



Impetus



Impetus Fundraising Pack

Welcome to the team

Thank you for supporting Impetus with your fundraising. Together, we can make a lasting difference for disadvantaged young people in the UK.

This pack will give you ideas on how to make the most of your fundraising. And every pound that you, your friends and colleagues raise for Impetus will transform the lives of disadvantaged young people in the UK.

Keep up to date with Impetus, follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [subscribe to our newsletter](#)

For further information please contact us via **020 3474 1008** or email events@impetus.org.uk

Contents

1. Welcome to the team
2. Making a difference
3. Where is your fundraising going?
4. Set up your online fundraising page
5. Promote your fundraising through social media
6. Fundraising ideas
7. Challenge events
8. The Impetus Triathlon
9. Legality and Gift Aid
10. Frequently asked questions
11. Thank you

Making a difference

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.

Fisa, aged 23

Fisa became homeless and lost contact with her family for two years. She started attending Spear, a programme run by Resurgo, where she received counselling and support from dedicated coaches. We've helped Resurgo grow while maintaining the high quality of its training programmes. And its results are impressive; the number of young people still in work or training three months after completing a Resurgo programme has seen a 25% improvement during our partnership. Fisa now has a full-time job.



[Watch Fisa's story](#)

Where is your fundraising going?

Over 2 million young people live in poverty in Britain today.

They are half as likely to get good GCSEs, half as likely to go to university and 3 times less likely to stay in education or find a job after school. It doesn't have to be this way.

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.

Impetus finds, funds and builds the most promising charities focused on transforming the lives of disadvantaged young people.

By working with other funders, we support our charities to deepen their impact and expand their work supporting young people from disadvantaged backgrounds.



Impetus influences policy and decision-makers so that all young people get the support they need.

Every young person can succeed, whatever their background.

Set up your online fundraising page

Setting up an online sponsorship page is the easiest way to ask friends, family and colleagues for support.

1. Go to the Impetus [JustGiving](#) page and click the 'Fundraise for us' option.
2. Follow the instructions to set up your own fundraising page.
3. Choose your fundraising target and tell people why you're raising money for Impetus, including how your fundraising will make a real difference.
4. Remember to share a link with your friends, family and colleagues on social media. More information on this can be found in the next section: *Promote your fundraising through social media.*

Offline giving

1. Log in to your [JustGiving](#) account.
2. Click edit underneath the page you'd like to add the balance to.
3. Click 'edit' alongside 'Raised offline' on the right.
4. Amend the total amount raised offline and select 'Save'.

Promote your fundraising through social media

Spreading the word about your fundraising is vital. The more you spread the word, the more likely you are to gain support, so be sure to publicise what you're doing.

1. Post on [LinkedIn](#), [Twitter](#) or [Facebook](#)
2. Use the hashtag [#ImpetusPEFtriathlon](#) and tag [Impetus](#) in any posts
3. Include a link to your JustGiving page in any posts
4. Include photos and videos of yourself in your social media posts
5. If you don't have any photos of yourself, use one of the videos on our [Vimeo](#) channel to help your audience understand more about Impetus' work
6. Add a link to the Impetus [website](#) so that people following your fundraising can learn more about the issues you're supporting

Recording your fundraising journey online helps remind people that you're working hard towards your goal. It helps people become invested. Ultimately, they're more likely to support you.

Fundraising ideas

Pasta party: carb-loading at work is a great way to bring people together, to share delicious dishes and raise awareness for the cause. There are many great carb-loading recipes on the JustGiving website.

Bake-off: for those with a talent for baking, who have yet to discover their secret baking talents, an office bake off is a fun way to fundraise by charging for entry into the contest or charging your colleagues for your baked delights!

Pub quiz (A Level & GCSE questions): are you smarter than a 16 year old? How do your maths skills hold up? Who in the office would get the highest marks?

Office raffle: ask your friends and colleagues to donate prizes to an office raffle. A good mix of prizes will encourage people to buy more tickets.

Coffee morning, BBQ, dinner party or bake sale: bring people together and showcase your culinary skills while raising awareness and support for Impetus.

