

Backing the best

Our portfolio partners 2025



Impetus



Introduction

Our vision at Impetus 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.

But for many, this vision feels out of reach. Young people from disadvantaged backgrounds have worse outcomes at every stage in the journey from school to work. They are more likely to be absent from school, less likely to pass their GCSE English and maths exams, and as a result, are more likely to be out of education, training or employment after the age of 16.

At Impetus we firmly believe that these outcomes are not inevitable.

But, alongside the challenges faced by young people, the non-profit organisations that work hard to help them engage again with school, pass their crucial GCSEs and go onto sustained employment, also face barriers to achieving meaningful impact.

Grants are often short-term and restricted, making it harder to shape programmes for impact, build stable funding streams and depth of expertise. Leadership teams don't have the resources to invest in the infrastructure of their organisations, and those who want to do more to understand, evaluate and improve their impact, struggle to find the time and space and funding for this.

This reality is felt most acutely by leaders from ethnic minority backgrounds who lead organisations that are disproportionately underfunded and are supporting highly vulnerable young people who are more likely

to be in low paid, less secure jobs and work in more precarious conditions.

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.

Our unique approach is helping portfolio CEOs build high performing organisations, grow their impact and develop sustainable income models. And it is getting results: the right support is going to the young people who need it and transforming their lives.

With our five-year strategy to grow our reach and impact, we're on track to expand our portfolio and support even more organisations that are making a real impact and setting best practice for the sector.

By backing Impetus, you are also backing a unique and effective model of support and a group of organisations that are helping more young people thrive in school, secure employment and go on to lead fulfilling lives.



Sebastien Ergas,
Portfolio Director

About us

Impetus transforms the education and employment outcomes of young people from disadvantaged backgrounds.

We do this by using our deep expertise and high calibre networks to give the best non-profits in these sectors the essential ingredients to have a real and lasting impact.

Through a powerful combination of long-term funding, direct capacity building support from our experienced team and our pro bono partners, alongside research and policy influencing to drive lasting systems change, we work towards a society where all young people can thrive in school, pass their exams and unlock the doors to sustained employment, for a fulfilling life.



Our approach

We have a unique approach to working with our partners. We provide funding, the expertise of our dedicated investment team, access to our world-class pro bono network, and a policy platform for large scale change.

■ FUNDING

We provide and leverage long-term, unrestricted funding to enable sustainability and growth, from a network of corporate partners, foundations, and individuals. This gives our portfolio organisations crucial resources for critical senior hires and the tools to build core foundations and manage change.

■ INVESTMENT TEAM

Our Investment team of former CEOs, strategy consultants and impact experts works shoulder-to-shoulder with our portfolio partners to help them become stronger. Every Investment Director spends at least day a week working directly with the leaders of our partner organisations, helping focus their mission, facilitate strategic decisions, build high-performing interventions that deliver impact, accelerate their growth and develop their leadership team.

■ PRO BONO

Our world class pro bono network supplements the support provided by the Investment team. We carefully match our organisations with experts who will offer solutions to strategic and operational challenges, which they would never normally be able to afford, in areas like leadership coaching, business planning, fundraising or legal advice.

■ POLICY PLATFORM

Making a difference to all young lives means system change, and 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.

Value delivered to portfolio partners in 2024/5

£8.5m

Total value delivered to our portfolio partners – including grants, expertise provided by our pro bono network, and hands-on management support from our Investment team

£5.7m

In direct investment, through our funders and partners

£2.1m

Value of pro bono support to our portfolio partners

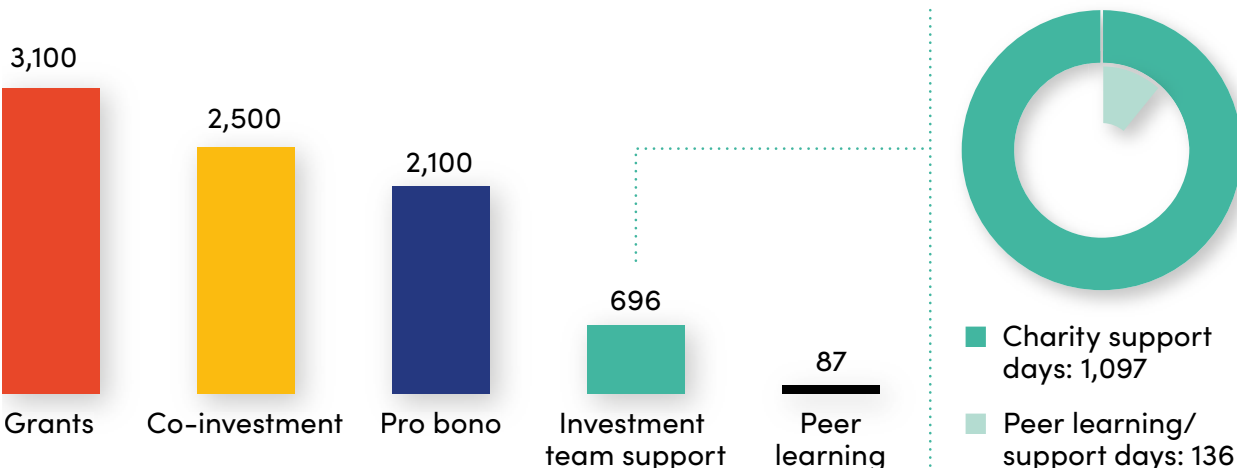
£700k

Worth of support from our investment team

Last year, we supported our portfolio partners through 59 pro bono projects. Our world-class pro bono network – made up of more than 350 professionals and 40 companies – help our organisations to coach leadership teams, develop strategic reviews and business plans, manage impact, fundraise and manage finances, and tackle legal issues.

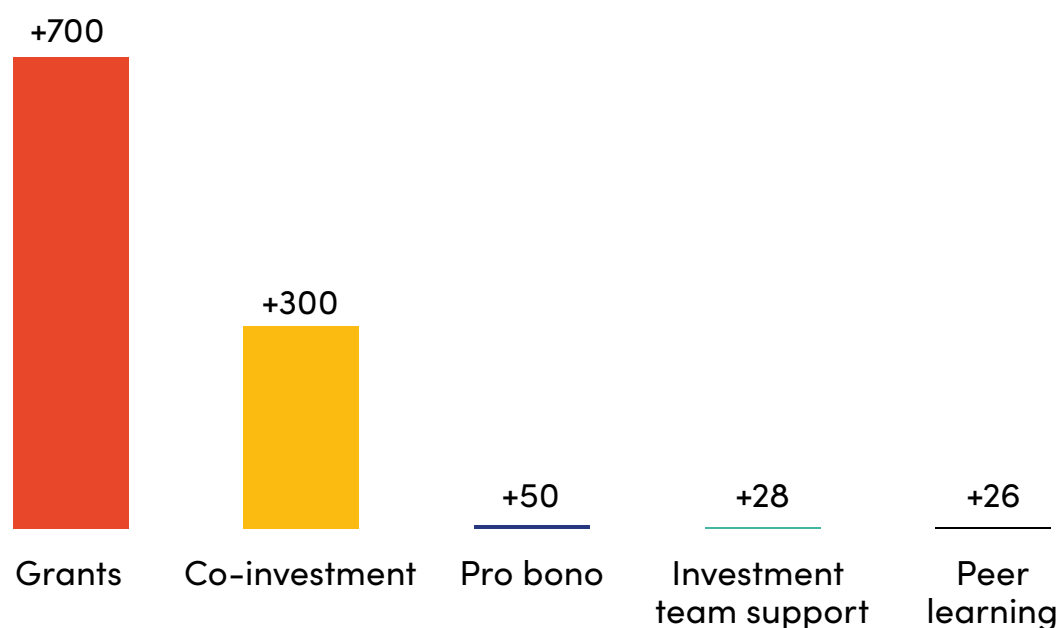
Combined, we delivered **£8.48m** of value to our charity partners in FY24/25, an increase of £1.01m vs. FY23/24.

