

**cause<sup>UK</sup>**

**PUTTING YOUR CAUSE  
ON THE AGENDA**

# WHO WE'VE WORKED WITH

Adeeba Malik CBE

Age UK

Also Festival

Ampleforth Plus/Autism Plus

The Archbishop of York's Youth Trust

Besbrode Pianos

Bradford Council

The Breast Cancer Haven

Broughton House

Buglife, the Invertebrate Conservation Trust

The Civic Barnsley

The Clervaux Trust

DotForge

Ecology Building Society

Eliot Kennedy

The Genesis Research Trust

Harrogate Borough Council

Harrogate History Festival

Harrogate International Festivals

HullCoin

James Potters Eggs

Joanne Heselden-Edwards

Juliet Russell

The Key Fund

Leeds City Council

The Leeds Teaching Hospitals

LGBT Youth North West (The Proud Trust)

Malton Dickensian Festival

Mik Artistik

Nidderdale Area of Outstanding Natural Beauty

QED Foundation

Railsbank

Re-Read

Riverside Housing Care and Support

Social Enterprise UK

Sporting Forces

Sporting Memories

Steelworks Studios

Raworths Harrogate Literature Festival

Theakston Old Peculier Crime Writing Festival

Unity Works

UnLtd – School of Social Entrepreneurs

The Upper Nidderdale Landscape Partnership

Urban Sprawl

Visit Harrogate

The Veterans' Artisan Bakery

Welcome to Yorkshire

Wildwatch

Yorkshire Brain Research Centre

CAUSE UK IS AN ESTABLISHED AND FAMILY-RUN AGENCY BASED IN HARROGATE, NORTH YORKSHIRE.

LED BY SISTERS CLAIR AND ANN CHADWICK, WE SPECIALISE IN FUNDRAISING AND HIGH IMPACT MEDIA CAMPAIGNS.

**“WE BELIEVE THERE IS NO MORE POWERFUL HUMAN EMOTION THAN BELIEF IN A GOOD CAUSE.”**



## GENESIS RESEARCH TRUST: RAISING AWARENESS

**The #IVF40 campaign highlighted concerns around the commercialisation of IVF and its psychological impact.**

Cause UK was tasked to secure national broadcast for #IVF40.

We achieved a primetime slot on ITV This Morning, with a live phone in, across two hours of the show with Chair, Professor Lord Robert Winston. Lord Winston also featured on BBC Radio 4's Saturday Live.

Planning ahead, we set up an interview with the Press Association to run on the anniversary, which featured in the i newspaper and Yorkshire Post.

Reactive PR secured extensive features in The Times and Daily

Mail, tying in breaking news from a major European conference on fertility.

**"Cause UK is the perfect combination of professionalism and real expertise with a human touch. Developing our campaign with Clair and Ann for the 40th anniversary of the first baby born from IVF, was a pleasure and we were delighted with the high-profile media coverage received"**

**R Chada**  
Communications and Engagement  
Manager, Genesis Research Trust

genesis research  
trust



## HELP FOR HEROES: FORCE FOR GOOD

**Cause UK embarked on a major charity gala concert with songwriter Eliot Kennedy.**

Securing the support of Gary Barlow to perform in the Vulcan bomber air hanger in Doncaster, we raised more than £60,000 on the night for Help for Heroes.

Cause UK managed ticket sales, sponsors, and event and stakeholder management. We created a bespoke website, concert brochure, devised a charity auction, and delivered PR.

The story featured extensively in regional print, ITV Calendar and BBC news. Cause UK organised Kensington Palace to Tweet good luck, as #HiddenWounds trended online.

Sponsors secured included Hesco, the Resort Group, Potters Plant Hire, and Virginie Tattinger. Celebrity messages of support were secured and broadcast on the night from Bear Grylls, Donny Osmond and Bryan Adams.

700 people attended the 3-course gala dinner.

We continue supporting Eliot entertaining the troops at Catterick and in the Falklands.

**“Guys! On so many levels we delivered. ...But you, my friends delivered so much, above and beyond anything I could have dreamed about.”**

**Eliot Kennedy**  
Songwriter and Producer





## VETERANS ARTISAN BAKERY: RISING TO THE CHALLENGE

**For five years, Cause UK worked with Riverside housing association to raise profile of their work supporting homeless veterans.**

Cause UK cooked up a storm to raise funds for a therapeutic bakery at Catterick Garrison. We partnered with the Yorkshire Post and approached Marco Pierre White to spearhead the campaign. It opened in February 2012.

