

# Raising money for charity

## Lesson plan (flipped learning resources)

### Learning objectives/intentions

- Pupils understand how charities can help others
- Pupils understand that budgeting and planning their spending will allow them to maximise profit

### Resources

- **School fundraising** interactive activity
- **Raising money for charity** presentation
- **Fundraising planner** activity sheet

### Equipment

- Calculators
- Whiteboards and whiteboard pens (for informal notes and calculations)

### Preparation required

- Read through the **Raising money for charity** flipped learning resources
- Familiarise yourself with the lesson plan and presentation
- Print and prepare activity sheets as required
- Plan time in the previous lesson to introduce pupils to the flipped learning process and set their 'at home' task
- Look out for 'Assessment for Learning' (AfL) opportunities throughout this lesson plan

### Before the lesson

Pupils should complete the **School fundraising** interactive activity at home. This includes: pre-activity quiz, cake sale school fundraising activity and post-activity quiz.



### Getting started (10 minutes)

#### 'Raising money for charity' presentation slides 2-4

Use the **Raising money for charity** presentation slides 2-4 to set the scene, and write the word 'charity' on the board. Ask pupils to think of words or phrases they associate with the word charity. Allow pupils a couple of minutes to share with a talk partner before taking answers. Note down their ideas on a flip chart or whiteboard.

Pupils' ideas may be wide ranging and include why charities raise money, who they raise money for, and different ways money can be raised. They could also name charities that they know about.

#### AfL opportunity

Ask pupils if they have ever raised money for charity? Who was it for? What did they do?

Pupils may suggest cake sales, sponsored runs or giving clothes they have grown out of to a charity shop. If your class has taken part in charity fundraising in school, remind them of this, so that everyone is included and has the opportunity to feel proud about their contribution.

Explain to pupils that when you give money to a charity, it is called a donation. People can donate

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in different ways. You can donate goods (new or used goods) to a charity shop, you can donate time (volunteering to help out in some way or share your skills), and people can donate money (through sponsorship or from raising funds at an event).

Tell the pupils that today they are going to plan an event so they can raise money to donate to charity.

### Main activity



**Fundraising planner**  
(30 minutes)

**Presentation slides 5-8,**  
**'Fundraising planner' activity sheet**

### Planning the event

Use slides 5-7 of the presentation to help pupils start thinking about planning their charity event to complete their activity sheet.

Pupils should fill in the first three pages of the **Fundraising planner** activity sheet, stating why, where and when their event will take place.

They will need to think about all the different equipment, ingredients and resources they will need, as well as how they will promote their event. Some pupils may find this easier to think about as a group activity, so provide paper for the group to use for brainstorming their ideas.

The activity sheet can be used as a basis for planning any charity fundraising event and can easily be adapted to suit the needs of a range of learners.

### Working out the cost

Show slide 7 of the presentation and ask pupils to think about all the things they will need. They should use the internet to research the costs of each item and fill in the budget planner

on page 4 of their activity sheet.

Encourage them to consider how to keep their costs down – for example, by searching a range of supermarkets or by buying a cheaper brand. Pupils might also consider paying a little more for some things – for example, using sprinkles or decorated cupcake wrappers to attract customers.

Pupils can share and evaluate each other's work, based on the following questions:

- How much do you estimate your event will cost to put on?
- What were the most expensive items?
- Why is it important to promote your event?
- What was the cost of advertising?
- Now you know the cost of ingredients/materials, how much will you charge for each item?
- How will you ensure that you make a profit for your charity donation?

### Making a profit

Using presentation slide 8, explain to pupils that in order to be able to make a donation to charity, they need to make more money at their event than it cost to put on. In other words, they need to make a profit.

Drawing on their learning from the **School fundraising** interactive activity, pupils should make decisions about:

- How much they will charge for each cake
- What promotional activities they could consider to help them raise more money, e.g. raffles, selling donations from pupils and parents, or holding a competition
- What will their advertising cost? e.g. cost of flyers and posters
- What different ways could they try to encourage customers to buy more/leftovers? e.g. reduce the price or 'buy 2 get 1 free'
- How will they ensure they make a profit for their charity donation?

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Get pupils to explain why promotion is an important step in making the event a success and will enable them to raise money.

### Extension activities

#### Optional extra activity: Visit to the shops

If you have an accommodating local shop, you could organise small groups to visit the shop to research the costs on their planning sheets.

#### Interactive activity: 'School fundraising'

Use the interactive activity to allow pupils to reinforce their understanding of how to set up a charity fundraising event.

#### Set up a regular fundraising activity

Pupils could consider the implications of running a regular school event, such as a market. They should think about cost implications, but also the impact that a regular event might have in terms of sales, money raised, and popularity.



### Plenary (5-10 minutes)

#### Presentation slide 9

Bring pupils back together, show them slide 9 of the presentation and discuss their learning from the interactive activity and the class activities:

- What did you spend on setting up the event?
- How much did you spend on ingredients/materials?
- What other expenses did you incur?
- What is your total expenditure?
- How much money are you hoping to raise at the event?
- How much profit are you hoping to send to charity?
- How did you work that out?
- What other events could you plan?

### Take it further – opportunities for independent learning

Pupils could:

- Research online even more about fundraising
- Find out about the different ways young people can get involved in supporting charities
- Interview family and friends about times when they have raised money for charity. What motivated them to get involved and how did they feel?

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