

Fundraising UK style

Task 1 Charities

Have you ever heard of the following organisations?

- Save the Children
- The Red Cross
- Amnesty International
- Oxfam
- The World Wildlife Fund

What do they do? What have they got in common?

Task 2 Fund raising in your country

Discuss these questions with other students in your class.

- Do you know the names of any charities in your country?
- Do any of them work with young people?
- Have you ever been involved in raising money for a good cause?

Many charities advertise in newspapers and magazines. Think of other ways they might use to get support and to ask for donations.

Task 3 Read and find out

Look at this task and try to predict what you will find in the text. Then read the text and check your predictions.

Find:

- 2 funny things people in the UK do for charity
- 2 charity appeals which asked people to change their clothes
- 2 different things the charities might sell to raise money
- 2 groups of people who really need help in the UK today

Fundraising UK style

This month the UK's Children in need campaign will be a main event on TV, radio and in many schools and workplaces. Since the 1980s charities, like Children in need have involved more and more people in raising money to help their causes. People of all ages, race and religion are involved and many schools and companies do creative things to find money to help people less fortunate than themselves. Charities have developed shops in many UK high streets and these shops sell goods donated by the general public. Old toys, clothes, books and furniture are not thrown out but donated to a good cause like Cancer research or The British Heart Foundation.

This Autumn's main charity campaigns

Charity 1 Jeans for Jeans: organised by 4 national charities

Who are they raising money for?

One in every 33 babies in the UK is born with a birth defect. The money raised is used to fund research and to pay for treatment for many people and children

How?

Everyone across the UK was invited to throw out their usual clothes for one day and wear jeans. They were asked to pay one pound to their school or employer to be able to wear the jeans. Uniforms in schools, police stations and hospitals all over the UK were changed for jeans. People in companies did not wear their usual suits and formal clothes. People could also buy a silly joke book and a T-shirt with Jeans for genes written on it.

Charity 2 Strip 4 shelter

Who are they raising money for?

Every 90 minutes, 40 families or individuals are made homeless and over 750,000 children in the UK have either no home or live in bad housing. Some housing might have no inside toilet, no heating or be very damp. The money raised by this campaign pays for a telephone help line called Shelterline which helps homeless people find a new home.

How?

Working people were asked to donate 90 minutes of their salary. It takes 90 minutes to play a football match. Schools and companies changed their usual dress and paid money to be able to wear their favourite team's strip or just the team's colours. They wore wigs, painted their faces and organised football quizzes and football tournaments. Some people baked cakes in football team colours to sell at work or school.

Charity 3 BBC Children in need

Who are they raising money for?

Since 1980 this campaign has raised over £325 million. The money is used to help disabled children and children suffering from illness, abuse or problems caused by homelessness or difficult family situations. It is usually timed before Christmas.

How?

The BBC organise a 7 hour television show with a telethon. Famous people, actors, pop singers, news readers and members of the public make special funny programmes. Very serious journalists and actors sometimes do very silly things, dress up, sing or do something to raise money like jump into the North sea, have all their hair shaved off or sing a song. You can donate money during the show by telephoning, posting a donation or going on the BBC's special website. A single is released into the music charts and all the money goes to the campaign. Last year's single was sung by Will Young and before that S Club 7 made a single to raise money. Christmas cards, calendars and gifts are just some of the things sold to raise money too.

Which of these words might best describe the UK people's way of raising money?

- boring
- fun
- strange
- weird
- humorous
- exciting
- inventive
- daring
- predictable

Task 4 Sponsorship

Many charity appeals involve sponsorship. Someone promises to do something like walk a long way, swim 200 lengths or jump out of a plane and other people sponsor him or her. They say 'If you do this swim I will pay you 50p for every length you swim' or 'I will pay you £2 if you jump out of a plane/ sing in public'. Many schools have sponsored spelling, swims, walks and football matches.

Which of the following things would you do to raise money for a charity?

- Run a marathon
- Cook a meal for the whole class
- Do a bunjy jump
- Do a parachute jump
- Swim in the North Sea in January (recently called “splashing for cash”!)
- Eat as much pizza as you can
- Sit in a cage with a lion
- Have all your hair cut off
- Walk 30km
- Sing a song on TV
- Learn a new dance craze
- Walk on hot coals

Which good cause would you give your money to? Why?

Task 5 Tournaments

Many schools and companies or work places organise tournaments to raise money.

- Cake baking competitions (the cakes are sold for charity)
- Five-a-side football (sponsor a team to win)
- School 'Pop Idol' competition (pay to come and watch)
- Design a T-shirt competition (pay to see the fashion show)
- Computer game competition (pay to participate)
- Wear something silly competition (pay to participate)

Do you like competitions?

Would you participate in any of the competitions listed above?

What sort of competitions could you organise in your school?

Task 6 Dress codes

Jeans for jeans and Strip4shelter ask people to throw out their usual dress rules. Many charity events ask people to abandon their usual reserve or their usual habits. People in the UK find it funny to break rules like this. Many of these social rules and habits are part of an unspoken code of behaviour.

What dress rules exist in your country?

Are there dress rules at your school or place of work?

Have you ever broken a dress rule? What happened?

Do your parents or grandparents think certain types of clothing should be worn for:

- school
- work
- weddings
- funerals
- parties
- meals out in restaurants
- other occasions?

Make a list of any other situations where there might be a dress code (spoken or unspoken).