part of the University’s 800th anniversary celebrations. Throughout the year, the University of Cambridge will use its influence as a preeminent global institution to raise awareness about Camfed’s work in Africa and the vital role of girls’ education in the fight against global poverty.

Fairtrade UK sales increased by 43% in 2008. Additionally, a recent report by Fairtrade has stated that over 70% of households bought Fairtrade goods in 2008 and 1.3m more households bought Fairtrade in 2008 than in 2007.

Street League has launched its third centre, in Newcastle. It will work in partnership with Sports Universities North East England to offer an integrated sport and education programme that enables people to gain qualifications and develop the skills they need to progress.



Minister for Third Sector visits Speaking Up. The Minister, Kevin Brennan, visited two projects run by Speaking Up, which provides services for people who experience learning difficulties, mental ill health and other disabilities. One Speaking Up project that the Minister visited is the Cambridgeshire Parliament, at which there are 35 ‘MPs’, all of whom have a learning difficulty. The ‘MPs’ are voted for by other people with learning difficulties and they listen to what their voters want to change. Mr Brennan said: “The Cambridgeshire

Parliament created a powerful impression on me. It gives people with learning difficulties the chance to speak out about the issues that affect them and has an impressive record of campaigning for change.”

Keyfund extends its reach. Keyfund, which works to re-engage marginalised young people, has entered into an agreement with London Youth to deliver Keyfund activities. This is the first agreement that Newcastle-based Keyfund has made outside of the North-East. London Youth has a network of around 400 youth clubs, serving 75,000 young people across London.

[Back to top](#)

Impetus in the media

Read some of our recent media coverage, in the Financial Times' ['How to Spend It'](#) magazine, [European Venture Capital Journal](#), [Private Equity International](#) and [Charity Finance](#).

[Back to top](#)