

Impetus Private Equity Triathlon

Fundraising Pack



Psst, don't forget:
Date: Saturday 18 September
Timings: 8.00 – 14.00
Location: Dorney Lake, Windsor

Welcome to the team

Thank you for supporting the Impetus Triathlon. With your help we can make a lasting difference! This is your guide on how to make the most of your triathlon fundraising.

We have a fundraising target of £400 for each Triathlon participant. Each pound that you raise will transform the lives of young people from disadvantaged backgrounds in the UK.

For further information please contact us via **07774437176** or email events@impetus.org.uk



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Contents

[3. Why you're fundraising](#)

[4. Impetus Private Equity Triathlon](#)

[5. Set up your online fundraising page](#)

[6. Fundraising page guide](#)

[7. Individual fundraising tips](#)

[8. Team fundraising tips](#)

[9. Offline giving](#)

[10. Legality and Gift Aid](#)

[11. FAQs](#)

[12. Sponsors](#)

[13. Thank You](#)

Why you're fundraising

Over 4 million young people live in poverty in Britain today.
As a result they are:



40% less likely to get
good GCSEs



40% less likely to go to
university



Twice as likely to be out
of a job or study after
school

The COVID-19 crisis has also made life harder for young people

- Department of Education expects the attainment gap to grow by 75%
- 26% of those in poorer households did 5 hours+ of learning a day during lockdown vs 40% in better off households
- Young people 2.5 times more likely to work in a shutdown sector

Impetus Private Equity Triathlon



Impetus

The Impetus triathlon is our second largest engagement and fundraising event. From seasoned pros to first time tri-ers there's a distance for everyone. You can swim, cycle, run – or do them all, either by choosing to take part in an Individual event or sign up with friends/colleagues in a Team relay event.

Team Events (3 participants)	Individual Events
PwC Sprint Relay Triathlon <i>400m swim, 21.2km cycle, 5km run</i>	PwC Sprint Individual Triathlon <i>400m swim, 21.2km cycle, 5km run</i>
Challenge Relay Triathlon <i>800m swim, 31.8km cycle, 7.5km run</i>	Challenge Individual Triathlon <i>800m swim, 31.8km cycle, 7.5km run</i>
Kirkland & Ellis Olympic Relay Triathlon <i>1500m swim, 42.4km cycle, 10km run</i>	Kirkland & Ellis Olympic Individual Triathlon <i>1500m swim, 42.4km cycle, 10km run</i>
	Duathlon <i>5km run, 31.8km cycle, 5km run</i>
Kid's activities	
Scotathlon (Ages 4 to 8) <i>390m Scoot, 390m Bike, 250m Run</i>	
Space hopper time trials (Ages 4 to 16)	

Set up your online fundraising page



Setting up an online sponsorship page is the easiest way to ask friends, family and colleagues for support.

We have a separate **JustGiving** campaign for our 2021 Impetus Triathlon. Link your campaign to ours and see how your fundraising efforts compare with other competing organisations.

1. Click the 'start fundraising' option
2. Follow the instructions to set up your fundraising page. This can be the central fundraising hub for you, your team or for your whole organisation
3. Choose your fundraising target and tell people why you're raising money for Impetus, including how your fundraising will make a real difference
4. Remember to share a link with your friends, family and colleagues on social media

Get in touch with the events team events@impetus.org.uk if you would like the team to set up your page.

