

**For immediate release**

**IMPETUS – THE PRIVATE EQUITY FOUNDATION  
JOINS SOCIAL ECONOMY ALLIANCE**

*A campaign that brings the impact and potential of the UK social sector  
to the heart of the mainstream public debate*

**20 September 2013 – London, UK** – Amid the party conference season, Impetus – The Private Equity Foundation (Impetus-PEF) today announces that it has joined an influential new campaign called the Social Economy Alliance.

The Alliance is made up of think tanks, charities, universities, housing associations and social enterprise organisations. Its aim is to have mainstream political parties formulate policies in advance of the 2015 General Election that support the social sector in the UK and harness its potential to solve some of biggest issues facing society.

Impetus-PEF brings strategic resources to high-potential charities working to improve the lives and prospects of children and young people living in poverty in the UK. It uses a venture philanthropy model that provides management expertise and pro bono business skills, alongside long-term funding, to those charities it believes are ready to move the needle on the most persistent social problems affecting children and young people.

The work of the Alliance will achieve a broader understanding and awareness of the impact the social economy has on the economy as a whole. Impetus-PEF partners with charities and social enterprises to help them to focus on the outcomes that really deliver results for their beneficiaries. By focusing on delivering services as efficiently and effectively as possible, over time charities are able to become more sustainable and able to grow.

Impetus-PEF Director of Policy and Strategy Jenny North said: “We are delighted to be joining the Social Economy Alliance. Our fellow members are some of the most exciting and forward-thinking organisations out there. Impetus-PEF has a track record of investing in innovative solutions and has called for a Social Innovation Fund similar to what is in place in the United States. Now, working together with our peers, we want to ensure that all the major parties are focusing on how the power of the social economy – including philanthropists, social investors, social enterprise and charities – can be directed toward solving some of our most pressing problems, from youth unemployment to standards in public service delivery.”

Commenting on Impetus-PEF joining the campaign group, Celia Richardson, Director, Social Economy Alliance said: “We welcome Impetus-PEF into the fold. We are pleased to have the pioneer of venture philanthropy in the UK as part of the sector's biggest-ever push to put social enterprise, social finance and social economics at the top of the political and media agenda. If the sector is united, we can set an agenda for all political parties, and ensure that the social economy continues to grow and positively impact the entire country. Together we can do more.”

**ENDS**

## Contact

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## Notes to Editor

- **About Impetus – The Private Equity Foundation ([www.impetus-pef.org.uk](http://www.impetus-pef.org.uk))**

Impetus – The Private Equity Foundation accelerates the growth of innovative charities and social enterprises helping children and young people living in poverty in the UK to get the start in life they deserve. It uses a unique model of venture philanthropy, which includes management expertise, pro bono business skills and long-term funding, in order to scale up ambitious charities with the potential to move the needle on the most persistent social problems. The charity currently has 24 organisations in its active portfolio.

Impetus-PEF are hosting events during this party conference season, focusing on youth unemployment – [click here](#) for details.

Impetus-PEF published a report entitled “From Social Innovation to Social Investment: Learning from the US” and it can be read [here](#).

- **About the Social Economy Alliance ([www.socialenterprise.org.uk/social-economy-alliance](http://www.socialenterprise.org.uk/social-economy-alliance))**

The Social Economy Alliance is made up of: Social Enterprise UK; The Young Foundation; The University of Northampton; Unity Trust Bank; Buzzbnk; CAN; The Social Investment Forum (through Big Society Capital and The Social Investment Business); The School for Social Entrepreneurs; UnLtd; Co-operatives UK; Locality; the new economics foundation; the Community Development Finance Association; Fusion 21; PM Training; Sandwell Community Caring Trust; Impetus PEF; Turning Point; HCT Group; the Welsh Co-op Centre and Supporters Direct.

The Social Economy Alliance are hosting events this party conferences season – [click here](#) for details.