

"Educator's Guide"



Schools Kit 2017-2018



Connect with your WE Schools Partnership Manager

Partnership Manager: _____

Email: _____

Phone: _____

Skype Username: _____

Your WE code :

Table of Contents

Welcome to the Educator's Guide

Program Overview.....	6
How Does the Program Work?	7
How Will the Program Benefit My School?	8
Curriculum	10
Our Learning Framework	12
Skills Development	14
Celebrating 150 Years	16
Additional Program Offerings	18
WE Schools Recognition Program.....	20
WE Learning Centre.....	21

Get Started

Four Steps of WE Schools.....	24
Change the World with Your Actions	25
WE Villages.....	26
Welcoming Ethiopia	27
Fundraising with WE Villages	28
Year of Education	29
USB Activities	30
Club Cards Activity	32
Activity: Exploring Issues	34
Take Action with Local Campaigns.....	36
Take Action with Global Campaigns	40
Calendar.....	42

Report and Celebrate

Report and Celebrate	46
Celebrate with Social Media	48
The WE Day App.....	50
Living WE with ME to WE	52
Be the Change on the Ground.....	54
Fundraising for Your ME to WE Trip	55
Fundraising with ME to WE	56

Our Partners

Our Partners	60
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Welcome to the Educator's Guide

Program Overview

What is WE Schools?

WE Schools is a unique, four-step service-learning program that inspires young people to identify the local and global issues that spark their passion and empowers them by providing them with the skills and tools to take local and global actions.

WE Schools is a movement of students and educators who believe that some of the most powerful learning experiences happen when you make a meaningful difference in the world. Thanks to our sponsors and partners, this program is free.



Why participate in WE Schools?

We want a world where all young people feel empowered to pursue their dreams and reach their full potential as active local, national and global citizens. WE Schools helps achieve just that—it encourages young people to challenge apathy by awakening their spirit of volunteerism.

Delivered in 12,300 schools and groups across North America and the UK, the program provides educators and students with curriculum, educational resources and a full calendar of campaign ideas. At the end of the year, groups submit a Year in Review to their WE Schools Partnership Manager.

We're counting on teachers to guide the next generation in becoming the compassionate leaders our world so desperately needs. The WE Schools program is our way of supporting educators who share our belief in the power of service-learning.

**"WE SCHOOLS
HAS MADE ME MORE
RESOURCEFUL,
OPTIMISTIC &
A LOT MORE
ASSERTIVE. I'M REALLY
SHY, BUT I HAVE
AMBITIOUS GOALS."**

- STUDENT

How Does the Program Work?

The commitment of a WE Schools group is to participate in local and global campaigns and enrich your service-learning experience.

The program is structured in **four key steps** and each WE Schools group must complete **two annual checkpoints** that frame different learning processes and outcomes.

Four Steps of WE Schools

1

INVESTIGATE AND LEARN

Students explore topics related to a real-world challenge or opportunity then set their goal to create impact.

3

TAKE ACTION

Students implement their action plan.

2

ACTION PLAN

Students develop a plan to implement their service-learning project, including one local and one global action.

4

REPORT AND CELEBRATE

Students present the results of their service-learning initiatives.



Record and Reflect

Using the Student Yearbooks, students will record their progress and their reflections for each of the four steps above.



Two Checkpoints for Your Year

1

YEARLONG ACTION PLAN

Once you get started, we'll email you a survey to learn about your plans for the year and how we can support them.

2

YEAR IN REVIEW

At the end of the school year, we'll email you a survey to learn about the impacts you made and how we can better support you next year.


Your Yearlong Action Plan and Year in Review are both essential steps in the WE Schools program. They help us celebrate your group's accomplishments and improve our programs and resources.

You can also contact your WE Schools Partnership Manager about filling out an Impact Survey after completing each campaign.


How Will the Program Benefit My School?

Through carefully structured educational resources and action campaigns, students engage with issues across the world, down the road or in their very own schools. At the same time, they gain important life skills—like leadership, critical thinking and action planning—which they'll continue to use and develop throughout their lives.

From Our 2015–2016 Year in Review Report

88% 
of students are
MORE LIKELY ★
to stand up for others who are ★
treated unfairly because of their
**RACE, RELIGION, SEXUAL
ORIENTATION, ETC.** —

81% of educators say they
**ARE BETTER
EQUIPPED**
to teach about
social justice
issues through
**SERVICE-BASED
LEARNING.** 

90% of students
DEMONSTRATE
increased leadership
among their —
 **PEERS.**

81% of WE School groups
have developed a sense of
**MUTUAL
RESPECT**
★ ★ ★
between their school and
the local community.

“WE Schools develops students' critical thinking skills, connecting what they are doing in the classroom to the world outside.”

– Educator



Measuring Our Impact

We believe in measuring the impact of our programs to make sure we're delivering world-class resources. Because of educators like you, we are able to see incredible, transformative outcomes in students across North America and the UK.

