



I Impetus



Triathlon 13 September 2025

Your Fundraising Guide

Where your money goes

Our Vision

Our vision is for a society where all young people, regardless of their background, can thrive in school, secure crucial qualifications, and take their first steps into the world of work on the journey to sustained employment in adulthood, for a fulfilling life.



By fundraising for the Impetus Triathlon, you are helping to improve the lives of young people from disadvantaged backgrounds in the UK.

As a leading impact funder, since 2002, Impetus has been helping the best leaders build stronger organisations delivering the most promising interventions that support young people from disadvantaged backgrounds to succeed against the odds.

Over 2 million young people are growing up in poverty in Britain today and through no fault of their own they will do less well at school, are less likely to make it to university and are less likely to find & keep a job.

Impetus is completely philanthropically funded and your support is vital to enable us to deliver our mission.

Our Model

We back a portfolio of high potential organisations

Impetus currently supports a portfolio of 23 organisations with the essential ingredients for making real impact:

- Long term unrestricted funding for sustainability and growth
- Years of hands on, intensive support from our expert team of former CEOs, strategy consultants and impact experts
- Access to expertise from our network of world class pro bono partners in areas like leadership, coaching, business planning or legal advice



We build the case for large scale government intervention to tackle these problems

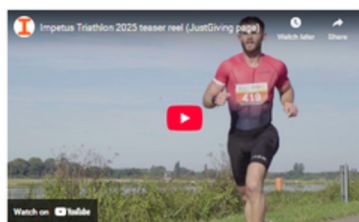
Making a difference to all young lives means system change. Working so closely with our portfolio partners means that we have insights into what policy changes will have a meaningful impact on the causes and effects of persistent disadvantage.

Our Policy Team takes what we know and works alongside other education and employment sector leaders to build the case for large-scale government intervention.

Fundraising Tips **I**mpetus

You've set up your JustGiving page. Now what?

2025 Impetus Triathlon



Organised by Impetus

The young people that Impetus work with need your support. 2 million are growing up in poverty in Britain today and, without intervention, will do less well at school, are less likely to make it to university and are less likely to find & keep a job.

Story

Each year the private equity community come together to take on a challenge and support Impetus.

Every young person deserves a fair chance to succeed. But for too many, the odds are stacked against them. At Impetus, we're here to change that.

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, work, and life.

We do this by partnering with high-potential organisations and providing them with a unique package of funding, expertise, and leadership development to help them deliver measurable and life-changing outcomes at scale.

At the same time, we influence policy and decision makers so that all young people get the support they need. Young people like Mahmoud.

Mahmoud was struggling in school and didn't feel like it was a safe place for him. But in Year 8, he joined Football Beyond Borders (FBB), one of our portfolio partners. FBB uses football as a tool to engage and support young people from disadvantaged backgrounds, helping them thrive in education and beyond.

Through FBB, Mahmoud gained confidence, found a sense of belonging, and realised his full potential.



Be a fundraiser

Create your own fundraising page and help support this cause.

[Start fundraising](#)



Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. We fund, fund and build the most promising charities working with these young people.

[Read charity description](#)

3 fundraisers

Inflection Private Equity

£15,000.00

raised by 2 supporters

10%

david pearson

£1,175.17

raised by 10 supporters

47%

Kirkland and Ellis London

Set (and reach!) your goals

Pages with a set target raise 17% more. Don't forget that by signing up, you've committed to raise either £500 (individual entry) or £1,200 (team entry).

Spread the word

Make the most of your personal and professional connections – add a link to your email signature, put it on your Instagram story or post on LinkedIn.

Add your 'why'

Information about Impetus will automatically appear on your page once it's created, but how about making it more personal – share why this cause really matters to you.

Start as you mean to go on

People who donate to their own page to get it started raise 84% more. Even a small donation helps.

Fundraising in Action

The model fundraiser

Our valued partner Inflexion take the trophy for highest fundraiser every year and it's time to give them some competition!

Inflexion ask their portfolio firms to join them in competing at the Triathlon, and will pay for their registration fees as an incentive.

If the portfolio firm doesn't attend, Inflexion will then ask them to support their fundraising with a donation.

On the next page you'll find some sample copy you can use to replicate this model.



Invite your network

The Impetus Triathlon wouldn't exist without our competitors! We're always looking to grow the event so please share your participation with your colleagues, professional network and friends.

Say yes to gift aid!

In 2024, gift aid added £20,000 to our event total! If you're donating as a UK tax paying individual, complete a gift aid form to add an additional 25% to your donation.

Match your funding

Lots of firms offer matched (or even 3x!) giving for staff's fundraising efforts. Get in touch with your HR team to find out more.

Sample support request

On Saturday 13 September, a team of **INSERT FIRM NAME** employees will swim, cycle and run in the Impetus Triathlon. With your help, we are looking to beat our fundraising target of £**TARGET**.

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. They do this by working closely with and funding a portfolio of 23 exceptional partners, each working with young people in a unique way, either by supporting them in education or by helping them to find work.

The young people Impetus work with need our support. Over 2 million are growing up in poverty in Britain today and through no fault of their own will do less well at school, are less likely to make it to university and will be twice less likely to find and keep a job.

But it doesn't have to be this way. Impetus believes every young person can succeed at school and work with the right support.

We're asking our **clients/portfolio companies** to support our ways:

- Take part: sign up to take part in the Impetus Triathlon and fundraise towards our target. You can enter as a team or an individual, and there are a variety of distances to suit all levels. We will cover your entry fees.
- Donate: if you are not able to take part in the Impetus Triathlon, please consider donating to our JustGiving page ([add link](#)).





Thank you for supporting Impetus

"As a result of the support we get from Impetus, we are transforming the way we measure and manage the impact we have on young people's lives. This is essential for a sustainable future"

Ashley McCaul, CEO, ThinkForward