

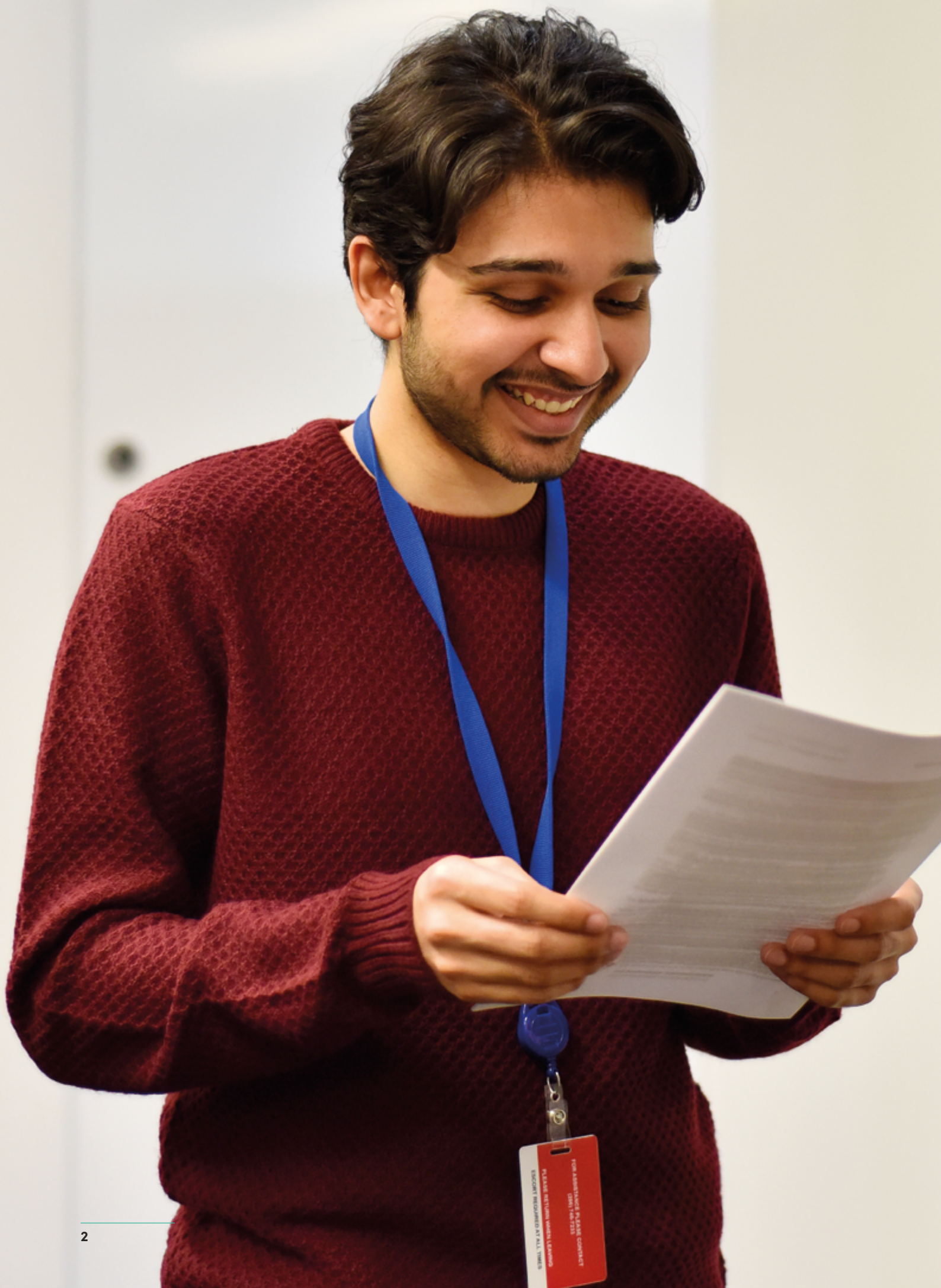
Backing the best

Our charity partners 2023



Impetus





Introduction

Impetus is passionate about giving all young people, regardless of the circumstances that they were born into, the chance to succeed.



Living in poverty means you are less likely to do well at school, less likely to go to university and will also struggle to find and keep a good job. Hundreds of thousands of young people in the UK are stuck in this cycle of underachievement and unemployment, but

the work that our charity partners do every day shows us that this is not an inevitable outcome.

At Impetus, we spend time finding charities that have huge potential for impact at scale and working to help them – both through funding and expert guidance and support – deliver on their promises to the young people that they serve.

Our charity partners are a varied group. Some have national reach; others are developing a regional footprint or a deep presence in a place. Some work with broad groups of young people; others work intensively with more defined groups, providing tailored support. Some we have worked with for years; with others, we're just at the start of our journey together.

But they have a few crucial things in common.

They are all working to narrow the gaps in education or employment for young people from disadvantaged backgrounds. They are committed to improving their impact, to demonstrate the difference they're making. And they all show that, with the right support, every young person can succeed, regardless of background.

Our unique approach is helping our charities become more effective, and reach more young people. We provide them with unrestricted funding for the long-term, a dedicated, expert team and access to our high-quality pro bono network. It is getting results: the right support is going to the young people who need it and transforming their lives.

By backing Impetus you are also backing a unique and effective model of charity support and a group of charities that are getting more young people better qualifications and better jobs.

Harriet Gugenheim

Director of Philanthropy and Partnerships

About us

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

We find the most promising charities working with these young people, provide long-term funding and help their leaders to deliver meaningful, benchmark beating, sustained outcomes for the young people they serve.

In partnership with other funders, we help our charities to expand. We also take what we learn and influence decision makers so that many more young people can benefit from UK wide policy change.



Our approach

We have a unique approach to working with our charities. We provide funding, the expertise of our dedicated investment team and access to our world-class pro bono network.

FUNDING

We provide long-term, unrestricted funding so that our charities can build their capacity to consistently deliver high-quality programmes as they grow. As a result, our charities are able to strengthen the core activities needed to increase their impact.