Fundraising page guide

Top tips to make your fundraising page ready to share

1. **Fundraising summary:** Keep it short and sweet, tell people what Impetus does and why it's important to you. For a punchy paragraph check out our general Impetus Triathlon [JustGiving](#) campaign
2. **Set a target:** setting a target creates momentum and gives you a goal to focus on
3. **Image:** Upload a picture to your profile
4. **Tell your story:** Tell people why and how you are raising money for Impetus
5. **Updates:** Update your supporters on how things are going, how many kilometres you've moved or your time on our speed challenges, or just saying thanks for all their help! To make it even easier, you can link your Strava account to Just Giving and all of your training efforts will be automatically added to your page. Click [here](#) to find out how
6. **Include all your fundraising:** including those made offline by cash or cheque
7. **Share:** your fundraising page far and wide, to colleagues, friends and family
8. **Around 20%** of donations will arrive after the end of the Impetus Triathlon, so keep your page open for at least a month after the event

Individual fundraising tips

- **Self-match your time:** Ask people to guess what time you will complete your race when they donate. Match the donation of the person who has the closest guess!
- **Still have friends and family working from home part time or full time? Why not ask them to:**
 - **Donate their commute:** donate their weekly commute to your fundraising page
 - **Donate their daily coffee:** donate a weeks worth of daily coffees to your fundraising page
- **Donate your gym membership:** Still hesitant to go back to the gym or enjoying home workouts? Donate your monthly gym membership to your fundraising page
- **Birthday fundraiser:** If your birthday is coming up, why not do something extra special to celebrate? Encourage people to donate to your fundraising campaign for your birthday this year

The events team are on hand to support every step of the way and can provide tips on setting up your fundraising page.

[Get in touch](#) to find out how we can help.



Team fundraising tips

Elect someone to set up your team fundraising page and introduce each member of the team on your page.

- **Team competition:** Hopefully there are multiple teams from your organisation competing in the Impetus Triathlon. Make it even more competitive internally by guessing the finishing time of each team and make a donation to their page.
- **Corporate matched giving:** Check if your employer offers matched giving for your charitable fundraising, this is an easy way to double your team's efforts!
- **Share on your workplace intranet:** Encourage your employer to share the event and links to team fundraising pages on your workplace intranet.
- **Bespoke Email Signature:** An easy way to encourage people to donate is to add the link to your work email signature. Get in touch with the events team to get a bespoke Impetus Triathlon banner to add to your signature.

You can also add offline fundraising to your JustGiving page

1. Log in your JustGiving account.
2. Click edit underneath the page you'd like to add the balance to.
3. Click 'edit' alongside 'Raised offline' on the right.
4. Amend the total amount raised offline and select 'Save'.

Invoicing or bank transfer

Contact the [Events team](#) for details if you would prefer to send donations via bank transfer

Cheque

If you would like to make a donation by Cheque, please make it payable to:

*Impetus – The Private Equity Foundation
10 Queen Street Place
London
EC4R 1AG*

Over the phone

If you would prefer to pay in your fundraising over the phone, please give us a call on [077 7443 7176](tel:07774437176)

Legality and gift aid

To ensure that your fundraising is safe and legal, please be aware that:

- You can't claim Gift Aid on raffle or auction prizes and ticket sales
- You can put the cash you raise into your personal account and transfer or write a cheque to Impetus
- You can add offline fundraising amounts to your JustGiving page

Frequently asked questions

1. What do I do if I don't fundraise the £400 target?

We will work with you every step of the way to help raise as much as you can. You aren't tied to a fundraising target, as we know that it is a difficult time for everyone and fundraising for returning events can be more challenging. But we'll support you as much as we can to help you get there – there are lots of ideas in this pack, and our Events team are always on hand to help.

2. Can I pay the fundraising target myself?

Sure! You can ask your family and friends to donate or you are welcome to pay it up front yourself. Even if you do this however, it's always worth asking for support as you could raise more.

Please contact the Events team for more information on payment options.

3. I've thought of a great fundraising idea not listed in this pack. Can I still do it?

Of course. We encourage all types of fundraising and get excited when hearing about challenges people are taking on in the name of Impetus. We would love to hear more about your bespoke fundraising challenge and how we can help you along the way.

With thanks to our generous sponsors



**Olympic Race
sponsor**

KIRKLAND & ELLIS

**Sprint Race
sponsor**



Catering sponsor



T-Shirt sponsor



Thank you

Thank you for supporting our work and helping young people in the UK succeed in education and employment.

Contact us
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