



**STUDENT
GUIDE**

Dear Change-Maker,

Welcome to the WE Movement. We are so excited that you have joined us, along with your friends, on our shared mission to create positive change in the world.

We know that it sometimes feels like you are the only person who cares, that you are alone in wanting to change all of those things that worry you, like bullying, world hunger, homelessness, poverty, discrimination—the list can seem endless and alone we often can feel powerless. How can I make a difference?

When we started, we were students, just like you. And when we were in school we had some pretty awesome role models who were there to help guide and support us: our teachers. With their help, we were given the courage to overcome some tough times, like when we were both bullied for trying to make an impact on the issues we cared about.

Twenty years ago Craig rallied 11 of his friends to start a small club in his school to take action—he started Free The Children, which has now grown into a movement of young change-makers, a movement of all of us, a movement of WE.

We created WE Schools because we remembered the passion we had as young students and the desire to take real action to make a difference in our world. You want to help. You have great ideas. With the right tools and support, you have the power to end poverty, hunger, gender inequality and so much more. We want to help provide you with the tools we wish we had when we first started.

When it comes to making the world a better place, know that you are not alone. We are here to help and support you on this journey together.

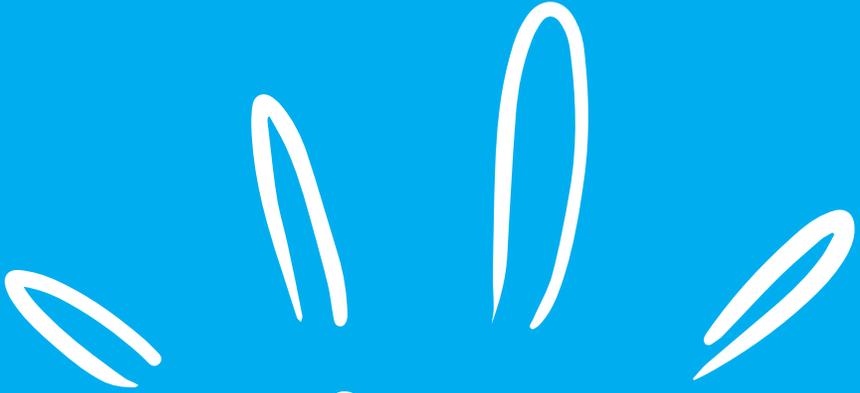
For more information check out WE.org and join us in taking the WE Pledge.

We are stronger together,



Craig Kielburger and Marc Kielburger





WELCOME

TOGETHER WITH YOUR TEACHER,
you will create a Yearlong Action Plan, take a local
and a global action, and submit a Year in Review to share
all of the impacts you have made together and

EARN YOUR TICKET TO WE DAY!

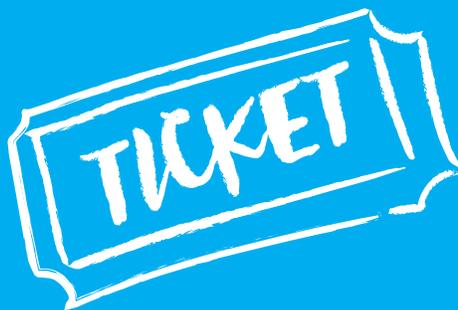


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CONNECT WITH YOUR WE SCHOOLS COORDINATOR

COORDINATOR: _____

EMAIL: _____

PHONE: _____

SKYPE USERNAME: _____

YOUR WE CODE: _____

Using Your Student Guide



THE STUDENT GUIDE AND THE STUDENT YEARBOOK GO TOGETHER LIKE PEANUT BUTTER AND JELLY.

THE STUDENT GUIDE IS A ROADMAP AND A PASSPORT, helping you discover your community in ways you've never seen it before and giving you access to issues in countries thousands of kilometres away. The Student Guide is intended to help spark ideas and make your next campaign a game-changer, while the Student Yearbook will help you plan your year of action.

Inside you'll find a collection of local and global campaigns for taking action. If you want to dig deeper, ask your teacher about photocopiable resources, lesson plans and extra opportunities to celebrate your actions as a class. In fact, this kit has a whole bunch of extra stuff, like campaign posters, fundraising materials and a USB packed with activities and videos. Ask your teacher about these as you get inspired about your year.

Alright, we know you're probably eager to get cracking, so go ahead and explore the guide for yourself. If you need any help, just check in with your teacher.

Why Take Local Action?



IN 1969, A TEAM OF RESEARCHERS LEFT USED CARS UNATTENDED IN TWO NEIGHBOURHOODS. ONE WAS IN A BIG CITY WHERE NEIGHBOURS DIDN'T REALLY KNOW EACH OTHER; THE OTHER WAS A TIGHT-KNIT COMMUNITY WHERE THEY DID.

IN THE BIG CITY, the research team didn't have time to set up their cameras before the first vandal struck, and within 48 hours, the car had been stripped of every valuable part and graffitied beyond recognition. In the tight-knit community? Over five days, the only contact with the car was a concerned neighbour shutting the hood to protect the engine from rain. When the researchers came to remove the vehicle, someone called the police to stop the perceived theft.

So what do these cars have to do with your local action? Well, the experiment tells us that in communities where we know and appreciate each other, we're less likely to act destructively and more likely to look out for one another.

When you reach out and take action locally, you remove the boundaries that separate people in your neighbourhood. You're not just tackling an issue like hunger or poverty—you're also moving your community from "me" to "we." And that's a game-changer.

Why Take Global Action?



WRITER HENRY MILLER WROTE,

“ONE’S DESTINATION IS NEVER A PLACE,
BUT RATHER A NEW WAY OF LOOKING AT THINGS.”

TRUE STORY. By taking action this year, you’re setting out on a global journey. You’re going to learn about the lives of youth in developing communities around the world and discover new points of view. How different is your daily routine from a day in the life of a girl who hikes six kilometres just to collect the water her family needs to survive?

And maybe learning about situations in other countries will draw your attention to poverty or inequality in your own community. That’s the powerful thing about taking action with a global mindset: you change the world and the world has a chance to change you.

We often think about developing communities as struggling through war, hunger or poverty, but this is only one side of the story. In the midst of poverty, families dream of a better life, work hard to send their children to school and share what they have with others. They each have a story that we can learn from and an important lesson to remember when you’re planning your action.

Stay open to new perspectives, and you’ll learn to plan your actions in a way that truly respects the needs, wants and experiences of the people you’re trying to help.

Why Support WE Villages?



AT 12 YEARS OLD, CRAIG KIELBURGER TEAMED UP WITH A GROUP OF HIS FRIENDS TO FREE CHILDREN FROM LABOUR AND EXPLOITATION, AND MAKE THE DREAM OF EDUCATION COME TRUE FOR EVERY CHILD.

THESE TWELVE 12-YEAR-OLDS banded together to create the organization called Free The Children. They began by partnering with communities to build schools and help move kids out of sweatshops and into classrooms.

But in many countries, girls missed out on school because of household chores like fetching water—a task that often took hours and had them bringing back murky water that made them sick. So, Free The Children began building wells near schools and setting up health care programs, allowing girls to fulfill their responsibilities and show up feeling their best. When children missed school to help on their family farms, we launched food security and income opportunity projects to support local economies and remove all barriers to education. The result? WE Villages: a holistic, sustainable development model!

WE Villages empowers communities to break the cycle of poverty. It connects people from around the world to create positive change and achieve impacts that last. And with your help, there's a whole new generation of youth turning dreams into reality.

What Makes a Sustainable Community?

A **SUSTAINABLE COMMUNITY** is one where families have the knowledge and skills to be self-reliant. The goal of WE Villages is to do just that. Through five Pillars of Impact, we implement a holistic, sustainable development model so that communities can lift themselves out of poverty and never have to rely on charity again.



EDUCATION

When children are equipped with the tools they need to succeed in school, they can focus on aiming for A's and building a better future for their families and communities.

- ▶ 1,000+ school rooms have been built, giving more than 200,000 children access to education.



WATER

Providing communities with access to clean water means girls get to dream big too and soak up the benefits of education instead of skipping school to fetch water from a distant source. Families can keep themselves healthy with uncontaminated water and run successful and sustainable farms.

- ▶ More than one million people have been provided with clean water and sanitation.



HEALTH

When children are healthy, they're less likely to miss school or drop out. And when parents are free of illness, family businesses are more likely to thrive.

- ▶ \$25 million in medical supplies has helped provide more than one million people with health care.



FOOD

Chew on this: if female farmers had the same resources as male farmers, up to 150 million more people would be fed. That's bananas! We teamed up with PotashCorp, founding sponsor of our Food Pillar, to share a lesson package. Ask your teacher about downloading food security lesson plans from WE.org/weschools/educator-resources.