\$79 million
raised
for charity



27.6 million
HOURS OF
volunteer
service
logged



9.8 million
pounds
OF FOOD
collected
for food banks




Curriculum

WE integrates service-learning into your classroom!

Experiential service-learning with WE Schools comes alive in a variety of places. It can be incorporated into existing classroom curricula, as part of a school or district-wide co-curricular initiative and in extra-curricular student clubs. In each case, educators and students are provided with support and strategies to achieve success.

The WE Schools four-step service-learning framework provides educators and students with classroom materials, campaigns and programs that follow the WE Schools Learning Framework by inviting students to:



- 1. Investigate and Learn:** Explore topics related to real-world challenges or opportunities.
- 2. Action Plan:** Plan the actions that they will take to carry out their service-learning project, including one local and one global action.
- 3. Take Action:** Implement the plan.
- 4. Report and Celebrate:** Share the results of their service-learning initiatives.

Record and Reflect



As a WE Schools group, educators have access to a variety of support resources:

Curricular

WE Schools lesson packages are customized for all grade levels and easily align with current provincial or state curricular subject expectations. Each package identifies specific skills and learning goals. Lessons are grounded by essential questions and strategies are offered for assessment and evaluation. Differentiation as well as extensions and enrichment opportunities are also available. Curricular resources are available online, on a USB and in print. We also offer professional learning opportunities to support educators as they make connections to their current practices.

Extra-Curricular

Clubs have always been a popular starting place for WE Schools programming, where students investigate and learn about social issues, plan and take action through local and global campaigns, and report and celebrate their hard work. The WE Schools Kit includes issue backgrounders, engaging activities to explore issues, strategies for running a club, and tips for organizing successful campaigns in schools and communities. The WE Schools Kit is available online, on a USB, in print and, new this year, on Microsoft OneNote.

Co-Curricular

WE Schools also offers unique opportunities and resources for schools or districts looking to create programs for issue exploration and skill development both in and outside the classroom. Educators can explore specific skill-building modules, customized leadership-training modules, motivational speakers and youth leadership conferences that will engage their entire student population. As a follow up, educators can use the WE Schools Kit to continue the engagement in after-school clubs and classroom-based lesson packages to explore issues in depth.

