

5 December 2011

Double entrepreneurship awards for Michelle Wright, co-founder of Cause4

The Natwest Startups Awards 2011 announced its winners on 2 December 2011, 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, Home Instead Senior Care, Ella's Kitchen, Three Sixty Entertainment and Naked Wines.

Co-founder of *Cause4* Michelle Wright was awarded Female Entrepreneur of the Year in recognition of the growth and achievements of *Cause4* in the two and half years since the company started trading. *Cause4* was also a finalist in the hotly contested Socially Enterprise of the year award which was eventually won by Imagematch CIC.

This award for Michelle comes fast after her recognition in November 2011 at the Ernst and Young Future 100 awards - <http://future100awards.wordpress.com/> - as one of the top ten entrepreneurs under 35 who are demonstrating innovation in progressing 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 two years and the company now raises over £250k a month in charitable income for clients. It is anticipated through *Cause4*'s philanthropy work with individuals that we will raise an additional £10m in charitable funding over the next three years. Our entrepreneurial business model has significantly challenged the traditional models (in our view), of overpaid fundraising consultants that lack accountability - by clearly linking strategy with fundraising success.

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."*

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.

Steph Welstead, editor of Startups.co.uk, said: "We were blown away by the standard of entries to this year's Startups Awards. All of the businesses who made it to the 2011 final have shown innovation, guts and determination and the success they have achieved against the backdrop of the economic downturn is a true testament to the strength of UK entrepreneurship."

For further information about *Cause4* contact Michelle Wright Director on michelle.wright@cause4.co.uk or telephone 07974 655294.

For further information about Startups Awards 2011 visit www.startups.co.uk/startups-awards or telephone 020 8334 1680.

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About Startups.co.uk

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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.