



## **Cause4 named one of the UK's Hyper Growth Businesses**

**~ GrowthAccelerator reveals top 25 rapidly growing businesses ~**

**London, 17<sup>th</sup> June 2014** – Fundraising and philanthropy enterprise, *Cause4*, has been recognised as a 'Hyper Growth' SME according to a report by mentoring programme, GrowthAccelerator.

The report, which selected the 25 businesses from 500 submissions, identified a breed of rapidly expanding businesses that achieved over and above a 20 percent rise in turnover or headcount in just one year. Together these companies have generated £41.9 million in GVA (Gross Value Added) and created 571 jobs.

Launched in May 2009, *Cause4* supports charities and social enterprises to grow through providing strategy guidance and hands-on fundraising support. The company also has a thriving international philanthropy practice. As the economy suffered, it was clear that charities and social enterprises would need to find radical new solutions to raising funds. *Cause4* specialises in developing innovative scalable programmes and sourcing partnerships to give charities the best chance of fundraising success.

On receiving the accolade CEO and founder, Michelle Wright, said: *"I'm extremely pleased to see Cause4 named as one of the UK's hyper growth companies. Our strong graduate Entrepreneurship Training Programme is the basis of our strong, motivated team which has been the key to our continued growth and has contributed to the £27 million we have raised, to date, for our clients."*

Growth Observatory, the research arm of GrowthAccelerator, also looked into the psychological profiling of the business leaders to distinguish the managerial approach of Hyper Growth leaders and the cultures that they foster. The findings revealed that the majority of leaders were aged between 35 and 44 and 54% were first time business leaders. It was also noted that 100% admitted to taking risks regularly, with 20% saying it's essential to achieving growth.

Stephen Peacock, Director of Operations at GrowthAccelerator commented: *"This study seeks to shed light on the attitude and approach of a select group of leaders from exceptionally high performing businesses. By looking at the nature, characteristics and approach of the leaders behind these businesses, we believe that this report makes a valuable contribution to the high growth debate, raising implications for policy and action to stimulate and support future business growth."*

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For interviews or to see a copy of the full report, please contact:

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### **About Cause4**

*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 in the UK and internationally. *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 and was a finalist in the Orange National Business Awards for Start Up Business of the Year 2012. 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 Entrepreneurship programme and is part of the Big Venture Challenge 2014 winners.

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 GrowthAccelerator**

GrowthAccelerator is a service provided by the country's leading business growth specialists, known for delivering uniquely tailored advice to high-flying businesses – advice that gets hard results. It's a partnership between private enterprise and government. The service is now supporting over 15,000 businesses in achieving their growth ambitions.