



CAUSE4 NOMINATED BY LORD YOUNG AND SIR TERRY LEAHY TO JOIN THE

ACCELERATE 2013

NEW BUSINESS COMMUNITY TO PUT THE DRIVE INTO ACCELERATE 2013

24 May 2013

Michelle Wright, Chief Executive of *Cause4* has been invited to join the ACCELERATE 250, a new business community championed by Sir Terry Leahy and Lord Young and made up of the fastest growing companies in the UK.

Cause4 was set up in May 2009 to support charities, philanthropists and social enterprises in development and fundraising across the *community, arts, sport* and *education* sectors and since then has raised over £20m in charitable funding for clients, as well as stimulating new entrepreneurial initiatives such as a Philanthropy Service for artists, sports people and entrepreneurs – a charity to support people to give more easily, The Philanthropy Foundation and a graduate training programme to attract a new generation of entrepreneurial graduates into the fundraising and development sector.

Cause4's vision is to revolutionise charitable giving and fundraising and to be a modernising influence within the charitable sector. As a social business the enterprise has developed according to its interpretation of the *Triple Bottom Line* and our unwavering belief in *people, places* and *profitability*.

The ACCELERATE 250 will be meeting for the first time at ACCELERATE 2013, Britain's first flagship festival dedicated to high-potential businesses that is set to be held in Liverpool on June 27.

The festival aims to raise the profile of the UK's fastest growing businesses and their impact on the British economy, with the ACCELERATE 250 seen as key to mobilising wider support for entrepreneurs and start-ups.

Lord Young and Sir Terry Leahy have identified representatives from the UK's fastest growing small and medium businesses, the "vital six per cent" of companies that are creating more than half of the nation's new jobs, calling on them to work together in identifying solutions to mutual obstacles.

The group will be working closely with one another to address the key issues and shared challenges that face all growing businesses, meeting for a series of interactive discussions and debates.

Members of the ACCELERATE 250 come from across the UK and represent industries from food and fashion, to pharmaceuticals and finance.

ACCELERATE 2013 will see more than 1,000 delegates descend on Liverpool for a festival like no other, with Wikipedia founder Jimmy Wales, lastminute.com co-founder Martha Lane Fox, former All Black captain Sean Fitzpatrick and Tech City UK CEO Joanna Shields among the confirmed speakers.

Sir Terry Leahy, former Tesco CEO, said: *“It’s our belief that Britain’s prosperity in the 21st century global economy is going to be built on the success of high-potential, fast-growth businesses.*

“That is why, this coming June, we will be assembling a new group of Britain’s brightest and best businesses to put them at the heart of Britain’s economic renaissance.

“It is our ambition that the 27 June will be just the start of the journey that sees the ACCELERATE 250 become the nucleus of Britain’s future high-growth economic success.”

Michelle Wright, CEO of Cause4 said: *“We are delighted that Cause4 has been identified as one of the small businesses to join the ACCELERATE 250 group – much of our business growth and confidence has depended on the expertise and support we have had from other entrepreneurial businesses and we can’t wait to join up with other ACCELERATE 250 members in Liverpool for what promises to be the start of a fantastic partnership.”*

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About Accelerate 2013

On 27 June 2013, the city of Liverpool will host Accelerate 2013, Britain’s flagship festival dedicated to high-growth businesses.

Bringing together outstanding speakers from the world of business and beyond, Accelerate 2013 will provide delegates with the inspiration and concrete tools they need to take their business to the next level.

The event will gather 1,000 delegates for a conference like no other, which will act as a unique accelerator for growth, motivating the best of British business to strive even higher and equipping them with the inspiration and insight to do so.

For further information, please visit: www.accelerate2013.co.uk

About Cause4 – www.cause4.co.uk

Cause4 was setup 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.

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.

Cause4 is a recipient of an investment bursary from the Goldman Sach's 10,000 small businesses programme 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.