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For immediate release

Impetus – The Private Equity Foundation represented on the UK National Advisory Board to the G8 Social Impact Investment Taskforce

6 November 2013, London, UK – Impetus – The Private Equity Foundation (Impetus-PEF), the pioneer of venture philanthropy in the UK, today announces that Daniela Barone Soares, Chief Executive Officer, and Johannes Huth, Chairman, have been appointed to the UK National Advisory Board (Board) of the G8 Social Impact Investment Taskforce (Taskforce). The Board will hold its first meeting today.

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.

Over the course of the next 12 months, the Board will discuss and advise the Taskforce on the experience, learnings and evolution of the UK social investment market. Impetus-PEF brings over a decade of experience of supporting 49 charities and social enterprises to achieve greater effectiveness, growth and sustainability.

Daniela Barone Soares, Chief Executive Officer of Impetus-PEF commented on the appointment: “Impetus-PEF is honoured to be invited to join the UK National Advisory Board of the G8 Social Impact Investment Taskforce. There are many charities and social enterprises developing innovative and effective programmes but they may struggle with sustainable funding. Impetus-PEF is the pioneer of venture philanthropy in the UK and we invest in high-potential charities to support them in developing a long-term strategy that incorporates sustainable income generation, including social investment. Social investment is a growing market and Impetus-PEF will contribute to its development by sharing insights with the UK National Advisory Board from our hands-on experience of supporting charities to scale and reach more young people who need their support.”

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Notes to the editors

- **About Impetus – The Private Equity Foundation (www.impetus-pef.org.uk)**
Impetus-PEF 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 25 organisations in its active portfolio.

- On 4 July 2013, Impetus-PEF announced the finalisation of its merger between Impetus Trust and the Private Equity Foundation.
- The UK Prime Minister, David Cameron, announced the creation of the G8 Social Impact Investment Taskforce in June 2013 with the role of exploring globally how social issues can be addressed through innovative social impact investment. The international Taskforce is being supported by national advisory boards that are made up of country leaders in the field of impact investment. The national advisory boards will help to inform the Taskforce about the impact investment ecosystem in each country, what can be done to increase its effectiveness, and what aspects of it might be replicated internationally. For further information:
<https://www.gov.uk/government/policies/growing-the-social-investment-market>