

Case Study Lesson Plan

Case Study Objectives

- Explain the benefits of donating to charity;
- Rate the reliability and worthiness of different charities;
- Explore individual values as expressed in charitable donations.

For Jump\$tart & Math Common Core Standards Alignment click [here](#).

Materials

- Class set of [Give a Little case study](#)
- Computer and display capabilities to view the [Compare the Two Charities](#) infographic in color
- CHALLENGE: Computer to access the following [video](#) and [website](#)
- Optional: Paper and markers/design materials for the challenge tasks.

Key Terms

- Charity
- Fundraiser
- Program
- Administrative
- Tax deductible
- Accountable
- Transparent

CASE STUDY (40 MIN)

- **Situation/Case Study:** (10 min) Activate student knowledge by asking, “What does it mean to donate? What are some ways you can donate? What is a charity? What are some categories of charities?” List ways students can donate (time, clothes, toys, money, blood, etc.) and name products or services that charities provide (disaster relief, animal rescue, health care, education, clothing, etc.). Have students read the [Give a Little case study](#) as a class or individually. Ask some clarifying questions as you go to ensure comprehension: “What does tax deductible mean? What are some other examples of giving time/items/money? What are important things to think about and research before donating?”
- **Questions:** (10 min) Have students finish reading the [Give a Little case study](#) and look at the [Compare Two Charities](#) infographic to answer the case study questions.
- **Challenge (can include Presentation & Share):** (15 min) Have students read over the challenge and watch the video as an example of what a video script could look like. Then complete the charity research and persuasive paragraph/script using [charitynavigator.org](#). Time permitting, have students share their persuasive essay or a video script urging others to donate to this charity.
- **Reflection (Closing/Synthesis/Feedback):** (5 min) Ask students to share their understanding by asking, *Why is it important to donate? Why is it important to do research before donating?*

Assessment

- Evaluate accuracy and completeness of student answers to the questions and challenge using the [Teacher Answer Key](#)

Extensions/Connections

- Create a class fundraiser.
- Decide on the [charity](#)
- Decide on the [fundraiser](#)
- Set a goal \$ _____
- Determine what you will sell and the cost
- Set up a timeline
- Share the [Family Conversation Guide](#) for this lesson

Give a Little

WHY GIVE

People donate to charity for a variety of reasons. They might value helping others, feel connected to a certain cause or issue, or feel fortunate and want to give back. When people donate, they often like that they are making a difference in the world around them. Donating can be contagious: if peers see you donating, they are more likely to donate as well. Lastly, some charitable donations are tax deductible. That means taxes you owe the government can be reduced by the dollar amount that you donate.

WAYS TO GIVE

Give Time: volunteer to help at a shelter, church, or school.

Give Items: give away clothes, toys, or food that are new or still in good condition.

Give Money: Set aside part of your income each week (before you spend it) to give away. Or, raise money and give away the money you earn.



WHERE TO GIVE

People are more likely to donate to a cause that is personal to them. For instance, if you know someone affected by a certain disaster or illness, you are more likely to donate to a related disaster relief or medical research charity. Before giving, it is important to do research to make sure the charity of your choice aligns with your values, uses the money properly, and is **accountable** and **transparent** about its operations. Below are questions to think about when deciding where to give:

- *Does this charity support a cause that is important to me?*
Charities write “mission statements” telling you WHY they exist and what their goals are.
- *How much of the money actually goes to the program?*
While the majority of the money raised should go to programs, charities must also pay employees and spend money on fundraising and its operations.
- *How **accountable** and **transparent** is the charity?*
Accountable: Charities should be responsible for what they do and provide good reasons for their actions. **Transparent:** Charities should make their fundraising and spending practices available to the public.

QUESTIONS:

1. Why do you think the government allows charitable donations to be tax deductible? (Think about what taxes are used for.)
2. When you donate to a charity, it is rare that 100% of your money goes to the cause that the charity supports. How else might charities use donations?
3. [Compare the Two Charities](#) on the next page. Write three sentences saying which charity you would donate to and why. Use the questions under “WHERE TO GIVE” on this case study to guide your thinking.