£8.48m value delivered in FY24/25



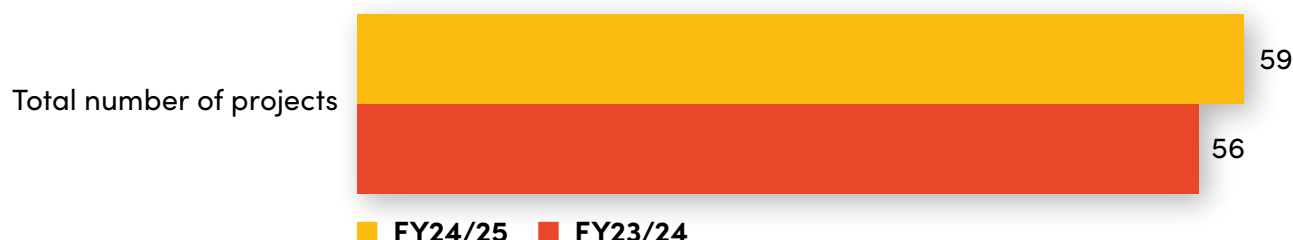
'000s. Based on charge out rate.

£1.01m more than in FY23/24...



Shows +/- value in FY23/24, '000s.

There were 59 total pro bono projects in 24/25, compared to 56 in 23/24.



“It’s the level of service that you would often find in other sectors like private equity or big FTSE companies. To be a small or medium charity getting that level of service, and for your strategy process to be that robust, is very different to the reality most charities experience. It made a huge difference.”

Michael Houlihan, CEO, Generation UK



Spotlight on Impact: The Tutor Trust and Egon Zehnder

The Tutor Trust started as a small charity with a big mission: subsidised tuition to unlock opportunity for young people from disadvantaged areas. But as they grew as an organisation – doubling in size during the pandemic – they needed to formalise their structure, starting with the board.

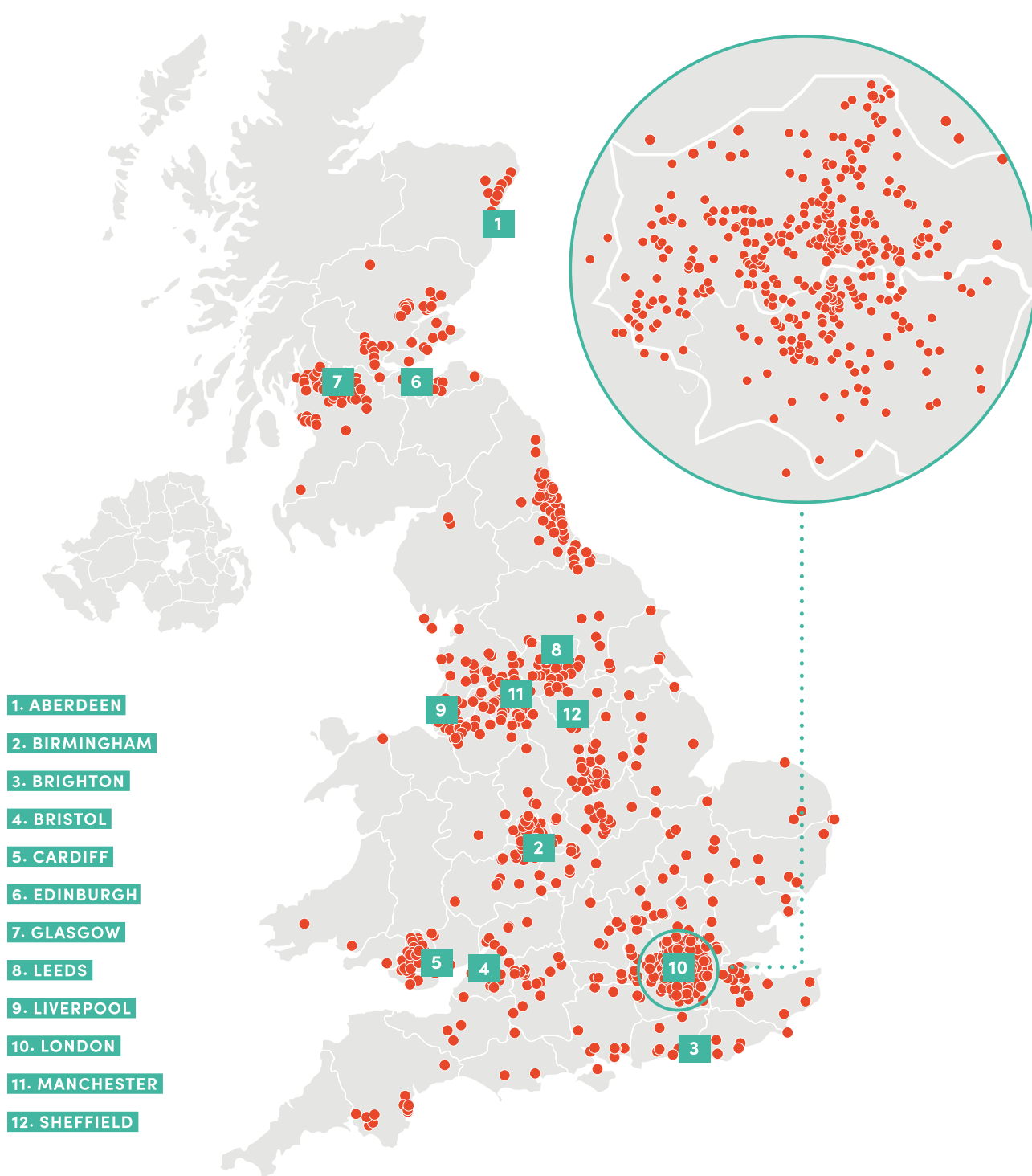
Impetus connected The Tutor Trust with Egon Zehnder for a pro bono project to define the board's function and the chair's role. Through an innovative data collection tool, the team at Egon Zehnder revealed key strengths and challenges, shaping a roadmap for improvement.

Now, the board meets more frequently in regions where the charity operates, and recruitment follows a clearer skills matrix, ensuring expertise in early years education and better regional representation. This has equipped the board to guide the Trust's next strategic steps.

“We received support that required minimal resources from our pro bono partner yet brought an invaluable external perspective to our work, making it far more powerful than anything we could have put together ourselves.”

