

# CAUSE<sup>4</sup>

## Welcome to the Cause4 spring newsletter

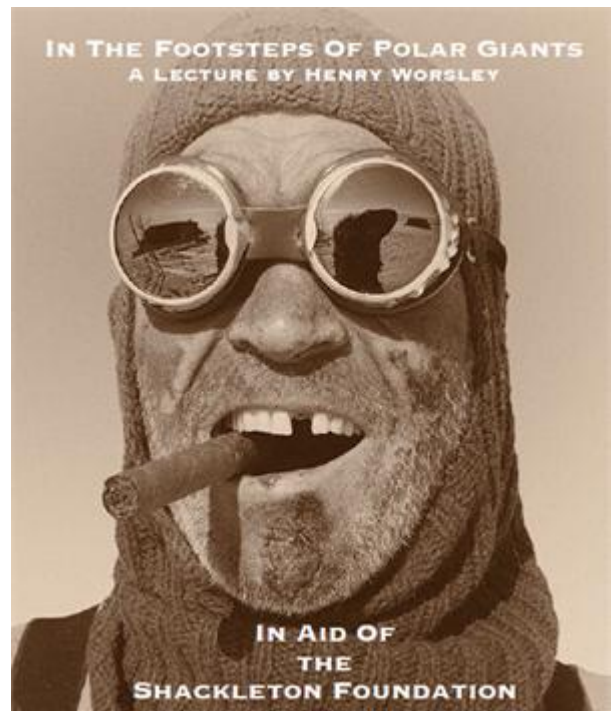
Hello, we hope that you're preparing to enjoy a relaxed May bank holiday. As we look forward to the summer we wanted to thank all of our friends and supporters for your help over the last year.

We are pleased to have raised £7.95 million for charities and social enterprises in 2012/13, which equates to some £662,500 per month. This has been incredibly exciting and, as we look forward to our fourth year, we're looking forward to raising the bar even higher!

## In the Footsteps of Polar Giants

Cause4 has been lucky enough to help organise the popular '*In the Footsteps of Polar Giants*' event delivered at the Royal Geographic Society.

Henry Worsley, Shackleton Foundation trustee and Antarctic explorer, delivered a fantastic presentation contrasting his expeditions with those of the Heroic Age of Antarctic Exploration. Through ticket sales and generous donations on the night, the Foundation raised over £19,000 to support inspirational social enterprise leaders tackling some of the biggest problems in our society. Henry delivered a vibrant event which has spurred on a number of individuals and the Cause4 team to take on their own Antarctic Challenges. You can find out more about the campaign [here](#).



## Internet fundraising - a new twist



New ideas and tactics for fundraising always interest us. In the last month, our attention was caught by the **Don't Hate, Donate** campaign. This clever idea demonstrated how negative public feelings could be channelled for the public good. We're confident that there are some useful lessons we could all learn from this. Sam Davis gives his thoughts about what this means **for the future here**.

## Partnership development

One outstanding partnership we'd like to recognise is that between the National Children's Orchestra and Brompton's Auctioneers, who have recently generously donated £6000 to the NCO. We're always impressed by such partnerships because they offer charities and social enterprises a diverse income stream. A mixed support base helps organisations to become much more resilient and we look forward to seeing how the NCO and Brompton's are able to move forward together.



## Payroll giving - who would you support?



At *Cause4* we're big fans of practicing what we preach, so the team are very excited about the opening of our own payroll giving scheme. It is a fantastic tax-efficient way for working people to give to a cause close to

their hearts. We'd certainly encourage anyone looking to work with companies, now or in the future, to examine whether the company they're approaching would be able to provide a similar scheme, or if not, we would urge you to lobby them to introduce this useful scheme. Sarah Dundas has developed a really useful guide to the simple set-up process **here**.

## Cause4 news

We're pleased be able to announce that *Cause4* has **added two new members to its team!** Laura Pedley and Alice Ravenscroft have joined our newly enhanced and expanded Entrepreneurship programme for graduates interested in a career in fundraising and philanthropy. Laura and Alice will be learning the fundraising ropes across trusts and foundations, corporate partners and individual giving over the coming year.

We're also excited to be able to announce that, after two years based at London Wall, *Cause4* is

moving! From the beginning of July we'll be based at our new office at Artillery Passage - just a stone's throw away in Spitalfields. This trendy street not only has a connection to Jack the Ripper but was also a filming location for Diagon Alley in the Harry Potter films. We will, of course, send out a formal confirmation of the move date once its confirmed, and we look forward to welcoming as many of our friends as possible to our new office.

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