

BTEC National Extended Certificate in Business – Summer Work 2018

Charities in the News!

Many of the large charitable organisations have been in the news recently – some for the good work that they do and some because of the scandal surrounding their actions!

'Oxfam is to make 100 staff redundant in Britain after the sexual exploitation scandal in Haiti led to a drop in the funding the charity receives'

'The global deafblind charity, Sense International, will begin a pioneering programme to transform the lives of children and young adults with deafblindness in Bangladesh, it was announced today'

In order to support your studies as a Year 12 Business Studies student you will need to investigate a charity of your choice looking at the following factors:

- The aims and objectives of the charity
- Where do the charity operate? Is it local to a particular town, national or even global?
- The key stakeholders of the charity (a stakeholder is anyone with an interest in the business who can effect or be effected by it – for example, some key stakeholders for the charity Cancer Research would be the people they help and their families, doctors and nurses, researches trying to find a cure, those people that donate to the charity and those who work on their behalf trying to organise fundraising activities)
- Which stakeholder has the most impact on the charity and which one is the most influential?
- How do the charities communicate with their main stakeholders? For example, if you were to choose Children in Need, then a key communication tool would be their televised show which they use to inform people about the different causes the money raised will go to and also to make people aware of the suffering which takes place both in this country and abroad in order to prompt donations to the charity.
- How could you gauge whether the charity is a success or not?

You will need to gather as much information as possible ready for the first week back in school. You will then be put into small groups to present your findings to the rest of the class.

Don't feel that you have to choose one of the more well-known charities, some ideas for charitable organisations which you may not have heard of include:

- The Orangutan Project
- Whale and Dolphin Conservation
- Rainforest Alliance
- Redwings Horse Charity
- Make-A-Wish International
- Against Malaria Foundation

This task will support the criteria for Learning Aim A1: Explore the features of different businesses and what makes them successful.

Have a lovely summer and we look forward to seeing you next year!

Mrs Etherington and Mrs Hanks