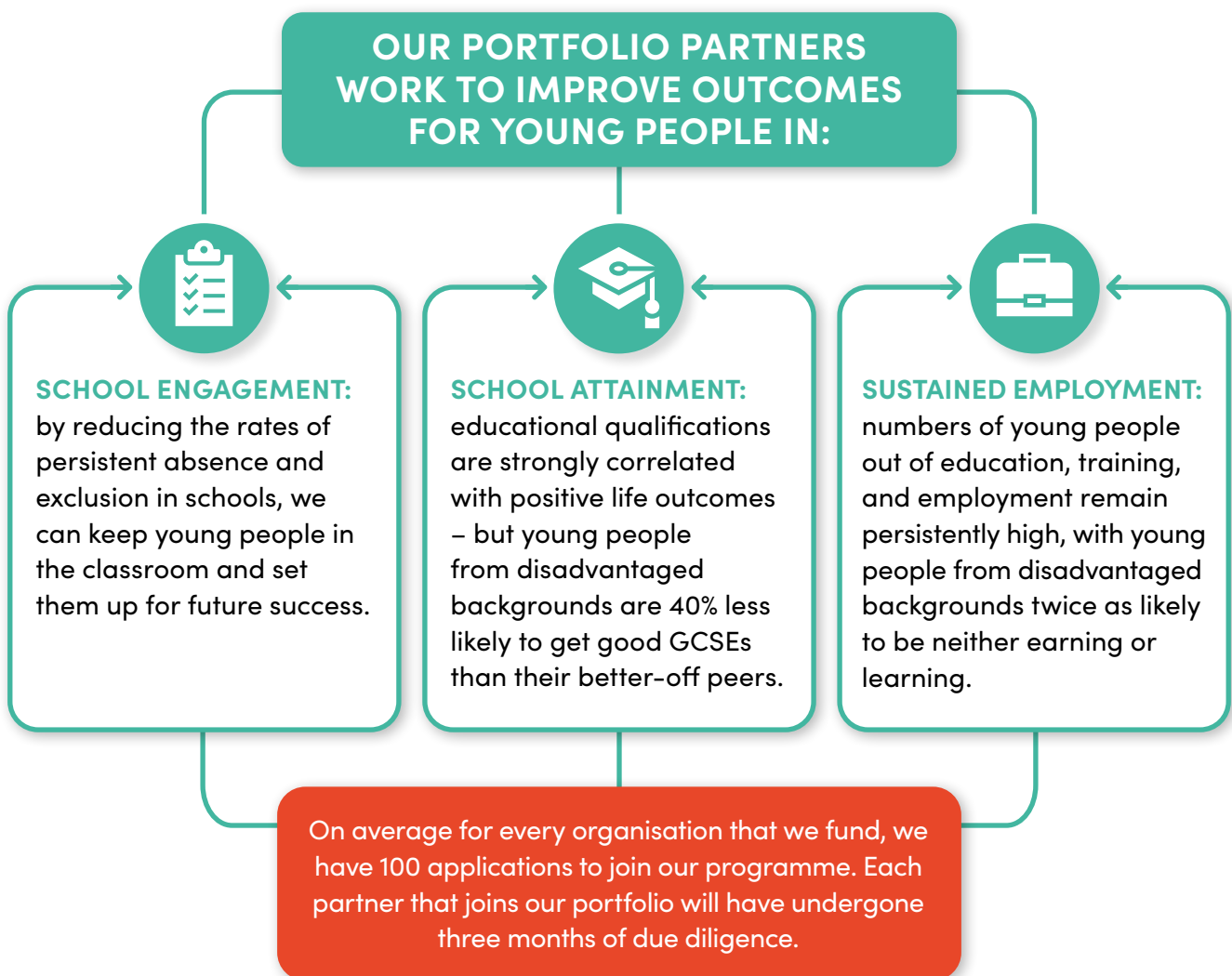
Ed Marsh, CEO, the Tutor Trust

Where our portfolio partners work



Managing our portfolio

Impetus currently supports 23 organisations with the essential ingredients for making real impact.



We build long term partnerships with the organisations we support. Our Investment Directors work closely with CEOs, building strong relationships based on trust. This creates the space required to discuss and address each leader's biggest strategic challenges.

In practice, our support follows a phased approach – this journey typically takes a minimum of 7 years. Each phase builds on the last, with clear goals and milestones.

SUPPORT	EDUCATION ORGANISATIONS	EMPLOYMENT ORGANISATIONS
Find Invite applications and assess mutual fit.		
Focus 1-2 years Clarify purpose and direction	• Co-Op Academies Trust • Empire Fighting Chance • School of Hard Knocks • The Two Counties Trust	• Breadwinners • Business Launchpad • IMO • Sister System • Streets of Growth
Build 3 years Build foundations for impact and growth	• The Difference • JET • Khulisa • Kids Inspire • MCR Pathways • Olive Academies	• Ada • Generation UK
Grow 3 years Evidence impact and accelerate growth	• Football Beyond Borders • The Tutor Trust • Voice 21	
Scale 3+ years Drive large scale adoption	• Action Tutoring	
Alumni Maintain connection to Impetus community	• The Access Project • AllChild • IntoUniversity	• Resurgo • ThinkForward

Our impact

We know that our approach works... we have built a long track record of helping our partners improve their impact and grow.

Our portfolio partners become stronger and more resilient by growing their income, so they can reach more young people. On average, our current partners have achieved a 7 times growth in income and a 6 times growth in reach during their time with us.

We work alongside our partners to deliver outcomes that are *meaningful*. This means that they are:

- **Measurable**
- **Transformative** – staying in school, attending school regularly, achieve age-expected grades, becoming and staying employed.
- **Attributable** – outcomes that would not have happened without our partners' support.

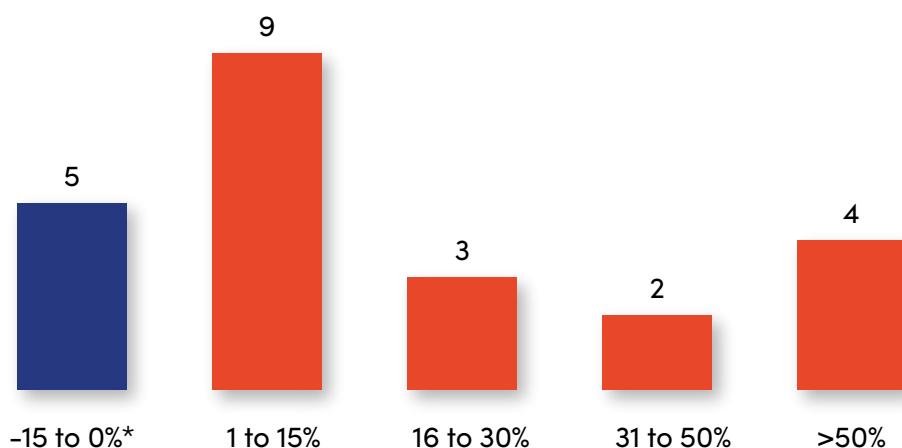


"Impetus, for me, symbolises: 1. Progressive action: A constant push forward, ensuring the charity stays relevant, effective, and responsive. 2. Purpose-driven direction: While many organisations work toward goals, Impetus seems to represent purposefulness, each step forward is meaningful, measured, and impactful. It's the kind of dynamic force that could be felt in both internal operations and external outcomes, pushing us to do more, innovate, and achieve our mission very soon." Anonymous Charity CEO surveys, 2024



We support our portfolio partners to become stronger and more resilient organisations

2024: Number of partner organisations growing their income by:

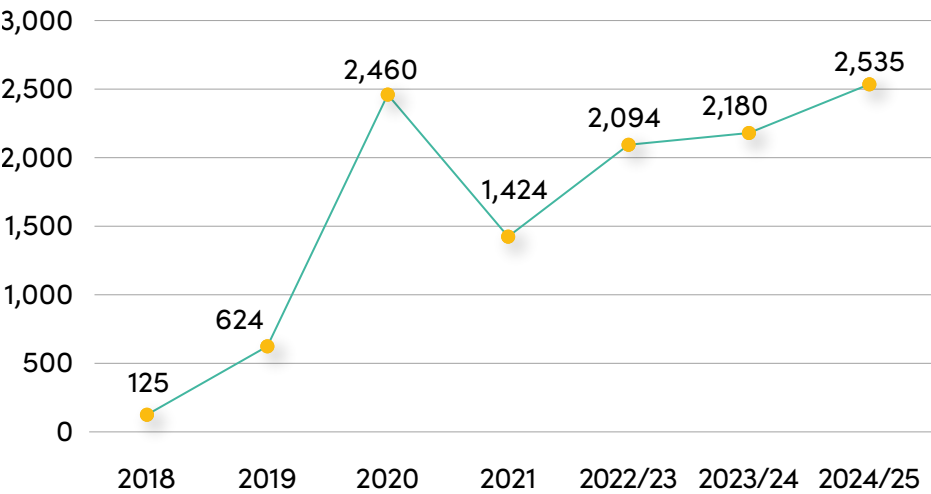


Data for organisations in our portfolio as of July 2025.

Among the five organisations with negative growth, one is explained by cuts to government contracts/subsidies; another is tied to student populations; and a third received a significant one-off grant in the previous financial year.

We set up and manage additional funding streams for our partner organisations

Funding delivered to our partner organisations through co-investment over time (£000's)

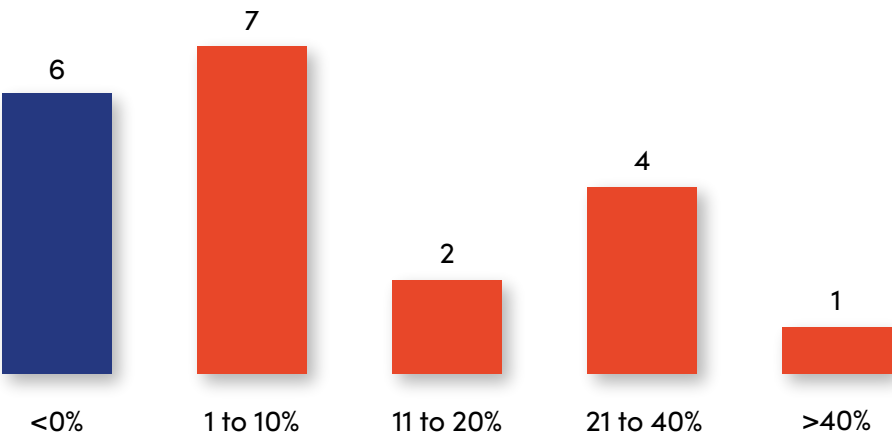


The 2020 investment spike was a result of additional investment raised to combat the impact of the Covid-19 pandemic. Data for organisations who partnered with us from late 2023 onwards not included.