For more information contact:
curriculum@WE.org



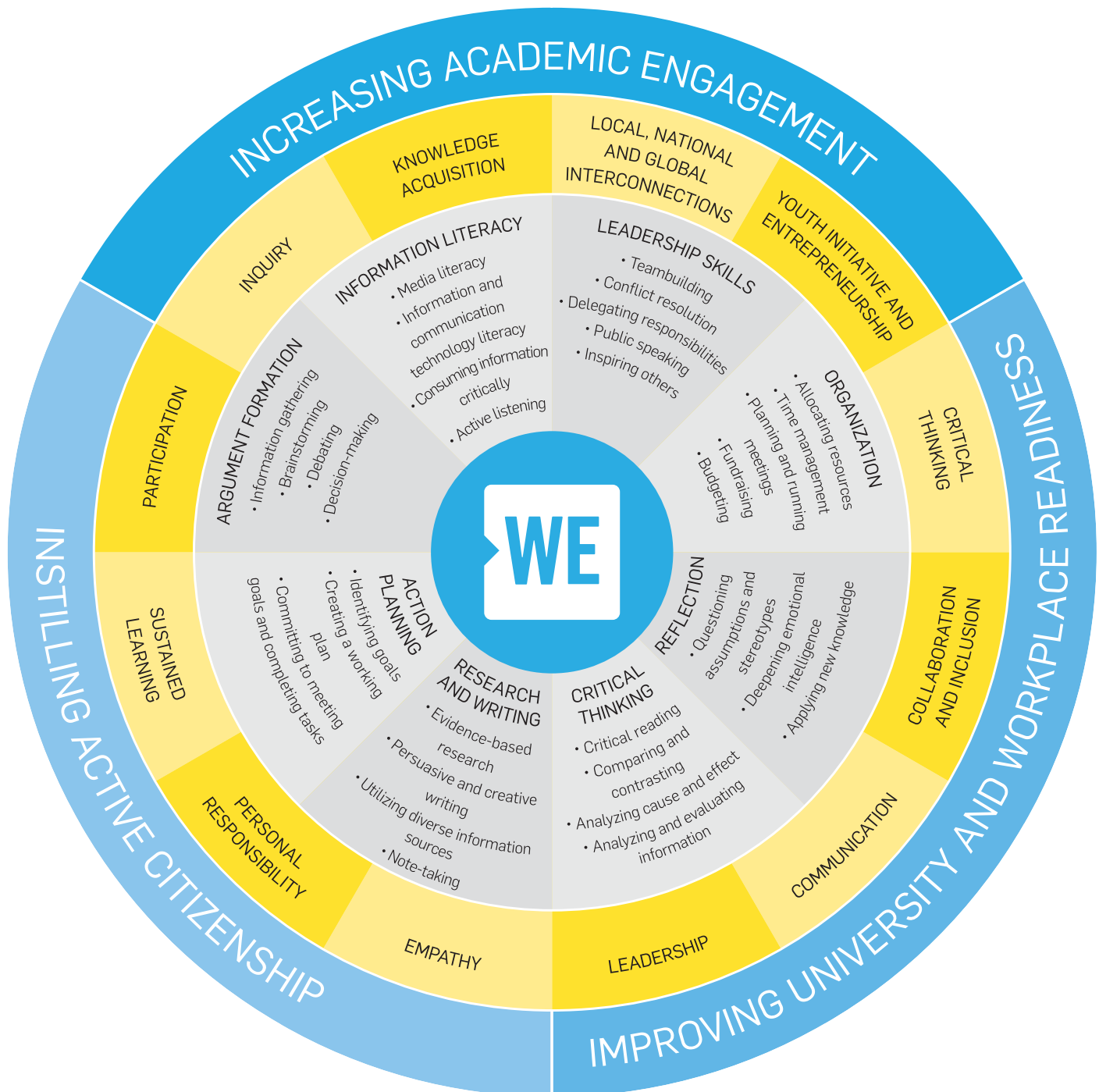
WE Villages Curriculum

Our Learning Framework

The WE Schools Learning Framework is the educational foundation for every resource we provide, including lesson plans and campaigns. It is grounded in pedagogical theories of service-learning and 21st-century learning practices. As an educator, the WE Learning Framework can be used as a helpful reference tool to ensure that your curriculum expectations are met through student engagement with WE Schools programming.

Legend

- OUTCOMES
- LEARNING GOALS
- CORE SKILL SETS



Our Learning Skills Legend

Lesson plans and activities help students focus on learning outcomes by developing core skill sets. Look for these icons from our **WE Schools Learning Framework**.



ARGUMENT
FORMATION



INFORMATION
LITERACY



LEADERSHIP
SKILLS



ORGANIZATION



ACTION
PLANNING



RESEARCH AND
WRITING



CRITICAL
THINKING



REFLECTION



You will find these icons in the **Student Yearbooks** and on educational resources online. Use them to find the most relevant skills your students will be developing through **WE Schools** activities.

Visit our library of resources at [WE.org/we-schools/program/educator-resources/library](https://we.org/we-schools/program/educator-resources/library).

Skills Development

Does your school want to develop more leaders and improve action-planning skills within students?

Our WE Schools programming offers unique opportunities and resources for schools looking for skill development, both inside and outside the classroom. You can activate these skills with your entire school, club, or classroom whether the students are part of your WE Schools group or not. Skills are about developing necessary global competencies with all students.

We know that as an educator, you are already focusing on skill development within your school. WE wants to help make these skills applicable by providing the resources for you and your students to work through the four steps of WE Schools and apply real-world skills to create impact.

Students can find the skills pages in their Student Guide. Help facilitate the conversation and activities with your students and watch them develop the skills that will help them be successful in both school and life!



Skills:



We want your students to get the very most that they can out of WE Schools. This year, WE is focusing on these three WE Schools skills to help enhance student performance.

Action Planning with Financial Literacy

Action planning is a skill that helps students focus their goals and decide what they need to accomplish these goals and the steps they need to take to get there. When students are able to recognize and understand the effects of their money, they are able to create innovative solutions to social issues that they are passionate about.

Research and Writing for Building Leaders

Research and writing is an important skill to perfect because it helps students communicate their message in the best way possible. Through research and writing, students will enhance their career readiness by exploring diverse sources of information, conducting research based on evidence and being creative and persuasive in their writing.

Leadership with Technology for Good

Leadership is a skill that will help students to build a team and inspire others. With leadership skills, students are better equipped to make well-informed decisions in a positive and critical way. Teaching students to use technology will help transform them from passive to active consumers of information.



Celebrating 150 Years

WE Are Canada brings to life four yearlong initiatives through our WE Schools campaigns that inspire young Canadians to come together to celebrate, learn about important issues and take action in their communities.

This national milestone is also tied to the WE movement because living WE is what living in Canada is all about—bringing people together and giving them the tools to change the world. In 2017, Canadians have been uniting and pledging to build a stronger Canada by taking action in four areas that are fundamental to our Canadian identity.

Canadians Taking Action Globally

Extend your impact in a developing community. Learn about sustainability through our WE Villages program. Visit WE.org/we-villages/our-development-model for more information.



The Four Themes of Canada 150

Diversity and Inclusion

Let's continue to build a welcoming Canada where everyone has a place and the ability to reach their full potential.

Take action with WE Are One.

Reconciliation

Support efforts toward national reconciliation of Indigenous and non-Indigenous Canadians and help begin a new era of nation-to-nation relations.

Take action with WE Stand Together.

Youth

Engage and inspire young people in all areas of Canadian life with initiatives for youth and by youth. Empower young people to become engaged in civil society and shape Canada's legacy.

Take action with WE Volunteer Now.

The Environment

Our vast and diverse landscape is a source of pride and national identity. Let's promote and support environmental consciousness to protect our land, water, air and wildlife.

