



Fundraising Pack

Welcome to the team

Thank you for supporting Impetus-PEF with your fundraising. Together we can make a lasting difference for disadvantaged young people in the UK.

This pack will give you ideas on how to make the most of your fundraising. And every pound that you, your friends and colleagues raise for Impetus-PEF will transform the lives of disadvantaged young people in the UK.

Keep up to date with Impetus-PEF, follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

For further information please contact us via **020 3474 1008** or email events@impetus-pef.org.uk



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Making a difference

At Impetus-PEF we believe all young people can succeed at school and at work with the right support.

HAFSO, aged 21

After dropping out of college, Hafso drifted into trouble and before she knew it had a criminal record and lacked the motivation to find work. It was a life changing intervention by our charity partner Resurgo, that gave her the skills and confidence to turn her life around. After completing Resurgo's employment programme, she was able to find work and stay in that job. We help Resurgo to make sure they deliver their programme consistently across their 8 centres in London and to grow, so that they are able to help more young people like Hafso.

Watch Hafso's story.



Where is your fundraising going?

Young people from poor families have done worse at school and work for decades. The gaps in educational attainment and sustained employment between disadvantaged young people and their peers are not inevitable.

At Impetus-PEF we find, fund, and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations. We help our charities expand, and we influence policy and decision-makers so that all young people get the support they need.

All young people can do well at school and find and keep a job with the right support.



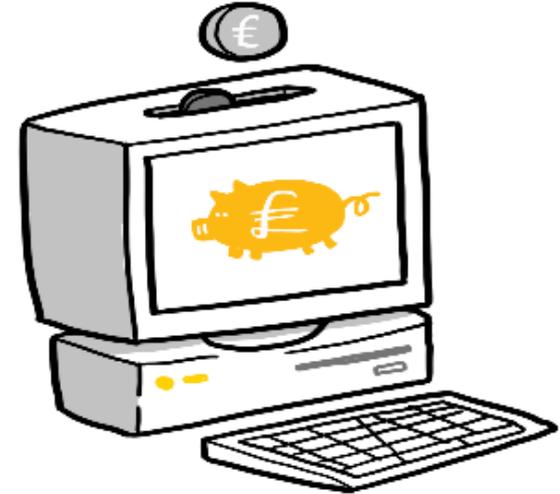
We work with other funders to support our charities to deepen their impact and expand their work and to find what works by combining the lessons from our charities with our own research.

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Set up your online fundraising page

Setting up an online sponsorship page is the easiest way to ask friends, family and colleagues for support.

1. Go to the Impetus-PEF [JustGiving](#) page and click the 'Fundraise for us' option.
2. Follow the instructions to set up your own fundraising page.
3. Choose your fundraising target and tell people why you're raising money for Impetus-PEF, including how your fundraising will make a real difference.
4. Remember to share a link with your friends, family and colleagues on social media. More information on this can be found in section 5 (How to spread the word: social media).



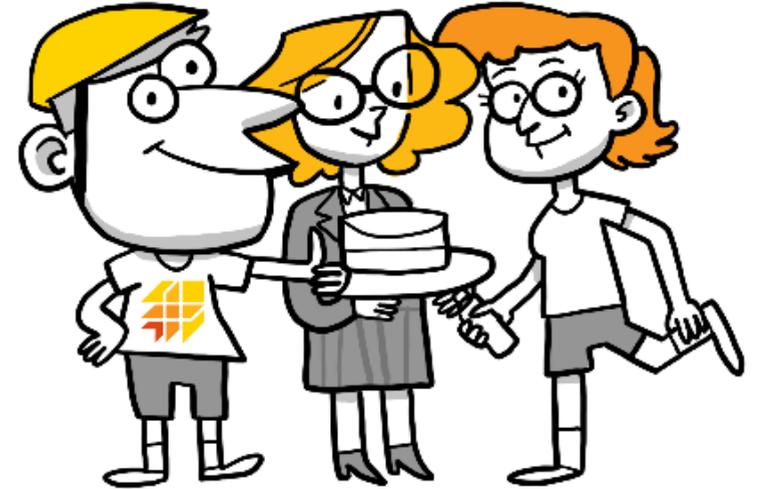
Offline giving

1. Log in to your [JustGiving](#) account.
2. Click edit underneath the page you'd like to add the balance to.
3. Click 'edit' alongside 'Raised offline' on the right.
4. Amend the total amount raised offline and select 'Save'.

How to spread the word: social media

Spreading the word about your fundraising is vital. The more you spread the word, the more likely you are to gain support, so be sure to publicise what you're doing.

