



Charitable enterprise Cause4 selected for Nectar Small Business Awards shortlist

Michelle Wright, founder of London-based development and fundraising enterprise, *Cause4*, has won through from hundreds of small businesses to be shortlisted in the national Nectar Business Small Business Awards 2013. Michelle is just weeks away from finding out if she will win the *Entrepreneur of the Year* category, which is judged by a panel of experts, including leading businesswoman and star of BBC1's *The Apprentice*, Karren Brady.

If successful, Michelle will win £2,000 cash, 50,000 Nectar points and the prestigious title. What's more Michelle will be invited to the Nectar Business Round Table event, which will take place in September, where she will meet and get business advice from lead judge, Karren Brady.

Co-founded by Michelle and her business partner in 2009, *Cause4* is an enterprise which helps charities, philanthropists and social enterprises create compelling charitable programmes and to raise funds for their development across the charity, art, sports and education sectors. The organisation has raised over £20m for charitable clients in just over four years.

The company is working with exciting clients such as music artists, Wretch 32 and Ms Dynamite. With big plans for the future, *Cause4* is branching out into the corporate world and is developing philanthropy models, such as a new model for Cineworld that will support a new generation of young film-makers, as well as engaging Cineworld staff.

Michelle Wright commented: *"The ability to see through challenges and obstacles to find opportunities is the key characteristic of an entrepreneur, I believe. Cause4 partners with some ground-breaking charitable programmes, helping them find ways to make a real*

difference, whatever the hurdles. Being shortlisted in the Nectar Business Small Business Awards is great recognition for the work done by Cause4 and the opportunities we've uncovered for our clients. If we win, we'll invest the £2,000 prize money in our Entrepreneurship Programme which supports graduates developing careers in fundraising in the charity sector. The 50,000 Nectar points would be used to fund flights for the graduate team to visit some of Europe's leading social enterprises."

Cause4 will now be judged by a panel of business experts, including Karren Brady, Nectar Marketing Director, James Frost, Brakes Marketing Director, David Hughes and Chris Li, founder of Luxury For Less and winner of the Nectar Business Small Business of the Year Award 2012.

James Frost, Marketing Director at Nectar says: *"The standard of entries into the Nectar Business Small Business Awards has been exceptionally high this year and with an 80% increase in the number of entries, competition is clearly fierce. The Entrepreneur of the Year award is looking for an exceptional individual who is able to demonstrate excellence and innovation in their field and has a clear vision carved out for their future. We wish all the shortlisted candidates, including Michelle, the best of luck."*

For full information on the awards please visit www.nectar-business.com/sba2013

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Notes to editors

About the Nectar Business Small Business Awards 2013

- The Nectar Business Small Business Awards 2013 provide small businesses with the opportunity to gain the rewards and recognition they deserve
- The Categories include:
 1. **Small Business of the Year**
 2. **Start Up of the Year (Under one year trading)**
 3. **Innovation of the Year**
 4. **Entrepreneur of the Year**
 5. **Tradesperson of the Year**
 6. **Contribution to the Community**
- Awards 1-5 are judged by a panel of experts which include Karren Brady, 2012 winner Chris Li, David Hughes of Brakes and James Frost of Nectar Business

- The sixth award, the Contribution to the Community award, will be open to public vote at facebook.com/nectarbusiness between 24 June – 4 August
- The six winners of the Nectar Business Small Business Awards will receive £2,000 and 50,000 Nectar points
- Case studies of the 2012 Nectar Business Small Business Awards winners are available upon request

About Nectar Business

- Launched in January 2005, Nectar Business has over 600,000 business collectors
- Nectar Business partners include: Viking, Dulux Decorator Centres, Brakes, BOC, Hertz, American Express and DHL Express
- Collect points online with over 500 retailers - including Argos, trainline.com, Dell, Currys, McAfee, Pixmania and easyJet
- Other Nectar partners include: eBay, Sainsbury's, BP, Homebase, British Gas, Ford, Vision Express

About Cause4 – www.cause4.co.uk

Cause4 was set up in May 2009 to support charities, social enterprises and philanthropists in development and fundraising across the community, arts, sports and educational sectors. *Cause4* seeks to be a modernising influence and leader within the charitable sector, offering relevant, contemporary solutions for charities and social enterprises at a time when more creative, entrepreneurial approaches are much needed.

The organisation works in three main areas: strategy and fundraising, philanthropy and enterprise development.

In 2010 *Cause4* developed the Entrepreneurship training programme through which it seeks to address the widely-acknowledged shortage of entrepreneurial development and fundraising personnel within the community, arts, sports and education sectors. The programme identifies young graduates with a passion for the charitable sector and with the entrepreneurial drive, personality and talent to succeed.

Cause4 has won a string of awards including Michelle Wright, as female entrepreneur of the year at the Natwest Start Up Awards 2011, a top 10 winner in the Ernst and Young Future 100 awards 2011 for demonstrating innovation in social enterprise. *Cause4* was also a winner in the 2012 Startups 100 list for most innovative small businesses across the UK and was a finalist in the Orange National Business Awards for Start Up Business of the Year 2012. In November 2012 *Cause4* won two prestigious silver international Stevie Awards for innovation.

Cause4 is a recipient of two investment bursaries from the Goldman Sach's 10,000 small businesses programme, facilitating study at University College London and the Said Business School at the University of Oxford. In 2013 *Cause4* was invited by Lord Young of Graffham and Sir Terry Leary to join the Accelerate 250 for UK small businesses showing rapid growth and great potential.