Take action with WE Take Charge.

A special thank you to our partners who have made WE Are Canada possible.



Canada

This project, a Canada 150–signature initiative, has been made possible in part by the Government of Canada.

Did you know we had a WE Day Canada on Parliament Hill to celebrate Canada's 150th anniversary?

Educational Resources

To help celebrate Canada's 150th anniversary, WE Schools collaborated with dedicated educational professionals from across Canada to develop resources that highlight the importance of experiential service-learning.

Each lesson package includes subject-specific curriculum expectations across three grade levels: Grades 4 to 6, Grades 7 to 8, and Grades 9 to 12. The lesson packages cover a variety of core subjects, including social studies, science, math and English.

Download the printable PDF lesson plans for free at WE.ca today!



Take your WE Are Canada actions one step further with our bilingual curriculum created by educators, for educators. Find it at WE.ca/fr.

Additional Program Offerings

Our free, additional program offerings can help you enhance your students' learning and create a successful WE Schools experience.



1. WE Schools Partnership Manager

When you sign up for WE Schools, you will be matched with a WE Schools Partnership Manager to help guide and assist you throughout the school year. Whether you need help creating an action plan with your students, more information on campaigns and resources or help setting up a speaker at your school, our WE Schools Partnership Managers are here to help you every step of the way.

2. Action-Planning Workshops

These workshops help youth develop ideas for social change and action planning. This is an opportunity for your students to get extra help investigating the issues important to them and plan actions for the year. Find out more by connecting with your WE Schools Partnership Manager.

3. Youth Leadership Conferences

This is a day when young people are brought together to learn about social justice issues and leadership building. These summits are held across North America to help youth understand the issues facing their communities and the world, and most importantly, build a plan to take action on them. Find out more at WE.org/leadershipconference.

4. Videos

Watch and be inspired! We offer a library of videos that you can use with your students to help them deepen their understanding of local and global issues and feel empowered and motivated to take action. Find out more at WE.org/weschools/educator-resources/videos or by checking out the videos on your USB.



The WE Schools Kit is now available on Microsoft OneNote! Use this interactive resource to collaborate with your students and create action plans. With a workbook at your fingertips, you'll be fully equipped to complete the four steps of WE Schools with the tools and resources of OneNote.

Contact your WE Schools Partnership Manager to learn more.

5. Motivational Speakers

Celebrate the achievements of your group by having a motivational speaker come to your school.

Motivational speakers deliver tailored presentations that share their personal stories as well as the story of the WE movement and our holistic and sustainable development model, WE Villages.

Motivational speakers are trained, professional speakers who are passionate about and experienced with WE Villages programming. They can speak to all ages and can customize their speeches to your specific needs.

Presentations are about 45 minutes long with an optional Q&A session at the end. For more information about motivational speaker opportunities available in your region, please get in touch with your WE Schools Partnership Manager.

6. Awards and Scholarships

We want to do everything we can to support young people and their journey toward living WE.

Throughout the year, WE Schools offers a variety of awards, scholarships and grants for your class and individual students who have made an exceptional difference in their communities. Talk to your WE Schools Partnership Manager for opportunities in your area.

Baking a Difference Award Spotlight

Made possible by Robin Hood.



Medicine Hat High School

Students at Medicine Hat High School know that baking has the power to bring people together.

For their WE Bake For Change campaign, they gathered friends and family to bake treats that were inclusive of dietary restrictions so everybody could enjoy a bite. Their campaign slogan? "Making a change has never been so sweet." The students who were in line to load up on cookies and cupcakes agreed.

They took a picture of their group and sent in an application for the Baking a Difference Award, sponsored by Robin Hood. We loved what they had to say about their campaign and awarded them a donation to top up their fundraising and help them make a lasting impact in a developing community.

Introducing: The WE Schools Recognition Program

WE Schools wants to highlight and recognize the participation of our schools and groups that go beyond the commitment of one local and one global initiative. Without your hard work and commitment, we would not be where we are today. Sponsors of WE Schools recognize that too, and to show their appreciation, they are supporting the recognition program so that we can celebrate your group's achievements, while also ensuring that every donation dollar you fundraise continues to be invested in our international development projects.

This is a program for you, to say thank you for everything you do and for your continuous journey with the WE movement. This program will give your group members new goals to reach, while challenging them to work toward achieving the ambitious goals they set for themselves.

To be eligible for the recognition program, groups must complete the Yearlong Action Plan and Year in Review checkpoints.

Campaign Participation <i>Must be completed in one school year</i>	Recognition
Three campaigns	WE Schools Certificate
Four campaigns	WE Schools Certificate + Thank you resource package for WE DayX
Five campaigns	WE Schools Certificate + WE Learning Centre Skype session with WE Staff
Six or more campaigns!	WE Schools Award + Signed thank you poster from WE Ambassadors



The program also includes special recognition for schools and groups that have shown continuous support in making WE Villages possible. Without you, we wouldn't be able to provide communities with the tools and resources they need to lift themselves out of poverty. Your support is continuing the legacy of the WE movement of children helping children.

