

23 October 2013  
For immediate release

## **Paul Hamlyn Foundation Director joins Impetus-PEF Advisory Council**

*Former Goldman Sachs and Bank of England economist brings expertise to venture philanthropy organisation working with charities tackling child and youth poverty in the UK*

**23 October 2013, London, UK** – Impetus – The Private Equity Foundation (Impetus-PEF), the pioneer of venture philanthropy in the UK, today announces its appointment of Martin Brookes, Director of Paul Hamlyn Foundation, to its Advisory Council. Brookes joins a group of international leaders from both the social and private sectors, who offer Impetus-PEF expertise and strategic advice.

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 money, to support and then increase the capacity of charities that it believes are tackling the most persistent social problems affecting children and young people.

Brookes will provide Impetus-PEF a perspective that spans both the business and charity sectors. Originally trained as an economist, Brookes worked at the Bank of England and Goldman Sachs before joining New Philanthropy Capital (NPC) in 2001 as Head of Research. In 2008, he was appointed Chief Executive Officer of NPC, where he worked until 2011 when he became an economist at Fulcrum Asset Management.

Brookes' experience in the charity sector includes holding trustee positions on the boards of Pro Bono Economics, which he co-founded in 2009, and the Economic and Social Research Council. In June 2013, Brookes was appointed Director of the Paul Hamlyn Foundation, an independent funder that aims to maximise opportunities for individuals and communities to realise their potential and experience a better quality of life. Brookes' appointment will complement the Impetus-PEF Advisory Council's expertise.

Impetus-PEF Chief Executive Officer Daniela Barone Soares said of the appointment: "I am delighted to welcome Martin Brookes to our Advisory Council. His extensive cross-sector experience, knowledge of grantmaking and passion to help young people will be valuable to us as we capitalise on the momentum generated from our recent merger. The merger provided an opportunity to gain scale and consolidate our expertise in order for Impetus-PEF to drive greater impact for charities and social enterprises focusing on children and young people living in poverty in the UK."

Commenting on his appointment, Martin Brookes said: "I am pleased to join the Impetus-PEF Advisory Council at this exciting time for the organisation. The merger provides a platform to help more charities and social enterprises across the UK increase their impact. I believe Impetus-PEF's impact-driven model is an important approach to address some of the structural challenges, like youth unemployment and improving educational attainment, that we face in society today."

The 25-member Impetus-PEF Advisory Council meets twice a year to debate issues of strategic importance to society, consider how financial and political trends may affect Impetus-PEF and explore options to further advance the impact of the Impetus-PEF portfolio.

**ENDS**

### **Media Enquiries**

Anisha Patel, Head of PR, Impetus-PEF

Tel: 020 3551 7050

Email: [press@impetus-pef.org.uk](mailto:press@impetus-pef.org.uk)

### **Notes to the editors**

- **About Impetus – The Private Equity Foundation ([www.impetus-pef.org.uk](http://www.impetus-pef.org.uk))**  
Impetus–PEF is a non-profit organisation that brings strategic resources to charities and social enterprises working to improve the lives and life prospects of children and young people living in poverty in the UK. It aims to ensure that these charities and social enterprises are effectively delivering targeted outcomes... and then achieving scale in the areas of educational attainment and work readiness. Impetus-PEF currently has 24 organisations in its active portfolio.
- The Impetus–PEF Advisory Council is composed of a group of international leaders from the private and social sectors who offer their vast expertise and advice on issues of strategic importance to society. Full list available: <http://impetus-pef.org.uk/about/advisory-council/>
- On 4 July 2013, Impetus-PEF announced the finalisation of its merger between Impetus Trust and the Private Equity Foundation.