PRO BONO

Experts from our high-end pro bono network supplement the support provided by the investment team. We carefully match our charities with experts who will offer solutions to the specific strategic and operational challenges facing them.

INVESTMENT TEAM

Our investment team works shoulder-to-shoulder with our charities to help them become stronger. When we work with a charity, we are with them for the long haul – supporting them to develop, implement and evidence their programmes, to build a great leadership team and a sustainable, scalable organisation.

CO-INVESTMENT

We invest with other like-minded organisations to tackle the most difficult and under-supported challenges. By working with other funders to support our charities, we help them deepen their impact and expand their work with young people.

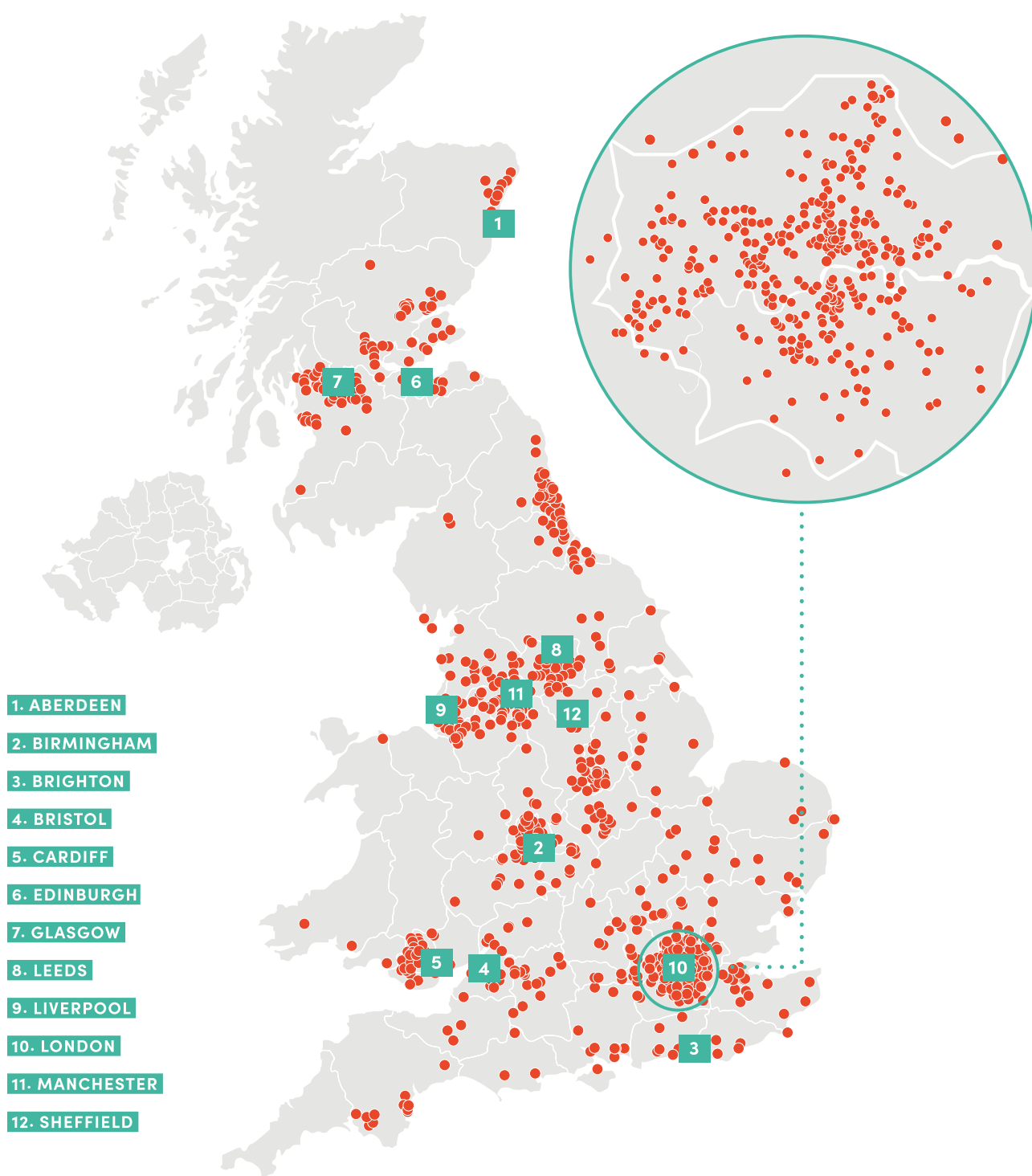
Value delivered to charities in 2021



- **£6.5 million:** Additional funds raised by our charity partners due to our partnership
- **£991,000:** Pro bono support to our charity partners
- **£1.9 million:** Impetus investment team support
- **£3.5 million:** Unrestricted grants to charity partners (direct from Impetus and through co-investment from Impetus partners)

Total £13 million

Where our charity partners work





Managing our portfolio

We work with the most promising charities who are supporting young people in the UK to succeed at school and in work.



“Impetus’ support in equipping and building up the skills of our impact team has had a dramatic effect on the way we use data to inform our day-to-day operations.”

Anonymous Charity CEO surveys, 2018–2021

OUR CHARITY PARTNERS TACKLE:



THE EDUCATION GAP:

young people from disadvantaged backgrounds are 40% less likely to attain GCSE maths and English by age 19.



THE ACCESS GAP:

only 28% of young people who are eligible for free school meals go to university, compared to 47% of their better-off peers.



THE EMPLOYMENT GAP:

young people from disadvantaged backgrounds are twice as likely to be out of employment.