From interviewing veterans to securing patron Rosemary Shrager, with a series of media stunts, the story dominated Yorkshire's media. From local papers to quality features in regional magazines, to YouTube films, BBC Look North, ITV Calendar, BBC online, we also had

BFBS TV and Radio broadcasting to the troops.

BBC Radio 4 dedicated its food programme to the bakery. Rosemary Shrager appeared on primetime TV quiz shows (Catchphrase, Tipping Point, Celebrity Antique Roadshow) raising thousands for the bakery, alongside awareness.

We also asked Brian Blessed to visit to raise profile and funds, donating memorabilia for auction.

As a result of our work, Cause UK was invited to attend the Prime Minister's Remembrance Day event at Westminster.

**"I can't recommend Cause UK highly enough for their conscientious approach, creativity, and genuine passion"**

**Susan Littlemore**  
Communications and Marketing  
Manager, Riverside (2008-2016)





## THE KEY FUND: INSPIRING COMMUNITIES

**Key Fund provides grants and loans to social enterprises in the most deprived areas in the North, creating jobs and social impact.**

One of our long-standing clients, for 6 years we have provided copy writing for websites, leaflets, case studies and reports, alongside event-management, marketing, advertising campaigns (online and print) and penning winning award entries, alongside PR and thought leadership pieces.

In 2017, working with designers, we wrote its new website, helping with branding, values and key messages.

In 2018, we interviewed over a dozen social entrepreneurs and their beneficiaries to put the

human face to their remarkable work for its annual Social Impact Report, facilitating an accompanying film. This is sent to key influencers in government, stakeholders and investors.

**“They helped us to secure awards, attract new clients, bring in different investors and really move on to a new level.”**

**Matt Smith, CEO, Key Fund**





## HARROGATE INTERNATIONAL FESTIVALS: FESTIVAL FEVER

**Cause UK has provided services to the arts charity for over a decade.**

Ghostwriting magazine columns and speeches, writing Event Guides and marketing materials, Cause UK put its journalism skills to the max for newsletters, websites and press work, writing regularly for Yorkshire-wide media and the 'festival pages' for media partner, the Harrogate Advertiser.

For its annual crime writing festival, our PR achieved national and global profile, securing media partner, the Mail on Sunday, positioning it as the best celebration of the genre in the world.

At the 2018 event, we managed the media desk facilitating high level journalists and influential bloggers,

podcasters and live broadcasts. Major features were pitched and ran in The Times, Guardian, Telegraph, Sunday Times, Saturday Telegraph, Daily Mail and The Spectator, alongside filming with Sky News, ITV Calendar, and live broadcasts with BBC Radio 5 Live and BBC R2. We regularly place its authors on the BBC Breakfast sofa, BBC Front Row and Saturday Live.

Now picked as a top literary festival - in the pages of Harper's Bazaar to the Financial Times - in 2017-18, we achieved over £5m in print media value alone.

Globally, we secure press from LA to India, and in British Airway's in-flight magazine, ensuring it takes the good name of the festivals all over the world!

**"Their work always yields the results we require..."**

**Sharon Canavar, CEO  
Harrogate International Festivals**

**HARROGATE  
INTERNATIONAL  
FESTIVALS**





## LEEDS TEACHING HOSPITALS: ON THE CASE

**On the back of Cause UK branding and launching the Yorkshire Brain Research Centre appeal for Leeds Teaching Hospitals, we had a brain wave to elicit the help of one of the world's most famous detectives.**

Combining event management, PR and fundraising, Cause UK delivered the largest gathering of Sherlock Holmes look-a-likes in a Sherlock festival, creating a Guinness World Record attempt for the Most People Dressed as Sherlock Holmes; over 450 hundred took part at Temple Newsam, Leeds.

