

BTEC National Extended Certificate in Business – Summer Work 2023

A Devastating Loss of Funds – UK Charities Count the Cost of Covid

One in 10 UK charities are facing bankruptcy by the end of the year as they struggle to cope with a £10bn shortfall caused by soaring demand for their services and lost fundraising income due to the coronavirus pandemic, a study shows.

This is going to have a massive impact upon charities across the globe and serves to demonstrate how reliant these charities are on the donations which they receive.

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

- The aims and objectives of the charity
- Where does 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 affect or be affected 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 has the pandemic affected the charity, what will be the impact and how will it recover, if at all?

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 I look forward to seeing you next year!