1. Post photographs and videos to show people how and why you're raising money for Impetus-PEF. Be sure to type [@Impetus-PEF](#) in any [Facebook](#) posts, and [#ImpetusPEFtriathlon](#) on [Twitter](#).
2. [LinkedIn](#) is a great tool for showing people how your fundraising is coming along. Be sure to tag Impetus-PEF in any relevant fundraising posts.
3. Add a link to the Impetus-PEF [website](#) so that people following your fundraising can learn more about the issues you're supporting.
4. Post links to our [Vimeo](#) channel to direct people to short videos that help them understand more about our work.



Recording your fundraising journey online helps remind people that you're working hard towards your goal. It helps people become invested. Ultimately, they're more likely to support you.

Fundraising ideas

Pasta party: carb-loading at work is a great way to bring people together, to share delicious dishes and raise awareness for the cause. There are many great carb-loading recipes on the JustGiving website.

Bake off: for those with a talent for baking, who have yet to discover their secret baking talents, an office bake off is a fun way to fundraise by charging for entry into the contest or charging your colleagues for your baked delights!

Pub quiz (A Level & GCSE questions): are you smarter than a 16 year old? How do your maths skills hold up? Who in the office would get the highest marks?

Office raffle: ask your friends and colleagues to donate prizes to an office raffle. A good mix of prizes will encourage people to buy more tickets.

Coffee morning, BBQ, dinner party or bake sale: bring people together and showcase your culinary skills while raising awareness and support for Impetus-PEF.

Give it up: challenge yourself to give something up for a month. Whether it's coffee, tea, alcohol or something you never thought you could live without, have people sponsor you for a month of going 'cold turkey'.

Sponsored football match (5-a-side): organise an office all-star football match.

Sprintathon or rowing challenge (work or gym): see how far you and your friends can run, row or cycle and have others sponsor you for every mile.

Challenge events

There are plenty of challenge events you can do in London or anywhere in the UK. Pick Impetus-PEF as your charity of choice:

2019 Challenge Events

- March 2019 [Hampton Court Half Marathon](#)
- March 2019 [London Landmarks Half Marathon](#)
- April 2019 [Brighton Marathon](#)
- April 2019 [Virgin Money London Marathon](#)
- June 2019 [Nightrider](#)
- July 2019 [Prudential Ride London](#)
- October 2019 [Royal Parks Half Marathon](#)



Get in touch with the [Events team](#) to find out more about Challenge Events we can offer, or if you're interested in taking on any challenge for us in 2019.

The Impetus-PEF Triathlon

Saturday 15 September 2018 at the Olympic Rowing Venue at Dorney lake.

You can swim, cycle, run – or do them all. Take part individually in an Olympic race, or sign up a corporate team in a relay race – the money you raise will help change a young person’s life. And with children’s activities and a delicious BBQ – there’ll be fun for the whole family.

Adult races

Sprint Individual

£150 (400m swim, 21.2k cycle, 5k run)

Sprint Relay

£300 (400m swim, 21.2k cycle, 5k run)

Challenge Individual

£150 (800m swim, 31.8k cycle, 7.5k run)

Challenge Relay

£300 (800m swim, 31.8k cycle, 7.5k run)

Olympic Individual

£150 (1500m swim, 42.4k cycle, 10k run)

Olympic Relay

£300 (1500m swim, 42.4k cycle, 10k run)

New for 2018: Duathlon £150 (5k run, 30k cycle, 5k run)

For more information about the day or to register, please visit <https://impetus-pef.org.uk/triathlon>

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Safety and legality/ Gift Aid

To ensure that your fundraising is safe and legal, please be aware that:



- You can't claim Gift Aid on raffle or auction prizes and ticket sales.
- You can put the cash you raise into your personal account and transfer or write a cheque to Impetus-PEF.
- You can add offline fundraising amounts to your JustGiving page.



Frequently asked questions

1. What do I do if I don't fundraise all the money?

If you are taking part in a race on our behalf and you are unable to reach your fundraising goal for the event, we ask that you cover the cost of your place for your designated race. But we'll support you as much as we can to help you get there – there are lots of ideas in this pack, and our events team are always on hand to help.

2. Can I just pay the fundraising target myself?

Sure! You can ask your family and friends to donate or you are welcome to pay it up front yourself. Even if you do this however, it's always worth asking for support as you could raise more! Please contact the events team for more information on payment options.