Securing support from Hartswood Films, the Sherlock and Dr Who writer Steven Moffat sent a video message of support on the day

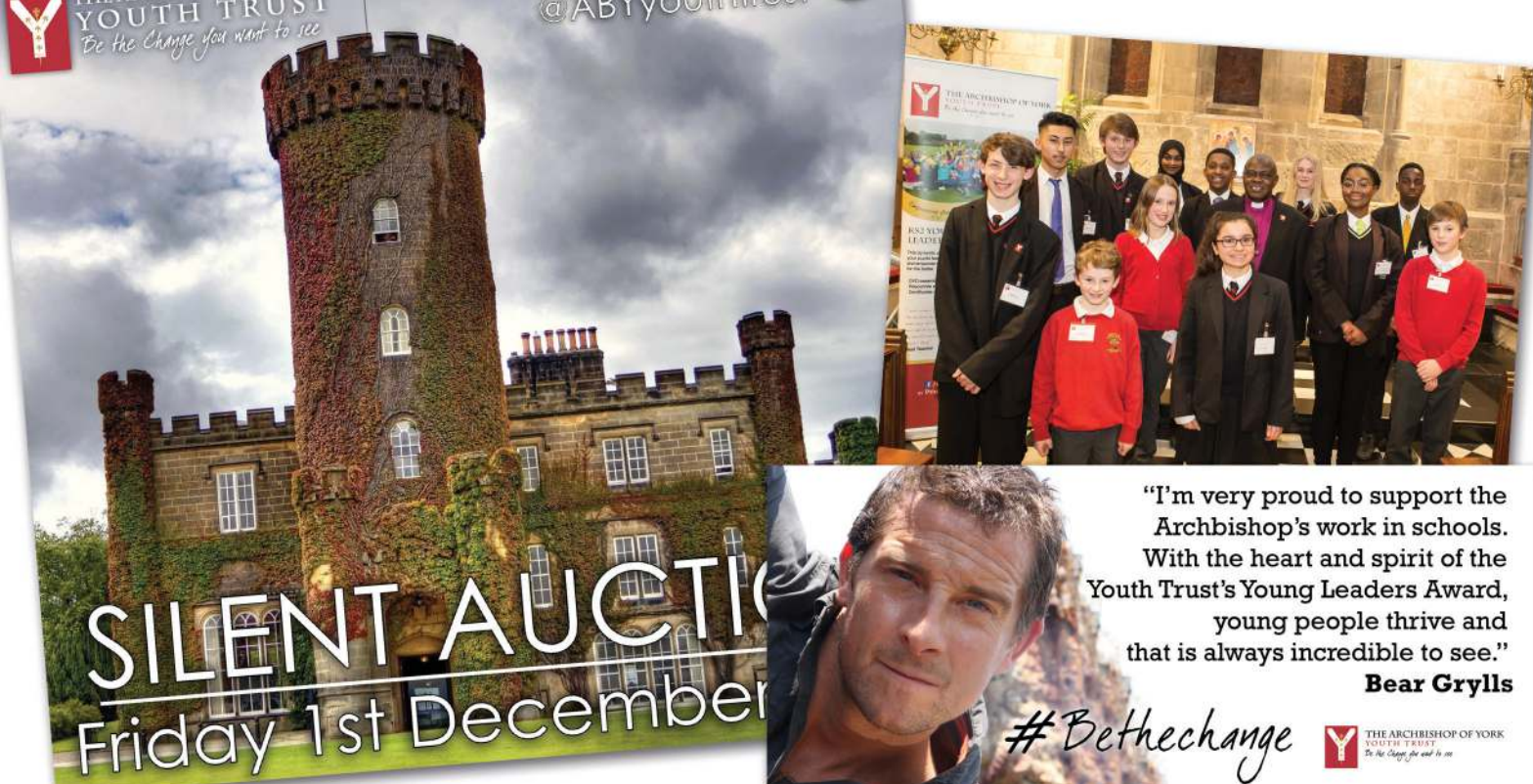
and donated memorabilia signed by Benedict Cumberbatch and the Sherlock cast for auction.

The event attracted widespread media, including a Japanese film crew, and featured in The Radio Times, regional media, Daily Mirror, ITV Calendar news and BBC Look North.

A #sherlockselfie social media campaign and flash mob attracted thousands of Tweets and Facebook activity to donate to the cause, with photos posted from Australia, the Great Wall of China and outside Baker Street itself.

**A #sherlockselfie social media campaign and flash mob attracted thousands of Tweets and Facebook activity**





**SILENT AUCTION**  
Friday 1st December

"I'm very proud to support the Archbishop's work in schools. With the heart and spirit of the Youth Trust's Young Leaders Award, young people thrive and that is always incredible to see."  
**Bear Grylls**

#Bethechange



## ARCHBISHOP OF YORK YOUTH TRUST: BE THE CHANGE

Cause UK has been mentoring and advising the Archbishop's fundraising team throughout 2017 and 18 to raise funds for his Youth Trust.

