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FOR IMMEDIATE RELEASE

**Deutsche Bank and Impetus back new fund to help disadvantaged people in greater London**

A new London Fund has been created to help tackle poverty in greater London.

Deutsche Bank is the initial investor in this new venture philanthropy fund, which heralds a more strategic approach to corporate funding by focusing support on capacity building activity, rather than new projects that often result in fragmentation.

The London Fund, currently valued at £1.3m, will provide a combined package of unrestricted funding and top calibre professional expertise to high-potential, high-impact charities and social enterprises. Three innovative charities have already been selected as the initial investments by the London Fund. They are:

- **Blue Sky** – which offers employment opportunities to ex-offenders as a means of dramatically reducing re-offending rates
- **Children Our Ultimate Investment - Teens & Toddlers** – which works at breaking the cycle of poverty by reducing teenage pregnancy. Teenagers are paired with toddlers in a safe nursery environment
- **Street League** – which uses sports as a hook to help homeless and other disadvantaged people back into employment or education.

The Fund, which will be managed by leading venture philanthropy organisation Impetus Trust, is now looking for other City firms and London-based organisations to join the Fund in order to enable future investments in additional charities.

Additional leverage is gained by the value of pro bono expertise that is provided alongside the funding.

Kate Cavelle of Deutsche Bank comments on the launch: "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. Being involved in a partnership that aims to transform the funding arena and help high-potential charities flourish is an exciting and positive step for our Corporate Citizenship activities. We encourage other City firms to give their backing to Impetus Trust and the London Fund."

Impetus Trust chief executive Daniela Barone Soares commented: "Impetus has long been committed to optimising limited resources and finding innovative ways to break the cycle of poverty. Now more than ever we need to take bold steps toward new models of working. We are delighted that Deutsche

Bank is supporting this initiative, and we hope this form of collaboration for greater social good will appeal to other forward-thinking organisations in the City and across London.”

Impetus Trust has an established track record of helping ambitious charities to build their capacity and scale up dramatically in 3-5 years, for much greater social impact.

For more information about the Fund and future investments under consideration, please contact Impetus Trust on +44 (0)20 7 745 7203.

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**Notes for Editors:**

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**Impetus Trust** ([www.impetus.org.uk](http://www.impetus.org.uk)) strives to make the biggest difference with donors' money by helping the charities and social enterprises it supports to achieve a transformational change in their performance. The ultimate goal is to enable these charities to have a greater impact on the lives of economically disadvantaged people. Through its financial support and deployment of high calibre experts and co-investment partners, Impetus has helped its portfolio charities grow their income by an average of 29% per year and increase the number of people they help by 53% per year. Since actively focusing on this leveraged approach, Impetus has been able to generate an additional £5 of funding for its charities, for every £1 it invests.