

Fundraising Pack

Impetus Triathlon



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

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

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

Fundraising Targets

Team: £1,000

Individual: £400

Start Fundraising

- Set up a [JustGiving page](#)
- Share your page with your professional network via LinkedIn, add it to your email signature and spread the word
- Tag @Impetus on LinkedIn so we can share your efforts
- Encourage your clients and portfolio companies to engage using email template below

Tips for JustGiving

- Make sure you set a page target to track your achievements
- Add a story to connect with your supporters – who is taking part and why
- Print a QR code to display in your office. Add /qrcode to your JustGiving URL to generate one
- Add a personal donation to kickstart your page



Match Funding

Check whether your employer matches charitable donations. This is a great way of doubling your donations and making your hard work go further.

Get competitive

The Impetus Triathlon is the perfect excuse for some healthy team competition. Set up a leaderboard to track training progress and fundraising in the lead up to the event. How about a sweepstake among colleagues to guess the fastest finisher, or vote for the best team name?

Get your whole organisation behind it

This is a great initiative to get your whole firm fundraising for a good cause. Share with your internal comms, newsletters and any staff engagement groups that you have. We can provide any materials you need.

Learn more about where your money goes

We'd love to come to your office for a lunch and learn to share more about what we do and how we maximise the impact of your donations.

Could you be a winner?

Don't forget that the team who raises the most for Impetus gets an engraved glass trophy!



"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

Contact: events@impetus.org.uk



Registered with
**FUNDRAISING
REGULATOR**

Sample support request

On Saturday 14th September, a team of **INSERT YOUR FIRM NAME** employees will swim, cycle and run in the 10th Impetus Triathlon. With your help, we are looking to beat our fundraising target of £**TARGET**.

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. They do this by working closely with and funding a portfolio of 25 exceptional charities, each working with young people in a unique way, either by supporting them in their education or by helping them to find work.

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

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

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

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

