

# FUNDER PROFILE

## The Impetus Trust

The Impetus Trust has been funding IntoUniversity since 2007

*We provide charities with strategic funding, expertise and capacity building support over a defined period of time, usually between three and five years, so that they can focus on transforming more lives. We bring our business skills, our energy and our passion to help charities at a critical stage in their development to create maximum social impact.*

*Impetus provides an integrated venture philanthropy package, translating venture capital and business frameworks for the not for profit sector. Throughout the relationship, we maintain a high level of engagement including monthly meetings with the chief executive, and careful monitoring to ensure progress against agreed objectives. This approach is one of our distinguishing characteristics and underpins our successful track record on impact.*

Amelia Sussman, Investment Director at The Impetus Trust works directly with IntoUniversity: 'It is a privilege to be able to support charities with money and highly targeted expertise, and to work with them to build their capacity and multiply their impact much faster than they would be able to do on their own. By helping disadvantaged young people raise their aspirations and access the education they deserve, IntoUniversity is undertaking crucial work which has a long term impact on the wider community. We are delighted to be able to support Dr Rachel Carr and her team in this way.'



[www.impetus.org.uk](http://www.impetus.org.uk)

# Progress Report

## Business Plan 2007-10: The final furlong

In the past two years IntoUniversity has made significant progress towards the completion of its 2007-10 business plan. By the end of this year we will have met our targets for providing 5 new centres and serving over 8000 additional students. We have also raised £2.6million, and are now campaigning for the final £1.15million to reach our target of £3.75million by the end of March 2010.

## Where it all began

IntoUniversity was launched in 2002 as a pilot project within the existing charity, The Clement-James Centre, in North Kensington. IntoUniversity aims to address underachievement and social exclusion among young people by offering an integrated programme of out-of-school study, mentoring, aspirational coaching, personal support and, in partnership with universities, specially-devised FOCUS weeks, days and weekends.

Initial funding from the Sutton Trust and the Esmée Fairbairn Foundation was used to launch the programme and trial its key elements between 2002 and 2005. In 2006 a symposium and subsequent evaluation demonstrated the need for the expansion of IntoUniversity. At this time a new, independent charity, also called IntoUniversity, was created to implement this expansion and a major fundraising campaign was launched in 2006/7 with a target of £3.75million to be raised by 2010.

## Success so far

With a year to run on the campaign, IntoUniversity has been successful in raising £2.6million from individuals, companies and foundations. This success has enabled the launch of new IntoUniversity centres in Lambeth, Brent and Bow. The completion of the fundraising campaign in

2009/10 will consolidate the establishment of the four existing centres and enable the launch of new centres in Haringey and Westminster.

IntoUniversity has moved from supporting 850 students annually to 2,800 across the network and by 2010 it is planned that over 9,000 young people will benefit from its ground-breaking range of services.

## Our Supporters

Support has come from a diverse range of national donors such as the The Sutton Trust, Esmée Fairbairn Foundation, Impetus Trust, Charles Dunstone Foundation, JP Morgan, Schroders, Deutsche Bank, UBS, J. Paul Getty Jr. Charitable Trust and the Shine Trust. .

## Vital local support

Crucial, though, to the success of the campaign is the support of local individuals, not only in the immediate vicinity of IntoUniversity's first location and head office in North Kensington, but also across London as IntoUniversity expands.

We recognise that the economic climate has changed over the last two years and that some donors may feel uncertain about the times ahead. On behalf of all of its beneficiaries, IntoUniversity wishes to thank donors who have contributed so far and those who are considering their support as we enter the final year of the campaign.

IntoUniversity provides an opportunity for donors to engage with a dynamic charity that is having a positive impact and will equip disadvantaged young people with the skills, confidence and experience they will need to succeed.

If you would like to discuss supporting IntoUniversity, please contact the Chief Executive, Dr Rachel Carr on 020 7243 0242 or [rachel@intouniversity.org](mailto:rachel@intouniversity.org).

# Monitoring & Evaluation

As part of its ambitious expansion, IntoUniversity has been looking at ways to improve the monitoring and evaluation of its work.

