Identifying Values

people learn | business profits

Your company has been advised that it can offset charitable donations against tax.

It has been decided that a donation of £2,000 should be made.

To make an impact, the company is advised that this sum should be paid to one charity.

All employees were invited to suggest their favourite 'good cause' and a number of suggestions were made.

The Company Director finds it impossible to choose from the top four preferred charities so you have been asked to make a decision because you have no personal connection with any of the listed charities.

The Director's only guidance is that the company should be "seen in a good light among its customers" for making this donation.

Your task is to choose one charity from the list below and explain why the other charities were not selected.

1. **The local hospice – caring for terminally ill patients, it specialises in the care of cancer patients**

2. **Oxfam – towards their recent, high profile appeal following a massive earthquake in southern India**

3. **The local football club – they need a new strip and help with the refurbishing their changing rooms**

4. **The local animal rescue centre – their need for more animal housing has been highlighted in the paper recently**

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Please explain the decision that you have reached and briefly why each of the other charities were not selected.

1. The local hospice

2. Oxfam

3. The local football club

4. The local animal centre