



Resource—2 Side—1
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1—Who wants to change the world?

People give in different ways. They may give their time and energy, they may add their voice to make other people more aware of an issue or a problem. Many give money, and some even give blood.

Sometimes it can be difficult to give, but many people say that when they do, it makes them feel better about themselves and about the world in general. They feel involved, they feel needed, and often they find that the links they make with other people make their lives more enjoyable.

Some charities start out as a practical response to some local or particular need, but others begin with a Big Idea – someone dreams of a better world and then tries to make it a reality. Some people feel they've just got to do something and they start a new charity with enormous energy – and if many other people feel the same way, their new charity really takes off!

Read the stories here about three people who took action to turn their dream into a reality.



In 1986, Esther Rantzen made an appeal on the TV programme *That's Life!* for help with a survey on child abuse. So many people called in, the lines were jammed. She realised that something needed to be done to help children suffering abuse and, with other people at the BBC and some professional childcare workers, she set up ChildLine, a free 24-hour helpline for children. So far, it's helped more than a million people.



Marie Curie was a scientist whose work on radioactivity has led to new areas of medicine, including radiotherapy. The charity Marie Curie Cancer Care was founded in her honour in 1948. Today it provides high-quality nursing, totally free, to give terminally ill people the choice of dying at home supported by their families.



Richard Curtis co-founded Comic Relief with Jane Tewson and other leading figures from the world of comedy. Alongside a busy career as the screenwriter of worldwide hits like *Four Weddings and a Funeral*, *Notting Hill*, *Blackadder* and *The Vicar of Dibley*, he has worked very hard to establish Comic Relief as a leading charity that raises funds to fight poverty and social injustice.

These three organisations are examples of two different kinds of charities:

ChildLine and Marie Curie Cancer Care both provide a service – and also raise funds to pay for it.

Comic Relief simply raises funds in order to pass them on to other charities that provide a service.

These three people all started from the same point: they felt so strongly about an issue that they decided to roll up their sleeves and do something about it.

Most people who start charities devote their lives to the cause they believe in. They don't just give some spare cash, they give all they can to make their dream a reality. You don't have to go that far, though – there are lots of different ways of helping to make things better. The first step is to decide what you really care about.

Some useful websites

www.childline.org.uk – ChildLine

www.mariecurie.org.uk – Marie Curie Cancer Care

www.comicrelief.com – Comic Relief



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2—Case study: the WWF



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In 1960, a senior British biologist, Sir Julian Huxley, went to East Africa to advise the United Nations on wildlife conservation there. To his horror, he realised that the wild animals and their habitats were being destroyed at such a rate that, if nothing was done, they would all be gone within 20 years. When he returned to the UK, he wrote articles for the Observer newspaper to make people aware of this.

Many people were so concerned that they wrote to him. One man, a businessman called Victor Stolan, suggested that Huxley should set up an organisation to do something about it. He took up the challenge, and by 1961 had gathered a group of experts from different fields including the sciences, advertising and public relations. Together they set up the WWF, with a headquarters in Switzerland. It wasn't long before money was flowing in to set up new schemes to protect endangered species and habitats all over the world.

Today the WWF is the world's largest independent conservation charity, active in more than 90 countries. It has around five million supporters, and 90% of its income comes from donations from individuals and businesses. Each of its many offices raises money to fund projects in its own country, but they all also make a contribution to the costs of the central office, which co-ordinates what everyone is doing.

This is how the WWF summarises its mission:

WWF works to

- conserve endangered species, such as tigers, great apes and whales;
- protect endangered spaces, such as forests, savannahs, wetlands and seas;
- address global threats to the planet, such as climate change and toxic chemicals

for the benefit of people and nature.

The charity was a success because Julian Huxley felt passionate about the need to save the animals of East Africa and their habitats. He knew he couldn't do it on his own, so he got help from other people. As a businessman, Victor Stolan could advise him on how to set up an organisation. Max Nicholson, an expert on birds, knew about conservation, and the experts in advertising and public relations helped to bring the new charity to the world's attention.

There are many other conservation charities around the world. Some work to protect particular species, or wildlife in particular countries, and others protect wildlife and the environment all over the world. Look at the websites below to see some of these charities.



“www.panda.org”

The most familiar image of the WWF is the giant panda. While Julian Huxley & Co were setting up the charity, Chi-Chi – famous as one of the few giant pandas that were left – arrived at London Zoo. The founders of the WWF agreed that everyone would recognise Chi-Chi's image as a symbol of the need for conservation.

Some useful websites

- www.wwf.org.uk – the WWF (formerly World Wildlife Fund)
- www.bornfree.org.uk – the Born Free Foundation
- www.foe.co.uk – Friends of the Earth
- www.greenpeace.org – Greenpeace
- www.nationaltrust.org.uk – the National Trust
- www.rspb.org.uk – the Royal Society for the Protection of Birds (RSPB)