

Thursday 8 January 2015
Immediate release

Caroline Mason, Chief Executive of Esmée Fairbairn Foundation, joins Impetus-PEF Board

Impetus – The Private Equity Foundation (Impetus-PEF), today announces the appointment of Caroline Mason CBE to its board of trustees.

Impetus-PEF transforms the lives of disadvantaged young people by ensuring they get the support needed to succeed in education and employment. It does this by identifying the most promising youth organisations and providing them with a combination of long-term funding and sustained strategic advice covering impact management, governance, financial operations and fundraising.

Before joining Esmée, Caroline was Chief Operating Officer at Big Society Capital and preceding that, Charity Bank. Caroline was also the co-founder of Investing for Good, a social investment advisory firm and one of the first Community Interest Companies. Before joining the social sector, Caroline worked in financial services. Caroline is a Board Member of Social Enterprise UK and of Ethex. She is also a trustee of CAADA and is on the advisory board of Big Society Capital.

Commenting on her appointment, Caroline said: “Every young person deserves the opportunity, confidence and wellbeing that an excellent education can bring. It is a privilege to be able to contribute towards Impetus-PEF’s work in supporting exceptional, far-sighted organisations that are dedicated to working with those young people most at risk of being left behind educationally”.

Impetus-PEF Chief Executive Officer Daniela Barone Soares said of the appointment: “We are delighted to welcome Caroline on board. Her breadth of experience and her in-depth understanding of the sector will be absolutely invaluable. The disadvantaged young people we serve will no doubt benefit from her input and I am very much looking forward to working with her.”

ENDS

For media enquiries and interviews please contact Suzi Darsa at suzi.darsa@impetus-pef.org.uk or call 020 3474 1007

Notes to editors

Impetus – The Private Equity Foundation (Impetus-PEF) transforms the lives of 11-24 year olds from disadvantaged backgrounds by ensuring that they get the support they need to succeed in education and employment. It does this by finding the most promising youth charities and social enterprises in the UK and helping them (through a pioneering combination of management support, specialist expertise and funding) to become highly effective at delivering programmes proven to transform the lives of the young people they serve. For more information, please visit impetus-pef.org.uk