* We changed our financial year end from December to March in 2023.

We support our partner organisations to become bigger – to help more young people

2024: Number of partner organisations growing their reach by:



Data for organisations in our portfolio as of July 2025, excluding three partners who recently started new programmes.

Of the six organisations with negative growth, three decided to decrease their reach in order to provide their participants with more holistic and impactful support; and another experienced cuts to government contracts/ subsidies.



6x
Average growth in income during a 7-year partnership with Impetus

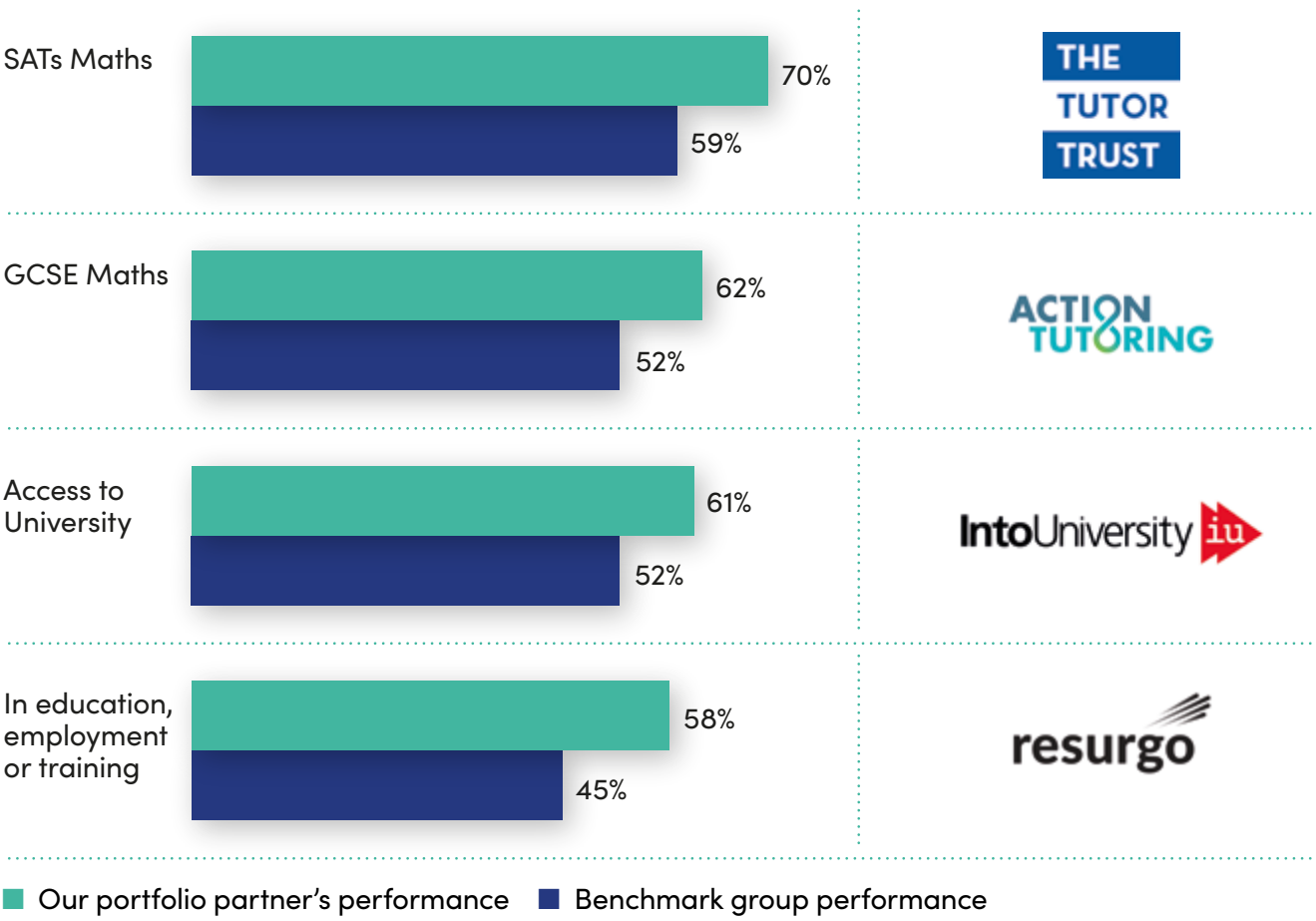


7x
Average growth in reach during a 7-year partnership with Impetus

Impetus are our most important partner with regards to impact and scale. We would be in a much weaker position without their support.

Anonymous Charity CEO surveys, 2024

We support our partner organisations to become better – to improve the impact they are having on the lives of young people



Impetus does a great job finding and supporting charities to improve life chances for the most vulnerable young people; its senior team is supportive, committed, driven, and mission focussed. Anonymous Charity CEO surveys, 2024

“An incredibly supportive partnership that has made such a difference to the organisation, building strong and robust data models around delivery and outcomes. Very strong partnering, guidance, and coaching approach taken, skilled teams and quick to respond. Being part of the Impetus portfolio over these years has meant a lot to the organisation – both staff and trustees.” Anonymous Charity CEO surveys, 2024

“Overall we have had a brilliant experience, and all of our investment directors have provided excellent support; we have had transformative pro bono projects.” Anonymous Charity CEO surveys, 2024



Education

Only 43% of young people from disadvantaged backgrounds pass their GCSE English and maths exams, compared to 73% of their better off peers. Pass rates drop further to a shocking 4% for those in alternative provision.

Our portfolio partners provide a variety of support within schools to help close the attainment gap and ensure all young people can succeed in school.

Action Tutoring

The need: Good GCSE grades are gateway qualifications for further study and fulfilling work. Only 43% of young people from disadvantaged backgrounds pass GCSE English and maths, compared to 73% of their better off peers.

Our portfolio partner: Action Tutoring works across the country providing trained volunteer tutors to support pupils from disadvantaged backgrounds to pass their English and maths GCSEs and SATs exams.

Our impact: Over the 10+ years we have worked with Action Tutoring, we've supported them in creating a strong curriculum, a longer programme, and new performance management processes. And it's worked – primary school pupils facing disadvantage who received 10 or more tutoring sessions with Action Tutoring saw a 14-percentage point average jump in maths and a 7-percentage point gain in reading standards.



The combination of funding and support to answer the tough questions makes the Impetus model one that drives organisational excellence. It supercharges impact-driven approaches while supporting leadership to build an organisation that lasts.”

Jen Fox, CEO, Action Tutoring



Year joined:
2014



Investment phase:
Scale



Income (2023/24):
£3.4 million



Young people supported:
6,003



Age range:
9–16



Location: Birmingham;
Bristol; Chester;
County Durham;
Coventry; Derby;
Liverpool; London;
Newcastle; Nottingham;
Sheffield; Sussex

Football Beyond Borders

The need: More than 10,000 young people were permanently excluded in the UK in 2024. Only 4% of young people in alternative provision pass their GCSEs in English and maths – passport qualifications for work or further education. Post-pandemic, we have seen significant declines in engagement with school, leading to concerns of even worse long-term outcomes for those least engaged with education.

Our portfolio partner: Football Beyond Borders uses football to support young people who are disengaged or at risk of exclusion from school to gain the skills and qualifications they need to successfully transition to adulthood. Their four-year programme drives social and emotional learning through classroom-based group work, one-to-one therapeutic mentoring, and pitch-based football sessions, ultimately improving engagement and attainment in school.

Our impact: We've worked with Football Beyond Borders to further refine their impact management and evaluation practice, developing innovative methodologies to further understand and demonstrate their impact on young people. We have also supported the production and delivery of their current strategy, which aims to improve outcomes for many more young people by working with pastoral staff in the school system, alongside their direct programming.



