

23 February 2015

Maserati and the Centre for Global Entrepreneurs announces the Maserati 100 list

Luxury Italian car manufacturer, Maserati, and the Centre for Entrepreneurs (CFE) recently launched a campaign to find 100 of Britain's most successful entrepreneurs who are supporting the next generation of up and coming business talent.

As part of Maserati's centennial year celebrations, 'The Maserati 100' recognises established entrepreneurs who are generously giving their time and resources to support the next generation of young entrepreneurs. Members of the public were invited to nominate individuals online.

The Maserati 100 list was announced on 22 February 2015 with our very own Michelle Wright, CEO of Cause4, featured. The full Maserati 100 list can be found here www.themaserati100.co.uk. On Thursday 26 February, Maserati will bring the group of one hundred individuals together for an exclusive evening celebration hosted at the home of the Centre for Entrepreneurs in London's Mayfair.

Luke Johnson, serial entrepreneur and founder of the Centre for Entrepreneurs, said: *"Entrepreneurs have long been celebrated for their role as job creators – indeed UK entrepreneurs have created more jobs in the past five years than the rest of the EU combined – but their deep commitment to helping others often goes unnoticed. The Maserati 100 exemplifies the economic and social value of entrepreneurs; growing the economy, creating jobs and helping the next generation do the same."*

Peter Denton, Region Manager, Maserati North Europe, said: *"Maserati was born from the entrepreneurial spirit of five brothers 100 years ago. Today, the Centre for Entrepreneurs actively encourages and supports that same drive and ambition. It is important to recognise the valuable work Britain's entrepreneurs are doing for the country's economy, which is why 'The Maserati 100' acknowledges those established names who are now generously giving their time and resources to support the next generation of business founders."*

Ends

About Maserati

Officine Alfieri Maserati was founded on December 1, 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports car culture and its development. Every Maserati is like a work of art, its perfection expressing the marque's proud history. This year, celebrating 100 years of unmistakable styling and technological innovation, Maserati is a company in rapid expansion. With presence in 65 markets worldwide, its role is clearly confirmed as an international ambassador of Italian excellence. This excellence is conveyed every day with passion through products of outstanding performance seen in the GranTurismo, GranCabrio and the new Quattroporte and Ghibli.

www.maserati.co.uk

About Centre for Entrepreneurs

The Centre for Entrepreneurs promotes the role of entrepreneurs in creating economic growth and social well-being. It is an independent non-profit organisation chaired by serial entrepreneur and Sunday Times columnist Luke Johnson and housed within the Legatum Institute – a non partisan think tank best known for its annual Prosperity Index.

www.centreforentrepreneurs.org

About Cause4

Cause4 was set up by Michelle Wright in May 2009 as a social enterprise to support charities, social enterprises and philanthropists in development and fundraising across the charity, arts, sports and educational sectors. The organisation works in three main areas: strategy and fundraising, philanthropy and enterprise development. *Cause4* is unique in its approach to supporting charities to create entrepreneurial business models to develop new methods of income generation and working closely with enterprise to support and develop their models and growth through investment and charitable giving.

Cause4 also has ambitions to change the way that the charity sector operates by developing the next generation of talented leaders with the skills and tenacity necessary for creating a dynamic and resilient third sector fit for the 21st century. We have created and now run three talent development training programmes: the *Cause4* Entrepreneurship Scheme, The Arts and Fundraising Fellows programme and the Creative Entrepreneurship Scheme in partnership with the Guildhall School.

This work has generated extensive interest and in May 2014 received a Fast Growth award from Unltd to support the further development of the programme. The value of this activity for the private sector is also increasingly being acknowledged. For example, in June 2014, *Cause4* launched a programme with Close Brothers Asset Management to deliver a dedicated programme of training to encourage more young people to become charity trustees. We have also just announced a major new partnership with Santander to support female and social entrepreneurship nationally.

In addition to our professional work supporting the charitable sector, *Cause4* is also mindful of the need to integrate responsible business practices into all our activities. Our latest initiative in this area has been the set-up of our own charitable foundation, which will be used to support the distribution of a percentage of the company's profits each year to specifically fund talent development programmes.

The *Cause4* charity will also manage our staff's own fundraising, charitable giving and payroll giving. *Cause4* is also working with a number of SMEs and FTSE 100 companies to set up new charitable foundations with a wide range of impact in the sector, from supporting health and education to sport and arts initiatives.

www.cause4.co.uk