3. Am I allowed to fundraise for one of Impetus-PEF's charities instead of Impetus-PEF?

Our events are designed to raise money which goes towards supporting all our charities. The money you raise for us goes a long way. For every £1 that is raised we add £2.59 of value for our charities.

4. I've thought of a great fundraising idea not listed in this pack. Can I still do it?

Of course. We encourage all types of fundraising and get excited when hearing about challenges people are taking on in the name of our charity. We would love to hear more about your bespoke fundraising challenge and how we can help you along the way.

Thank you!

Thank you for supporting our work and helping young people in the UK succeed in education and employment.



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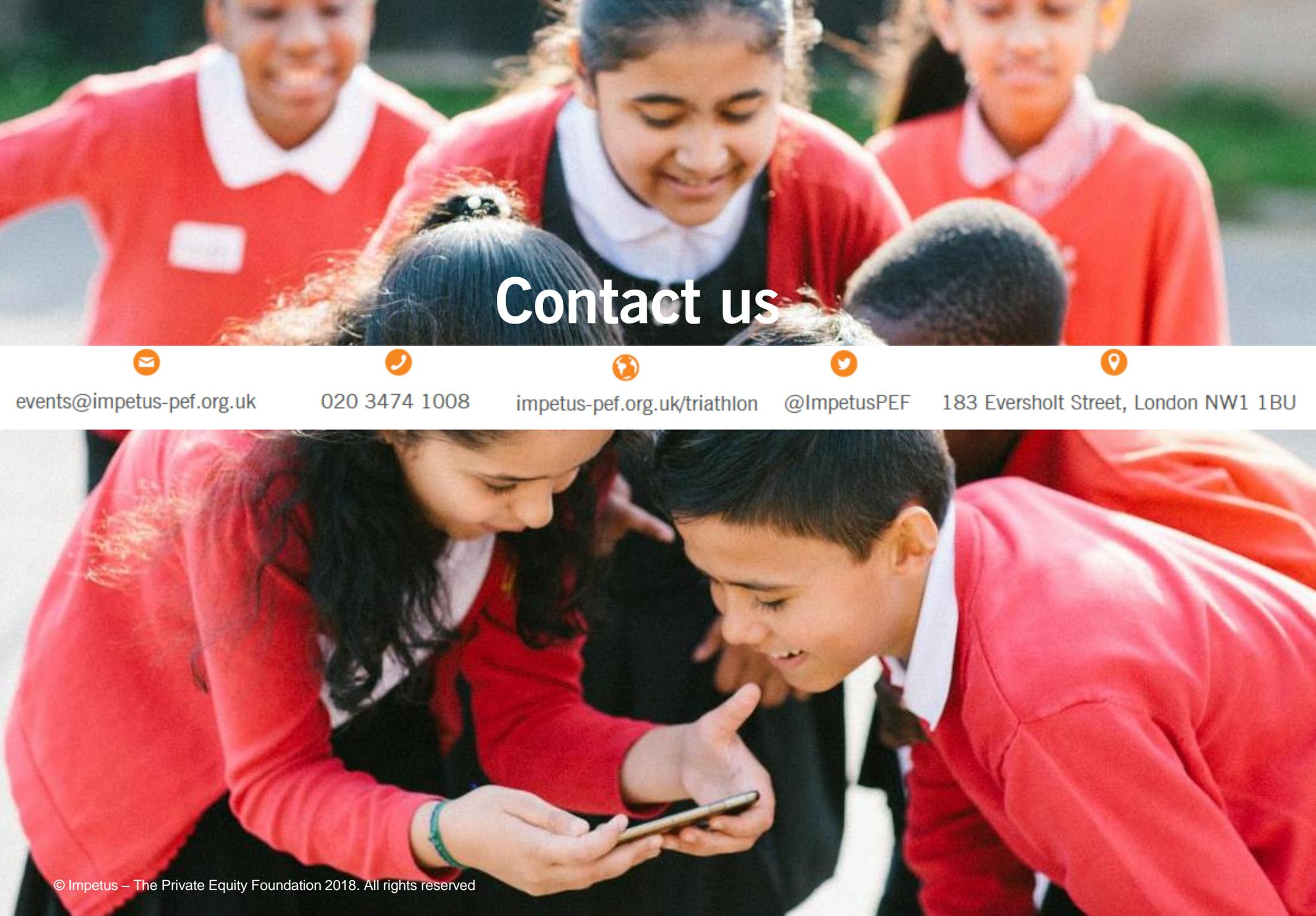
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Contact us



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020 3474 1008



impetus-pef.org.uk/triathlon



[@ImpetusPEF](https://twitter.com/ImpetusPEF)



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