We provide our charity partners with bespoke support throughout their journey with us

	SUPPORT	EDUCATION CHARITIES	EMPLOYMENT CHARITIES
FOCUS	Develop an impact strategy and a three-year plan to roll it out	<ul style="list-style-type: none"> • Khulisa • JET • Kids Inspire • Olive Academies • The Difference • Think for the Future • Transforming Lives for Good • MCR Pathways 	<ul style="list-style-type: none"> • Career Ready • MAMA Youth Project • Babbasa • Generation UK • IMO • Sister System
BUILD	Deliver outcomes reliably and sustainably. Build core leadership, a business model and manage growth	<ul style="list-style-type: none"> • Voice21 • Football Beyond Borders 	<ul style="list-style-type: none"> • Ada
GROW	Refine the model, evaluate impact and accelerate growth. Build the team and plan for scale-up	<ul style="list-style-type: none"> • West London Zone • The Access Project • The Tutor Trust 	
SCALE	Deliver proven impact to more young people	<ul style="list-style-type: none"> • Action Tutoring 	
SUSTAIN	Sustain Support continued growth	<ul style="list-style-type: none"> • IntoUniversity 	<ul style="list-style-type: none"> • City Gateway • ThinkForward • Resurgo

Our impact

We help charities to strengthen their programmes, improve their outcomes and consistently deliver that performance as they grow.

Our investment criteria reflects our key priorities:

			
IMPACT	POTENTIAL TO SCALE	LEADERSHIP	PARTNERSHIP
Strength of programme, approach to performance management, level of evidence.	Overall financial health, growth potential and performance, income model, strength of brand.	CEO's individual leadership, strength of the senior team and the Board.	Fit with the Impetus mission, commitment to our partnership, engagement with our support, contribution to our policy and fundraising objectives.

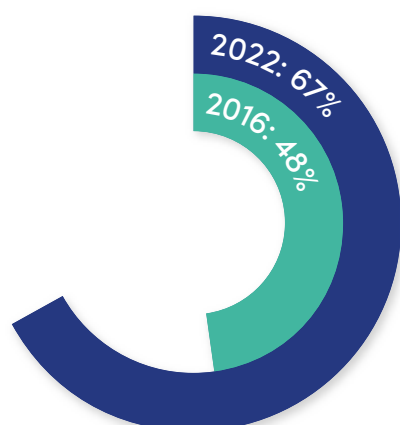
With this targeted support, the charities we fund are stronger, delivering better results, and scaling to reach more young people.

Our charities have improved their success rates over time, while also working with a greater proportion of young people from disadvantaged backgrounds

Academic attainment:

Action Tutoring

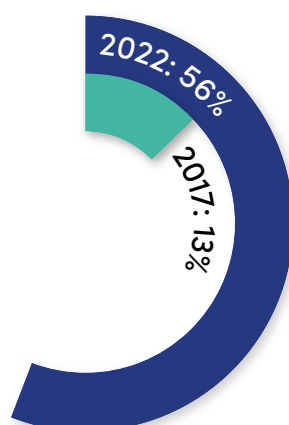
▲ 19% point increase



Entered employment, education or training:

City Gateway

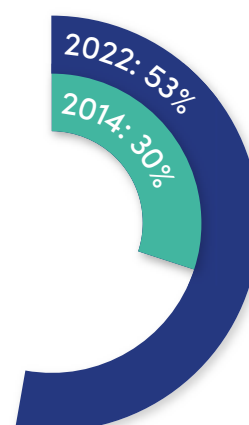
▲ 43% point increase



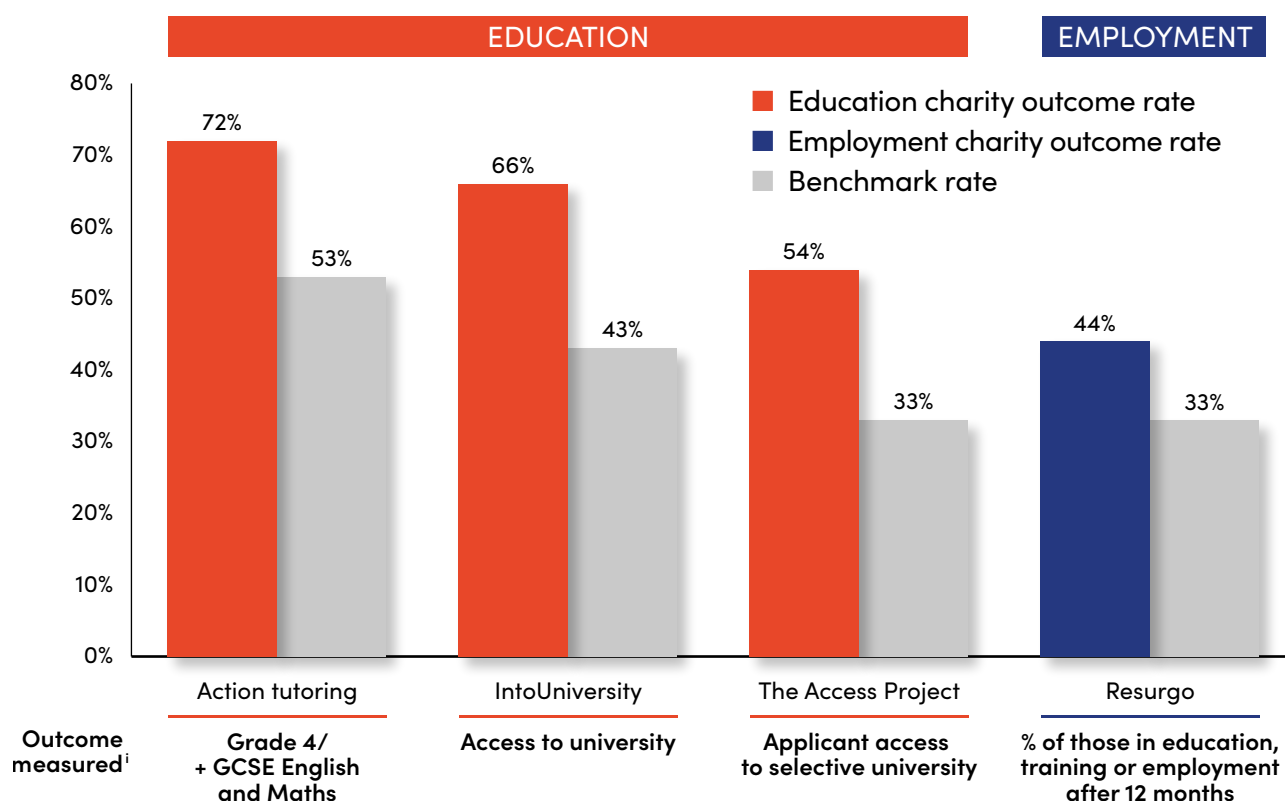
Secured university place:

The Access Project

▲ 23% point increase



Our charities perform well against sector benchmarks (from 2022)



“There is no doubt in my mind that we are where we are today and have achieved the growth and impact we have, in large part due to our very powerful partnership with Impetus.”

