

The Hargreaves Foundation

Name _____ Date _____



Meet Percy Hargreaves. He's an unusual character, a bit of a recluse and very private. He might not look like it, but he's actually very, very rich. He's also a very generous person, but he doesn't like to advertise the fact. He help's people by giving them money to set up new businesses.

He's looking for new people to help and he has a pot of money to give away. Your challenge is to come up with the best business idea that you can to try and secure his backing.

However, there is one thing you should know about Mr. Hargreaves, as he prefers to be called, and that is that he is a real stickler for literacy. He has been known to turn down brilliant ideas due to shoddy grammar or careless spelling. Your challenge today is to impress him with your ideas and your literacy skills.

The first test he has set is these questions below to see whether or not you will qualify for his project. Good luck!

1. The purpose of this text is to
 - a. Persuade
 - b. Entertain
 - c. Inform
 - d. Instruct

2. There is an apostrophe misused in the first paragraph. Is it:
 - a. He's an unusual character
 - b. He's actually very, very rich
 - c. He doesn't
 - d. He help's people

3. Quallify in the last line is spelt incorrectly. It should be:
 - a. Qualiffy
 - b. Qualify
 - c. Qualifie
 - d. Qaulify

Your tutor will let you know if your team is through to the next round.

Name _____ Date _____

Congratulations!

Mr. Hargreaves is very impressed with your literacy.

He now has some tasks for you to complete. **His tips are in bold print.**

Tasks

- Think of a product or service that is needed. **It has to be an original idea and something people will want.**
- You need to make a spidergram to plan what you will write.
- When you have all your ideas down, arrange them into themes.
- Then use informative language to tell Mr. Hargreaves about your product. **Be clear and precise.**
- After that you will have to use some persuasive language to sell the product. You are going to design an advert for your target audience. Think about who you are aiming it at and make sure it will appeal to them. **What about non-textual features? How can you make use of them?**
- Finally you need to present the product or service to the rest of the group so that Mr. Hargreaves' representative (your tutor) can judge which is the best idea. You will need to give a short presentation.
- Mr. Hargreaves' representative is a literacy expert and they will be on hand to help you through the whole process.