WE Villages Support in Dollars Fundraised <i>Up to three school years to complete</i>	Recognition
\$50 to \$4,999	WE Schools Certificate
\$5,000 to \$9,999	WE Schools Certificate + WE Gift Bag
\$10,000 to \$19,999	WE Schools Certificate + Skype session with WE Villages community class
\$20,000 +	WE Schools Award + Special speaker visit from WE

WE Learning Centre

The WE Learning Centre is our international hub for service-learning and youth engagement, and the site of our new headquarters. Set to open in fall 2017, the centre will be the foundation of our expansion and serve as a catalyst for our programming, as it will have impacts both at home and around the world.

With the centre's incredible technological capabilities, we will create both in-person and remote digital experiences for students, educators, families and companies. This will be a space where everyone feels welcome to share their ideas, passions and plans for taking action.

Located in Toronto's historic Corktown neighbourhood, the centre will allow us to expand our operations, while keeping a close connection to the Cabbagetown community.



The Theatre

The WE Learning Centre will feature two state-of-the-art theatres. We look forward to providing school groups with interactive curriculum-based lessons. For special events and mini WE Days, we'll be able to remove the divider between the rooms and host up to 200 people while capturing the event and sharing it live on social media.

Skype Global Classrooms

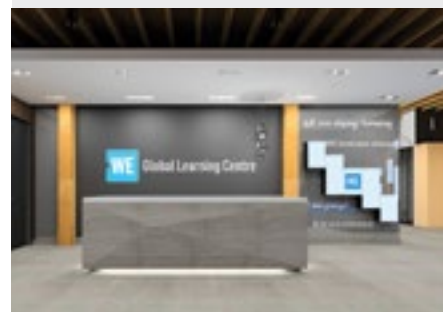
We have three Skype Global Classrooms that will deliver high-quality speeches, workshops, and professional development training in an interactive way. This will allow us to connect with communities like never before, making our WE Schools program truly global.

Social Incubation Hub

The WE Incubation Hub is a space dedicated to youth who want to start a charity or social enterprise. This is the place where 12-year-old Craig Kielburger would have gone to learn how to make his dream of changing the world into a reality. Youth will learn real-world entrepreneurial skills to make positive social change.

A Sneak Peek at Some of Our Program Offerings!

Whether you're a student, educator, family or company looking to find your cause and start taking action, the WE Learning Centre has the tools, resources and events for you!





YOUTH EMPOWERMENT
+
VOLUNTEERING
=
CHANGE



Get Started

Four Steps of WE Schools

Investigate and Learn

Take time to research and understand a local or global issue.

- Use the Exploring Issues activity to help students become class experts on a local or global issue through group discussion, note-taking and teaching others.

Action Plan

Using the information they have gathered from Investigate and Learn, students begin to plan how they will take action on a cause that they care about.

- Use the Student Yearbooks to write, draw and share brainstorming ideas on how to create impact.

Take Action

Students implement their action plan!

- Whether they are collecting canned goods for WE Scare Hunger or taking a vow of silence for WE Are Silent, students use the knowledge they've learned to put their plan into action.

Report and Celebrate

When the campaign is completed, students should record and reflect on the actions they took and the impacts that they made.

- Don't forget to celebrate your efforts through a party, assembly or WE DayX!



Change the World with Your Actions

The WE Schools program provides educators and students with curriculum, educational resources and a full calendar of action campaign ideas.

Connect to a Cause

Each campaign we offer has a cause connection to help make it easier for your group to take action on the issues you are most passionate about. Is your group interested in human rights around the world? Try participating in the WE Are Silent campaign to raise funds and awareness for those whose voices go unheard. Check out page 36 to match your interests with one of our campaigns!

What Does it Mean to Take These Actions?

By taking action on local and global issues, students will gain an understanding of what it means to be part of both a local and global community. They will learn about issues affecting their own neighbourhood, as well as developing communities around the world. By taking action to improve the lives of others, they will gain a sense of empowerment.



Take Global Action

Learning about the lives of people around the world can help you discover new points of view. We often think about developing communities as struggling with 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.

Take Local Action

Tight-knit communities filled with people who know and appreciate each other are safer, and you can feel comfortable knowing there are people looking out for you and the well-being of your family. 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.

WE Villages

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

Five Pillars of Impact



★ 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.

- More than 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.

- \$36 million in medical supplies has helped provide more than one million people with health care.

🌿 Food

If female farmers had the same resources as male farmers, up to 150 million more people would be fed. We teamed up with PotashCorp, founding sponsor of our Food Pillar, to create a lesson package. Download food security lesson plans from [WE.org/weschools/educator-resources](https://www.weschools.org/educator-resources).

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

🔑 Opportunity

With workshops on running successful farms and businesses, families have what they need to become self-sustaining, develop new entrepreneurial skills and invest in their children's futures.

- More than 30,000 women have empowered themselves with financial independence through our programs.

