

CAUSE⁴

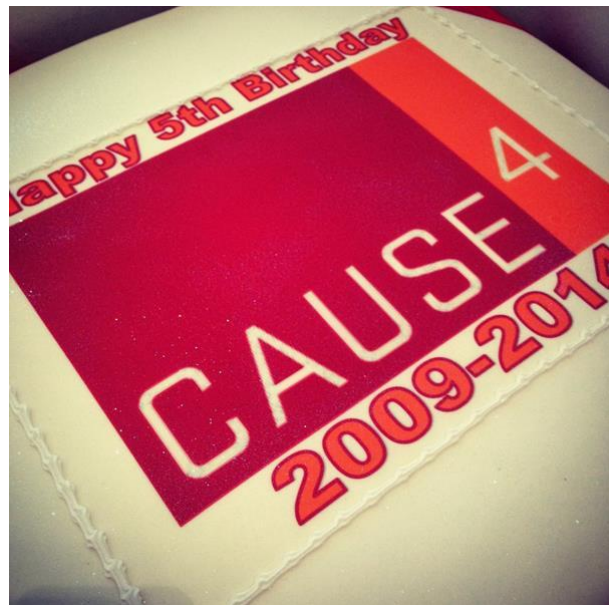
Welcome to Cause4's fifth birthday newsletter!

We are delighted to be celebrating Cause4's fifth birthday this month. The past few years have been incredibly exciting and we would like to thank all of our friends and partners for their support and encouragement over this time.

Our Fifth Birthday

Cause4 was set up in May 2009. Since then we have supported the hundreds of charities and social enterprises to grow, raising over £27million for clients that range from international NGOs to national institutions to smaller start up social enterprises, as well as supporting philanthropy with top sports stars, artists, entrepreneurs and corporate foundations.

We're most proud of our talent development programmes - we've trained 25 graduates to date with plans to support another 100 on our Entrepreneurship graduate programme over the next few years, as well as school leaver apprentices.



Our CEO Michelle Wright has written a [blog](#) to mark this milestone birthday, sharing her perspective on Cause4's journey to date.

Also to mark this anniversary we have [launched a new website](#). As well as bringing together the most up-to-date information about our work, this site integrates our popular Cause4 Opinion blog into the main website.

And in further birthday news, we have made five exciting announcements of new Cause4 initiatives to mark the next five years, as outlined below:

1. New investment in talent programmes



In response to the widely understood challenges facing the charity and social enterprise sectors in recruiting and training entrepreneurial fundraising talent, *Cause4* is delighted to welcome applications to its three talent development programmes.

These include our in-house Entrepreneurship Programme, the Arts Fundraising and Philanthropy Programme's **Arts Fundraising Fellows** (in partnership with DARE), and the **Creative**

Entrepreneurs scheme delivered in partnership with the Guildhall School of Music & Drama to support new start up creative businesses. From September 2014 we have also created an exciting new **apprentice fundraising scheme** for 10 school leavers. All in all this will create some 45 new employment opportunities for graduates and school leavers this financial year! Read Natasha's blog on the role of creative apprenticeships [here](#).

To oversee this exciting work, we have recruited our first Director of Talent - Emma O'Connell. Emma has a wide range of experience across the arts, cultural and education sectors and is an experienced Development Director. In addition to driving forward the *Cause4* Entrepreneurship programme, Emma will be working to support a number of charity clients in recruiting fundraising talent, as well as working on leadership development programmes across *Cause4*'s portfolio of work.

2. Launch of the *Cause4* charity

We are excited to announce the launch of the new *Cause4* charity, which will play a crucial role in building our social impact.

This charitable fund has been set up specifically to provide bursaries and training for the next generation of entrepreneurial fundraisers, whilst also coordinating the philanthropic efforts of the company and its staff, including staff volunteering and our payroll giving scheme.



Our first gift, spearheaded by CEO Michelle Wright, will support children affected by domestic violence – and will go to The Coordinated Action Against Domestic Abuse charity.

Read the [press release](#) to find out more and read Zoe's [blog](#).

3. New programmes in philanthropy



This is also an incredibly exciting time for the Philanthropy Foundation. An original idea of *Cause4*, this now independent charity makes it easier for corporates, artists, entrepreneurs and sports people to give to causes that they believe in. A range of new clients have signed up to begin their charitable programmes using the Foundation.

Cause4 is also continuing to work with a range of businesses to develop corporate foundations, and was delighted to see the **Cineworld Foundation** launch in March 2014 to support young film-making talent.

4. From Start-Up to International Business

As *Cause4* celebrates its fifth birthday we're also exploring some exciting international partnerships.

This has included a new focus on work with international development charities. Over the last few months we have worked with clients such as **Bridge2Aid** and the **IRC**, both exciting charities that are revolutionising their fields.



Our CEO Michelle Wright is also taking part in June 2014 in a trade delegation to the U.S.A, led by Santander, UK Trade and Investment and Goldman Sachs to explore new links with U.S based charities and foundations and to work with a range of US philanthropists.

5. Trustee leadership



Finally, *Cause4* is delighted to be working with the financial services firm Close Brothers to create a new Trustee development programme for City of London employees. This new programme supports employees to become charity Trustees. The training offers them the chance to gain boardroom experience, improve skills around strategic goals and understand charitable governance.

Cause4 Chair Sir Tom Hughes-Hallett will open the programme and a wide range of inspirational speakers will lead sessions. Those employees that commit to a Trustee-ship for two years will be awarded the Close Brothers Fellowship.

In other news...

Cause4 is delighted to announce that it has been chosen alongside 29 other ambitious UK social ventures, to be part of the 2014 Unltd Big Venture Challenge. This award will make a tremendous difference to the company's development and comes at a crucial stage in our growth. The funding will be used to invest in key developments including a new Senior Management structure, a Growth Advisory Board, infrastructure and IT. Read the press release [here](#) to find out more.



Our blog *Cause4* Opinion was also highly commended at the National UK Blog Awards. We aptly decided to mark this achievement with a [blog](#).

It has been a great five years, thank you so much to everybody that has supported us to date on this roller-coaster journey! We'd love to hear your thoughts on our plans and please do contact us [here](#).

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