- ▶ 15 million nutritious meals have been produced by farmers engaged in our agriculture programs.



OPPORTUNITY

With workshops on running financially successful farms and small businesses, families have what they need to be self-sustaining. Parents can also discover new skills and invest in their children's futures.

- ▶ 30,000+ women have empowered themselves with financial independence through our programs.

READY TO BEGIN?

Great! Let's get going!

STEP 1

Connect to a country.



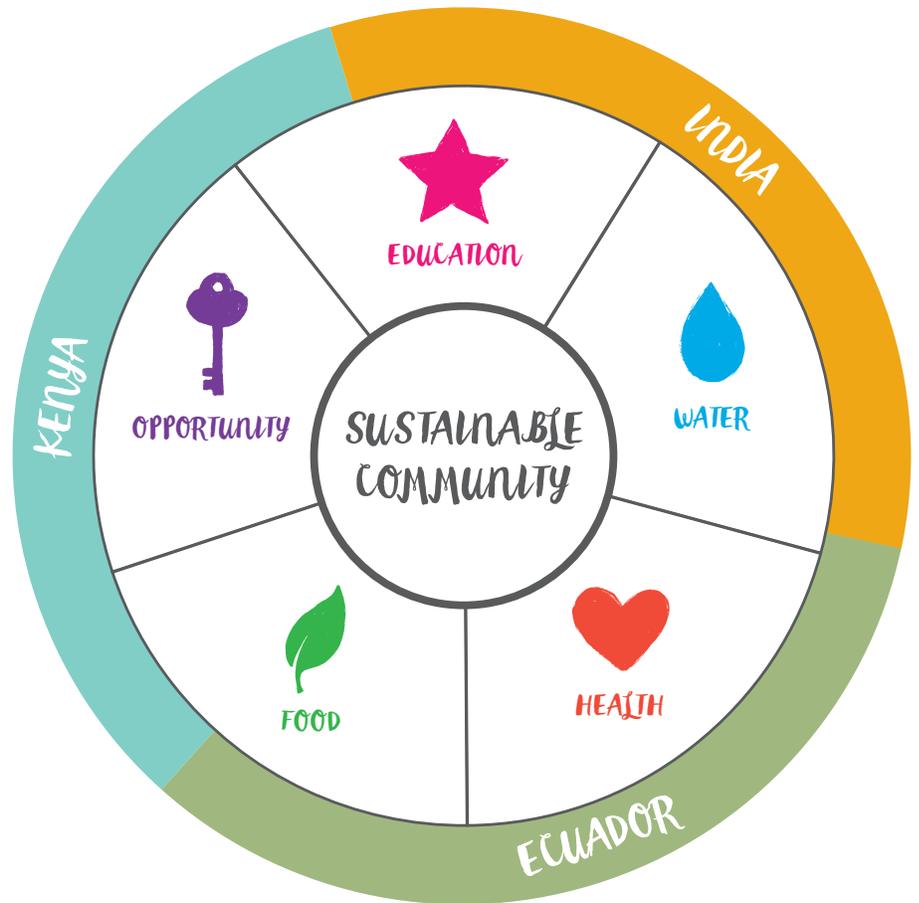
STEP 2

Connect to a Pillar of Impact.



STEP 3

Start fundraising!



WHAT'S YOUR GOAL?

For a WE Villages partner community, \$1,000 means one year of primary school education for an entire classroom, water for life for a class of students, health and income opportunity workshops for a women's group, or one year of nutritious meals for a whole school room. Pretty awesome, eh?

WANT TO DO MORE?

Raised enough funds for one Pillar of Impact just on your first campaign? That's amazing! You're a fundraising master so keep up the good work and move on to the next one. Keep going until you've supported all five WE Villages Pillars of Impact.

By supporting all five Pillars of Impact, you and your team can provide an entire school with the resources it needs to educate and empower change-makers across the world.

And then we become many voices coming together to change the world.

Types of Action

VOLUNTEERING

Volunteering means giving your time to a cause you care about. This could mean staying within your neighbourhood and helping out locally or crossing the ocean to help a community in another country.

EXAMPLE: You could spend the day at a local soup kitchen or take two weeks to help out with an international development project overseas. The possibilities are endless!

SUGGESTED CAMPAIGN: [WE Volunteer Now](#)

AWARENESS-RAISING

Awareness-raising involves focusing the attention of others on a cause or issue in the world. Regardless of the action you take, the objective is to increase others' understanding.

EXAMPLE: Movie night. Hold a screening of your favourite documentary on an issue close to your heart and have a discussion afterward to find out how much everyone learned.

SUGGESTED CAMPAIGN: [WE Stand Together](#)

FUNDRAISING

Fundraising involves collecting donations of money from individuals, businesses, charitable foundations or government agencies.

EXAMPLE: Coin drive. Little things add up to big things! Ask friends and family to donate their loose change for a cause you care about.

SUGGESTED CAMPAIGN: [WE Create Change](#)

MATERIAL SUPPORT

Material support involves collecting donations of materials or items like canned goods, second-hand clothing or books for a charitable cause.

EXAMPLE: Food drive. Get a team together to collect non-perishable food items for your neighbourhood food bank.

SUGGESTED CAMPAIGN: [WE Scare Hunger](#)

BEHAVIOURAL CHANGE

Behavioural change involves turning bad habits or routines into positive ones. This could be anything from cutting down shower time to refusing to use plastic bags or bottles.

EXAMPLE: Take a pledge to reduce your negative impacts on the Earth and boost your positive ones, by packing no-waste lunches or walking to school instead of driving.

SUGGESTED CAMPAIGN: [WE Take Charge](#)

ADVOCACY

Advocacy involves rallying your government or other institutions to make systemic or policy changes to something you see as an injustice in the world, your country or your community.

EXAMPLE: Collect signatures for a petition and send it to your local or national government official.

SUGGESTED CAMPAIGN: [WE Are One](#)

Canada Turns 150!

BIRTHDAYS ARE THE BEST! And in 2017, Canada's got a big one. From October 19, 2016—WE Day Toronto—until December 2017, we're celebrating by reflecting on our country's past and shaping our vision for its future. Canada 150 is about all of us coming together, joining the celebrations and showing our pride from coast to coast to coast.

This national milestone is also an important moment for WE Schools because Living WE is what living in Canada is all about.

THE NEXT 150 YEARS

As we look to the future, Canada 150 is highlighting four themes that reflect fundamental Canadian values, which are important to keep in mind as our society grows.

When you and your group engage in WE Schools this year, you will be exemplifying these values through your actions.

DIVERSITY AND INCLUSION

The diversity of Canada's population is what makes it strong. Canada 150 would like to continue building a welcoming Canada where everyone has a place and the ability to reach their full potential. Canada 150 promotes diversity and inclusivity and builds relationships based on common interests.

Connect with this theme by participating in **WE Are One** (p. 40).

RECONCILIATION

Canada 150 would like to support efforts toward national reconciliation of Indigenous and non-Indigenous Canadians, and help begin a new era of nation-to-nation relations.

Connect with this theme by participating in **WE Stand Together** (p. 58).

YOUTH

Youth have an incredible ability to lead and the power to shape Canada's legacy. Canada 150 wants to engage and inspire young people in all areas of Canadian life with initiatives for youth and by youth, empowering young people to become engaged in civil society and build trust in their government.

Connect with this theme by participating in **WE Volunteer Now** (p. 50) or **WE Scare Hunger** (p. 28).

THE ENVIRONMENT

Canadians have a fundamental responsibility toward the environment; we are its caretakers. Our vast and diverse landscape is a source of pride and national identity. Canada 150 will promote and support environmental consciousness to protect our land, water, air and wildlife.

Connect with this theme by participating in **WE Take Charge** (p. 24).

Shining a Spotlight on Canadian Heroes

The Honourable Justice Murray Sinclair

We want to highlight Justice Murray Sinclair—a senator, former judge, former chair of the Truth and Reconciliation Commission of Canada and speaker at WE Day—for the tremendous work he has done to bring attention to Indigenous rights and experiences in Canada.

Lilly Singh a.k.a. |Superwoman|

We want to highlight Lilly Singh—a YouTube star, vlogger, comedian and WE Day speaker—for her unique ability to radiate positivity through powerful and inspirational videos.