CHALLENGE: Research two charities that align with your interests and values. Choose one that you would like to donate to. Write a persuasive paragraph (or a script for a video) urging others to donate to this charity as well. Include the charity’s scores and ratings as a part of your argument.

Watch this video by [KID PRESIDENT](#) to see an example of a video script.

Use charitynavigator.org to research the charities.

Give a Little: Compare Two Charities

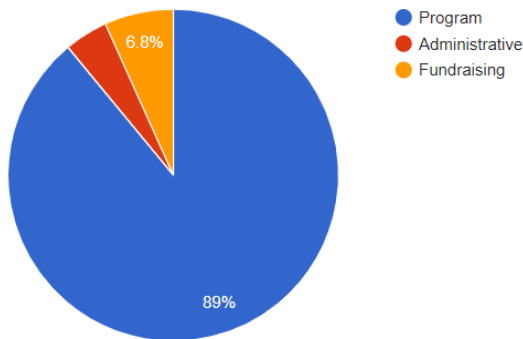
Name of Charity: American Red Cross

(Note: This charity is divided into smaller state charities that have different ratings)

Mission Statement: We bring shelter, food and comfort to those affected by disasters, large and small.

	Score (out of 100)	Rating
Overall Score & Rating	84.09	★★★★☆
Financial	77.50	★★☆☆
Accountability & Transparency	100.00	★★★★

Expenses Breakdown (FYE 06/2017)



KEY



Program

the amount of money that goes directly to the cause that the charity raises money to support



Administrative

the amount of money used to pay employees and other costs to make the charity run.



Fundraising

the amount of money used to put on fundraisers to get more people to donate money.

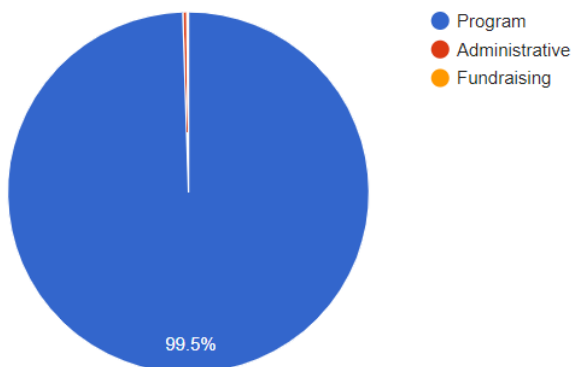
Name of Charity: Direct Relief

(Note: This charity is divided into smaller state charities that have different ratings)

Mission Statement: Improve the health and lives of people affected by poverty or emergencies.

	Score (out of 100)	Rating
Overall Score & Rating	100.00	★★★★★
Financial	100.00	★★★★
Accountability & Transparency	100.00	★★★★

Expenses Breakdown (FYE 06/2017)



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Give a Little Case Study Questions

1. Why do you think the government allows charitable donations to be tax deductible? (Think about what taxes are used for.)

I think the government allows charitable donations to be tax deductible because charitable donations help people in need and that is what the government uses some taxes for.

2. When you donate to a charity, it is rare that 100% of your money goes to the cause that the charity supports. How else might charities use donations?

Charities use donations to pay their employees, cover costs to run the business, and for fundraising. Costs to run a business might include rent, electricity, garbage collection and more.

Compare the Two Charities on the next page. Write three sentences saying which charity you would donate to and why. Use the questions under “WHERE TO GIVE” on this case study to guide your thinking.

Answers will vary: I would give to Direct Relief, because it looks like more of their money goes directly to the program. This means that more people affected by poverty and emergencies get a higher percentage of my donation.

Give a Little Case Study Challenge: Sample checklist for student paragraphs.

Note: Teachers may use this optional [rubric](#) to grade students on the persuasive effectiveness of their paragraph.

Component	Included
Charity's name and mission statement	
Charity's overall score	
Charity's financial score	
Charity's accountability and transparency score	
Some of the charity's expenses breakdown is mentioned	