“The input of our Investment Director is always invaluable – she provides new insights, specific advice and guidance, and has helpful ideas from development of strategy through to measuring programme impact. She’s helped us negotiate tricky governance issues, supported with fundraising and supported everyone on the SMT in one way or another, as appropriate for their role.”

Anonymous Charity CEO surveys, 2018–2021

i) charity benchmark outcome rates may differ from those on p10 due to criteria used to match against benchmark

Our charities reach more young people

Our charities have seen a **24% average annual growth** in reach since entry into the portfolio

EDUCATION

number of young people enrolled on core programmes

■ at entry into portfolio ■ in 2022

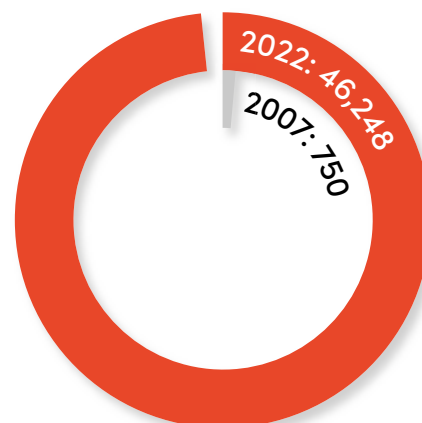
Action Tutoring



Football Beyond Borders



IntoUniversity

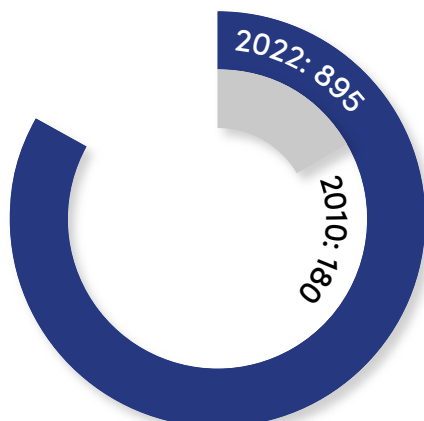


EMPLOYMENT

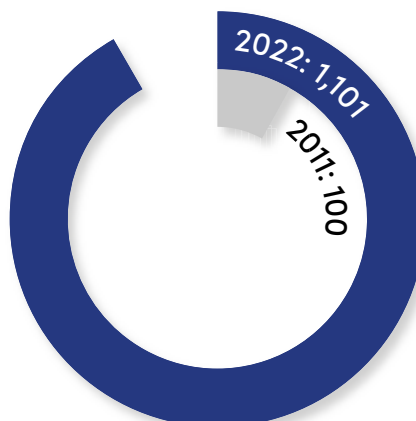
number of young people enrolled on core programmes

■ at entry into portfolio ■ in 2022

Resurgo



Think Forward



“We are much clearer about who we work with and what we are trying to achieve with them. Schools now understand our offer more clearly, and the children and families understand what we are aiming for them to try to achieve with us.”

Anonymous Charity CEO surveys, 2018–2021



NATS

Advancing aviation,
keeping the skies safe.

www.nats.aero

Manchester Airport
Latitude: 53.3576°N
Longitude: -2.2796°W

NATS

Education

Young people from disadvantaged backgrounds are 40% less likely to pass English and maths GCSE than their better-off peers. Pass rates drop further to a shocking 5% for those outside of mainstream school.

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



The Access Project

The need: Disadvantaged young people are significantly under-represented at top universities, making up only 6% of the intake.

Our charity partner: The Access Project works with high-potential students from disadvantaged backgrounds, providing tutoring and intensive support including mentoring, practice interviews and networking, to help them get into top universities.

Our impact: With our support, The Access Project has developed an evaluation strategy, secured more than £600,000 of co-investment funding over three years, and strengthened their leadership team, including successfully transitioning between CEOs. The Access Project is now achieving stronger outcomes for the young people they work with, with 67% being accepted to selective universities in 2020/21 compared to 30% when we began working with them in 2014.



Our partnership with Impetus goes so much deeper than funding – the ongoing involvement from their expert staff has supported us to develop a truly impactful programme and to prepare us for scale.”

Nathan Sansom, CEO,
The Access Project



Year joined:
2014



Investment phase:
Grow



Income (2021):
£2.8 million



Young people supported:
1,700



Age range:
14–18



Location:
London, West Midlands
& East Midlands,
North West

Action Tutoring

The need: Good GCSE grades are gateway qualifications for further study and fulfilling work. Young people from disadvantaged backgrounds are 40% less likely to pass English and maths GCSE than their better-off peers.

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

Our impact: Over the eight 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 – 80% of their pupils pass their English or maths GCSE, after the equivalent of just two terms of weekly tutoring. We have also helped Action Tutoring improve school retention rates from 60% to 85% and pupil attendance from 60% to more than 75%.



We value the funding Impetus provides. However, their unique approach in providing management advice and pro bono consultants gives a huge amount of added value."

Susannah Hardyman, CEO,
Action Tutoring



Year joined:
2014



Investment phase:
Scale



Income (2021):
£2.4 million



Young people supported:
5,530



Age range:
9-16



Location: Birmingham, Bristol, Chester, Coventry, Liverpool, London, Sheffield, Sussex, Newcastle and Nottingham

Football Beyond Borders

The need: 7,000 young people are permanently excluded from mainstream secondary schools every year. Only around 5% of excluded young people pass their GCSEs in English and maths. There is strong evidence to suggest that Social and Emotional Learning interventions can promote the development of social and emotional skills, which lead to gains in academic performance.