The Honourable Lieutenant-General Roméo Dallaire

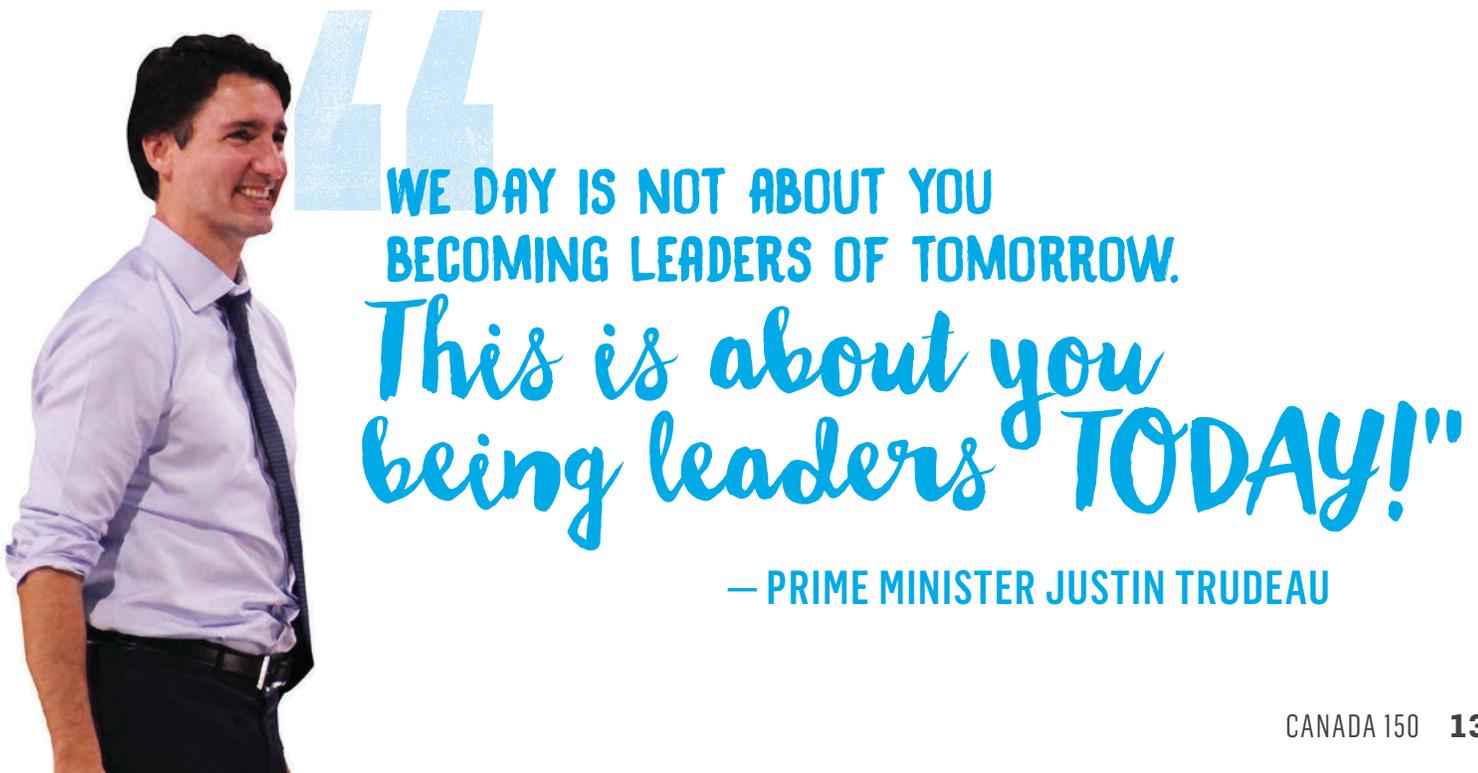
We want to highlight Roméo Dallaire—a distinguished humanitarian, lieutenant-general and WE Day speaker—for his tireless commitment to peacekeeping and ending the use of child soldiers.

To learn more about what we're doing to support Canada 150, visit WE.org/wearecanada.

CELEBRATE WITH A WE DAY^x AT YOUR SCHOOL

In November 2015, newly elected Prime Minister Justin Trudeau and his spouse Sophie Grégoire-Trudeau took the WE Day stage in Ottawa to tell 16,000 youth that what they do—or choose not to do—matters. And we agree. To celebrate Canada 150 and the power young people have to change the world, we're encouraging you to organize your very own WE DayX. Our mission for you is this: unite your school and community, and together, put an end to apathy!

See the Educator's Guide for a how-to guide on organizing a WE DayX and be sure to check out the USB for additional resources.





INTRODUCTION TO SKILLS

On the next few pages, you'll find info on some essential skills to help you during your year of action. Ask your teacher to run some of the activities related to the skills so that you feel more confident and prepared to take on your upcoming campaigns and change the world.

SKILLS:



Skill Spotlight



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Microsoft is committed to helping mobilize students as a force for empowerment and inclusion—locally and globally. By applying technology to the WE Schools program, students will have the ability to achieve more for themselves and for their communities.

Technology for Social Good

WHY IS LEARNING TO CREATE AND USE TECHNOLOGY IMPORTANT?

Most of us interact with technology every day, and for the most part, this has made our lives easier. Just think about what the world was like without cellphones or the Internet! But without the knowledge of how these things work, we can't enjoy the full benefits they offer. Teaching students not only how to use technology, but also how to create it, can help them become innovators and drivers of growth and opportunity in their communities.

HOW CAN TECHNOLOGY HELP YOU CHANGE THE WORLD?

Technology empowers social good and helps us all achieve more. Whether it be a tool for collaboration and organization, or a platform for social innovation, technology can be applied to any cause or issue to do more good.

THREE WAYS TO CHANGE THE WORLD USING TECHNOLOGY:

1

ORGANIZE AND COLLABORATE USING MICROSOFT ONENOTE

Use OneNote at school to capture thoughts, ideas and to-do's. It's the perfect tool to collaborate as a group, organize your WE Schools campaigns and plan your year of action. Hop on office.com/students to start using Office 365 in your classroom. Educators can also make all of the lesson plans available on OneNote.

2

COMMUNICATE AND SHARE WITH THE HELP OF MICROSOFT PRODUCTS

Office 365, Sway and Skype can help you throughout your year of action as you organize, advertise and execute your action plans. Use Sway to create and share interactive presentations about your action campaigns.

3

INNOVATE AND DEVELOP SOLUTIONS

Microsoft YouthSpark gives you the tools and training to create solutions to the social problems you're passionate about. By learning coding and computer science, you can use your imagination, passion and technology skills to solve the world's toughest challenges. Learn more at microsoft.com/youthsparkhub.

Skill Spotlight



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As a national sponsor of WE Day and leading partner of WE Schools, RBC is committed to providing you and other young Canadians with the guidance you need to become change agents. Through curriculum resources on financial literacy, like It All Adds Up and the WE Create Change campaign, RBC hopes to help you develop into a strong leader who makes the world a better place.

Financial Literacy

WHAT IS FINANCIAL LITERACY?

Financial literacy means having the knowledge, skills and confidence to make responsible financial decisions throughout your life.

WHY IS FINANCIAL LITERACY IMPORTANT?

Developing financial literacy at a young age can help you later in life. Knowing how money works—how to earn, save, spend and give—will help you make smarter decisions about how to manage your money and realize your goals.

HOW CAN FINANCIAL LITERACY HELP YOU CHANGE THE WORLD?

When you know about money, you understand that while some people have a lot of it, others have very little. After saving and paying for basic necessities like food and rent, sometimes the best thing to do is give or fundraise for a cause you're passionate about. When you are financially literate, you know how to budget your money so that there is always something left over to help others.

THREE WAYS TO DEVELOP AND USE FINANCIAL LITERACY:

1

LEARN THROUGH IT ALL ADDS UP

It All Adds Up is a resource to help you learn about personal finance and financial literacy. With the right tools and a little courage, you will be empowered to make sound financial decisions that make an impact on your life, your community and the world. Ask your teacher to run the It All Adds Up lesson plan package stored on your USB.

2

CREATE A SAVINGS PLAN

Saving might not be easy at first, but as you see your money grow, you'll also see rewards. You could be saving for a new bike, or a bigger dream like university tuition. Whatever it is you have in mind, it's important to set a goal and stick to it. You can also give back by making socially conscious purchases and finding brands that give back for you.

3

BUILD A BUDGET

Whether you've just received some birthday cash or you've landed your first part-time job, you probably have some thoughts about how you'd like to spend your money. Before blowing it all away, think about other things you could do with it, like save or give. Consider practising these skills by creating a budget for your next campaign.

Skill Spotlight



HOME COOK HEROES

A COLLABORATION OF



Sobeys wants to empower you to make healthier food choices. Through the Home Cook Heroes program, students aged 12 to 17 will be equipped with basic cooking skills and nutrition literacy. By educating you on how to make smarter food choices, Sobeys hopes to set the next generation up for lifelong health and well-being.

