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For immediate release

Impetus-PEF Invests in Dynamic and Ambitious Charity Using Football to Engage Youth

£600,000 Additional Investment in Street League to Support National Expansion

14 January 2014, London, UK – Impetus – The Private Equity Foundation (Impetus-PEF), the pioneer of venture philanthropy in the UK, today announced an additional investment of £600,000 over two years in Street League, the charity which uses football to change the lives of unemployed young people from the most disadvantaged backgrounds.

Impetus-PEF brings strategic resources to charities and social enterprises that work to support children and young people in poverty in the UK. It uses a highly effective venture philanthropy model, consisting of management support from the Impetus-PEF investment team, pro bono specialist expertise and funding, to support and then increase the capacity of charities that it believes are tackling the most persistent social problems affecting children and young people.

Street League works with 16 to 25-year-olds who are not in employment, education or training and are facing the biggest barriers to work, such as long-term youth unemployment, youth offending, substance misuse and homelessness. It provides these young people with a structured programme of football and education in order to develop vital life and employability skills such as communication and teamwork. Street League also offers CV-writing and mock interview sessions to support young people into employment. Additionally it provides aftercare for young people who have exited its Academy programme.

Impetus-PEF initially invested in Street League in 2008 and to date has invested £700,000 in financial support, pro bono expertise valued at over £850,000 and management support from its Investment Directors. Since Impetus-PEF's investment, Street League has grown nationally from operating in three regions to currently being active in nine regions across England and Scotland.

To enable Street League to reach at least four more regions and increase the number of young people it helps into employment, education and training, Impetus-PEF is now investing an additional £600,000 over two years. In addition to pursuing organic growth, Street League plans to extend its reach through franchising, allowing other organisations to deliver its programme. A pilot franchise is currently on trial.

Commenting on the investment, Julia Grant, Portfolio Director at Impetus-PEF managing the Street League partnership said: “Street League is one of the most exciting, dynamic and fastest-growing charities in the UK. Like Impetus-PEF, they have a vision to help bring an end to structural youth unemployment in the UK. Currently, 81% of Street League graduates achieve employment, training or education, this is a strong track record achieved through the power of football. We are entering into our sixth year of working with Street League and are excited about continuing to support the growth of this ambitious organisation. With our additional investment of £600,000 and our continued pro bono support, Street League can expand its national footprint and deliver lasting outcomes of sustained employment and education.”

Matt Stevenson-Dodd, Chief Executive of Street League said: “At Street League we are entirely focused on tackling youth unemployment by supporting unemployed young

people in the most disadvantaged communities. By engaging with these young people through football, we can get them fit, focused and motivated to change their lives. With Impetus-PEF's support we supported over 600 young people nationally in 2013 to progress into education and employment and helped them gain 3,000 nationally recognised qualifications. And with Impetus-PEF's continued commitment, investment and strategic expertise, we want to build on this success this year and beyond."

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Notes to Editors

About Impetus – The Private Equity Foundation (www.impetus-pef.org.uk)

Impetus-PEF brings strategic resources to high-potential charities and social enterprises working to improve the lives and prospects of children and young people living in poverty in the UK. It aims to ensure that these organisations are effectively delivering targeted outcomes... and then achieving scale in the areas of educational attainment and work readiness. It uses a highly effective venture philanthropy model, consisting of management support from the Impetus-PEF investment team, pro bono business expertise and long-term funding, to support and improve the capacity of these charities. Impetus-PEF was formed from the merger of Impetus Trust and the Private Equity Foundation in 2013. With over a decade of experience of supporting more than 50 charities and social enterprises, Impetus-PEF is the pioneer of venture philanthropy in the UK. It currently has 27 organisations in its active portfolio.

About Street League (www.streetleague.co.uk)

Street League is the national charity which uses football to engage with unemployed people aged between 16 and 25. It provides an eight-week Academy programme which develops key life and employability skills, such as teamwork and communication, and offers several nationally-recognised qualifications. The programme is currently being delivered in 24 locations across nine regions, with 81% of Academy graduates progressing into employment, education and training.