Our charity partner: Football Beyond Borders uses football to support young people from disadvantaged backgrounds who are disengaged or at risk of exclusion from school to build the skills they need to succeed. Their two-year programme consists of weekly two-hour sessions that build literacy and soft skills.

Our impact: We've worked with Football Beyond Borders to develop their impact management, ensuring they focus their work on the young people who need it the most and refined their programme so it works for more young people. We're supporting them in their strategy and three-year business plan to help them develop their growth ambition, income generation and impact strategy. 78% of young people enrolled on the programme achieve English and maths GCSE.



We're thrilled to be working with Impetus at this exciting stage of our journey. They are the perfect partner who through long-term targeted support and expertise can improve our impact and bolster our capacity."

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



Year joined:
2019



Investment phase:
Early Build



Income (2021):
£2 million



Young people supported:
1,400



Age range:
11-14



Location:
London & North West England

IntoUniversity

The need: Only 28% of young people from disadvantaged backgrounds go to university, compared to 47% of their better-off peers. This means that 15,000 young people miss out on the opportunity each year.

Our charity partner: IntoUniversity runs centres where young people from disadvantaged backgrounds receive support to raise their attainment and aspiration, and get the necessary information, advice and guidance to get into university.

Our impact: During our 14-year partnership, we've helped IntoUniversity to access new funding streams and build their strategic capabilities. We've supported them to scale into a national network of 29 centres, serving over 38,000 young people each year. Through this growth, they have retained their impact, with 68% of IntoUniversity students progressing to Higher Education, compared to 48% nationally.



Impetus' support has been instrumental in getting IntoUniversity to where it is today."

Rachel Carr, CEO, IntoUniversity



Year joined:
2007



Investment phase:
Sustain



Income (2021):
£8.6 million



Young people supported:
38,000



Age range:
7-18



Location:
Nationwide

Jon Egging Trust (JET)

The need: Young people from disadvantaged backgrounds who are struggling to engage in school often face adversity in their lives and have lost focus and self-belief. This can present as a lack of engagement in the classroom, disruptive behaviour, or persistent absenteeism, with knock-on effects on learning. There is strong evidence to suggest that Social and Emotional Learning interventions can lead to gains in academic performance.

Our charity partner: JET's Blue Skies programmes work with young people from disadvantaged backgrounds who are struggling to engage in school to make informed choices about their futures, and re-engage with their education. Their programmes combine team building and workplace experiences in the STEM, military, space and business sectors with in-school sessions.

Our impact: We will support JET to prepare for future growth, refine their intervention, improve the consistency of delivery, and capitalise on the strongest elements of their intervention programmes.



I am absolutely chuffed to bits that JET has been selected as one of Impetus' chosen charities. The entire JET team is incredibly excited about how this collaboration will further strengthen our impactful programmes and enable us to transform the lives of even more young people across the UK over the years to come. Thank you, Impetus!"

Dr Emma Egging OBE,
CEO, Jon Egging Trust



Year joined:
2022



Investment phase:
Focus



Income (2022):
£0.8 million



Young people supported:
690



Age range:
11-15



Location: Dorset,
Hants, Oxfordshire,
Wiltshire, East Anglia,
Lincolnshire, N Wales

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. There is strong evidence to suggest that SEL interventions can lead to gains in academic performance.

Our charity partner: Khulisa works with marginalised or excluded young people with challenging or anti-social behaviour, equipping them with the skills to choose alternatives to violence and crime. Their Face It 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 will help enhance the long-term impact of their well-evidenced therapeutic programmes, to deliver improved social and emotional skills that are sustained through time, and work towards evidencing impact on educational outcomes such as attendance and attainment.



We're delighted to join Impetus' portfolio of charity partners. With their help, we hope to scale our social and emotional learning programme to reach more young people in schools across the UK. With this greater reach and targeted support from the Impetus team, we hope to build our evidence base to prove that greater wellbeing leads to improved attainment, attendance and engagement for all young people."

Cara Cinnamon, CEO, Khulisa



Year joined:
2022



Investment phase:
Focus



Income (2022):
£0.8 million



Young people supported:
730



Age range:
11-18



Location:
London, West Midlands,
North West

Kids Inspire

The Need: Children and young people from disadvantaged backgrounds have, on average, weaker Social and Emotional Learning (SEL) skills at all ages than their more affluent peers. Lower SEL skills are linked with poorer mental health, lower academic attainment, and poorer employment outcomes. There is strong evidence to suggest that interventions that promote the development of social and emotional skills can lead to gains in academic performance.

Our charity partner: Kids Inspire provides creative and therapeutic support 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 0-25, helping them to improve mental health and re-engage in education.

Our impact: We will support Kids Inspire to refine their impact strategy, including understanding their target population and their impact on social and emotional development and school outcomes. We will help to build on the operational foundations for growth, and develop a 5-year scale strategy.



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 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:
Focus



Income (2021):
£1.6 million



Young people supported:
1,930



Age range:
0-25



Location:
Essex, Southend,
Thurrock and Suffolk

The Tutor Trust

The need: Good GCSE grades are gateway qualifications for further study and fulfilling work. Young people from disadvantaged backgrounds are 40% less likely to pass GCSE English and maths than their better-off peers.

Our charity 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 grown 40% year on year, reaching 2,470 pupils in 2018 to 6,300 in 2021. Impetus has supported the organisation to grow with impact, focusing on pupil attendance and ensuring they receive 12-15 hours of tutoring.



Impetus' invaluable expertise is helping us get the best tuition to the pupils who need it the most and to develop a solid plan for growth so that we can reach more of them."

Abigail Shapiro and Nick Bent,
Co-founders, The Tutor Trust



Year joined:
2019



Investment phase:
Grow



Income (2021):
£3 million



Young people supported:
6,300



Age range:
7-16



Location:
Manchester, Leeds-Bradford, and Merseyside

Voice21

The need: Young people from disadvantaged backgrounds are significantly more likely to suffer from poor oracy skills from an early age, compared to their peers, which puts them at greater risk of getting no qualifications and failing to get in to work or training.

