

CAUSE 4

Hello! Welcome to our newsletter to mark the end of Global Entrepreneurship Week!

Global Enterprise Week

Over the course of November, the *Cause4* team has used the inspiration of Global Entrepreneurship week to give thought to how we can all encourage more enterprising activity within charities and social enterprise.

Michelle Wright kicked things off with her take on the challenges facing **female entrepreneurs** as they start out. Ed Saunders examined what **philanthropreneurs** can do for charities,

Zoe Dean has drawn attention to the brilliant model developed by the **Acumen Fund** and Sarah Dundas makes links to the commercial sector and how we can encourage new partnerships to **better support efficient activity**.



It's a challenging time for charities and social enterprises so thinking about new ideas, and new directions, is an essential part of how we spend our time.

A new partnership with the Shackleton Foundation



In a new partnership here at *Cause4*, we are delighted to announce a new venture with the **Shackleton Foundation**, which will see the Foundation support Jo

McGowan as a trainee fundraiser for one year. Led by *Cause4* Chief Executive Michelle Wright, this partnership will enable Jo to play a leading role in development and fundraising for the Foundation. This is a great opportunity for Social and Political Sciences graduate Jo, who will work with the Foundation to develop its resources to support its key goals: and to provide funding for projects which reflect the spirit of Shackleton's leadership, supporting the next generation of young social entrepreneurs.

A New Direction - a real legacy of London 2012

One of the chief areas that *Cause4* is proud to have strong ties to is the development of programmes that can support school leavers and graduates into careers. Since early 2012, *Cause4* has been working with **A New Direction** in this field, to develop a major new programme of opportunities for young people living in the Olympic Host Boroughs. These opportunities include 125 work experience placements for 16 – 24 year olds interested in a career in the creative industries, as well as mentoring and careers fairs in partnership with the Create Festival. A new funding agreement with Job Centre Plus is already supporting 50 young people into work and the programme promises to have a major impact, helping open up hard-to-access jobs in the creative sector to young people with the skills to play a full role in the future of the sector. The programme is set to have an exciting future: in 2014 it is planning to engage over 2,800 young people and over 5,500 young people in 2015.



It's time to celebrate our libraries



Cause4 was part of celebrations of *The Reading Agency's 10th birthday celebration last week*. This charity aims to create 10 million opportunities for adults and children to get involved in motivating and confidence building reading activities by 2017. This is exciting and ambitious stuff, building on 10 years of providing 7 million opportunities for literacy development through its national programmes run mainly with public libraries.

Award-winning Jeanette Winterson's speech at the inaugural *Reading Agency Lecture* at the British Library emphasised her personal view that co-operations between library authorities and other public or private bodies is an alternative to cuts. British libraries cost about £1 billion to run so financing a new expanding network of libraries will require some creativity. Workable suggestions from Winterson included putting post offices, crèches and other community services within libraries in order to increase visitors.

The Reading Agency is a prime example of innovative development and direct action and is leading the way for others to follow as a result of the creativity of its programmes and strategy at a complex time; we wish them all the best success for the next 10 years - Happy birthday!

New team members – helping us raise more funds

Since we were last in touch, we've also welcomed a number of new members to our team: Emma O'Connell has returned from her maternity leave as Head of Development, Peter Mraz becomes our Senior Project Manager, Harriet Mesher has joined us as Development Manager, Zoe Dean and Robert Clarke have joined our fundraising training programme, alongside Jo McGowan, whose work with *Cause4* is being supported by the Shackleton Foundation. Rachel Woodward has joined us as Development Intern.



It's great to have this new team in place that can help us build on the £5,117,632 we have raised for charitable causes since the beginning of the financial year in April 2012.

A couple of awards



We're pleased to have been recognised for our entrepreneurial approach, having won two silver **Stevies** - for innovative company of the year and female entrepreneur of the year! These global awards recognise the achievements and contribution of businesses worldwide.

Cause4 was also nominated as a finalist in the start up of the year category for the Orange National Business Awards held earlier this month and thanks to Goldman Sachs has been chosen to receive a

generous development bursary to attend the Goldman Sachs 10,000 Small Business Programme in partnership with University College London to help us grow our business model.

Thank you to all our friends and clients, we look forward to being in touch again before Christmas 2012.

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