

Impetus Trust

INTRODUCTION

Impetus Trust is the pioneer of venture philanthropy in the UK. Impetus carefully selects ambitious charities and social enterprises and works closely with them to transform their social impact through a package of support.

Key Facts

Ambitious charities and social enterprises working to relieve poverty

Long term core funding of £200,000 to £500,000 over 3 to 5 years

Hands-on management support and specialist expertise

THE PACKAGE OF SUPPORT

The Impetus Venture Philanthropy model package of support consists of:

1. **Strategic Funding** – Capacity building funding usually between £200,000 and £500,000 in total. It can be in the form of grants and/or loans and is paid in instalments over 3 to 5 years.
2. **Hands-on support management support** - each charity or social enterprise is assigned an Impetus investment executive to provide support and advice on an ongoing basis.
3. **Specialist expertise** – the charity or social enterprise and the investment executive agree specific projects to be undertaken by highly skilled experts, these projects will be in areas of specific need for example financial reporting or business planning.

SELECTION CRITERIA

Charities and social enterprises are carefully selected as the venture philanthropy model involves high levels of engagement, it is essential that the organisation both wants and needs Impetus support. They only invest in a limited number of new charities and social enterprises each year and they are looking for:

- Coverage – working with significant numbers of economically disadvantaged people;
- Ambition to effect far reaching change for the economically disadvantaged;
- Outcome focus – addressing challenging issues such as long-term unemployment or re-offending, outcomes relating to increased educational attainment, skills and employment and a commitment to monitoring and evaluating outcomes;
- Talented Chief Executive – visions, energy, enterprise and determination to motivate staff to deliver ambitious plans that aim to help more people out of poverty;
- Distinctive and good prospects for sustainability; and
- Supporting the whole organisation – funding and expertise to support the whole organisation nor just a particular projects or activity.

Some of the charities and social enterprises currently in the Impetus portfolio include:

- Naz Project London – sexual health support for BME communities;
- Keyfund Federation – skills development for disadvantaged young people;
- Camfed International – tackling poverty in Sub Saharan Africa through education of rural women;
- IntoUniversity – providing learning centres where young people are inspired to achieve; and
- Street League – using sport to re-engage and progress disadvantaged people into education and employment.

CONTACT

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