The Trust provides leadership training to 65,000 pupils in over 500 schools across the North, to encourage 6 to 17 year olds "to be the change they want to see" in their communities, and to volunteer and run community and social action projects.

Led by Clair Challenor Chadwick, MD of Cause UK, she manages a programme of fundraising, including bid writing, high net worth fundraising events and corporate social responsibility programmes.

Clair has co-ordinated high-end charity galas at Bishopthorpe Palace and Swinton Park and introduced philanthropists to the Trust, as well as securing support from Bear Grylls to raise awareness. To date, she has directly raised £60,000 and supported and mentored the team to raise a further £500,000 within a six month period.

**"It has been great to work with Clair over the past year and she has helped us to improve both our strategy and capabilities"**

**Dan Finn, Director of The Archbishop of York Youth Trust**



THE ARCHBISHOP OF YORK  
YOUTH TRUST  
*Be the Change you want to see*

# WHAT OUR CLIENTS SAY...

"Cause UK are providing much needed PR support to us and helping us to achieve our ambitions for the venue. Over the past 12 months they have enabled us to raise the profile of our fundraising campaign but also and even more critically raise the profile of our work as an arts centre and the vital role we play in our community.

"I would highly recommend Clair and the Cause UK team to anyone working in the arts or indeed any sector who are looking for high quality and efficient PR services."

**Helen Ball**  
**CEO of The Civic**

"I have worked closely with Cause UK for many years now. They understand our sector, they understand the media, they understand QED, and they understand me. It's rare to have that synergy, but they are truly committed. The journalistic aspect of their media work has been invaluable. Their responsive, thoughtful, well-crafted writing is always on message; they never fail to deliver to either quickly respond to media or come up with pro-active, creative ideas. I have no hesitation recommending Cause UK, in fact, I'd urge you to contact them."

**Adeeba Malik CBE**  
**Deputy CEO of QED Foundation**

"Clair and Ann at Cause UK created a real media buzz for the official opening of How Stean Gorge's cantilevered glass extension. We gained national and regional coverage in both digital and printed press. They also organised excellent national media profile and quality photography, from which we will no doubt be reaping the rewards for months to come."

**Hayley Gray**  
**How Stean Gorge**

"We have worked with Cause UK for a number of years, on a number of different projects, but predominantly they have supported with PR, writing copy and running events. Our experience is wholly positive and they really helped us to build a national profile (something that we had previously really struggled with), which helped us to secure awards, attract new clients, bring in different investors and really move on to a new level. I'd recommend them without hesitation."

**Matt Smith, CEO, Key Fund**

"I first started working with Cause UK five years ago in 2012 when Clair helped raise the funds to set up a therapeutic bakery at one of Riverside's schemes for homeless veterans.

"They became a trusted extension of our PR team, providing specific media support on our veterans' services across the UK, as well as copywriting for our website, newsletters, and influencing key stakeholders.

"Their journalism skills ensured emotive storytelling, and they always dealt sensitively interviewing vulnerable veterans for case studies or articles, incorporating powerful photography and film into their media campaigns."

**Susan Littlemore**  
**Communications and Marketing Manager**  
**Riverside (2008-2016)**

"Their work always yields the results we require. We see them as an extension of our team and their copy is knowledgeable and their ideas innovative...Our profile has been raised significantly since working with Cause UK. We work closely with Cause UK to create bespoke evaluations for donors and sponsors which supports the required outputs for our campaigns. I would recommend Cause UK unreservedly."

**Sharon Canavar**  
**CEO, Harrogate International Festivals**

"It has been great to work with Clair over the past year and she has helped us to improve both our strategy and capabilities in terms of our fundraising efforts. She brings lots of enthusiasm and creativity and has been a pleasure to work with."

**Dan Finn**  
**Director of The Archbishop of York Youth Trust**

"Cause UK is the perfect combination of professionalism and real expertise with a human touch. Developing our campaign with Clair and Ann for the 40th anniversary of the first baby born from IVF, was a pleasure and we were delighted with the high-profile media coverage received"

**R Chada**  
**Communications and Engagement Manager,**  
**Genesis Research Trust**



**PUT YOUR CAUSE ON THE AGENDA.  
GET IN TOUCH.**

**CLAIR CHALLENOR-CHADWICK  
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