With the help of Westbrook and Salesforce, IntoUniversity has produced a database tailor-made to the needs of the charity as it expands and develops.

The database will not only enable the charity to keep track of students, staff and supporters, but it will also allow us to monitor students' progress through the different strands of the IntoUniversity programme.

The database will be kept on a central server and staff at the 6 IntoUniversity centres will be able to upload data about attendance and student progress.

With support from Impetus associates, Rosemary Mahoney, Alan Mitchell of The Worshipful Company of Management Consultants and Aliyyah Giga of The Private Equity Foundation, IntoUniversity is designing questionnaires which will be completed by each student at the end of each strand of activity. The questionnaires will test respondents' degree of agreement with a range of statements using a Likert scale. The results of these questionnaires will be collated centrally to give a picture of the overall success of IntoUniversity in fulfilling its objective of increasing young people's capacity to enter university or another chosen aspiration.

In 2010 IntoUniversity will be conducting an internal evaluation of its 6 centres to learn lessons from the first phase of its expansion. We are also seeking funding for an external evaluation to take place in 2011-12.

The purpose of the external evaluation will be:

- To demonstrate the effectiveness of IntoUniversity
- To make ourselves accountable to users, funders and other partners
- To inform future strategic planning
- To help us develop and improve our service

Dr Hugh Rayment-Pickard, IntoUniversity Chair, said 'establishing robust evaluation systems is a key task for IntoUniversity and will help us to offer the best possible service to young people using our centres'.

# NEW STAFF

## Samantha Bailey



Sam graduated in 2008 in English and French from the University of Warwick, then spent six months in India volunteering for two different charities, working mainly on fundraising and events. Most recently, she completed an internship at Cancer Research UK, based in their fundraising department. Sam is excited to be joining the IntoUniversity team as Development Officer (Fundraising).

## Gemma Fagbadegun



Gemma has recently joined the IntoUniversity Head Office as Development Officer (Media / Administration). Previously she worked in a recruitment consultancy, and she also spent a year teaching in a school in Hong Kong. She graduated from Edinburgh University with a degree in English Literature and Language. She was interested in the role with IntoUniversity as she is looking to gain experience in media, marketing and communications, and has always wanted to work in the voluntary or public sector. She's really enjoying her first few weeks getting to know the team and understanding the valuable work they carry out.

# PARTNER PROFILE

## The Guardian

IntoUniversity North Kensington had 17 volunteers from *The Guardian* involved in the first ever Business in FOCUS. 26 students from Burlington Danes Academy and Sion Manning School took part in a Social Enterprise Project and presented their work to a panel of judges including the Head of



Advertising at *The Guardian* and the CEO of Firefly Tonics. Both judges commented on how 'inspiring' IntoUniversity is and *The Guardian* is keen to continue its volunteering partnership with IntoUniversity.

## Tudor Royal History

Primary students at **IntoUniversity** Lambeth welcomed staff from the Historic Royal Palaces for a special 'Henry VIII and Tudor Food' inspired copper embossing workshop. The workshop was arranged and run by Sutherland Forsyth (Outreach and Community Involvement Officer) and artist Sofia Layton. The students' work (below) will be exhibited at Hampton Court Palace.



## Healthy Living

Stethoscopes, fruit salad and cress seeds all found their way into **IntoUniversity** Bow's Healthy Living FOCUS Days held with two Year 5 classes from Malmesbury School on the 28 and 29 May. The children then took part in a carousel of activities designed to engage them in concepts related to healthy living: they made fruit salad, grew cress, created Top Trumps cards for different foods and measured their heart-beat before and after exercise. All in all, it was a busy morning, especially as they had to use their literacy and multiplication skills as well! After lunch, the children had to



create meal plans for people with different energy and nutritional needs before presenting to the class.

## National Recognition for IntoUniversity

**IntoUniversity** North Kensington has become one of only 35 schools and projects nationally to be awarded Advanced Status for Quality in Study Support (QiSS). QiSS is the national standard for good practice in the field and is based on the DCSF Study Support Code of Practice. QiSS recognises Study Support as a valuable tool for raising young peoples' motivation, self-esteem and achievement.