We've loved working with Impetus. They have been so important in keeping us focused on impact, while supporting us to take the difficult decisions necessary for commercial viability at scale. And as a Co-Founder and Chief Executive, I've developed so much through the rigour, wisdom and expertise that the Impetus Investment Directors and pro bono partners have brought to my decision making and leadership."

Jack Reynolds, Co-Founder and CEO, Football Beyond Borders



Year joined:
2019



Investment phase:
Grow



Income (2023/24):
£3.4 million



Young people
supported:
2,021



Age range:
11-16



Location: Greater
Manchester; Liverpool;
London; West Midlands

Jon Egging Trust (JET)

The need: Disengaged young people from disadvantaged backgrounds are often facing adversity in their lives and may have lost focus and self-belief, which can present as low engagement in the classroom, disruptive behaviour, or persistent absence, with knock-on effects on learning. Evidence suggests that Social and Emotional Learning (SEL) interventions can lead to gains in academic performance.

Our portfolio partner: JET aims to raise young people's aspirations, develop SEL competencies, and support young people to re-engage with school and improve their grades. Their three-year programme combines in-school sessions with experiential learning in STEM workplaces and environments.

Our impact: With our support, JET have refined their intervention to focus on young people aged 12-15 and target both SEL and school engagement and attainment outcomes. Through securing co-investment and funding from the UK Space Agency, JET have also near-doubled their income since working with us, enabling them to grow into new regions.



Impetus' support has helped us to focus our offer, deepen our impact, and increase our reach. The opportunities and expertise they provide, together with access to a network of likeminded charities, continues to be invaluable."

Dr Alex Brown, CEO, JET



Year joined:
2022



Investment phase:
Build



Income (2023/24):
£1.4 million



Young people
supported:
704



Age range:
12-15



Location:
Cornwall; Dorset; East
Anglia; Hampshire;
Lincolnshire; North
Wales; Oxfordshire;
West Midlands; Wiltshire

Khulisa

The need: Children from disadvantaged backgrounds have, on average, weaker Social and Emotional Learning (SEL) skills at all ages. This can lead to poorer mental health, lower academic attainment, and poorer employment outcomes. Evidence suggests that SEL interventions can lead to gains in academic performance.

Our portfolio partner: Khulisa works with marginalised young people at risk of exclusion, equipping them with the skills to regulate their emotions, relate positively to their peers and teachers, and reason effectively in the classroom. Their programme is aimed at improving young people's social and emotional skills, and they deliver an SEL curriculum and trauma training to schools.

Our impact: We are working with Khulisa to enhance the long-term impact of their therapeutic programmes by driving high levels of performance and delivery quality. This work will enable them to deliver improved social and emotional skills that are sustained through time, while also evidencing their impact on educational outcomes like attendance and attainment. We're also working with their leadership team to foster an effective and impact-driven team culture to support enduring sustainability.



In a sector where many charities feel pressured to prioritise short-term outcomes to demonstrate impact and stay competitive for funding, it is truly refreshing to have Impetus by our side. Their recognition of our potential, and their commitment to walking the journey of realising it with us, empowers us to innovate, reflect honestly, and refine our approach. This ensures we deliver meaningful, holistic impact for young people, while building a model that is both sustainable and scalable."

Michael Buraimoh,
Interim CEO, Khulisa



Year joined:
2022



Investment phase:
Build



Income (2023/24):
£1.3 million



Young people
supported:
131



Age range:
11-16



Location:
Birmingham; Greater
Manchester; London

Kids Inspire

The need: Children and young people from disadvantaged backgrounds have, on average, weaker Social and Emotional Learning (SEL) skills at all ages. This can lead to poorer mental health, lower academic attainment, and poorer employment outcomes. Evidence suggests that SEL interventions can lead to gains in academic performance.

Our portfolio partner: Kids Inspire provides therapeutic support from trained professionals to young people and their families affected by trauma, distress, or negative experiences. The organisation is dedicated to promoting self-awareness, self-resilience, and positive relationship building for young people aged 6-18, helping them to improve mental health and subsequently re-engage in education.

Our impact: We are helping Kids Inspire to refine their impact strategy, including collecting new data to track the social and emotional development and school outcomes of the young people they serve. As they continue to deepen and monitor their impact, we will help to build on their operational foundations for growth and support as they expand into new regions in the South East.



Impetus is supporting Kids Inspire to grow in size and impact to help meet the increasing mental health and social emotional needs of young people. Our creative trauma-informed therapeutic services can help them to recover from adverse childhood experiences so that they can engage fully in educational and social opportunities and go on to lead emotionally healthy, aspirational and fulfilling lives."

Sue Bell OBE, CEO and Clinical Director, Kids Inspire



Year joined:
2022



Investment phase:
Build



Income (2023/24):
£2.3 million



Young people supported:
1,151



Age range:
0-25



Location:
Essex; Southend;
Suffolk; Thurrock

The Tutor Trust

The need: Good GCSE grades are gateway qualifications for further study and fulfilling work. Only 43% of young people from disadvantaged backgrounds pass GCSE English and maths, compared to 73% of their better off peers.

Our portfolio partner: The Tutor Trust provides small group tuition for pupils from disadvantaged backgrounds in primary and secondary schools in the North of England. The tutors work closely with pupils to improve their confidence and grades in key subjects. A randomised control trial, funded by the Education Endowment Foundation, found that primary school children who received 12 hours of tutoring from The Tutor Trust made three months' additional progress in maths.

Our impact: Since entering the Impetus portfolio, The Tutor Trust has nearly tripled its reach, from 2,470 pupils in 2018 to 5,927 in 2024. Impetus has supported the organisation to grow with impact, focusing on pupil attendance and ensuring they receive the 12-15 hours of tutoring that has been shown to improve attainment.



Together with Impetus we created a new three-year plan to ensure maximum impact for the young people we serve. The partnership has been so worthwhile, both for the organisation and for us as leaders, and we'd encourage other charities in the sector to get involved!"

Ed Marsh, CEO, and Abigail Shapiro, Co-Founder and Executive Director, The Tutor Trust



Year joined:
2019



Investment phase:
Grow



Income (2023/24):
£3.7 million



Young people supported:
5,927



Age range:
7-16



Location:
Greater Manchester;
Merseyside;
West Yorkshire

Voice21

The need: Strong oracy skills have been linked to better attainment, employment, and wellbeing outcomes, but children from disadvantaged backgrounds start school with significantly lower spoken language development than their better-off peers on average.

Our portfolio partner: Voice 21 provides a membership offer to help schools develop a high-quality oracy education. They support teachers to become expert oracy practitioners and provide deep support to individual schools to embed oracy across the curriculum and more broadly across school life. Schools then have the opportunity to seek accreditation with Voice 21 as an Oracy Centre of Excellence.

Our impact: We've worked with Voice 21 on refining their strategy, building their governance, and developing leadership to deliver better results. They have exceeded their targets and are reaching more than 150,000 young people eligible for free school meals in over 1100 schools across the country.



Our partnership with Impetus has already been transformational for Voice 21 in maximising our impact. Their funding and other support will make an enormous difference as we drive forward in our mission to ensure that every child has access to a high-quality oracy education, in every school, every day. We know we can achieve great things together with Impetus, so that every child can use their voice to thrive in school, work, and life."

Dr Kate Paradine, CEO, Voice 21



Year joined:
2019



Investment
phase:
Grow



Income
(2023/24):
£3.2 million



Teachers
enrolled:
2,030



Young people reached
(indirectly): 226,334



Age range:
4-18



Location:
Nationwide

Education: The Engage Fund

Pupils cannot learn if they're not in school and not engaged – but young people from disadvantaged backgrounds are disproportionately losing learning.

They're twice as likely to be persistently absent, four times more likely to be suspended, and five times more likely to be permanently excluded from school. These educational disparities contribute to a lifelong opportunity gap, with young people who are suspended even once unlikely to achieve a standard pass in GCSE English and maths, and twice as likely to be not in education, employment, or training (NEET) by 24.