Give it up: challenge yourself to give something up for a month. Whether it's coffee, tea, alcohol or something you never thought you could live without, have people sponsor you for a month of going 'cold turkey'.

Sponsored football match (5-a-side): organise an office all-star football match.

Sprintathon or rowing challenge (work or gym): see how far you and your friends can run, row or cycle and have others sponsor you for every mile.

Challenge events

There are plenty of challenge events you can do in London or anywhere in the UK.
Pick Impetus as your charity of choice:

April 2019 [Virgin Money London Marathon](#)

June 2019 [Nightrider](#)

August 2019 [Prudential Ride London](#)

September 2019 [Great North Run](#)

September 2019 [Deloitte Ride Across Britain](#)

September 2019 [Ealing Half Marathon](#)

October 2019 [Royal Parks Half Marathon](#)



Get in touch with the [Events team](#) to find out more about Challenge Events we can offer, or if you're interested in taking on any challenge for us in 2019.

You can also visit <https://impetus.org.uk/events>

The Impetus Triathlon

Saturday 06 July 2019 at the Olympic Rowing Venue at Dorney lake

You can swim, cycle, run – or do them all. Take part individually in an Olympic race, or sign up a corporate team in a relay race – the money you raise will help change a young person's life. And with children's activities and a delicious BBQ, there'll be fun for the whole family.

Adult races

PwC Sprint Individual Triathlon

£150pp (400m swim, 21.2km cycle, 5km run)

PwC Sprint Team Triathlon

£300 per team (400m swim, 21.2km cycle, 5km run)

Duathlon

£150pp (5km run, 31.8km cycle, 5km run)

Kirkland & Ellis Challenge Individual Triathlon

£150pp (800m swim, 31.8km cycle, 7.5km run)

Kirkland & Ellis Challenge Team Triathlon

£300 per team (800m swim, 31.8km cycle, 7.5km run)

CVC Olympic Individual Triathlon

£150pp (1500m swim, 42.4km cycle, 10km run)

CVC Olympic Team Triathlon

£300 per team (1500m swim, 42.4km cycle, 10km run)

Children's races

Scootathlon (for children aged 4-8)

£25 (390m scoot, 390m cycle, 250m run)

Space Hopper Time Trial (for children)

FREE

For more information or to register for the Impetus Triathlon visit <https://impetus.org.uk/triathlon>

Legality and Gift Aid

To ensure that your fundraising is safe and legal, please be aware that:

You can't claim Gift Aid on raffle or auction prizes and ticket sales.

You can put the cash you raise into your personal account and transfer or write a cheque to Impetus.

You can add offline fundraising amounts to your JustGiving page.



Frequently asked questions

1. What do I do if I don't fundraise enough money?

If you are taking part in a race on our behalf and you are unable to reach your fundraising goal for the event, we ask that you cover the cost of your place for your designated race. But we'll support you as much as we can to help you get there – there are lots of ideas in this pack, and our Events team are always on hand to help.

2. Can I just pay the fundraising target myself?

Sure! You can ask your family and friends to donate or you are welcome to pay it up front yourself. Even if you do this however, it's always worth asking for support as you could raise more. Please contact the Events team for more information on payment options.

3. Am I allowed to fundraise for one of Impetus' charities instead of Impetus?

Our events are designed to raise money for Impetus, which goes towards supporting all our charities. The money you raise for us goes a long way. For every £1 that is raised we add £2.40 of value for our charities.

4. I've thought of a great fundraising idea not listed in this pack. Can I still do it?

Of course. We encourage all types of fundraising and get excited when hearing about challenges people are taking on in the name of our charity. We would love to hear more about your bespoke fundraising challenge and how we can help you along the way.

Thank you

Thank you for supporting our work and helping young people in the UK succeed in education and employment.



A group of diverse school children in red uniforms are gathered around a smartphone, looking at the screen with interest. The children are of various ethnicities and are smiling and engaged. The background is slightly blurred, showing more children in the same uniforms.

Contact us

events@impetus.org.uk

020 3474 1008