Healthy Eating

WHAT IS HEALTHY EATING?

Healthy eating means having the knowledge, skills and confidence to make healthy food choices.

WHY IS HEALTHY EATING IMPORTANT?

A happy life starts with a healthy life. For our bodies to work and grow properly, we need to fuel them with a balanced diet and foods rich in essential vitamins and minerals. People who learn about health and nutrition from a young age will often go on to be healthier adults and see the benefits throughout their life.

HOW CAN HEALTHY EATING HELP YOU CHANGE THE WORLD?

Eating healthy is an important step to ensuring you feel your best and have the energy to care for those around you. When young people are equipped with nutrition literacy, they are free to live happy, productive lives and are better able to fuel change.

THREE WAYS TO DEVELOP HEALTHY EATING:

1

LEARN WITH THE HOME COOK HEROES LESSON PLAN

Home Cook Heroes is a resource to help you learn about health and nutrition literacy. When you understand what your body needs to grow and feel its best, you will be empowered to make smart food choices that improve many aspects of your life. Ask your teacher to run the Home Cook Heroes lesson plan package stored on your USB.

2

MAKE HEALTHY SNACKS

Snacking can be a great way to keep you going throughout the day. But rather than munching on snacks packed with added sugar or salt, opt for fruits or veggies instead. Better food choices can help your group come up with creative ideas for your year of action. Healthy choices won't just make you feel more energized, they'll also help fuel your body with "brain food"—the stuff that gets you straight A's!

3

COOK DINNER FOR YOUR FAMILY

Give your family a night off from cooking and volunteer to make dinner. Feel free to flaunt your creativity and cooking skills. The only rule is this: it's gotta be healthy! But don't worry—the more nutritious, the more delicious!

Local Campaigns

When you decide to take action on an issue, knowing where to start can be a challenge. That's why we've set you up with five local action campaigns that you can customize to suit your needs.

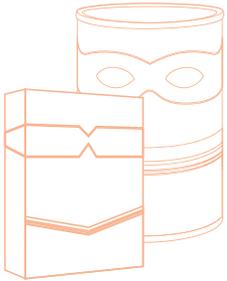


WE TAKE CHARGE

When young people take charge at school, the future gets brighter! Take a pledge to boost your positive impacts on the environment and dial back your negative ones.

FEATURED MONTH: **SEPTEMBER** ALTERNATE MONTH: **APRIL**

Made possible by Unilever.

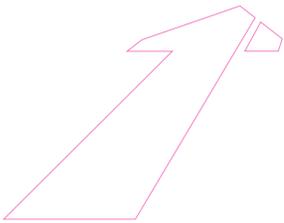


WE SCARE HUNGER

Hunger can be terrifying. But when we join together and collect cans of food, we get to scare it away and help keep families safe from hunger.

FEATURED MONTH: **OCTOBER** ALTERNATE MONTH: **DECEMBER**

Made possible by Ford.

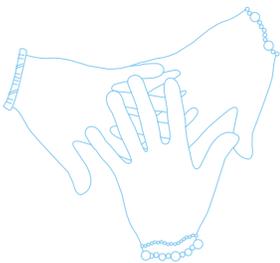


WE ARE ONE

Learn about the experiences of people with disabilities and use technology to present an idea for making your community more accessible.

FEATURED MONTH: **JANUARY** ALTERNATE MONTH: **MARCH**

Made possible by Microsoft.



WE VOLUNTEER NOW

Volunteering brings out the good in people. Rally your classmates to tackle issues like poverty and homelessness in your community.

FEATURED MONTH: **APRIL** ALTERNATE MONTH: **DECEMBER**

Made possible by Cineplex.



WE STAND TOGETHER

Strengthen ties between all Canadians with 10 connection points that facilitate learning and dialogue on issues important to the relationship between Indigenous and non-Indigenous Canadians.

FEATURED MONTH: **JUNE**

In partnership with the Martin Aboriginal Education Initiative.

Global Campaigns

Learning about the issues facing the world beyond your own community can enrich your life and provide you with new perspectives. That's why we're equipping you with five global action campaigns that can help you connect with people across the world.

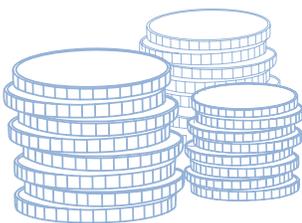


WE ARE RAFIKIS

In Swahili, *rafiki* means friend. By selling beaded Rafiki Bracelets, you can help a Kenyan artisan create a better future for herself and her family.

FEATURED MONTH: **NOVEMBER** ALTERNATE MONTH: **MAY**

Made possible by Staples.



WE CREATE CHANGE

Start digging around in your couch cushions; this campaign's going to need your loose change. Get your class together and collect coins for communities overseas.

FEATURED MONTH: **DECEMBER** ALTERNATE MONTH: **SEPTEMBER**

Made possible by RBC.

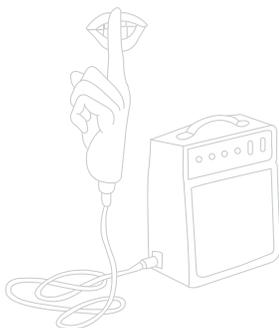


WE BAKE FOR CHANGE

Making a difference can be a piece of cake. Host a bake sale at your school and help raise money for communities working for a stronger future.

FEATURED MONTH: **FEBRUARY** ALTERNATE MONTH: **MARCH**

Made possible by Robin Hood.



WE ARE SILENT

Sometimes silence speaks volumes. This March, take a vow of silence to show support for kids whose voices are drowned out by issues like lack of access to education.

FEATURED MONTH: **MARCH** ALTERNATE MONTH: **NOVEMBER**



WE WALK FOR WATER

Raise money or awareness for communities who must travel long distances to access clean water by arranging a walk of solidarity to fetch or carry water in your own community.

FEATURED MONTH: **MAY** ALTERNATE MONTH: **MARCH**

Made possible by Brita.

TAKE WEEKLY PLEDGES TO LIVE SUSTAINABLY BY REDUCING
NEGATIVE IMPACTS ON THE ENVIRONMENT, BOOSTING POSITIVE
ONES AND HELPING YOUR SCHOOL GO GREEN.

WE TAKE CHARGE

AN INITIATIVE OF



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Unilever is passionate about building a sustainable future by encouraging you to adopt a more environmentally sustainable lifestyle. As a sponsor of WE Day and a supporter of WE Schools, Unilever is inspiring you and other youth across Canada and the United States to create positive change on a global scale.

WHEN YOU TAKE CHARGE, THE FUTURE GETS BRIGHTER.

WE TAKE CHARGE

Every choice you make today gives you a chance to decrease negative impacts on the planet and take positive impacts to the next level. That's huge. Take pledges to shake up your daily routine with new ways to go green and live sustainably. Track actions and add up your impacts to show the world that when young leaders take charge, the future gets brighter—and greener.



WE DAY APP CHALLENGE

GO GREEN!

This week, get to where you're going the #wetakecharge way. We want you to bike, walk, skateboard, rollerblade, teleport... Snap a pic of you with your green mode of transport & track on the app.

Ways to Take Action

Here are some ideas for boosting your impact through WE Take Charge:

- ▶ Create a pledge wall or mural where each participant can write down their pledge on a piece of paper and add them to a design like a tree or a planet.
- ▶ Use the pledge boosters on the WE Take Charge pledge tracking sheet (**Student Yearbook**, p. 27) to increase the impact of your pledges.

- ▶ Approach your school administration or school board about adopting new policies for going green.

When Robert Gray Elementary School learned that there is a massive patch of garbage floating in the Pacific Ocean, they decided to take action. They appealed to their school's food services team to swap the wasteful plastic cutlery for reusable tableware. Read their story at WE.org/wetakecharge.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 22)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Community Mapping activity (**Student Yearbook**, p. 10, and **Educator's Guide**, p. 32) for learning more about environmental issues and finding ways for your school to go green
- ▶ Educator-led lesson activities for going deeper into WE Take Charge (WE.org/weschools/educator-resources)
- ▶ WE Take Charge campaign poster for spreading the word (see campaign posters)
- ▶ WE Take Charge pledge tracker for staying on top of pledges (**Student Yearbook**, p. 27)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Take Charge action-planning activity on page 22 of the Student Yearbook.