Together with The Henry Smith Foundation, we're tackling lost learning in all its forms: reducing absences and exclusions while also improving outcomes for young people in alternative provision in England. The Engage Fund offers unrestricted funding and capacity-building support to social sector organisations, mainstream schools, and alternative provisions that are supporting young people at the highest risk of lost learning, so they can re-engage with education and ultimately go on to fulfilling lives.

Portfolio partners: Co-op Academies Trust, The Difference, Empire Fighting Chance, MCR Pathways, Olive Academies, School of Hard Knocks, The Two Counties Trust

Funded by:



**HENRY SMITH
FOUNDATION**

Co-op Academies Trust

The need: The number of children missing school has risen dramatically post-pandemic – the equivalent of 34 million days of learning were lost through unauthorised absence and suspension in the 2023/24 academic year, compared to 19 million days before the pandemic. Young people from disadvantaged backgrounds are disproportionately losing learning: they're twice as likely to be persistently absent, four times more likely to be suspended, and five times more likely to be permanently excluded than their better-off peers.

Our portfolio partner: Co-op Academies Trust has 37 schools across the North of England, where they're rolling out internal alternative provision (IAP) to offer enhanced support to the students most at risk of losing learning. The trust aims to reduce lost learning and improve outcomes by giving these young people the support they need to succeed in school.

Our impact: Through our joint investment with The Henry Smith Foundation, Impetus is supporting Co-op Academies Trust to design and roll out high-quality IAP across all its secondary schools. This partnership will improve outcomes for Co-op Academies students while also contributing to the development of new insights for the wider sector on how high-quality IAP can promote student reintegration into mainstream schools.



We believe every young person deserves the opportunity to succeed, regardless of their background or the challenges they face, and this ongoing partnership has enabled us to enhance the tailored support we provide to students at risk of exclusion. The work we do together ensures young people remain engaged in their education and continue to feel a strong sense of belonging in our school communities."

Chris Tomlinson, CEO, Co-op Academies Trust



Academies Trust



Year joined:
2024



Investment phase:
Focus



Number of pupils
in secondary:
~13,000



Young people
supported in IAP:
250



Age range:
3-19



Location: Manchester;
Merseyside; Staffordshire;
West Yorkshire

The Difference

The need: Permanent exclusions have risen 30 per cent compared to before the pandemic, including a 15% rise between 2022/23 and 2023/24. We know that young people from disadvantaged backgrounds are five times more likely to be permanently excluded than their better-off peers.

Our portfolio partner: The Difference trains tomorrow's school leaders in inclusive education, working with mainstream and alternative provision schools and multi-academy trusts to reach thousands of young people across the country. They identify inclusive best practice and share this across the education sector through their flagship Inclusive Leadership Course for school leaders, and they raise awareness and provide systemic solutions for the challenges surrounding school exclusion with key policymakers.

Our impact: With The Henry Smith Foundation, we're providing The Difference with funding to support their ambitions to get stronger, better, and bigger. In 2023/24, 58% of school leaders on The Difference's programme reported reduced formal exclusions in their schools within the first year.



Impetus' experience and strategic insight, on aspects of our operational delivery and in supporting the leadership of our organisation, are already seeing us become a stronger charity and more potent force for change on the issue of exclusion."

Kiran Gill, CEO, The Difference

The
Difference



Year joined:
2021



Investment
phase:
Build



Income
(2023/24):
£1.4 million



School leaders
supported:
202



Young people reached
(indirectly): 88,447



Age range:
14-16



Location:
Nationwide

Empire Fighting Chance

The need: Children from disadvantaged backgrounds are five times more likely to be permanently excluded from school than their better-off peers, and only 4% of young people in alternative provision get the English and maths GCSEs that will help them achieve meaningful job outcomes later in life. Up to half of excluded pupils also struggle with mental health challenges, and those who have been suspended or excluded are over four times more likely to self-report engaging in violent behaviour.

Our portfolio partner: Empire Fighting Chance is a leading sport for development charity fighting the effects of inequality on young people's lives. Using a powerful combination of non-contact boxing and intensive psychological coaching, they give young people the skills, knowledge, and inspiration they need to make positive changes in their lives.

Our impact: Impetus is supporting the organisation to develop a centre of excellence in the heart of Bristol, in preparation for scale. Together, we are getting Empire Fighting Chance 'fit for the fight': strengthening programmes, reaching the young people who need them most, and measuring outcomes around mindset and school engagement consistently.



The partnership with Impetus has, as we expected, helped us refine the way we think about and measure our impact. However, the unexpected benefit has been how they have supported us around our organisational structure, refining the way we manage things such as referrals and challenging our thinking to make us a better organisation."

Martin Bisp, CEO,
Empire Fighting Chance



Year joined:
2023



Investment phase:
Focus



Income (2023/24):
£2.1 million



Young people
supported:
847



Age range:
8-25



Location:
Bristol; South West;
South Wales

MCR Pathways

The need: Young people in mainstream secondary schools who have experience of the care system or face other challenges like special educational needs, living in poverty, or having suffered parental bereavement, often find it harder to engage in education than their peers.

Our portfolio partner: MCR Pathways works with young people aged 10–18, supporting them from the crucial transition from the last year of primary school into secondary school to the end of college. They provide trained, volunteer mentors who are carefully matched to young people. By providing a trusted adult relationship for these young people, MCR works to improve their life chances and ultimately achieve equality of educational outcomes and career opportunities.

Our impact: Impetus is helping MCR Pathways to expand their externally evidenced programme from Scotland into England and replicate their impact on the triple outcomes of keeping students in school, improving attainment, and increasing EET (education, employment, or training) rates.



Our partnership with Impetus is ever-evolving and multi-dimensional. Together we create opportunities for sharing expertise, developing our skills, strengthening our impact, and growing our reach. Each and every incredible young person MCR Pathways empowers through personalised relationship-based mentoring is enabled by shared vision and values with invaluable stakeholders like Impetus.”

Sharon McIntyre, CEO, MCR Pathways



Year joined:
2021



Investment phase:
Build



Income (2024/25):
£4.9 million



Young people supported:
6,444



Age range:
10–18



Location:
Hertfordshire; London;
Surrey; Scotland

Olive Academies

The need: Only around 4% of young people who sit their GCSEs in alternative provision (AP) pass English and maths, compared to 67% of pupils in mainstream schools.

Our portfolio partner: Olive Academies Trust runs five AP schools across London and East England, with a strong focus on attainment and post-education destinations. They also run Olive Outreach, an exclusion-prevention programme delivered to students still in mainstream schools. They focus on providing pupils with creative, nurturing, and inspiring learning opportunities which re-engage them in learning and transform their lives. They also use their significant expertise to support local and national policymakers in decision-making on AP.

Our impact: Olive have achieved impressive growth alongside consistently high standards – as attested by strong Ofsted gradings and attainment and destinations results. They are considered one of the highest performing trusts in AP, providing a strong platform to explore further growth and improve outcomes for even more young people. This year, we have worked with Olive on strategy development and supported them to grow their capacity on data and impact.



Our partnership with Impetus has enabled the Trust to move forwards in a more creative and dynamic way. It has opened the door to an invaluable network of professionals who together are providing effective solutions to change the lives of some of the country's most disadvantaged children and young people."

**Mark Vickers MBE, CEO,
Olive Academies Trust**



Year joined:
2021



Investment phase:
Build



Income (2023/24):
£9.4 million



Young people
supported:
580



Age range:
7-16



Location:
Cambridge; Havering;
Suffolk; Thurrock

School of Hard Knocks

The need: Suspensions have risen by 80 per cent compared to pre-pandemic levels, while persistent absence and severe absence rates are near record highs. School leaders are increasingly looking to specialist interventions to re-engage students, improve attendance, and reduce exclusions.

Our portfolio partner: School of Hard Knocks (SOHK) empowers young people living in complex and challenging situations to fully realise their potential. Working with children at risk of exclusion and disengagement, SOHK delivers a holistic programme to drive improved attendance and reduce suspensions and exclusions. The programme combines high-impact rugby sessions, group social and emotional learning sessions, and one-to-one mentoring - all with a focus on building long-term trusted adult relationships.

Our impact: Through our Driving Impact workshops, SOHK decided to focus their delivery exclusively on young people, reaching them with interventions before challenges become entrenched. They have correspondingly restructured their senior management team to support this upstream work in schools and have recently launched their new strategy for expansion across England, Scotland, and Wales, developed through pro bono support from Bain.



