

1 November 2011

## **Development and fundraising organisation Cause4 nominated for two national Startups Awards**

Startups Awards 2011 has announced its finalists, recognising the most successful new businesses in the UK. Now in its eighth year, the Startups Awards have earned a reputation for recognising some of the UK's most promising entrepreneurial talent. Many previous winners have gone on to enjoy phenomenal success, including Glasses Direct, Wonga.com, Home Instead Senior Care, Ella's Kitchen, Three Sixty Entertainment and Naked Wines.

Cause4 is nominated in two categories: the best socially driven enterprise and the female entrepreneur of the year award for its Director, Michelle Wright.

Cause4 was set up in May 2009 and supports charities, social enterprises and individual philanthropists in development and fundraising across the community, arts, sport and education sectors. The organisation has a reputation for innovation in charitable fundraising and philanthropy, and has developed a number of new national charitable initiatives and new programmes for individual philanthropists, including spearheading the set up of a new charity *The Philanthropy Foundation* - to support individuals to give more easily and effectively.

The business has achieved excellent success for clients in just over two years, raising over £3m pounds charitably. Our entrepreneurial business model which offers two fee structures, a competitive day rate and a relatively risk-averse option by offering a lower day rate plus contingent fee option (5% or 7.5%) based on fundraising success, is popular in the sector as it clearly links expenditure to income and also provides Directors and staff with significant incentives for investing maximum effort and expertise into each charity and social enterprise over an agreed period of time. We have significantly challenged the traditional models (in our view), of overpaid fundraising consultants that lack accountability - by clearly linking strategy with fundraising success.

Our team is expected to work hard and to go the extra mile to achieve the greatest fundraising success for clients and to provide the highest quality service to clients at excellent value. Our Alchemists training programme is already bringing a raft of new, entrepreneurial, fundraisers to the sector who we envisage will go on to have long careers leading charities and social enterprises.

Cause4 is a Limited Company, however our values are to be the most effective agency possible to support charitable initiatives and social enterprises from across the community, arts, sport and education sectors in raising funds to support charitable causes and beneficiaries. We are a socially driven enterprise which is raising over £250k a month for charitable causes with plans to raise through our philanthropy work with individuals an additional £10m in charitable funding over the next three years.

The judging panel for the Startup Awards consisted of some of the UK's most successful entrepreneurs, including Joe Cohen, founder of Seatwave, Mitesh Soma, founder of Chemist Direct, Rosemary Forsyth, founder of the Forsyth Group, and Lara Morgan, founder of the Pacific Direct Group.

The judges assess on a wide range of criteria, such as: business success either by increase in sales and unit volume, market research and identification of customer focus, organisational and team building effectiveness, strategic planning, overcoming obstacles and barriers to success, visionary leadership, social and community responsibility.

Commenting on this year's finalists, Steph Welstead, editor of Startups.co.uk, said: *"Britain is far more than a nation of shop-keepers. The businesses people start each year come in so many colours, flavours, shapes and sizes and the Startups Awards always sets out to celebrate the best of entrepreneurial endeavour. Our finalists this year are as diverse, exciting and creative as ever... the entrants are like a patchwork quilt of enterprise covering the length and breadth of the country."*

The winners of each category are announced at an event held on 2 December 2011.

For further information about Cause4 contact Michelle Wright Director on [michelle.wright@cause4.co.uk](mailto:michelle.wright@cause4.co.uk) or telephone 07974 655294.

For further information about Startups Awards 2011 visit [www.startups.co.uk/startups-awards](http://www.startups.co.uk/startups-awards) or telephone 020 8334 1680.

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**Notes to editors:**

**Startups Awards media contact**

David Mercer, Man Bites Dog  
0844 561 1416  
[david.mercer@manbitesdog.com](mailto:david.mercer@manbitesdog.com)

**About Startups.co.uk**

Startups Awards 2011 is organised by Startups.co.uk – the UK's largest website for people starting their own businesses. Startups provides free help and advice to 200,000 unique visitors every month.  
<http://www.startups.co.uk/startups-awards>

The 2011 Startups Awards' headline sponsor is NatWest. The awards are also sponsored by T-Mobile and Companies Made Simple, part of the Made Simple Group.