Welcoming Ethiopia: Our Newest WE Villages Partner Country

Located in East Africa, Ethiopia is Africa's oldest independent country, with a population of nearly 100 million people. Recently hit by one of the worst droughts in the country's history, Ethiopia is now facing an increased number of barriers in the fight for education. With 85 percent of people living in rural areas, many children are missing out on the opportunity to attend school, as they stay at home to help their families instead.

Through our years of work with WE Villages partner communities around the world, we have witnessed the power that education has in helping communities escape the cycle of poverty.

That's why this year, we will be adding Ethiopia to our WE Villages programming, as we assist local governments in providing the tools and resources to ensure youth can attend school, and families can lift themselves out of poverty.

As we leverage the knowledge of an organization that has a 10-year history of impact in the country, we will use our holistic development model to help bring transformative change to the regions of Tigray and Oromia.

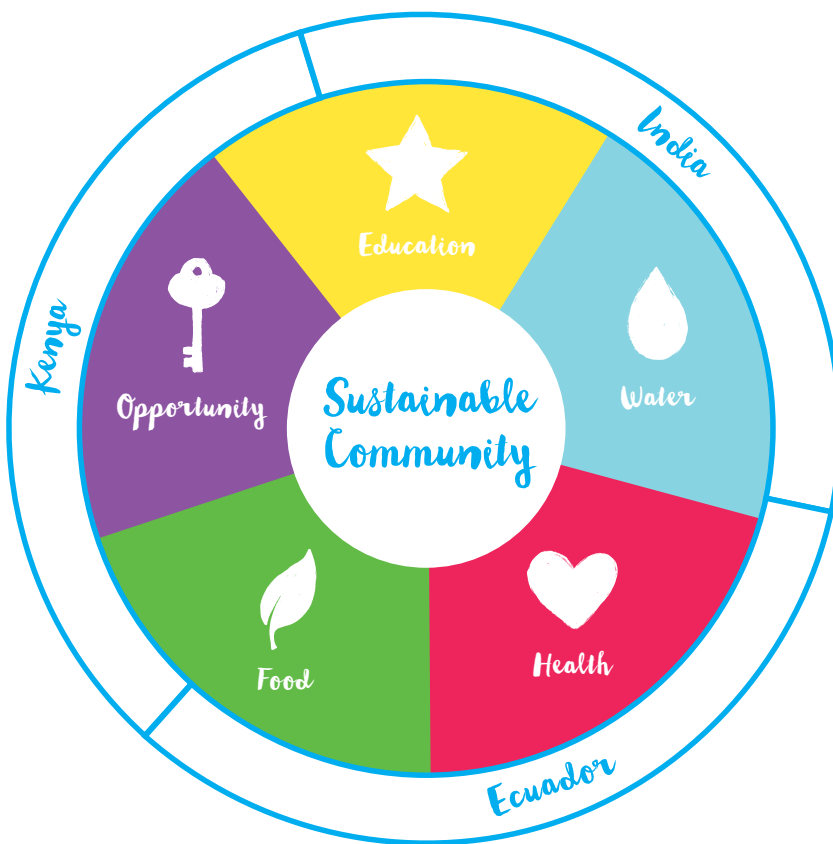
Ethiopia's government has made education a top national priority, and we are confident that the WE Villages development model will bring a source of sustainability to a country that has faced many barriers to successful development.

When a child is educated, they have the power to take control of their own life. By increasing access to education in Ethiopia, we will be able to create a brighter future for generations of students and their families.

Where WE Villages Works



Fundraising with WE Villages



Step 1

Connect to a country.



Step 2

Connect to a Pillar of Impact.



Step 3

Start fundraising!

Step 1: Connect to a Country

Learn about the nine countries where WE Villages partners with rural communities to break the cycle of poverty: Kenya, India, Ecuador, rural China, Sierra Leone, Haiti, Nicaragua, Tanzania and Ethiopia. Discover which country your group is most passionate about fundraising for at WE.org/we-schools/educator-resources.

Step 2: Connect to a Pillar of Impact

Explore the five Pillars of Impact—Education, Water, Health, Food and Opportunity—that help communities work toward sustainability. Learn about the global issues connected to the Pillars of Impact by using the Exploring Issues activity (p. 34) and choose one to make an impact on using the Issue Compass activity (on your USB).

Step 3: Start Fundraising!

Once you've picked a Pillar of Impact to take action on, connect with your WE Schools Partnership Manager and you'll be sent a poster for that pillar to help you track your progress. Get started using our global action campaigns (p. 40): WE Create Change, WE Are Rafikis, WE Bake For Change, WE Are Silent, WE Walk For Water and WE Give Health.



Year of Education

This year WE is celebrating the Year of Education and encouraging you to fundraise for children's education.

More than 20 years ago, Craig and Marc Kielburger set out on a bold mission: to work with developing communities to free children and their families from poverty and exploitation. Over the years, they have worked to develop a holistic, sustainable development model that solves not just one issue, but also tackles multiple issues to help families break the cycle of poverty and become self-sustainable.