Our charity partner: Voice21 runs a variety of oracy training programmes for teachers and schools. They support teachers to become expert oracy practitioners and provide deep support to individual schools to embed oracy in the curriculum.

Our impact: We've worked with Voice21 to make them stronger and able to deliver better results. They have exceeded their targets for 2021 and are reaching young people from disadvantaged backgrounds across 607 schools across the country.



Our partnership with Impetus has been transformational in unlocking our potential and supporting us to understand how we can effectively achieve our impact. They've made a difference in so many areas of the organisation already and we're excited about what we can achieve together in the future."

Beccy Earnshaw, CEO, Voice21



Year joined:
2019



Investment phase:
Build



Income (2021):
£1.1 million



Teachers enrolled:
1,100



Young people supported:
73,680



Age range:
5-24



Location:
Across England & Wales

West London Zone

The need: Children from disadvantaged backgrounds have, on average, weaker Social and Emotional Learning skills, which is linked with poorer mental health, lower academic attainment and poorer employment outcomes. Interventions that promote the development of these can lead to gains in academic performance.

Our charity partner: West London Zone helps children and young people build the relationships and skills they need to get on track socially, emotionally and academically to thrive in adulthood. The 'zone' in which West London Zone delivers spans 4 boroughs with 173 primary schools and 45 secondary schools. 14,000 children in the zone are 'off-track' with multiple inter-related needs. They find it hard to get the help they need because services tend to be fragmented and light touch.

Our impact: We've supported West London Zone in developing their leadership team and helped them secure multi-year co-investment funding to ensure their programme remains sustainable and can reach more young people. They are currently reaching 1,300 disadvantaged young people in West London.



Impetus led us to ask critical questions about our model and our impact that we wouldn't have asked ourselves."

Louisa Mitchell, CEO,
West London Zone



Year joined:
2017



Investment phase:
Grow



Income (2021):
£4.4 million



Young people supported:
1,000



Age range:
5-16



Location:
London

Education: The Engage Fund

Pupils from disadvantaged backgrounds are four times more likely to be excluded permanently than their better-off peers. And then, only around 5% of young people who sit their GCSEs outside of mainstream school pass English and maths, compared to 65% of pupils in state schools.

This means pupils in alternative provision are more likely to experience long-term unemployment and are over represented in the criminal justice system.

The Engage Fund works with mainstream schools, alternative provision, social sector organisations, policymakers and funders, to improve the social and emotional skills and attainment for children who have been excluded, or are at risk of exclusion to ensure they successfully:

- (Re)engage with mainstream education
- Achieve meaningful academic outcomes
- Progress into meaningful education, employment, or training

Charities supported: The Difference, MCR Pathways, Olive Academies, Think For The Future, Transforming Lives for Good

Funded by:





The Difference

The need: Since 2013 there has been a 40% rise in the number of pupils permanently excluded from school. We know pupils from disadvantaged backgrounds are four times as likely to get a permanent exclusion than their better-off peers.

Our charity partner: The Difference finds and trains tomorrow's school leaders, working with pupil referral units and mainstream schools to reach thousands of young people across the country. They also identify inclusive best practice, share this across the education sector, and raise awareness of the challenges surrounding exclusion with key policymakers.

Our impact: With The Henry Smith Charity, we're providing The Difference with funding to support their ambitions to get stronger, better and bigger. In 2021 60% of school leaders on The Difference's leadership programme progressed to a senior leadership position in a mainstream school with responsibility for inclusion.



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:
Focus



Income (2021):
£1.3 million



School leaders supported:
70



Age range:
14-16



Location:
National

MCR Pathways

The need: Young people in mainstream secondary schools who have experience of the care system, or face challenges like special educational needs, living in severe poverty, or living with extended family not parents, often find it harder to engage in education than their peers.

Our charity 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. The mentoring that MCR Pathways offers can help these young people achieve equality of educational outcomes, career opportunities and improve life chances.

Our impact: Impetus is helping MCR Pathways to expand their Young Talent programme throughout the country, focusing on the triple outcomes of keeping students in school, improving attainment and increasing EET (education, employment or training) rates. MCR Pathways is already ahead of its 2022 targets for reaching young people.



I place great value on the perspective and advice that Impetus gives. Their experience in the corporate sector, knowledge of relationship dynamics and insight is second to none. They really understand the charity, where we are at present and our future ambitions.”

Fay Gingell, CEO, MCR Pathways



Year joined:
2021



Investment phase:
Focus



Income (2022):
£2.9 million



Young people supported:
2,500



Age range:
10–18



Location:
Scotland and Hertfordshire

Olive Academies

The need: Only around 5% of young people who sit their GCSEs in alternative provision pass English and maths compared to 65% of pupils in state schools.

Our charity partner: Olive Academies Trust runs five academies across London and East England, specialising in alternative provision alongside Olive Outreach, an exclusion-prevention programme 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.

Our impact: With The Henry Smith Charity, we've partnered to provide Olive Academies Trust with £200,000 to support their ambitions to develop their outreach and preventative programmes within mainstream schools. This will enable the Trust to grow their provision of targeted support to help even more at-risk students and prevent exclusions.



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:
Focus



Income (2021):
£6.7 million



Young people supported:
310



Age range:
5-16



Location:
Thurrock, Havering,
Suffolk, Cambridgeshire

Think For The Future

The need: Every year 7,000 children are permanently excluded from school and an even greater number are moved out of mainstream school into alternative provision. This is important because both school exclusion and being educated in alternative provision correlate with poorer life outcomes.

Our charity partner: Think For The Future runs Inclusion Centres, which are full time education provision within schools, for young people most at risk of exclusion – reaching around 80 young people within three schools.

Our impact: Impetus will support Think For The Future to scale their work, helping them to reach 10,000 students at risk of exclusion per year across the Midlands and North of England by 2023.