The QiSS process has involved both self-evaluation and peer scrutiny, and has provided an excellent opportunity for us to share best practice with external organisations.



The scrutiny team applauded our welcoming environment, our relationships with young people, our management, sustainability and strong teamwork. This is a significant accolade for **IntoUniversity** at the ClementJames Centre, and we are proud to be recognised as a leading national provider of Study Support.

## 3 Landmark Visits

During the Easter holidays 2009 **IntoUniversity** Brent made the most of its royal and political connections to enable young people to visit and learn about some of London's most prestigious locations.

Four Year 6 children joined young people from **IntoUniversity** North Kensington to take part in a mask-making workshop at the Banqueting House in Whitehall. Ten secondary pupils visited the Houses of Parliament. They saw both Houses of Lords and Commons and heard about the traditions that are still a part of the daily workings of our democracy. Another group of secondary pupils visited Kensington Palace to attend the latest Youth Forum meeting.



## Birkbeck partnership

**IntoUniversity** Lambeth recently held a FOCUS week graduation at Birkbeck College. Birkbeck's Widening Participation Officer, Annette McCone said: 'We see this as the start of an ongoing partnership with **IntoUniversity**. It aims to inspire, motivate and promote achievement through education, reflecting George Birkbeck's ideals when he founded the college in 1823.'

## IntoUniversity

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# Newsletter

Summer 2009

## IntoUniversity contributes to Whitehall Panel on Fair Access to the Professions

In March this year **IntoUniversity** was invited to make a formal submission to the Panel on Fair Access to the Professions chaired by Alan Milburn MP.

The Panel has been concerned to find out why it is still so difficult for young people from deprived backgrounds to enter the professions. **IntoUniversity** Chief Executive, Dr Rachel Carr, reported to the Panel that the principal barrier to young people is a lack of knowledge and aspiration: 'As an educational charity with a proven track record of success in tackling the barriers to social mobility, we are uniquely positioned to contribute valuable experience and expertise to the Panel's deliberations. Even bright young people will not aspire to be barristers unless the seeds of ambition - which are taken for granted in more affluent families - are planted in them at a young age and nurtured throughout their school careers. Our experience proves that the measures which have the most impact are those that address this fundamental gap early enough to make a difference. Opening up access to the professions will not work unless efforts are also made to open up the minds of young people to the opportunities available to them as early as possible.'



Ben Widdicombe from The Cabinet Office talks with Catherine Black, **IntoUniversity** North Kensington Team Leader and student Mhar Will

In April, the Panel published its initial report. In its key findings the report makes the following observations:

*'Over half of professional occupations like law and finance are currently dominated by people from independent schools which are attended by just 7% of the population.'*

*75% of judges and 45% of top civil servants were independently schooled.*

*A typical professional born in 1958 came from a family which earned 17% more than the average family income; but by 1970 the family income gap between those who went on to pursue a professional career and the average family had risen to 27% with journalism and accountancy seeing the biggest rise.*

*Lawyers who were born in 1970 grew up in families 64% above the average family's income and for doctors the figure was 63%.*

*By contrast the teaching, academic and cultural professions saw a decline in numbers who had grown up in families with above average incomes.'*

The full text of the initial report is available on the Cabinet Office website: [www.cabinetoffice.gov.uk](http://www.cabinetoffice.gov.uk)

We look forward to the publication of the Final Report this Summer and the Government's response.

## OC&C Consultants conduct Strategic Review of IU

In October 2008, OC&C Strategy Consultants offered **IntoUniversity** three weeks' in-depth professional guidance. In its substantial and detailed analysis of the charity, OC&C concluded:

*'IntoUniversity has a strong position with good growth prospects. The current proposition is strong. It is well-regarded, with a well-developed centre model, and serves a demand that is increasingly on the agenda of government organisations and trusts. In addition the headroom is large, especially within inner London, which presents the most immediate opportunity.'*

Among its recommendations, OC&C suggested that **IntoUniversity** should broaden its funding base to include more income from statutory sources. The charity should also develop its management structure, particularly in fundraising and communications.

The Chief Executive and Trustees of **IntoUniversity** are extremely grateful to OC&C for their expert guidance.