The first step in this sustainable development model is education. Giving a child an education is the best way to set them up for success and break the cycle of poverty. We know that poverty plays a huge role in preventing children from going to school. So in addition to building schools, we have also focused on tackling the barriers children face that prevent them from going to school, and providing them with the resources they need to stay in school.

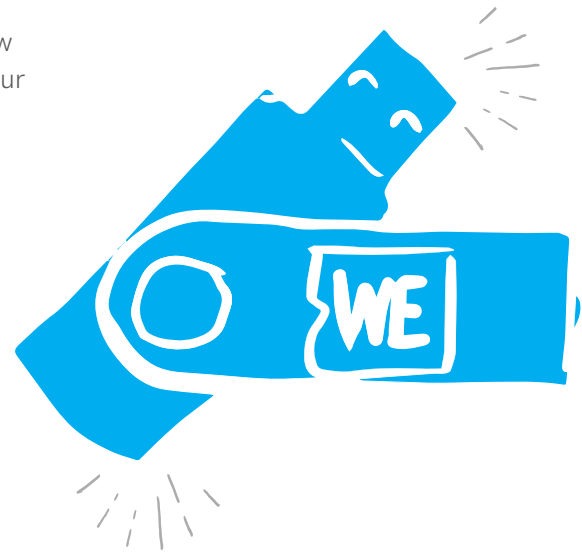
This year, each global campaign in the WE Schools Kit is tied to one of the five WE Villages Pillars of Impact. This means that with every dollar fundraised, tangible impact will be made in a developing community. But no matter which pillar your group chooses to fundraise for, every dollar will help send a child to school, because when we work together, all roads lead back to education. Join us in celebrating the Year of Education by rallying your students and community together to help raise \$10,000 to build a school in a WE Villages partner community!

Your fundraising efforts can help us change the lives of students for generations to come by creating change-makers of tomorrow. Help your students empower others through education.

For more information, check out the Year of Education video on your USB.

USB Activities to Guide Your WE Schools Group

Check out the activities folder on your USB for useful resources to help guide you in leading your WE Schools group. If you're new to the program, make sure to check out these activities to get your group started.



1 Community Code

As a WE Schools group, it's important to create a space in which everyone feels safe to voice their opinions. Use the questions included in the Community Code activity to help your students create guidelines for the way they interact and make decisions as a group.

3 Issue Compass

This activity will help students brainstorm a list of global issues, share their opinions about these issues and choose the one(s) that they are most interested in learning about and taking action on.

2 Community Mapping

In this activity, students will learn to identify the issues that affect their community by taking a walk around the neighbourhood and then mapping it out. They will then create a plan to take action and give back to their community.

4 Setting S.M.A.R.T. Goals

Use this activity to help your group set a goal and create a plan before getting started on their actions or campaign. By building a goal that is specific, measurable, attainable, relevant and time-bound, your group is sure to achieve success!



Club Cards Activity

This activity is an interactive way to get students thinking about their individual skills sets and what strengths they bring to a group environment. Students will begin to understand and value different kinds of leadership, and discover their own strengths and challenges as a leader, which they can then apply to their teamwork.

Step 1

Have students write a numbered list from 1–25.

Step 2

Read out the following statements and have students rate how true the statements are as they pertain to them, with 1 being untrue and 10 being true. Tell students to write their answers beside the corresponding number.

1. I don't need to be in charge of a group, but I enjoy making detailed plans that everyone will carry out.
2. I am the nurturing type who takes care of everyone.
3. I am the listener. I hear what people are saying and make sure everyone has a voice.
4. I am the logical one. I enjoy working through puzzles and equations.
5. I am the peacekeeper who listens to everyone and finds a reasonable compromise.
6. I look at all sides of a situation before arriving at a solution.
7. I can be stubborn when I feel passionately about something going my own way.
8. I am the dreamer who is always thinking of new and exciting ideas. I believe there is no limit to what we can achieve.
9. I like to tackle tasks, problems and projects with a well-thought-out plan.
10. I am friends with just about everyone I meet.
11. I am drawn to hands-on tasks. I like making tangible products.
12. I like to take risks and try ideas before knowing if they will work or not.
13. I like to think of new solutions to old problems.
14. I am the energetic one who is always ready to roll up my sleeves and get to work.
15. I am the artistic one and people see me as creative.
16. I don't like trying something unless I'm pretty sure that it will work the first time.
17. I like to get things done quickly.
18. Sometimes I can seem disorganized.
19. People are quick to trust me.
20. I make most decisions based on facts, data and numbers.
21. I am good at coming up with big ideas, but not always good at following through to make them happen.
22. Often it takes me a long time to make decisions because I need more information.
23. I am good at being in charge of groups and keeping groups focused.
24. People see me as someone who will get the job done, no matter what.
25. Sometimes I have a hard time saying no to people, and end up taking on too much.

Step 3

Once everyone is finished, read out the colour that corresponds with each question and have students record the colour in a column beside each number.

