

PRESS RELEASE



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CAUSE4 LAUNCHES CHARITY TO PROVIDE VITAL SUPPORT FOR EMERGING FUNDRAISERS

~ CAUSE4 urges UK's businesses to get involved to support the sustainability of charities ~

Cause4 is a social business that supports charities and social enterprises to grow through creating innovative programmes, entrepreneurial business models and ensuring effective fundraising across the charity, arts, sports and education sectors. Today the enterprise launched its own charitable fund, to support the distribution of a percentage of its profits each year to specifically fund talent development programmes.

There are over 180,000 charities in England and Wales that rely on sometimes untrained and often unsupported fundraising staff. The entrepreneurial, business-minded, tenacious fundraiser can be an elusive talent with many charities struggling to recruit talented staff. Without an effective team, charities cannot develop the income generation and vital services to support some of the country's most needy people and communities.

The *Cause4* charitable fund has been set up to support the next generation of fundraisers and charity leaders through providing innovative training, development and mentoring opportunities and to extend the *Cause4* Entrepreneurship programme, a 12 month fast-track talent development programme to support the next generation of business-minded charity leaders and fundraisers. The scheme is having great success with *Cause4* graduates raising over £4m in charitable income for clients in 2013-2014.

The need for highly effective fundraising is paramount across the charitable sector. *Cause4*'s CEO, Michelle Wright, wants to encourage other organisations to think about the best use of their corporate social responsibility budgets, as well as to encourage grants from trusts and foundations to support this vital area.

"A one-off donation from any business, group or individual is always appreciated," she said. "However, providing a small charity with the people skills that they need to continue developing the organisation and fundraising successfully longer-term makes a huge difference to the overall sustainability of the cause."

Cause4 chair, Sir Tom Hughes-Hallett says *"Organisations that want to support the Cause4 charitable fund will be safe in the knowledge that their donations will help support the next generation of talented charity staff and to build charities into professionally-run, effective, not for profit organisations that can draw in funds and carry out the work to which they are committed. An investment into training up fundraising staff supports the resilience of charities for the future."*

The launch of the Fund also coincides with *Cause4* recruiting its first Director of Talent. Emma O'Connell who has a background as a Development Director across the arts, cultural and education sectors will drive forward the *Cause4* Entrepreneurship programme, as well as supporting a wide-range of charities to grow their fundraising talent.

The *Cause4* charity will also manage its own staff's charitable giving and payroll giving. The first charitable support is a gift spearheaded by *Cause4*'s CEO Michelle Wright and will be to support children affected by domestic violence. It will go to the charity - The Coordinated Action Against Domestic Abuse (<http://www.caada.org.uk/>)

Organisations that would like to find out more about the *Cause4* charitable fund should visit www.cause4.co.uk or contact CEO Michelle Wright on michelle.wright@cause4.co.uk

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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 charity, 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 CEO, 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. In November 2012 and 2013 *Cause4* won three prestigious silver international Stevie Awards for innovation and entrepreneurship. The company also won a fast growth award from Unltd in 2013 to develop its graduate Entrepreneurship programme and is one of the Untd Big Venture Challenge winners for 2014.

In recent months *Cause4* was one of the first 50 businesses invited by Lord Young of Graffham and Sir Terry Leahy to join the Accelerate 250 for UK small businesses showing rapid growth and potential and was also invited to be part of the 2013 Silicon Valley 100 companies for fast-growth UK companies with international potential.

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.

About the Philanthropy Foundation – www.philanthropyfoundation.co.uk

The *Cause4* Charitable Fund has been set up in the Philanthropy Foundation charity reg: 1145808. This umbrella charity provides a 'one-stop-shop' solution for the management, administration and strategic development of an individual or company's philanthropy portfolio, delivering high quality, sustainable outcomes and individual profile.

The Philanthropy Foundation will take care of all the legal, financial and management processes of running the *Cause4* charitable portfolio.

The Philanthropy Foundation has a range of high-profile corporate, artist, sports people and entrepreneur clients.