It is no exaggeration to say that School of Hard Knocks' partnership with Impetus has been genuinely transformational. The weekly input and encouragement of Danny (Investment Director) and Chloe (Investment Manager) have empowered us to scale our ambition, fine-tune our programme, and more ably demonstrate our impact. I feel more confident than ever about the future of our charity and that of the young people we are privileged to work with."

Ken Cowen, CEO,
School of Hard Knocks



Year joined:
2023



Investment phase:
Focus



Income (2024/25):
£1.3 million



Young people
supported:
780



Age range:
11-16



Location:
Hertfordshire; London;
Scotland; Wales

The Two Counties Trust

The need: The number of children missing school has risen dramatically post-pandemic. Young people from disadvantaged backgrounds are disproportionately losing learning: they're twice as likely to be persistently absent, four times more likely to be suspended, and five times more likely to be permanently excluded than their better-off peers.

Our portfolio partner: The Two Counties Trust (TTCT) is a multi-academy trust with ten secondary schools across Nottinghamshire and Derbyshire, with ambitions to roll out high-quality, inclusive internal alternative provision (IAP) across all their schools. By integrating IAP within the mainstream school system and offering targeted support for students with higher needs, the trust strives to improve outcomes for young people at risk of losing learning.

Our impact: Together with The Henry Smith Foundation, we've invested £100,000 per annum for two years to help TTCT expand its IAP centres to all schools by the 2026-27 academic year. With our support, TTCT will provide targeted and appropriate interventions for higher-need pupils in their IAP. We expect this to improve outcomes for these students and, in time, demonstrate best practices for the sector.



We have greatly benefited from working with Impetus and The Henry Smith Foundation. Through impact workshops, we have codified essential components and identified key performance indicators to hold ourselves accountable going forward. We are excited about the future of our partnership and the opportunities to further enhance life choices."

**Wesley Davis, CEO,
The Two Counties Trust**



Year joined:
2024



Investment phase:
Focus



Number of pupils
in secondary:
~11,000



Young people
supported in IAP:
60



Age range:
11-18



Location:
Nottinghamshire;
Derbyshire

Employment

Young people from disadvantaged backgrounds are twice as likely to be out of employment than their better-off peers. Our employment portfolio partners work with young people to support them into apprenticeships and employment, providing them with the skills they need to succeed in work.

Ada – National College for Digital Skills

The need: Young people from disadvantaged backgrounds are 50% more likely to be not in education, employment, or training (NEET) than their better off peers, even with the same qualifications. While the digital industry is growing, there is limited diversity, and many young people feel they don't have the skills they need to work in the tech sector.

Our portfolio partner: Ada is empowering the next generation of diverse digital talent by delivering high-quality apprenticeships and running a high-performing sixth form college, all focused on advanced digital skills. They aim to widen access to tech careers for young people from diverse backgrounds.

Our impact: Ada is the top performing institution in the country for the Computer Science BTEC, with their students attaining one grade higher than the national median. Our work with Ada focuses on supporting them to grow their sixth form and apprenticeship provision, while retaining their focus on learners from disadvantaged backgrounds and building an understanding of their long-term impact.



It is refreshing to work with a foundation that 'gets it' and can quickly galvanise its resources to provide the support and guidance to help us get on with leading the organisation better which ultimately translates into increased impact for our brilliant learners."

Mark Smith, CEO of Ada



Year joined:
2021



Investment phase:
Build



Income (2023/24):
£6.9 million



Young people supported:
464



Age range:
16-24



Location:
London; Manchester

Generation UK

The need: Young people from disadvantaged backgrounds are twice as likely to be out of education, employment, or training (NEET) than their better-off peers.

Our portfolio partner: Generation UK's programme combines the technical skills demanded by employers, the wraparound support that young people from disadvantaged backgrounds need, and exceptional employer links to get young people into employment. They deliver profession-specific skills bootcamps in a range of professions in technology, healthcare, and the green economy. In 2023, 70% of the learners on Generation UK programmes were from ethnic minority backgrounds.

Our impact: We are supporting Generation UK to lay the groundwork to scale with impact, helping them redesign how they attract learners, diversify their programmes, continually improve employer engagement, and capture and use data to maximise impact.



Working with Impetus has strengthened us in lots of ways. We have a clearer picture of theory of change, a view of impact that is baked into the organisation and talked about far more frequently, and more clarity on who we exist to serve."

Michael Houlihan,
CEO, Generation UK

Generation



Year joined:
2022



Investment phase:
Build



Income (2023/24):
£4.9 million



Young people supported: 279



Age range:
18-25+



Location:
UK-wide



Employment: The Connect Fund

Impetus was founded on a belief that all young people should have the same chance to succeed in life whatever their background.

Young people from disadvantaged backgrounds are twice as likely as their better-off peers to be out of education, employment, or training – and we know that young people from ethnic minority backgrounds* face unique barriers to employment.

The Connect Fund was set up to tackle these inequities, helping to close the employment gap faced by young people from ethnic minority backgrounds in the UK, and to promote systemic change towards a more racially equitable society.

With the support of our funders, Connect builds and supports effective, impact-led employment programmes that help young people from ethnic minority backgrounds overcome disadvantage and discrimination.

As part of the race equity work that inspired the Connect Fund, we also established the Impetus Leadership Academy in 2021. In partnership with the Bank of America (Founding Partner) and State Street (Lead Supporter), the Leadership Academy delivers a unique programme of management training, personal development, and corporate mentorship to support talent from ethnic minority backgrounds in the UK youth sector to progress into senior leadership roles.

Portfolio partners: Breadwinners, Business Launchpad, IMO Charity, Sister System, Streets of Growth.

Funded by:



CD&R
FOUNDATION

BANK OF AMERICA



TOWERBROOK
Foundation

KKR

* In the interest of using language that is familiar and widely understood by potential partners and broader stakeholders, we have decided to use the term 'ethnic minority backgrounds' in our messaging, but we acknowledge this is not perfect. We recognise that language is important, and others use terms such as 'global majority', 'racialised communities', or 'communities experiencing racial inequity', each with specific and important nuance.

Breadwinners

The need: Over 100,000 people aged 18–29 have applied for asylum in the UK since 2021. Young people from refugee and asylum-seeking backgrounds are significantly less likely to be employed than the wider population and are often underserved by statutory services.

Our portfolio partner: Breadwinners supports young refugees and asylum seekers through their first steps into employment, work experience, and entrepreneurship through the opportunity to sell artisan organic bread across London and Brighton's best farmers markets and wholesale for social and environmental-focused corporates, restaurants, and cafes. Breadwinners seeks to improve EET (education, employment, and training) outcomes for the young people on their programmes, with 41% of participants progressing to external employment within one year.

Our impact: Impetus' partnership will help Breadwinners to expand their leadership team and build capacity, refine their programme to best support the young people they exist to serve, and develop a business plan to unlock untapped potential for income generation.



We are thrilled to partner with Impetus to further our mission of supporting young people from refugee and asylum-seeking backgrounds into meaningful work. With Impetus' support and expertise, we can strengthen our programmes and reach even more young people, empowering them with the skills, confidence, and networks they need to build brighter futures. This partnership marks a significant step in our journey to create lasting impact."

Martín Cosarinsky Campos,
Managing Director, Breadwinners



Year joined:
2024



Investment phase:
Focus



Income (2024/25):
£755K



Young people supported: 196



Age range:
16–24



Location:
London; South East

Business Launchpad

The need: Our research shows that young people from disadvantaged backgrounds are twice as likely as their better-off peers to be out of education, employment, or training (NEET). Young people from ethnic minority backgrounds also face unique challenges, with 71% experiencing workplace discrimination according to Youth Futures Foundation research.

Our portfolio partner: Business Launchpad is an enterprise charity which aims to help young people into employment or self-employment through 1:1 coaching and targeted programmes that include interactive workshops, business incubation, and hands-on training in local workplaces. Based in Tooting, 85% of the young people on their programmes are from the global majority*, and many are NEET.