GLOBALLY
WE PRODUCED
2.1 BILLION
TONNES OF WASTE IN 2007 –

27% CAME FROM HIGH-INCOME
COUNTRIES

LEARN MORE ABOUT THE ISSUES AT WE.ORG/EXPLORINGISSUES
LEARN HOW TO TAKE ACTION AT WE.ORG/WETAKECHARGE

#WETAKECHARGE

TRICK-OR-TREAT FOR CANNED GOODS ON HALLOWEEN OR PLAN A FOOD DRIVE TO SUPPORT YOUR LOCAL FOOD BANK.



WE SCARE HUNGER

AN INITIATIVE OF



MADE POSSIBLE BY



Go Further

As a sponsor of WE Day and a partner of WE Schools, Ford is passionate about enriching local communities. This passion drives their commitment to work with schools and to raise donations in support of local food banks through WE Scare Hunger, an action campaign to help end local hunger.

NO ONE SHOULD HAVE TO GO HUNGRY.

WE SCARE HUNGER

Hunger is a supervillain who makes life harder for more than 305,000 Canadian children every month. For a child struggling with hunger, one meal could mean the difference between having the energy to succeed in school and failing a test, or between staying healthy and getting sick. Collect food for your local food bank to make sure everyone in your community can stand up to hunger.

SHOUT OUT!

Our friend Dr. Jonathan White started this campaign back in 1988 when he got his friends together to trick-or-treat for non-perishable food. Back then he called it "Halloween for Hunger." The event grew year after year into a movement involving thousands of schools across North America.



WE DAY APP CHALLENGE

SCARING
HUNGER
AWAY

DYK that 1 in 6 children face hunger every year? That's 1 million kids who aren't sure when their next meal will be. Let's help make sure that there are healthy meals for everyone! Take action with #wescarehunger by donating 1 non-perishable food item (or more!) to your local food drive. Tell us how much you collected & post a pic of the item(s) you'll be donating!

Ways to Take Action

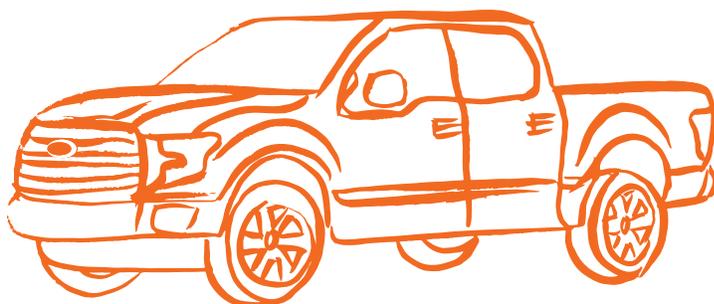
Here are some ideas for boosting your impact through WE Scare Hunger:

- ▶ Collect food as individual homerooms and hold a competition to see who can bring in the most.
- ▶ Hold a month-long food drive AND go trick-or-treating for canned food instead of doing just one. Double the impact!
- ▶ Get school clubs, sports teams and teachers to agree to take on dares if you hit different food collection goals. Shaving heads? Camping on the school lawn? Your call!

Michael A. Riffel High School's annual food drive kicked off with one moustache-shaving dare five years ago and grew into a school-wide movement that brought in 27,000 pounds of food last year. Read their story at WE.org/wescarehunger.

WE GO FURTHER

Getting cans of food to a food bank can be tricky, but Ford has your back. Ask your WE Schools Coordinator how you can team up with your local Ford dealership for help collecting and transporting donations. Want to go big with your goals? Take the challenge to fill the bed of an F-150 truck.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 28)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Community Mapping activity (**Student Yearbook**, p. 10, and **Educator's Guide**, p. 32) for learning more about hunger and other local issues
- ▶ Educator-led lesson activities for going deeper into WE Scare Hunger (WE.org/weschools/educator-resources)
- ▶ WE Scare Hunger campaign poster for spreading the word (see campaign posters)
- ▶ WE Scare Hunger campaign video to help you get your school on board (see USB)
- ▶ WE Scare Hunger campaign cards for requesting food donations from your school and community (**Student Yearbook**, p. 32)



THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Scare Hunger action-planning activity on page 28 of the Student Yearbook.



SINGLE-PARENT FAMILIES
WITH CHILDREN
ARE MORE VULNERABLE TO
HUNGER
THAN ANY OTHER KIND OF
HOUSEHOLD

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESCAREHUNGER](https://we.org/wescarehunger)

[#WESCAREHUNGER](https://we.org/wescarehunger)

SELL HANDMADE RAFIKI BRACELETS TO HELP KENYAN ARTISANS
EARN A LIVING, AND RAISE FUNDS FOR COMMUNITY-LED DEVELOPMENT
PROJECTS THROUGH FREE THE CHILDREN'S WE VILLAGES.



WE ARE RAFIKIS

AN INITIATIVE OF



MADE POSSIBLE BY

STAPLES[®]
Make More Happen

Staples Canada and WE have partnered to empower Canadians to make a difference in the world. By fundraising with Rafiki Bracelets or purchasing a ME to WE product at Staples, you are helping to change the world by making a positive impact in a developing community.

IN SWAHILI, *RAFIKI* = FRIEND.

WE ARE RAFIKIS

Being a friend to the world means making sure everyone gets the opportunity to lead the life they want. Fundraise by selling handmade Rafiki Bracelets to help Kenyan artisans earn money for themselves and their families so they can send their children to school and take charge of their future. For every Rafiki Bracelet you sell, five dollars goes toward your WE Villages project.



WE DAY APP CHALLENGE
**WE ARE
RAFIKIS**

This is a great hack that's guaranteed to make your WE Are Rafikis fundraiser a success! In order to make your fundraising goal (or beyond!), you gotta make sure EVERYONE knows about it! Start spreading the word today by sharing the info for your Rafiki fundraiser to 10 of your friends! Report back to us on the app when you're done!

Getting Your Rafiki Bracelets

Kick off with a starter kit of Rafiki Bracelets, available at Staples or WE Day. Then, place your bulk order with ME to WE online or using the order form stored on your USB.

BUY A STARTER KIT

The quickest way to get your campaign started is to purchase a WE Are Rafikis Fundraising Starter Kit from your local Staples store. While supplies last, you'll also receive a \$10 Staples gift card with every starter kit purchase.

Alternatively, purchase your WE Are Rafikis Fundraising Starter Kit from WE Day or order them online at WE.org/wearerafikis to be picked up at WE Day.

ORDER FROM US ONLINE

Once you have received your starter kit and taken down pre-orders from your school, place a custom order for all the Rafikis you need for your school at WE.org/wearerafikis or print and mail in the WE Are Rafikis order form stored on your USB. If you need a quick and convenient way to top up on Rafikis, you can purchase more starter kits from your local Staples store.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 34)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Issue Compass activity (*Student Yearbook*, p. 12, and *Educator's Guide*, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Are Rafikis or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Are Rafikis Fundraising Starter Kits available at Staples stores and on WE.org/wearerafikis
- ▶ WE Are Rafikis bulk order form for ordering your school's Rafiki Bracelets (see USB)
- ▶ WE Are Rafikis campaign poster for spreading the word (see campaign posters)
- ▶ WE Are Rafikis campaign video to help you get your school on board (see USB)
- ▶ WE Are Rafikis pre-order cards for taking orders from students in your school (*Student Yearbook*, p. 39)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Are Rafikis action-planning activity on page 34 of the Student Yearbook.



Studies Show

THAT WHEN **WOMEN**
gain **ACCESS** to
EQUITABLE EMPLOYMENT,
ENTIRE ECONOMIES **GROW**

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WEARERAFIKIS](https://we.org/wearerafikis)

#WEARERAFIKIS

COLLECT LOONIES TO CREATE CHANGE FOR
DEVELOPING COMMUNITIES THROUGH
FREE THE CHILDREN'S WE VILLAGES.



WE CREATE CHANGE

AN INITIATIVE OF



MADE POSSIBLE BY



As a national sponsor of WE Day and leading partner of WE Schools, RBC is committed to providing you and other young Canadians with the guidance you need to become change agents. Through curriculum resources on financial literacy, like It All Adds Up and the WE Create Change campaign, RBC hopes to help you develop into a strong leader who makes the world a better place.

THE LITTLE THINGS ADD UP.

Sometimes the smallest change can create the biggest impact. Collect loonies with WE Create Change, and your small change could help families in developing communities make big change for the next generation through Free The Children's WE Villages.



WE DAY APP CHALLENGE

**SMALL CHANGE,
BIG IMPACT**

Someday we will make clean water accessible for everyone. As agents of change, it's our mission to make these dreams come to life! What actions are you & your friends taking this month to raise awareness for clean water access? Share it with us on the WE Day app!