We are excited about our partnership with Impetus who will act as critical friends: challenging our processes and systems and ultimately ensuring we are operating in a way that allows us to deliver the greatest impact at the greatest scale.”

Cherie White, CEO,
Think For The Future



Year joined:
2021



Investment phase:
Focus



Income (2021):
£1.5 million



Young people supported:
5,250



Age range:
11-18



Location:
Midlands

Transforming Lives For Good

The need: From school exclusion, to poverty and an ongoing emotional wellbeing crisis, children across the UK are facing some of the toughest starts in life.

Our charity partner: Transforming Lives For Good runs alternative provision schools that support children who are struggling to cope in mainstream education. They also run an Early Intervention programme in mainstream schools to support young people at risk of exclusion. As well as supporting a child academically, Transforming Lives For Good offers an emotional wellbeing focused, trauma-responsive approach – getting to the core of why a child was struggling, supporting them and equipping them with healthy coping mechanisms.

Our impact: Impetus is supporting Transforming Lives For Good to expand its overall reach with the primary focus being to support more students at risk of exclusion and those who are attending alternative provision.



We are excited to be working with Impetus, knowing their experienced support will help us further develop our work, as we move forward together in our mission to support more children and families than ever before in local communities across the UK.”

Tim Morfin, Founder and Chief Executive, Transforming Lives For Good



Year joined:
2021



Investment phase:
Focus



Income (2021):
£4.4 million



Young people supported:
700



Age range:
5–18



Location:
North of England



Employment

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



Ada – National College for Digital Skills

The need: The digital industry is growing but many young people feel they don't have the skills to contribute to it. There is also limited diversity in the tech sector, of socio-economic background, of ethnicity and of gender.

Our charity partner: Ada is empowering the next generation of diverse digital talent by delivering high-quality apprenticeships and running a high-performing 6th form college, all focused on advanced digital skills. They aim to widen access to tech careers for young people from diverse backgrounds, including women and ethnic minorities.

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 will focus on supporting them to grow with impact. We are aiming to help them to double their reach in three years, while retaining their focus on quality and disadvantaged learners.



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, Ada National College for Digital Skills



Year joined:
2021



Investment phase:
Build



Income (2021):
£3.2 million



Young people supported:
330



Age range:
16-24



Location:
London, Manchester

City Gateway

The need: Young people from disadvantaged backgrounds are twice as likely to be neither earning nor learning than their better-off peers.

Our charity partner: City Gateway provides education, training and support to young people from disadvantaged backgrounds in East London. Their programme helps young people to find and keep a job through English and maths qualifications and coaching, followed by work placements and apprenticeships.

Our impact: We have helped City Gateway to secure more than £2 million in long-term funding, enabling them to provide a sustainable programme. City Gateway's outcome rate for getting young people into education, training or employment has risen to 65%, beating national benchmarks.



Partnering with Impetus is vital in helping us deliver quality programmes of support to every single young person we work with, helping them break through the barriers that have previously been in their way and support them as they strive to reach their goal."

Diane Betts, CEO, City Gateway



Year joined:
2014



Investment phase:
Sustain



Income (2021):
£1.5 million



Young people supported:
200



Age range:
16-24



Location:
London

Resurgo

The need: Young people from disadvantaged backgrounds are twice as likely to not be in education, employment or training than their better-off peers, with long-term consequences for their employability, confidence and earning.

Our charity partner: Resurgo's award-winning Spear programme helps to get disengaged young people ready for work and into a job.

Our impact: Resurgo has grown from a small west London project to a charity with 10 centres across London, Brighton and Leeds. This scale has been made possible with Impetus' support and emphasis on impact, ensuring Resurgo retains a focus on delivering a high-quality programme through their growth. Our research has found their programme significantly out-performed benchmark education, employment and training outcomes for every age range and qualification level, when measured at three, six, nine and 12 months after completing.



Impetus' expertise has been truly revolutionary. Our partnership is helping create a robust platform to help more disadvantaged young people succeed in work."

Revd Tom Jackson, Founder, Resurgo



Year joined:
2010



Investment phase:
Sustain



Income (2021):
£3.2 million



Young people supported:
860



Age range:
16-24



Location:
London, Leeds,
Brighton, Bournemouth
and Bristol

ThinkForward

The need: Young people from disadvantaged backgrounds with no, or few, qualifications struggle to make the transition from school to work. Early engagement and long-term support can help.

Our charity partner: Founded by Impetus in 2011 and an independent charity since 2016, ThinkForward works with schools to identify young people most at risk of unemployment and provides them with a dedicated coach from age 13 to 18. The coaches help them to deal with the challenges holding them back and to build the skills they need to find and keep a job.

Our impact: With our support, ThinkForward has been able to grow from a small pilot to running programmes in schools and colleges across London, the Midlands and Kent. Since 2011, more than 8 out of 10 young people to graduate from the ThinkForward programme have made a successful transition into further or higher education and employment.



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



Year joined:
2011



Investment phase:
Sustain



Income (2021):
£2.4 million



Young people supported:
1,100



Age range:
14-18



Location:
London, South East
England & East and
West Midlands

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 there is clear data showing that ethnic minority young people are disproportionately impacted by unemployment.

The **Connect Fund** was set up to close this employment gap faced by young people from ethnic minority backgrounds, particularly black, Bangladeshi and Pakistani young people, in the UK and promote systemic change towards a more racially equitable society.

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

Charity partners:

Babbasa, Career Ready, Generation UK, IMO, MAMA Youth Project, Sister System

Funded by:

Centerbridge

Allan & Gill Gray
PHILANTHROPIES

TOWERBROOK
Foundation

Sainsbury's

BAIN
& COMPANY

BANK OF AMERICA

Babbasa

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. Bristol has an ethnic minority employment gap that is over twice the national level.

Our charity partner: Babbasa inspires and supports under-represented young people in Bristol to pursue their ambitions through skills training, youth led social action challenges, work mentoring and placements.

