

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



WE CREATE CHANGE

AN INITIATIVE OF



THE LITTLE THINGS ADD UP.

Sometimes the smallest change can create the biggest impact. Collect coins 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 coin donations as admission.
- ▶ Organize a coin collection showdown. Have each homeroom decorate a jumbo collection container and keep it in the foyer. Homerooms compete to collect the greatest amount of change in silver coins, but bills can be put in competing teams' containers to count against their total.



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

- ▶ Action-planning guide (**Student Yearbook**, p. 26)
- ▶ 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. 31)

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 26** of the Student Yearbook.



Poor Water & Sanitation

IN DEVELOPING COUNTRIES

costs the world 

\$260

BILLION 

EVERY YEAR

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

#WECREATECHANGE

WE CREATE CHANGE

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

CAMPAIGN SKILLS:



Checklist

☐ Sign up for the campaign at [WE.org/wecreatechange](https://www.wecreatechange.org).

Who do you need to ask for permission to do this campaign? _____ ☐ Permission received!



Setting Your Goal

► Which WE Villages Pillar of Impact are you fundraising for?

☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity

► What is your fundraising goal for this campaign? _____

► How many students would you like to get involved in collecting coins? _____

► How many people in your school and community would you like to reach by raising awareness through the campaign? _____

► When will your coin drive start and finish? Start: _____ Finish: _____

Investigate and Learn

What does your group currently know about your chosen WE Villages Pillar of Impact and the global issues associated with it? What facts and images come to mind when you think about the issue?

Check off at least three ways you will learn more about your Pillar of Impact and issue.

<input type="checkbox"/> Ask your WE Schools Coordinator to present to your school or group	<input type="checkbox"/> Research the issue at WE.org/exploringissues	<input type="checkbox"/> Ask your teacher to run a lesson activity from our database at WE.org/we-schools/educator-resources
<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____

Write down at least three new things you have learned about the issue.

REFLECTION TIME: What aspects of the issue are most important to communicate to others?
What misconceptions about the issue would you like to correct?



Action Plan

Make sure each group member can explain the details of your coin drive before speaking to other students about it. Review the Setting Your Goal section you filled out on **page 26** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- | | |
|---|--|
| <input type="checkbox"/> When is this campaign happening? | <input type="checkbox"/> Why are you doing this campaign? |
| <input type="checkbox"/> What is your goal? | <input type="checkbox"/> How can others get involved? |
| <input type="checkbox"/> What is WE Villages? | <input type="checkbox"/> How are the donations being used? |



Next, discuss how the group can spread awareness about WE Create Change. Check off three or more ways you will raise awareness about your campaign.

<input type="checkbox"/> School announcements	<input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters	<input type="checkbox"/> Collection containers in classrooms
<input type="checkbox"/> Collection containers in local businesses	<input type="checkbox"/> Social media	<input type="checkbox"/> Choose your own: _____
<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____

Make a list of the tasks you think are necessary for promoting, planning and completing your campaign. This might include: making announcements, placing coin collection containers in different locations, gathering and counting coins every week to update the total, rolling coins and more. Then as a group, discuss who would like to be responsible for each task.

Return to this page and check off each task as it is finished.

✓ Task	Name of person responsible	✓ Task	Name of person responsible

REFLECTION TIME: As a group, discuss the challenges you have faced so far with your tasks. Are there common challenges multiple group members are facing? Brainstorm solutions and make sure every group member knows who they can turn to for support

Take Action



Brainstorm a list of extra ways to lead your school in collecting or donating change (e.g., host a movie night or let students wear a hat for the day if they donate a dollar). Then discuss favorites and vote on which you will do together. Check off the ones your group is committing to.

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Brainstorm the supplies needed for the actions checked above. Check off items as your group gets them.

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

REFLECTION TIME: What were some innovative ideas group members had to collect coins? How did these new ideas add to more traditional methods of collecting coins?



Report and Celebrate ★ ★ ★ ★ ★

When you're finished your campaign, sit down as a group and record the impacts you've made.

Share your success with WE Create Change by posting photos to social media using [#wecreatechange](#).

- ▶ What did you do to encourage coin donations during your campaign (e.g., placing collection jars, holding fundraising events, etc.)? _____
- ▶ How many students from your school were involved in the campaign? _____
- ▶ What was your final fundraising total? _____
- ▶ How many people did you reach by raising awareness for your issue through your campaign? _____
- ▶ Here's how to make your donation:
 - ☐ Send a check to WE Charity, c/o (your WE Schools Coordinator's name and school's WE Code),
Re: WE Create Change, 233 Carlton St., Toronto, ON M5A 2L2, Canada.
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

REFLECTION TIME: As a group, discuss the following questions. Make sure each group member gets a chance to speak and that the recorder takes notes on common themes in the answers.

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ What was the highlight of the campaign for you? What made it so special? How can you use moments like that for motivation as you continue taking action?
- ☐ How has your school's understanding of the issue your group took action on changed?
- ☐ How can you celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