Our impact: Impetus will work alongside Business Launchpad to further develop their programme offer, understand their impact on their South London communities, and leverage that impact through fundraising.

*A note on language: Business Launchpad uses the term 'global majority' to refer to individuals who come from Black, Asian, mixed, or other ethnic backgrounds often referred to as 'ethnic minorities', who together comprise about 80% of the world's population. 'Global majority' is often used in place of other terms including BAME (Black, Asian, and Minority Ethnic), BIPOC (Black, Indigenous, and People of Colour), and ethnic minorities.



This funding will enable Business Launchpad to strengthen our employability support for young people and deepen our impact, empowering more young entrepreneurs to overcome barriers and achieve their ambitions. This partnership with Impetus aligns perfectly with our mission to empower young people to realise their potential and build sustainable futures. Together, we are paving the way for impactful change."

Felicia Mattis-Rome, CEO,
Business Launchpad



Year joined:
2024



Investment phase:
Focus



Income (2024/25):
£1.5 million



Young people supported: 200



Age range:
16-30



Location:
London

IMO Charity

The need: Our research shows that young people from disadvantaged backgrounds are twice as likely as their better-off peers to be out of education, employment or training (NEET). Young people from ethnic minority backgrounds also face unique barriers to employment, according to Youth Futures Foundation research.

Our portfolio partner: Inspire Motivate Overcome (IMO) Charity was founded by volunteers in 2006 to serve this need and has since grown from grassroots to an established organisation recognised as the go-to provider of youth programmes for the South Asian community in Blackburn. IMO Charity delivers a wide range of programmes in the community.

Our impact: We have supported IMO to use their existing expertise, reach, and networks to develop a small-scale school-based pilot employment programme for South Asian young people from disadvantaged backgrounds. Our capacity-building support to IMO has drawn on our expertise in developing impactful employment programming and building sustainable funding models.



Our partnership with Impetus has been transformative for IMO. With their support, we have started to strengthen our capacity, sharpen our impact, and been able to reach more young people across Blackburn with Darwen and beyond. Together, we are ensuring that disadvantaged young people have the opportunities, skills and confidence they need to thrive.”

Mohammed Tayyab Sidat MBE,
CEO, IMO Charity



Year joined:
2022



Investment phase:
Focus



Income (2024/25):
£1.1 million



Young people supported (pilot scheme):
50



Age range:
5-25+



Location:
Blackburn

Sister System

The need: Young people from disadvantaged backgrounds are twice as likely as their better-off peers to be not in education, employment, or training (NEET). Gender and experience of care compound this disadvantage, with care leavers three times more likely to be NEET.

Our portfolio partner: Sister System provides specialist early-intervention support to care-affected young women aged 13–24 in order to help them sustain positive relationships and mental wellbeing and progress into education, training, and employment.

Our impact: Sister System runs a unique programme targeted at the young people most in need. We are helping them to design, deliver, and evaluate their work for maximum impact and build out the organisational foundations to sustain it.



Our collaboration with Impetus not only empowers us to build a sustainable, scalable organisation, but is also essential in demonstrating our impact, refining its measurement and collaborating with Impetus' extensive network, as Sister System goes on our journey to empower the lives of the thousands of care-affected girls across the UK."

Okela Douglas, CEO, Sister System



sister system



Year joined:
2022



Investment phase:
Focus



Income (2023/24):
£1.4 million



Young people supported:
113



Age range:
13–24



Location:
London

Streets of Growth

The need: Cycles of poverty, harm, and violence, deeply rooted in social, economic, and racial disparities, present significant challenges for young people in the London Borough of Tower Hamlets. With the highest rate of income deprivation in the country, young people in Tower Hamlets are also 10% more likely to be not in education, employment, or training (NEET) than average.

Our portfolio partner: Streets of Growth works with young people experiencing violence and criminal exploitation in Tower Hamlets to reduce their exposure to harm and support them to re-engage with employment. They intentionally engage and build trust with young people where they spend time: on the streets, in housing estates, and in parks. Their programme is underpinned by a trusted adult relationship with frontline staff, many of whom come from the local community and have lived experience of the issues facing the young people they serve.

Our impact: Impetus is supporting Streets of Growth to refine their model of support and organisation. Built on strong harm reduction foundations, we are helping them develop a more effective programme to support young people into sustained, stable engagement with education and employment.



We're proud to be an Impetus portfolio partner; their support will help magnify our impact on young people from disadvantaged backgrounds in Tower Hamlets. Streets of Growth now has the momentum to grow exponentially, reach more young people, and create a lasting difference. This partnership fuels our shared vision, propelling us towards a future where every young person can thrive and overcome adversity."

Diane Peters, Co-Founder and CEO,
Streets of Growth



Year joined:
2023



Investment phase:
Focus



Income (2023/24):
£0.7 million



Young people supported: 173



Age range:
15-21



Location:
London

Impetus Alumni

When an organisation completes their programme of bespoke support with Impetus – and proves the work they do has a transformative impact on the lives of the young people who come through their doors – they are invited to join our Alumni network.

We are proud of the part Impetus has played in helping these organisations flourish. By building highly effective interventions, developing high-performing leaders, and accelerating growth, our alumni have successfully scaled the impact of their work with young people. Their journeys are true stories of rigour, courage, and resilience.



The Access Project

The Access Project works with high-potential students from disadvantaged backgrounds, providing tutoring and intensive support to help them get into top universities. With our support, The Access Project developed an evaluation strategy, strengthened their leadership, and designed what is recognised as one of the best-evidenced interventions in the university access sector.



We have benefitted from our deep relationship with Impetus over many years on our journey from a fledgling charity with a big mission to one with proven impact on students' outcomes. Impetus has supported the growth of The Access Project through their expert advice and networks and supported us in building a gold standard of impact measurement and a data-driven organisation."

Anna Searle, CEO,
The Access Project



AllChild

Through its unique model of holistic support, developed over the course of their partnership with Impetus, AllChild has proven their impact on young people's social, emotional, and academic outcomes. Expanding from a West London pilot programme, they're now reaching almost 2,000 young people across the UK.



The Impetus partnership has been very powerful for AllChild. It started soon after our pilot project, and the Impetus team worked tirelessly with us to clarify our mission and refine our Impact Programmes so that we could stay true to our vision that every child and young person can flourish in their school and community with the right support, in the right way, at the right time."

Louisa Mitchell, CEO, AllChild

IntoUniversity

Over our 18-year partnership, IntoUniversity scaled from supporting 750 young people a year to over 50,000. Through their local centres, they offer young people from disadvantaged backgrounds the necessary information, advice, and guidance to get into university, with 58% of IU graduates progressing into higher education, compared to 29% from similar backgrounds nationally.



Impetus has been with us since we first became a registered charity – and the partnership has been transformational."

Dr Rachel Carr, CEO, IntoUniversity



Resurgo

Resurgo has grown from a small west London project to an employment charity with 17 centres nationwide. Their Spear programme delivers a 17% reduction in young people's likelihood of being NEET, with sustained effects for two years.



I am so grateful for Impetus' investment in Resurgo's leadership, growth, and quality of impact, and for how they have served as a trusted sounding board and partner over the years. Nearly 15 years since first joining Impetus' portfolio, we're now excited to be part of the alumni network, alongside other impressive organisations supporting young people to overcome the barriers they face and step into brighter futures."

Iona Ledwidge, CEO, Resurgo

ThinkForward

Founded by Impetus in 2011 and an independent charity since 2016, ThinkForward started as an idea, taking evidence of 'what works' in supporting young people most at risk of being out of education, employment, or training. Now, they're a highly respected programme that beats national benchmarks. 85% of young people on Pupil Premium involved with ThinkForward make a successful transition into education, employment, or training.



We are hugely grateful to Impetus for their partnership since our inception. As a result of their support, we have transformed 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





BREADWINNERS

FRESH BREAD, FRESH START.

ARTISAN, ORGANIC & NOT FOR PROFIT
supporting refugees into work





Impetus

Registered office:

1st Floor, Golden Cross House,
8 Duncannon Street,
London, WC2N 4JF

 [Impetus.org.uk](https://impetus.org.uk)

 [@ImpetusUK](https://twitter.com/ImpetusUK)

 info@impetus.org.uk

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