Our impact: We are supporting Babbasa to sustain and grow their promising, culturally sensitive, evidence-backed programme in what is a difficult funding environment for a race equity organisation outside of London.



Babbasa has been on a mission to develop an evidence-based practice; that truly transforms the lives of minoritised young people - one that recognises that talent is evenly distributed but opportunities are not. This is why we are incredibly excited to partner with Impetus, an impact driven partner that equally aligns with our mission, believes in using enterprise principles for societal good and is prepared to work alongside our team to scale our efforts across the globe."

Poku Osei, CEO Babbasa



Year joined:
2023



Investment phase:
Focus



Income (2022):
£585,000



Young people supported:
415



Age range:
16-25



Location:
Bristol

Career Ready

The need: Young people from disadvantaged backgrounds are twice as likely to be out of employment than their better-off peers.

Our charity partner: Career Ready works in 30 out of the 50 most disadvantaged Local Authorities in England, making a transformational difference to young lives, boosting their social mobility, attainment, and wellbeing through mentoring, paid internships, skills masterclasses, workplace visits, and wider careers activities.

Our impact: Impetus is supporting Career Ready to grow the number of paid internships so they can reach more young people nationally, with targeted employability support.



This partnership will enable us to accelerate our growth and impact in the next stage of our strategic journey, ensuring that more young people are able to access the workplace opportunities and support they need to achieve their potential in life."

Tokunbo Ajasa-Oluwa,
CEO, Career Ready



Year joined:
2021



Investment phase:
Focus



Income (2021):
£2.4 million



Young people supported:
3,600



Age range:
16-18



Location:
UK-wide

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. There is also clear data showing that ethnic minority young people are disproportionately impacted by unemployment.

Our charity 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 skills bootcamps in a range of professions across sectors including technology, healthcare, and the green economy. In 2022, 67% of the young people on Generation UK programmes were from ethnic minority backgrounds.

Our Impact: We'll support Generation UK to lay the groundwork to scale with impact, primarily by bringing focus to who they work with and the outcomes they aim for, and supporting them to develop a growth strategy.



Impetus and Generation are clearly very mission aligned, and so for us this was always a partnership that we hoped to launch and grow. Both organisations also share a commitment to understand impact at a deep level, using data and learner feedback to improve, innovate, and scale. We look forward to working closely together on all of those fronts and hope to change many more lives in doing so."

Michael Houlihan, CEO Generation UK

Generation



Year joined:
2023



Investment phase:
Focus



Income (2021):
£4.6 million



Young people supported:
980



Age range:
18-25+



Location:
UK wide

IMO

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). In Blackburn with Darwen the Bangladeshi and Pakistani communities in the area are disproportionately disadvantaged, with a 19% unemployment rate compared to 4% for all ethnicities.

Our charity 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 currently delivers a wide range of programmes with young people, predominantly in schools and mosques.

Our Impact: We support IMO to use their existing expertise, reach and networks to develop and deliver a robust employment-focused programme. Our capacity-building support to IMO will draw on our expertise in developing impactful employment programming, place-based interventions and building sustainable funding models.



Our partnership with Impetus will enable us to provide support for young residents of Blackburn to find work or training, which is essential to ensure that future generations are given opportunities to learn and earn, and build successful lives."

Mohammed Tayyab Sidat, CEO IMO



Year joined:
2023



Investment phase:
Focus



Income (2022):
£0.8 million



Young people supported:
1,800



Age range:
11-25+



Location:
Blackburn

MAMA Youth Project

The need: Ethnic minority young people are twice as likely to be unemployed than their white peers. In the TV industry only 12% of employees across the five main broadcasters are from underrepresented backgrounds, lower than the UK population average of 14% and lower still in senior roles.

Our charity partner: MAMA Youth is committed to working within the media to help the industry become more diverse and therefore more representative of the audiences they serve. They provide on-the-job production training and placements to enable young people experiencing multiple disadvantages to find and retain quality entry-level jobs within the industry.

Our impact: We are supporting MAMA Youth to hone their programme to work with the young people who need it most. This will set the charity up to deliver a refined, cost-effective programme ready to support more young people in more regions and nations of the UK into high-quality careers in production.



We are extremely grateful for the support of Impetus in our mission to positively impact society and the media by giving young people from underrepresented groups access to the industry. The team at MAMA Youth are excited by this collaboration and the prospect for maximising potential that we know Impetus will bring."

**Bob Clarke, Founder and CEO,
MAMA Youth Project**



Year joined:
2021



Investment phase:
Focus



Income (2021):
£0.8 million



Young people supported:
25



Age range:
18-25



Location:
London

Sister System

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

Our charity partner: Sister System provides specialist early-intervention support to care-affected young women aged 13-21 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 will help them to design, deliver and evaluate their work for maximum impact, and build out the organisational foundations to sustain it.



This empowering partnership will enable Sister System to further our expertise and enhance our ability to demonstrate that our unique model enables some of the most marginalised girls in society. Together with Impetus we will increase our reach, ensuring our transformational programmes reach and empower, enable, and enhance care affected girls and young women to fulfil their life's potential."

Okela Douglas, CEO Sister System



sister system



Year joined:
2023



Investment phase:
Focus



Income (2022):
£367,000



Young people supported:
130



Age range:
13-21



Location:
London

Impetus Leadership Academy



As part of the race equity work that inspired the Connect Fund, in 2021 we set up The Impetus Leadership Academy in partnership with Bank of America.

The Leadership Academy is 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.

The programme, which is now in its second year, also supports participants to contribute to the national conversation on issues facing young people from ethnic minority backgrounds.

While on the programme, seven participants in the first cohort secured new or additional roles within the UK youth sector.


“The Impetus Leadership Academy has been brilliant for me. I have an amazing coach and brilliant mentor from Bank of America who have helped to break down some barriers for me as a person of colour. They have helped me to further believe in myself and my abilities and to see my leadership skills under a different lens. I still have work to do but I’m confident I will get there – and today is quite a poignant day because today I was promoted to become a Director at my charity!”


Samantha Marcus, Director of Services, Power2


Impetus

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