neals **CHV 2O – Civics Course Culminating**\_\_\_\_\_\_\_\_\_\_\_due date: Monday, May 23rd

**Non-Governmental Organization Course Culminating Task**

**Learning Goal:** I will evaluate civic actions of individuals and non-governmental organizations that have made a difference in global affairs and human rights.

**Non-Governmental Organizations (NGOs) are organizations that operate independently from any governments and are often funded by donations from private citizens and groups. They are usually not for profit and generally have some kind of social, cultural, legal, and environmental advocacy goals. The Red Cross, Green Peace, and Amnesty International are some well-known examples of NGOs.**

In this assignment, you will be researching a NGO that advocates for **human and/or animal rights**. You may pick an organization from the following;

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| * + - * **World Vision** * **Amnesty International** * **Free the Children** * **Humane Society** * **Medecins Sans Frontieres(Doctors without Boarders)** * **Habitat for Humanity** * **Ceasefire** * **Fair Share** * **Elephant Nature Park** | * **UNICEF** * **Oxfam** * **Plan Canada** * **Because I am a Girl (PC)** * **TED (TEDTalks)** * **Human Rights Watch** * **Kickstart** * **Jumpstart** * **Make a Wish Foundation** | * **Anti-Slavery International** * **One Acre Fund** * **A Place Called Home** * **Kawartha Lakes Food Source** * **Kawartha Turtle Trauma Centre** * **Rainforest Alliance** * **TRIAL** * **More NGOs at theglobaljournal.net/2012/Top100NGOs/** |

**Your Task:**

**You must create a presentation in order to inform your classmates about the purposeful and important actions your NGO takes in order to help an aspect of the world.**

* **Time ~ 10-15 minutes**
* **Short video (under 5 minutes)**
* **Minimum 4 images demonstrating actions or messages**

**Your presentation should include:**

* The name of and history/origins of the organization
* The primary aims/mission and goals of the NGO
* The group’s main sources of finance
* The types of actions taken by the organization to achieve its goals (petitions, marches, etc.)
* Where in the world does it operate today? Why? Where is the group headquarters?
* Major events in its history / Success stories (provide evidence and statistics)
* Celebrity endorsement/supporters
* Regional, National, and/or International Contact information
* Explain why the NGO is important and deserves the reader’s support and donations.

**PART 2: Active Citizen - Advertisement**

Choose an event/fundraiser your NGO is hosting. You will promote this event amongst your classmates and use your presentation as a platform (3-4 slides):

* When/Where is the event?
* What is the event for?/Are they raising money for a specific cause or just “in general”?
* What is the issue/problem? (why do they need to raise money?)
* What is the goal/what does the NGO hope to accomplish?
* Are they getting people involved? Who is involved? (celebrity endorsement)
* Demonstrate why this issue is of importance and needs to be brought to light. Why do you feel this is a good cause to get involved in?
* Identify your target audience. Will your ad/poster influence a certain audience? Are you targeting an adult audience or an audience of your peers? Is it designed to persuade a Canadian audience, or an audience in a developing country?