

What is a Charity?

11-16 years

Suggested for students aged 11 to 16, with extension for higher ability or gifted and talented pupils. Key learning objectives:

- **Understand what a charity is**
- **Understand why charities are important**
- **Start planning a fundraising event.**

Class discussion

- Ask the class what they think charities are and what they do. Record their ideas on the whiteboard and discuss their thoughts.
- To confirm the pupils' ideas or provide more clarification, share this definition with the class: a charity is an Organisation set up to provide help and raise money for those in need. Charities usually raise money through donations and have volunteers that help.
- Ask the class what causes are most important to them
- Ask them to name a few examples of charities they have heard of before
- Discuss how charities like Histo UK rely on money raised through fundraising to continue doing their work and helping people.
- Ask the group how they think charities raise money and if they have been part of any fundraising events before.

Group activity

Split the class into small groups and ask them to brainstorm ideas for a new fundraising event they could host at school to raise funds for a charity or good cause of their choice.

Ask the groups to think about:

- How to make their event fun so that people will want to take part
- How their event will raise money - will people be sponsored or pay to attend or take part?
- Where in school will they hold their event - the hall, playground, field etc.?
- Once the groups have had a chance to discuss, ask them to share their ideas with the rest of the class and take a vote on which event the class think would be the most successful or best to run.

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Individual task:

- Once an event has been chosen, ask pupils to think about how they would promote their fundraising event to encourage people to take part.
- Some other ideas for promotion include:
a poster, a news item for the local paper, a radio advert or a leaflet
- Ask the pupils to create the content for their promotional activity and think about the design, layout, words and images, depending on their chosen format
- Ask them to also give some reasons why they have chosen this method to promote their event
- Ask pupils to present to their classmates in small groups, highlighting the key points of their promotional material.

Suggested activity for higher ability or gifted and talented pupils:

- Ask pupils to research how charities market events
- Ask pupils to create budget plans for their event
- Create a plan for promoting on social media
- Create a communications plan for promoting their event.

Get involved:

Use your pupils' great ideas to organise a fundraising event to help raise funds for Histiouk. Work with them to plan their event and help them understand what they need to think about during the planning process. Find lots of ideas and support at www.histiouk.org.

About Histiouk UK

Histiouk UK is the UK's leading histiocytosis charity for Children, young people, adults and their families. We fund research and provide information support. Find out more at www.histiouk.org.