



PRESS RELEASE

Monday 13th July 2015

Cause4 celebrates becoming a Living Wage employer

The Living Wage Foundation is pleased to announce that Cause4 has today received accreditation as a Living Wage employer.

The Living Wage commitment will see Cause4's graduate employees, third-party contractors and suppliers; receive a minimum hourly wage of £9.15. This London Living Wage is significantly higher than the national minimum wage of £6.50. For employees based outside of London, Cause4 will commit to paying the UK Living Wage, which is currently set at £7.85 per hour.

The Living Wage is an hourly rate set independently and updated annually. It is calculated according to the basic cost of living using the 'Minimum Income Standard' for the UK. Decisions about what to include in this standard are set by the public; it is a social consensus about what people need to make ends meet. Currently, employers choose to pay the Living Wage on a voluntary basis.

Cause4 CEO and Founder, Michelle Wright says *"Moving towards the full Living Wage as a basis to pay our staff has been an important development for Cause4. We have grown our business based on developing talented graduates through our Entrepreneurship development programmes looking to support the growth of future leaders for the charity and social enterprise sectors. We currently employ over 30 graduates and the move to Living Wage status has made a huge difference to how we approach recruitment and how valued our staff feel. It also helps us attract a broader, more diverse, field of candidates from all backgrounds. Employed staff should be able to live comfortably and this approach makes a key difference to our ability to attract the best talent from the widest range of backgrounds."*

Living Wage Foundation Director, Rhys Moore said: *"We are delighted to welcome Cause4 to the Living Wage movement as an accredited employer. It is wonderful to see Cause4 taking a lead and involving the whole community in this step. The best employers are voluntarily signing up to pay the Living Wage now. The Living Wage is a robust calculation that reflects the real cost of living, rewarding a hard day's work with a fair day's pay."*

We have accredited over 1,500 leading employers, including Cause4, ranging from independent printers, bookshops and breweries, to well-known companies such as Nationwide, Aviva and SSE. These businesses recognise that clinging to the national minimum wage is not good for business. Employees and customers expect better than that."

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Notes to Editors

About Cause4 – www.cause4.co.uk

Established in May 2009, social enterprise *Cause4* champions disruptive philanthropy and new ways of scaling up businesses, charities and social enterprises. Provoking change is at the heart of company's mission.

Cause4 has won a string of awards including for founder Michelle Wright, as female entrepreneur of the year at the Natwest Start Up Awards 2011. In 2014 *Cause4* won a prestigious gold international Stevie Awards for innovation, was the first UK winner of the international IWEC awards for entrepreneurial achievement and was selected as a National Champion representing the UK in the European Business Awards.

Cause4 was also recognised as one of the top 25 Hyper-growth organisations in the UK having joined the Government's Growth Accelerator Programme in early 2013 and was invited to be part of Accelerate 250 – an invitation by Lord Young of Graffham (PM's enterprise advisor) for the UK's top 6% of small businesses showing high growth potential. In 2013 *Cause4* was recognised in the Silicon Valley UK 100 list for the top 100 UK companies showing potential to generate multi-million pound revenues.

Cause4 is an entrepreneur incubator, providing training and support to help people succeed in important charitable projects, innovative businesses and social enterprises, and to raise vital funds.

Since May 2009, *Cause4* has raised over £40 million for clients, regularly raising over £500,000 in charitable income per month.

More information about *Cause4*'s strategic development programmes and talent development initiatives can be found at <http://www.cause4.co.uk>

About the Living Wage Foundation

The Living Wage is an hourly rate set independently and updated annually. The Living Wage is calculated according to the basic cost of living in the UK. Employers choose to pay the Living Wage on a voluntary basis. The Living Wage enjoys cross party support, with public backing from the Prime Minister and the Leader of the Opposition.

The London Living Wage is currently £9.15 per hour. This figure is set annually by the Greater London Authority and covers all boroughs in Greater London. The UK Living Wage for outside of London is currently £7.85 per hour. This figure is set annually by the Centre for Research in Social Policy at Loughborough University.

The Living Wage Foundation recognises and celebrates the leadership shown by Living Wage employers across the UK. There are currently over 1,500 accredited employers. We are an initiative of Citizens UK. We believe that work should be the surest way out of poverty.