

Impetus Private Equity Triathlon

Fundraising



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

Impetus is completely philanthropically funded and your support is vital to enabling us to deliver our mission. Through your support you will demonstrate your ESG commitment and values to your professional network, as well as increase awareness of Impetus.

Fundraising Targets

Team Target: £1,000
Individual Target: £400

Start Fundraising

- Set up a [JustGiving](#) page
- Share your page with your professional network via LinkedIn, internal comms and in your email signature
- Encourage your clients and portfolio companies to engage using email template below

Tips for JustGiving

- Make sure to 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
- Add a link to your page in your email signature



Match Funding

Does your employer offer match funding? 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?

Learn more about where your money goes

We'd love to come to your offices for a lunch and learn to share more about what we do and how we invest your donations.



"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

Contact: events@impetus.org.uk

Sample support request

On Saturday 16th September, a team of **INSERT YOUR FIRM NAME** employees will swim, cycle and run in the Impetus Private Equity 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.

Too many young people are written off and don't reach their potential. Hundreds of thousands of young people in the UK are stuck in a cycle of underachievement and unemployment.

Over 700,000 16 to 24 year olds are not in education, employment or training. That's 1 in 10 young people, and those who are from disadvantaged backgrounds are 50% more likely to be not in education, employment and training than their better-off peers.

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 and 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 (**LINK**).