Ways to Take Action

Here are some ideas for boosting your impact through WE Create Change:

- ▶ Place WE Create Change collection containers in every classroom of the school or ask supportive local businesses to keep one near the checkout counter.
- ▶ Hold special events like movie nights and student vs. teacher dodgeball tournaments and request loonie donations as admission.
- ▶ Write and perform a skit to educate your school on the importance or urgency of the issue you're fundraising for.



The students of Queen Mary Elementary kicked off their WE Create Change campaign with a school assembly where students from the leadership team performed a skit about the impact of providing access to education and clean water for children. Read their story at WE.org/wecreatechange.

CAMPAIGN RESOURCES

- ▶ An action-planning guide (*Student Yearbook*, p. 40)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Issue Compass activity (*Student Yearbook*, p. 12, and *Educator's Guide*, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Create Change or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Create Change campaign poster for spreading the word (see campaign posters)
- ▶ WE Create Change campaign video to help you get your school on board (see USB)
- ▶ WE Create Change stickers you can attach to collection jars and containers (*Student Yearbook*, p. 45)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Create Change action-planning activity on page 40 of the Student Yearbook.



A LARGE COFFEE CUP

FULL OF
LOONIES

IS ENOUGH
MONEY TO GIVE

SIX CHILDREN

— A FULL —

PRIMARY
EDUCATION

LEARN MORE ABOUT THE ISSUES AT WE.ORG/EXPLORINGISSUES
LEARN HOW TO TAKE ACTION AT WE.ORG/WECREATECHANGE

#WECREATECHANGE

LEARN ABOUT THE EXPERIENCES OF PEOPLE WITH DISABILITIES,
THEN USE TECHNOLOGY TO MAKE YOUR SCHOOL
OR COMMUNITY MORE ACCESSIBLE.



WE ARE ONE

AN INITIATIVE OF



MADE POSSIBLE BY



Microsoft and WE Schools have partnered to help empower you with technology skills for social good. Using Microsoft products, you will organize and collaborate, and communicate and share your ideas with your group. Through the WE Are One campaign, you will learn about the experiences of people with disabilities, then use technology to innovate and develop solutions to make your school or community more inclusive.

IT'S UP TO ALL OF US TOGETHER.

WE ARE ONE

We can all do more to make our community a place where everyone feels welcome. Let's learn how—together. Then present an idea for making your school or community a more accessible place for everyone.



To learn more about taking action with this campaign, visit [WE.org/weareone](https://www.weareone.org).



COME TOGETHER FOR A BAKE SALE TO
RAISE MONEY FOR WE VILLAGES.



WE BAKE FOR CHANGE

AN INITIATIVE OF



MADE POSSIBLE BY



Robin Hood® is passionate about bringing you and your friends together to share memorable meals and moments, and has teamed up with WE Schools again this year. We are encouraging you and other youth across Canada to host a WE Bake for Change bake sale in support of international development projects overseas. Together, we can bake a difference!

A PINCH OF UNSTOPPABLE AND A DASH OF YOU GOT THIS.

We think you've got the recipe for a better world, so here's our challenge: bring your group together to whip up a batch of something unforgettable and hold a WE Bake for Change bake sale to fundraise for WE Villages projects. You'll be giving families the ingredients they need to make a better life for their children.



WE DAY APP CHALLENGE THE RECIPE FOR CHANGE

Get ready to take #webakeforchange to the next level! Rally your community together and host a baking event! From cupcake decorating to a baking relay race, the possibilities are endless! Tell us how you'll be getting your community involved in taking action!

Ways to Take Action

Here are some ideas for boosting your impact through WE Bake for Change:

- ▶ Along with your bake sale, put together a school cookbook with all the recipes you used for your bake sale and sell copies at the bake sale to raise money.
- ▶ Hold your bake-off and bake sale as community events and spread the word by mouth and on social media.

- ▶ Do an inclusive bake sale that includes vegan, gluten-free, dairy-free, nut-free, culturally diverse or health conscious food.

Teachers at St. Gabriel School each made a different cake representing the courses they teach and the interests they have. Students sold tickets, and each ticket counted for one vote toward the cake students thought was best. Read their story at WE.org/webakeforchange.



THE BAKING A DIFFERENCE AWARD

Throughout the 2016–2017 school year, enter to win a Baking a Difference Award! With the support of Robin Hood, you can be eligible to receive additional support for your country and Pillar of Impact of choice when you share a moment of you and your friends baking a difference. Connect with your WE Schools Coordinator or visit WE.org/webakeforchange for more information.

CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 46)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Issue Compass activity (*Student Yearbook*, p. 12, and *Educator's Guide*, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Bake for Change or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Bake for Change campaign poster for spreading the word (see campaign posters)
- ▶ WE Bake for Change campaign video to help you get your school on board (see USB)
- ▶ Sample WE Bake for Change recipes (*Student Yearbook*, p. 51 and WE.org/webakeforchange)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Bake for Change action-planning activity on page 46 of the Student Yearbook.



98 % OF THE

WORLD'S
UNDERNOURISHED PEOPLE
— live in —
DEVELOPING COUNTRIES

LEARN MORE ABOUT THE ISSUES AT WE.ORG/EXPLORINGISSUES
LEARN HOW TO TAKE ACTION AT WE.ORG/WEBAKEFORCHANGE

#WEBAKEFORCHANGE

PLAN A DAY OF SILENCE TO RAISE MONEY AND
AWARENESS FOR CHILDREN WHOSE VOICES GO UNHEARD.

WE ARE SILENT



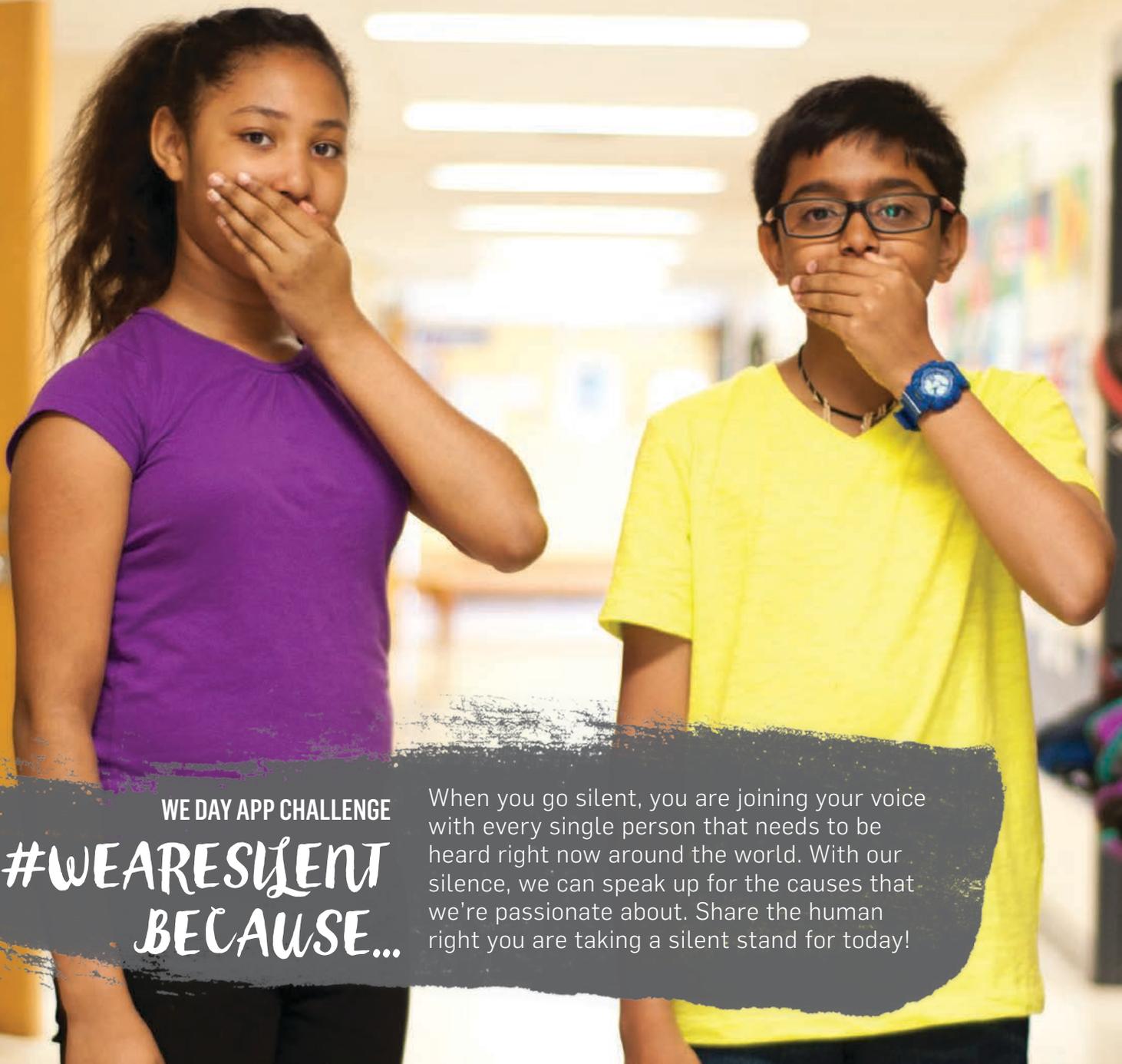
AN INITIATIVE OF



THEIR VOICES MATTER. YOUR VOICE MATTERS. HOW WILL YOU USE IT?

