



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education (9–1)

FIRST LANGUAGE ENGLISH

0627/02

Paper 2 Directed Writing and Composition

May/June 2018

READING BOOKLET INSERT

2 hours

READ THESE INSTRUCTIONS FIRST

This Reading Booklet Insert contains the reading passages for use with **Section 1, Question 1** on the Question Paper.

You may annotate this Reading Booklet Insert and use the blank spaces for planning.
This Reading Booklet Insert is **not** assessed by the Examiner.



This syllabus is regulated for use in England as a Cambridge International Level 1/Level 2 (9–1) Certificate.

This document consists of **3** printed pages and **1** blank page.

Read carefully the two passages and then answer **Section 1, Question 1** on the Question Paper.

Passage A: 'Charity muggers' banned from collecting

A local town has banned charity collectors from collecting money from the public in the town centre on every day except Tuesdays and Thursdays.

Charity collectors, dubbed 'charity muggers', or 'chuggers', because of their aggressive tactics, have been limited to collecting on only two days a week following complaints from shoppers and traders. Some shoppers stopped using the town centre because they were being repeatedly hassled by chuggers, to donate or pledge money, traders claimed. Support is rising for charity collectors to be banned completely.

'We know shoppers avoid town, having been repeatedly approached by charity collectors operating there in the past. We've tried to find a balance between allowing charities to raise cash for worthy causes while at the same time preventing collectors being seen as a nuisance,' explained the council representative responsible for the idea.

The agreement is voluntary but draws support from major charities working in the area.

Kim Meers, president of the town's trade organisation, said, 'We've supported this agreement as having some control over chuggers will help a bit. There's no legal way to stop them, so this is a positive step.'

As well as limiting chuggers to just two days a week, the agreement also has a clear set of guidelines for collectors to work within. As part of the agreement there will be a maximum of two collectors operating in any one area and they will be required to wear formal identity badges and follow a code of conduct.

Peter Pinkney, chair of the residents' association, said the agreement did not go far enough, and chuggers should be banned completely. He argued the issue was about the rights of the public not to be put under undue pressure to give.

He added, 'People don't realise that money goes to the chuggers and the marketing company they work for, and often not the charity itself. Money, which is intended for good causes, is being siphoned off. I don't believe chuggers do any good for charities.'

A representative from a charity explained, 'Charities rely on the voluntary support of the public to be able to provide services for their beneficiaries. Charities need to be able to ask the public for donations.'

Passage B: A time to stop giving

People are especially likely to respond to charity advertisements featuring tragic images, but they should ask themselves why, says the writer of this article.

Although music and fashion have changed, charities are still stuck in the 1980s. I believe it is time for the charity sector to provide, and the public to fund, a new form of charity – one that encourages respect for everyone involved and engagement with the issue.

Check the advertising in the paper or at the train station. You are told so-much-a-month can save this child's life, give a meal to this orphan. Lonesome faces will stare at you from the newspaper page or the billboard. Guilt, shock and pity are the motivating impulses. But people have been donating in response to images like this for decades. So why has nothing changed? And where did all the money go?

These questions demand answers. If good money follows bad, nothing will change. I want to see poverty/shock advertising consigned to the history books, right alongside eighties fashion and smoking in restaurants. This type of fundraising is old-fashioned and delivers the wrong message – it does nothing to raise awareness or improve understanding of the issues.

This is my personal opinion but it is based on my experience over the last 14 years, founding and developing a children's rights charity and being a consultant for a further 50 organisations worldwide.

I'm now going to suggest something unusual for a charity founder. Next time you see a pair of hungry eyes staring at you from the newspaper, do not donate.

Instead, you should write to your favourite charity and ask them three simple questions:

- When will the project they are fund-raising for stop?
- When the project stops, how will they know whether it was successful?
- How will they share the information on the project's success or failure with donors?

Any good charity can answer these questions. Unfortunately, in my experience, many more cannot.

Experience of partnership working is what makes me so dismissive of the pity advertising of the newspaper and billboard. No one is better placed to identify causes and deliver programmes to support people than those who live and work in affected communities. There are many highly motivated, well-intentioned and knowledgeable local individuals and organisations. I want to empower local people themselves to make the changes they know they need.

Pity funds a blank cheque to a faceless charity. It does nothing to fund the right sort of outcomes. It is unaccountable to the donor and unaccountable to the people it is supposed to benefit. It can be easily squandered and the next day a new image can raise more money and the cycle continues.

Charities should get serious about sustainability. As a concept, it's uncontroversial. For me, sustainability doesn't mean just solving today's problems, but ensuring that local people can solve their own problems independently in the long term. For example, my charity funds small businesses, which generates growth in the local economy. This effect will ultimately produce greater benefits for the community.

The end result of this approach is that my charity's project is on track to be sustainable in the next five years. And with that, my charity will close.

I used to say that you'd never see a billboard for my charity, until 2011 when we were donated the whole platform of billboards in a station in London. It was too good an opportunity to miss.

Our posters said, 'They can't depend on us', 'Please help us walk away', and 'Help us close down'.

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