

CZS the Charity

How and why Colchester Zoo became CZS

Year 10-11

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will know how Colchester Zoological Society represents a mission driven business, with charitable goals rather than profit as a business aim.
- ✓ **Most pupils** will understand that there are major financial changes when transitioning from a Ltd. to a Charity
- ✓ **Some pupils** will understand how these changes have impacted the zoo's SWOT analysis and future plans

Session Outline:

The session starts by outlining the variety of business models used by zoos before focusing on charity as an example of a non-profit organisation with mission-oriented goals. We'll then discuss the changes to the business structure and management. The financial objectives, and impacts of this change are then covered in detail with side-by-side comparisons of operating as a Ltd. compared to a charity. Future potential changes are then examined including potential new revenue sources, and a SWOT analysis of what this changes means for the future



Curriculum Links

Business

Tourism &
Leisure

Finance

Accounting