WE ARE SILENT

Issues like child labour, child soldiers, and access to water and education drown out the voices of youth across the globe. Take a vow of silence for a day to help you understand what it's like to have your voice go unheard. Collect pledges for every hour you go silent to fundraise for children's rights through Free The Children's WE Villages.



WE DAY APP CHALLENGE

#WEARE SILENT
BECAUSE...

When you go silent, you are joining your voice with every single person that needs to be heard right now around the world. With our silence, we can speak up for the causes that we're passionate about. Share the human right you are taking a silent stand for today!

Ways to Take Action

Here are some ideas for boosting your impact through WE Are Silent:

- ▶ Do a silence relay. Schedule different classrooms to go silent for different periods.
- ▶ Go silent with your group for the full day, but coordinate with your school to have every student in your school go silent together for a short period.
- ▶ Get permission to do a blackboard/whiteboard raid. Stay after school to write facts about your issue on the boards in every classroom the day before your campaign.

Learn how high school student Isabella Orozco-Madison and her group did a whiteboard raid and got classmates talking about global issues. Read their story at WE.org/wearesilent.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 52)
- ▶ Personalized WE Are Silent fundraising webpages (contact your WE Schools Coordinator)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Are Silent or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Are Silent campaign poster for spreading the word (see campaign posters)
- ▶ WE Are Silent campaign video to help you get your school on board (see USB)
- ▶ WE Are Silent cards for explaining your campaign when you go silent for the day (**Student Yearbook**, p. 56)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

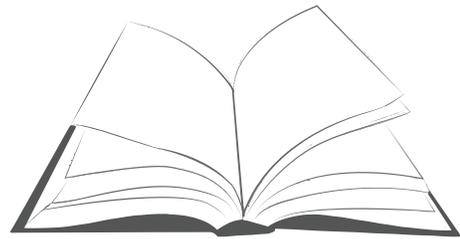
Plan your own campaign from start to finish with the WE Are Silent action-planning activity on page 52 of the Student Yearbook.



171 MILLION
PEOPLE

COULD BE LIFTED

OUT OF **POVERTY**



if **ALL STUDENTS** *in*
LOW-INCOME **COUNTRIES** HAD
BASIC READING SKILLS

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WEARESILENT](https://we.org/wearesilent)

#WEARESILENT

CONNECT WITH A CAUSE OR PASSION, THEN RALLY
YOUR COMMUNITY AND VOLUNTEER WITH PURPOSE.

An illustration of two hands, one larger and one smaller, holding each other. The larger hand is on the left, and the smaller hand is on the right. The hands are drawn in a simple, line-art style with a light blue color. The larger hand has a bracelet with several small circles.

WE VOLUNTEER NOW

AN INITIATIVE OF



MADE POSSIBLE BY



Cineplex is passionate about giving back to others and has teamed up with WE Schools to empower you and other young Canadians to make a positive difference in your local and global communities. Cineplex wants to congratulate you on all the hard work you have done to make a difference in your community.

IF YOU WANT TO PULL OFF AN EPIC GOOD DEED, YOU NEED A TEAM.

WE VOLUNTEER NOW

We can bust big issues when we all pull together and take action. That's what volunteering is all about: teaming up and making an impact to bring out the good in our communities.



WE DAY APP CHALLENGE
**VOLUNTEER
POWER HOUR**

Change-makers! Are you up for a high-speed volunteer challenge? We dare you to give 1 hour of your time today to a local action. Make sure to track your hour on the WE Day app, whether you're helping out your teacher after school or sorting books at your local library. Ready to go? You have 60 minutes...starting...NOW!

Ways to Take Action

Here are some ideas for boosting your impact through WE Volunteer Now:

- ▶ Organize a week of activities at a local seniors' centre to engage with and learn from the elders in the community.
- ▶ Hold a week to raise awareness about safe driving in your neighbourhood.
- ▶ Organize a peace march in your community along with an awareness week to take a stand for safer streets and homes.

Students at F.J. Brennan High School decided to give back to their community by visiting the Salvation Army where they bagged over 2,000 bags of rice and stacked over 10,000 canned goods. Read their story at WE.org/wevolunteernow.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 58)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Community Mapping activity (*Student Yearbook*, p. 10, and *Educator's Guide*, p. 32) for learning more about local issues to take action on
- ▶ Educator-led lesson activities for going deeper into WE Volunteer Now (WE.org/weschools/educator-resources)
- ▶ WE Volunteer Now campaign poster for spreading the word (see campaign posters)
- ▶ WE Volunteer Now volunteer M.V.P. cards for getting to know your team (*Student Yearbook*, p. 63)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Volunteer Now action-planning activity on page 58 of the Student Yearbook.





YOUTH

WHO VOLUNTEER

ARE MORE LIKELY TO

DO WELL IN SCHOOL,

GRADUATE

AND VOTE



LEARN HOW TO TAKE ACTION AT [WE.ORG/WEVOLUNTEERNOW](https://we.org/wevolunteernow)

#WEVOLUNTEERNOW

RAISE MONEY AND AWARENESS FOR COMMUNITIES WHO MUST TRAVEL TO ACCESS SAFE, CLEAN DRINKING WATER BY ARRANGING A WALK OF SOLIDARITY TO FETCH OR CARRY WATER IN YOUR OWN COMMUNITY.

WE WALK FOR WATER

AN INITIATIVE OF



MADE POSSIBLE BY



Brita is passionate about providing you with better water for a better world. By teaming up with WE Schools through WE Walk for Water, Brita wants to show you that they don't just talk the talk—they walk the walk! In a complicated world, taking simple, small steps toward making positive changes can make a world of difference.

HOW FAR WOULD YOU WALK FOR CLEAN WATER?

Every day, women and children around the world spend 200 million hours fetching water—often from sources full of dangerous contaminants. But when you help a family gain access to clean, safe drinking water in their own community, you open the door to better health and a better world. Organize a water walk to raise money and awareness for global water issues and take steps to make a difference for communities living without safe drinking water.



WE DAY APP CHALLENGE
LET'S SAVE WATER

Imagine if getting a drink of water wasn't as simple as turning on your tap. In some countries, women and children have to walk over 6 km a day to get water, and often this water is unsafe to drink due to harmful contaminants. Sometimes, we take clean water for granted. Let's start thinking about others before we let water go to waste. Share how you plan on saving more water with your day-to-day actions!

Ways to Take Action

Here are some ideas for boosting your impact through WE Walk for Water:

- ▶ Learn more about the region you are raising money and awareness for and plan a route that will match the distance families walk to fetch clean water. Collect pledges for every kilometre you walk or carry signs to raise awareness.
- ▶ Arrange a relay carrying buckets of water around your school field. Collect pledges for every lap you walk or each bucket you carry.
- ▶ Organize a walk to a local water resource, like a stream, lake, pond or creek, and reflect on what it means to have local water access. Then carry water back to your school to experience what it's like to walk for water.

The students of Hillcrest High School held a "Walk 4 Water" to raise money and awareness for global water issues and fundraise to build a water tank in rural Ecuador. They filled 20 water cooler jugs at the Rideau River and carried them five kilometres back to their school, where they used the water to nourish their school garden. Read their story at WE.org/wewalkforwater.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 64)
- ▶ Personalized WE Villages fundraising webpages (contact your WE Schools Coordinator)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about how access to clean water connects to other global issues
- ▶ Educator-led lesson activities for going deeper into WE Walk for Water or WE Villages' Water Pillar (WE.org/weschools/educator-resources)
- ▶ WE Walk for Water campaign poster for spreading the word (see poster section of kit)
- ▶ Pledge forms for keeping track of fundraising (**Student Yearbook**, p. 69)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Walk for Water action-planning activity on **page 64** of the Student Yearbook.



