

# Essential Skills Wales

## Essential Employability Skills (EES)

### Level 3 Controlled Task

#### Candidate Pack

## Charity Fundraising

Sample 2.1  
Specimen Assessment Material

Candidate name:
Candidate number:
Unique Learner Number (ULN) <i>(if applicable)</i> :
Date registered for EES with awarding body:
Centre name:
Centre number:

You have up to **8 hours in total** to complete this controlled task, although that time can be split over a number of sessions.

Details of when each session started and ended **must** be recorded below

Date controlled task started:							
Date controlled task completed <i>(no more than eight weeks later)</i> :							
Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
	<i>Date</i>	<i>Date</i>	<i>Date</i>	<i>Date</i>	<i>Date</i>	<i>Date</i>	<i>Date</i>
<i>Duration</i>	<i>Duration</i>	<i>Duration</i>	<i>Duration</i>	<i>Duration</i>	<i>Duration</i>	<i>Duration</i>	<i>Duration</i>
<b>Total</b> time spent:							

If more than eight sessions are required, any further dates/durations should be recorded on a separate sheet.

Produced jointly by the four Essential Skills awarding bodies:

Agored Cymru  
City & Guilds  
Pearson  
WJEC



**This task pack contains a scenario and a set of instructions. It also contains guidance for the structured discussion you will need to have with your assessor after completing this task.**

- Make sure you read through the scenario and instructions carefully before you start.
- You will be supervised throughout your time working on this task, although during that time you can use most of the equipment that would normally be available to you in a real-life situation (this may include accessing the internet).
- All work submitted must be **entirely** your own. You are not allowed to be given any help with the skills that are being assessed through this controlled task.
- Make sure you hand in all of your work at the end of **each** session. You are not allowed to take any task materials away with you, or have access to these between sessions.
- Make sure you **sign the declaration** at the back of this pack at the end of your final session working on this task.
- It is recommended that size of your team should be between 3-5 members.

### **Structured Discussion:**

- Once you have completed your task you will take part in a Structured Discussion with your assessor.
- You will discuss the task that you have completed and how you and the team performed.

### **IMPORTANT:**

**You must record evidence of both your individual and team contribution throughout the task.**

## Task instructions: Charity fundraising

### Scenario

Most charities depend on donations made by the public. Charities are in competition with each other for these donations and need to use innovative methods to encourage people to support them.

In order to complete the task there are a number of things your team needs to consider:

- which local or national charities to support
- the target audience for your chosen charity
- different ways to support your chosen charity
- the best method to encourage your target audience to support your chosen charity.

In this task you will be using the information you have found and your problem solving skills.

Prepare to present this solution to representatives of the charity.

### Examples of ways your team may present the information may include:

- presentation
- talk
- storyboard
- audio/visual
- webpage/blog/vlog.

### What you need to do:

You will be working in a team. However, you must show how you have taken part at every stage. You must demonstrate and record effective personal and team working skills throughout the whole task e.g.

respect

- valuing diversity
- emotional intelligence
- time management
- accountability
- assertiveness.

Record how you have done this.

## **Part 1 - Identify:**

### **On your own:**

- Explain and record the main purpose of the task, including underlying issues.

### **In your team:**

- Identify and briefly explain at least four underlying issues and what you need to do to complete the task.

## **Part 2 - Generate:**

### **In your team:**

You are going to be making decisions.

- Evaluate at least three appropriate decision making techniques.
- Select and justify an effective decision making technique to use in this task.

### **On your own:**

Generate creative ideas about:

- at least two local and national charities you could support and their possible target audiences.
- at least two different ways to support each of these charities.

Make sure you record these ideas.

## **Part 3 – Refine:**

### **In your team:**

- Bring together and share these creative ideas (Each team member must share at least one of their ideas, including ways to support the charity).
- Demonstrate your chosen decision making technique to agree on a charity and the target audience.
- Generate at least three ideas to help decide how you will encourage the target audience to support your chosen charity.
- Choose, justify and develop an appropriate idea by:
  - evaluating the suitability of your ideas for the task
  - choosing one appropriate idea, giving reasons
  - explaining possible uncertainties and risks.

Make sure you record all your individual and team evidence.

## **Part 4 - Plan:**

### **In your team:**

Construct and organise a plan to encourage your target audience to support your chosen charity.

When constructing your organised plan, you need to:

- set SMART targets
- describe activities to help you achieve your SMART targets
- identify appropriate resources
- complete a risk assessment
- describe relevant contingencies
- identify arrangements for monitoring and reviewing
- prepare to present the outcome to representatives of the charity.

During the planning process:

- explain and justify appropriate roles and responsibilities needed for the task
- define the skills and knowledge required for all roles
- each team member must explain their knowledge, skills and attitudes relevant to the task
- negotiate, agree and assign appropriate roles and responsibilities for all team members.

## **Part 5 – Carry out the Plan:**

Each team member will demonstrate that they have followed the plan to carry out the responsibilities of their allocated role and made changes where appropriate.

You must apply effective personal and team working skills throughout the whole task, e.g.

- respect
- valuing diversity
- emotional intelligence
- time management
- accountability
- assertiveness.

## **Part 6 - Present:**

To complete the task, bring together each team member's work and present this in a logical and organised way.

The Structured Discussion can take place outside of the allocated time for the Controlled Task and after the eight week working period. This should take no longer than 30 minutes.

You must prepare for the discussion and submit any notes made.

Your assessor will talk to you about the task you have completed.

**Your assessor may also discuss how you have:**

- reflected on and evaluated the information gathered, the decisions made and the outcomes of the task
- evaluated strengths and weaknesses of the decisions made during the task
- reflected on and evaluated the planning and organisation skills used during the task
- evaluated strengths and weaknesses of the planning and organisation skills used during the task
- evaluated own contribution to the task and the overall team performance
- critically reflected on what went well and suggesting improvements
- reviewed the personal and team working skills used during the task
- evaluated the creative processes used during the task.

## Declarations

The candidate and assessor declarations **must** be completed.

Candidate name: \_\_\_\_\_

### **Candidate declaration:**

I confirm that this is entirely my own work and it was completed in the times stated on the front cover.

Candidate signature \_\_\_\_\_ Date \_\_\_\_\_

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### **Assessor declaration:**

I confirm that this candidate has met the standard required for the controlled task. The controlled task was conducted under the specified conditions and completed within the working period and working time requirements.

Assessor signature \_\_\_\_\_ Date \_\_\_\_\_

### **Internal quality assurer (IQA) declaration:**

*(if sampled)*

I have internally quality assured this work and confirm that the standards have been met.

IQA signature \_\_\_\_\_ Date \_\_\_\_\_

### **External quality assurer (EQA) declaration:**

*(if sampled)*

I have externally quality assured this work and confirm that the standards have been met.

EQA signature \_\_\_\_\_ Date \_\_\_\_\_