



**PRESS RELEASE**

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**For immediate release**

## **Michelle Wright of Cause4 named one of the Future 100 Young Social Entrepreneurs for 2011**

Michelle Wright, co-founder and Director of *Cause4*, is announced as one of the Future 100 Young Social Entrepreneurs of the Year on Social Enterprise Day during Global Entrepreneurship Week 2011.

**Global Entrepreneurship Week** is a worldwide movement of entrepreneurial people, with millions unleashing their enterprising talents and turning their ideas into reality. It began as Enterprise Week in the UK back in 2004. When news of the phenomenal success of Enterprise Week in the UK spread the globe, lots of other countries became excited about the potential of running similar initiatives in their own countries. Since its inception, Global Entrepreneurship Week has spread to 115 countries, with nearly 24,000 organisations planning more than 37,000 activities.

**The Future 100 Awards** were first launched in 2008 to recognise and profile young entrepreneurs running businesses, which have a triple bottom line. The definition of a triple bottom line is a business that addresses people, planet and profit. They have a strong commercial foundation as well as a significant social and environmental impact. The Future 100 Awards recognise the success of young entrepreneurs aged 18-35 who demonstrate entrepreneurial flair and innovation in developing a responsible business venture.

**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, offering two fee-structures, a competitive day-rate and a relatively risk-averse option by offering a lower day-rate plus success-fee option (5% or 7.5%) based on income generated, is popular in the sector as it clearly links expenditure to income and also provides Directors and staff with significant incentives. We have challenged the traditional models of (in our view), overpaid fundraising consultants that lack accountability by integrating strategy with fundraising success.

Our team works hard and goes the extra mile to achieve success for clients at excellent value. Our Alchemists training programme is already bringing a raft of new, entrepreneurial fundraisers to the sector, talent young people who we envisage will have long careers at the forefront of charities and social enterprises.

*Cause4* is a limited company. However, we are a socially driven enterprise which is raising over £250k a month for charitable causes and with plans to raise through our philanthropy work with individuals an additional £10m in charitable funding over the next three years.

Nick Gandon, co-founder and Director of *Cause4*, said, *"I am delighted that Michelle's contribution to the business and charitable sectors has been acknowledged. She is a formidable woman, highly-driven with a remarkable work ethic. She has an old head on young shoulders and is highly intuitive. I am very proud that she and Cause4 have been recognized."*

*Cause4* is also a finalist in two categories of the NatWest Startup Awards 2011 – in the Social Enterprise of the Year award and Michelle Wright in the Female Entrepreneur of the Year award.

Founder of Striding Out and organiser of the Future100 Awards, Heather Wilkinson said: "*The future of our world is in the hands of individuals who are committed to generating commercial and ethical returns.*"

*Challenging economic times can offer opportunities to question the way we operate as both a business community and a society. We have a history of profiling the 'Future 100' young entrepreneurs who are changing the face of everyday business and improving commerce's impact on the wider world."*

The Future 100 Awards encourage and reward extraordinary vision, ethical business practice and social responsibility. They aim to showcase businesses that offer innovative and sustainable solutions to social problems. The Future 100 Awards is organized by Striding Out [www.stridingout.co.uk](http://www.stridingout.co.uk), a social enterprise which is committed to supporting the development and growth of young and ethical entrepreneurs.

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**For Further Information**

An Awards Celebration is taking place on Social Enterprise Day – 17<sup>th</sup> November during Global Entrepreneurship Week in London. Press are invited to attend to interview winners. **For further information, please contact Heather Wilkinson, Director of Striding Out on 07795 646 646 or email [heather@stridingout.co.uk](mailto:heather@stridingout.co.uk)**

*Cause4* – [www.cause4.co.uk](http://www.cause4.co.uk) – Supporting charities, philanthropists and social enterprises in development and fundraising across the community, arts, sport and education sectors. The business was co-founded in May 2009 with Nick Gandon and Charles Pike.

Future 100 - [www.future100.co.uk](http://www.future100.co.uk) – A full list of award winners can be found on the website from the 17<sup>th</sup> November 2011.

Striding Out - [www.stridingout.co.uk](http://www.stridingout.co.uk) – Business support organisation providing professional training and coaching services.

Global Entrepreneurship Week - <http://www.gew.org.uk/home> For information concerning global entrepreneurship week.