Cause4 internship: a perfect fit for both business and graduate

Soon to graduate, UCL student Michael Button (BA European Social and Political Studies (History and French) 2013), was seeking work that would make a real difference to people. Following his application to the UCL Advances internship scheme, he gained a placement with Cause4 (www.cause4.co.uk), a social business set up to support charities, philanthropists and social enterprises.

Growth needs
At four years old, Cause4 had made it through the early trials that test every start-up and was facing the problems that come with the next stage: growth. The major challenge was to manage staff – including recruitment, training and new-starter induction – whilst maintaining the smooth service customers had come to expect.

Michelle Wright, Cause4 Founder and Chief Executive Officer, was keen to expand. “We wanted to turn Cause4 into the ‘go-to’ company for people seeking support with philanthropic fundraising. There is enormous potential,” she said, “but the team was overstretched in coping with demand.”

Instant fit
Michael’s placement was an immediate boost to the business. “From day one, he demonstrated real entrepreneurial ability,” said Michelle. “We took him straight into a big client meeting, and I was impressed. He had thoroughly researched who he was meeting and had even created a structure to manage a complex project.” He soon established his own project on researching digital solutions for small charities.

Michael also helped to formalise graduate training within Cause4, drafting scripts about the background of the company for an hour’s chat with new starters. And he turned his hand to soft marketing, posting news and opinion articles to Cause4’s new website.

Within weeks of starting his internship, Michael was invited to join Cause4 full-time.

UCL Advances: perfect partner
Already familiar with UCL Advances through the Goldman Sachs 10,000 Small Businesses and Business Mentoring programmes, this new collaboration was a breakthrough for Cause4.

With support from the internship scheme they secured an exceptional addition to their team – and they hope Michael will be the first of many. Cause4 now has 30 graduates in place and supports them on a smooth, direct development track. And Michael is delighted to have found a job he loves within the charitable sector.

“Cause4 gives me just the right combination of social cause and business. I can work for the good for people, and enjoy the pressure and drive to perform that can sometimes be lacking in charities. It’s just right”. Michael Button, UCL student
About UCL
UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. Its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students, through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

About Student Engagement
UCL Advances helps students learn about business, start their own enterprise or help them grow an existing venture by offering a complete programme of support which includes access to training, mentoring, one-to-one business advice from our in-house business advisors access to loans and the use of our Hatchery space.

One of these support initiatives is the Student Internship Programme (SIP) – aimed at supporting interns while they gain valuable hands-on work experience. The interns are based within a micro, small or medium sized enterprise to carry out a range of activities intended to help their host business grow.

This includes training, shadowing and work-related tasks specified by the business. It is an 8–12 week full time programme for which the intern is paid a training allowance by UCL Advances.

www.ucl.ac.uk/advances/support/internship-programme

About Business Support
UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem-solving through student consultancy, student internships, mentoring and others.

- We help London-based businesses grow and develop by analyzing business needs and connecting them to relevant interventions such as industry mentors;
- Through pairing teams of UCL and LBS students with businesses we deliver short-term consultancy projects addressing specific organisation needs;
- We broker relationships and fund exchanges between new and aspiring entrepreneurs with experienced entrepreneurs in another member state of the European Union;
- Individual angel investors connected to UCL provide seed investment to SMEs engaged with UCL Advances programmes; and
- We offer fully-funded SME Internships where UCL students spend eight to twelve weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organization while learning about enterprise.

www.ucl.ac.uk/advances/business/support