REDUCING THE DISTANCE
TO CLEAN WATER *BY JUST*

15 MINUTES
can

INCREASE GIRLS'
SCHOOL ATTENDANCE

by up to **12**%



LEARN MORE ABOUT THE ISSUES AT WE.ORG/EXPLORINGISSUES
LEARN HOW TO TAKE ACTION AT WE.ORG/WEWALKFORWATER

[#WEWALKFORWATER](https://twitter.com/WEWALKFORWATER)

STRENGTHEN TIES BETWEEN ALL CANADIANS WITH 10 CONNECTION POINTS THAT FACILITATE LEARNING AND DIALOGUE ON ISSUES IMPORTANT TO THE RELATIONSHIP BETWEEN INDIGENOUS AND NON-INDIGENOUS CANADIANS.

WE STAND TOGETHER

AN INITIATIVE OF



IN PARTNERSHIP WITH



The Martin Aboriginal Education Initiative brings together Aboriginal organizations, the business community, postsecondary institutions, First Nation schools and provincially funded school boards to implement programs that support Aboriginal students. Their goal is to support a variety of educational projects designed to provide Aboriginal Canadians with the opportunities they need to succeed.

EVERY DAY IS A CHANCE TO START A CONVERSATION FOR A STRONGER CANADA.

Reconciliation is a process of healing that calls on all Canadians to recognize the injustices experienced by Indigenous Canadians and build more positive relationships. Every generation has a role to play in this long journey, and every day is an opportunity to take small steps forward through learning and dialogue.

WE Stand Together connection points highlight everyday issues that are important to the relationship between Indigenous and non-Indigenous Canadians. Use them to start discussions in your school and community and help keep conversations going for a stronger Canada. Then celebrate your new connections on June 21, National Aboriginal Day.



WE DAY APP CHALLENGE SHARING THE CONVERSATION

The more we learn, the more we can keep the convo going about the issues that are important to the relationship between Indigenous and non-Indigenous Canadians. Collaborate with your classmates and a local Indigenous centre to discuss an important community issue. What did you learn from this convo? Tell us on the WE Day app!

Ways to Take Action

Here are some ideas for boosting your impact through WE Stand Together:

- ▶ Read the connection points over the announcements and set aside at least 10 minutes of time for every classroom to discuss. Have a group member in each classroom to help lead the conversation.
- ▶ Invite a speaker to present to your school and facilitate a discussion around the themes of the connection points.
- ▶ Share your Indigenous cultural values with others or find respectful ways to celebrate Indigenous cultures in your community.

The students at David Kejick School took on a special WE Stand Together challenge: find a way to live their Anishinaabe cultural values through an action that shares them with others. During brainstorming, students identified their culture with wisdom, appreciation, bravery and compassion—qualities that Grade 7 student Emily Mandamin showed when she took action sharing coffees, mittens and meals with Toronto's homeless. Read her story at WE.org/westandtogether.



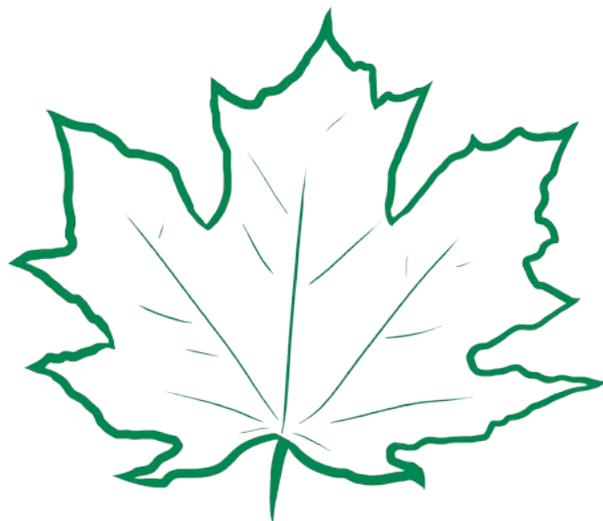
CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 70)
- ▶ Educator-led Exploring Issues activity for learning about reconciliation and other local issues (*Educators Guide*, p. 30)
- ▶ Educator-led lesson activities for going deeper into WE Stand Together (WE.org/weschools/educator-resources)
- ▶ WE Stand Together campaign poster for spreading the word (see poster section of kit)
- ▶ WE Stand Together resource for designing posters to put up in classrooms that will host conversations and connections (*Student Yearbook*, p. 75)
- ▶ 10 connection points for starting conversations, as well as background information and discussion questions (available at WE.org/westandtogether starting October 19)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Stand Together action-planning activity on page 70 of the Student Yearbook.





3 in 4 CANADIANS
BELIEVE
INDIGENOUS PEOPLES FACE
DISCRIMINATION
in Canada

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESTANDTOGETHER](https://we.org/westandtogether)

#WESTANDTOGETHER

Other Ways to Take Action

TOP 5 AWARENESS RAISERS

1. Sidewalk Chalk Party

Make the sidewalk your canvas. This is a fun and inexpensive way to bring people together. On a warm and sunny day, gather your friends in front of your school and make a big, colourful statement for a cause important to you. Draw or write your heart out, expressing your inner artist. Is it back-to-school season? Make your cause about the importance of diversity as a way of welcoming new students and staff.

2. Pancake Breakfast

Coordinate volunteers to bring ingredients and run preparation stations for mixing batter, frying pancakes and ladling syrup. Be ready to explain the issue you're raising awareness for so your hungry classmates are not just well fed, but well informed!

3. School Assembly

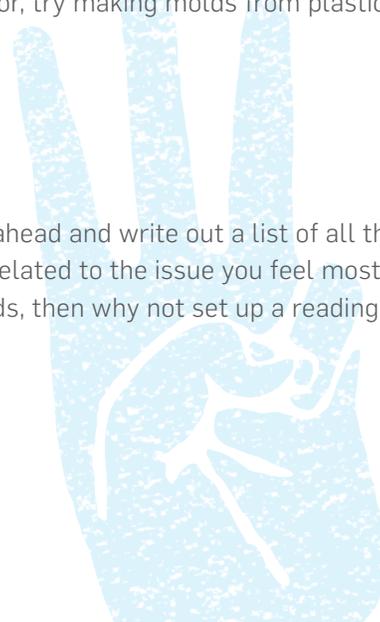
A school assembly is an ideal time to get the attention of your entire school and raise awareness about an issue you care about. Rally a group of friends who share in your cause and prepare a speech or presentation. Not a fan of speaking in front of a large group of people? Don't sweat it! Try filming a short public service announcement beforehand that you can play on the big day.

4. Art Show

Sometimes, art speaks louder than words. Use your creative talents for good and organize an art exhibition that highlights an issue close to your heart. Are you a photographer and an environmentalist? Perfect. Capture the beauty of nature through your unique lens. Or if you're a sculptor, try making molds from plastic bags or other recyclable materials.

5. Read-a-thon

For this one, you'll want to set start and finish dates. Then, go ahead and write out a list of all the books you want to read in that time. Tie your event to a cause by listing books related to the issue you feel most passionate about. If your school has younger grades or students with special needs, then why not set up a reading buddy system to promote literacy and mentorship?



TOP 5 FUNDRAISERS

1. Car Wash

Spring is the perfect time to make a splash! Decorate colourful "CAR WASH" signs and set up buckets, sponges, soap and water in a spot where loads of drivers will see you. Let your customers know what their donation is for. Fundraising to help build a school overseas? Explain how education can create opportunities for young people in developing communities.

2. Yard Sale

Don't know what to do with your old clothes, books and toys? Why not organize a yard sale at your school? Remember, one person's trash is another person's treasure! Bring in items you want to get rid of, tie your event to a cause and be sure to educate your customers on what you're fundraising for.

3. Silent Auction

No sales experience needed here! With silent auctions, prizes speak for themselves. Ask local businesses to donate items and they'll not only get free advertising, but also help those who need it most. Want to take it a step further? Link your theme to your cause. If you're fundraising for food security, try getting restaurants and grocery stores to donate gift certificates.

4. Winter Market

Warm your hearts for the winter season by selling cozy items for a good cause! Find the talented knitters at your school or ask local businesses to donate hats, scarves and warm clothing that you can sell. Sweeten things up with homemade gingerbread cookies, hot chocolate and other treats. Or add colour and aroma by selling poinsettias and scented candles.

5. Fun Fair

Kick off a new year with a day full of fun. Have students donate new or lightly used toys and prizes and set up different games and attractions—ring toss, a hula hoop competition, face painting and bowling are just some ideas. On the day of the fair, accept donations of money or other useful items (canned food, clothing, etc.) in exchange for tickets to play.



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