



## Impetus helps over 200,000 people tackle poverty

20 November 2009

London - Impetus Trust, the venture philanthropy pioneer that is focused on turning around lives and tackling poverty, today announces its 2008/09 impact results.

### HIGHLIGHTS:

- Charities supported by Impetus increased their average annual income growth from 29% (2007/08) to 40% (more than ten times the sector average\*) in 2008/09
- Charities supported by Impetus increased their average annual growth in people helped from 53% in 2007/08 to 56% in 2008/09
- Impetus portfolio charities helped over 218,000 people in 2008/09.

The Impetus portfolio consists of 14 high-performing charities, with **IntoUniversity**, which inspires and engages young people from disadvantaged backgrounds to attain either a university place or another chosen aspiration, showing the highest performance in the portfolio this year. **IntoUniversity** has been able to grow its average number of children helped by 177% a year, since it obtained Impetus backing. The organisation works with nearly 5,000 children between the ages of 7 and 18 to help them achieve their potential.

**IntoUniversity** Chief Executive Rachel Carr says: "If a country has bright young minds, it's a waste not to develop them. Their future shouldn't depend on their postcode. Children and young people with talent and potential, who are at risk of underachieving, are seeking to improve their life chances, with our help."

Also performing well was St Giles Trust, working to break the cycle of crime by helping ex-offenders to find housing, training and jobs. Their award-winning "peer advisor" work - which trains serving prisoners to help other prisoners - dramatically breaks both the individual and multi-generation cycle of crime, saving the state millions of pounds every year, and more importantly saving thousands of future victims of crime.

\* The sector average comparison is based on data from the National Council for Voluntary Organisations (NCVO) UK Voluntary Sector Almanacs from 2006 to 2009.

St Giles Chief Executive Rob Owen says: “A peer advisor – someone who has been there and done it, yet now turned their own life around – is an incredibly powerful agent of change. Impetus's support, guidance and funding have helped us to expand the peer advisor programme and increase the number of people we are able to support by an average of 73% every year to 20,000 people in 24 prisons.”

Commenting on the Impetus results, chief executive Daniela Barone Soares says: “In a challenging economy not only does breaking the cycle of poverty become harder than ever, but also the impact of charities can decrease as a result of reduced funding. Impetus has worked even harder to build the capacity of innovative, effective charities and accelerate their growth and impact. It is a testament to both the commitment of our charities’ staff and the impact of our venture philanthropy model that the Impetus portfolio has exceeded its 2007/08 achievements in a time of reduced resources.”

Impetus identifies charities that are tackling root causes of poverty and helping to improve levels of education, skills and employability. The aim is to accelerate the growth of ambitious and innovative charities so they have a far greater impact on the lives of economically disadvantaged people.

Find out more about Impetus on [www.impetus.org.uk](http://www.impetus.org.uk).

**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 accelerate their growth. It provides a support package to investee organisations that consists of capacity-building funding, management support and specialist expertise. Through leveraging the value of donations by co-investment and pro bono expertise, Impetus has been able to more than double the value of each £1 of funding it invests in its portfolio charities.