1. Purple	9. Purple	18. Green
2. Blue	10. Blue	19. Blue
3. Blue	11. Pink	20. Purple
4. Purple	12. Green	21. Green
5. Blue	13. Green	22. Purple
6. Purple	14. Pink	23. Pink
7. Pink	15. Green	24. Pink
8. Green	16. Purple	25. Blue
	17. Pink	

Step 4

Get students to tally up their scores for each colour. The colour with the highest score is their most dominant leadership style.

Step 5

Have students read the explanations of leadership styles to help them understand what role in the club would best suit them.

Blue leaders bring everyone together. They resolve conflicts among team members and ensure that all team members are feeling good. Blues are great at building relationships within groups and creating a positive environment for groups. They are often seen as great "people people."

Suggested group roles: President, Past President, Vice President

Pink leaders propel the team with action. They lead by example, motivating people and maintaining the team's momentum as they move toward the goal. They keep teams focused and can be persuasive in getting their way. They are often seen as reliable people who follow through and get things done.

Suggested group roles: Communications Officer, Social Media Officer, Recruitment Officer

Purple leaders use their logic-based skills to make sure that groups are being realistic and achievement-focused. They analyze the team's goals and actions and decide the best possible way to achieve the goals, given specific conditions and circumstances. Purples do a lot of calculating, analyzing, systematizing, organizing and budgeting. They are great at providing solutions that "make the most logical sense."

Suggested group roles: Treasurer, Secretary, Teacher Advisor

Green leaders dream and inspire. They are the idea-makers. They approach problems in new ways and tackle tasks differently than others. Greens are always thinking, brainstorming, suggesting ideas and planning ahead. They are often seen as "big picture" thinkers.

Suggested group roles: Fundraising Chair, Events Chair, Member, WE Villages Expert

Step 6

Have students read the Club Cards they are interested in to see if the description matches their personality.

Step 7

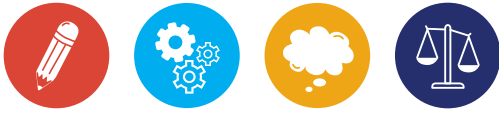
Based on what students identify as their leadership style and what they have read on the Club Cards, have students decide among themselves who will take on each group role. Tell students that each role is important in its own way and that they will all need to work together as a team, using their strengths to create impact.

Teacher Tip

Help guide your students to find their role in the group and use your best discretion when helping students decide who would best suit each role. If students run into problems deciding who will take on the role of each Club Card, remind them that they have the option to rotate positions for each campaign so that everyone will get a chance to experience the different roles of the group.

Activity: Exploring Issues

Find the cause you want to take action on!



Educator's note: Use the Issue Cards to run this activity with your WE Schools group.

Purpose:

This activity is designed to help students become class experts on a local and global issue through group discussion, note-taking and teaching others.

Instructional Method(s):

Jigsaw discussion, group work, reading and note-taking.

Differentiated Instruction:

- Students can pass cards between groups rather than forming new groups and spend time on each discussion card in their original group.
- When students form their second group to explain their issues to each other, discuss each issue as a class rather than in groups.

Materials:

Notebooks or notepaper, writing utensils, front board and Issue Cards.

Estimated Time:

45 minutes for local issues discussion.

45 minutes for global issues discussion.



Steps:

1. Divide students into six groups and give each group one of the six local Issue Cards included in the WE Schools Kit. Tell students that they will explore the issue described on their group's card. Remind them they each will need paper and a writing utensil.
2. In groups, have students read their Issue Card aloud and discuss the questions listed on the back. Students should take notes on what they discuss, with special emphasis on the following:
 - What is the issue?
 - Why is it important?
 - Who does it affect?
 - What causes the issue?
3. After 10 minutes of group discussion, tell students that they will be forming new groups. Students will have the chance to explain the issue they just discussed to their new group.
4. Collect the Issue Cards from the groups and redistribute the class into groups of six students so that each new group has one class expert who can represent each of the six local issues. Place the issue cards at the front of the class so that any student can access them during the next section if they need help.
5. Write the following four questions on the front board:
 - What is the issue?
 - Why is it important?
 - Who does it affect?
 - What causes the issue?
6. Circulate as groups discuss to make sure all students are engaged and discussions are in-depth. Every student should have the opportunity to speak about their issue.
7. After 30 minutes of group discussion, bring the class together. Ask students if they have any questions about what they've learned. Ask the class:
 - Which issue(s) interested you most?
 - How can you learn more about the issue?
 - How can you share what you've learned about this issue? Who can you spread awareness to?
8. Repeat this activity, this time using the five global Issue Cards. Begin by forming five groups and then splitting into groups of five. This can be done in a separate class period.

Tell students that they will take turns presenting to their groups as class experts on their topic. And then, as a group, discuss the questions on the board. Each issue should take about five minutes to explain and discuss, and students should take notes as their peers present.



Take Action with Local Campaigns

WE Scare Hunger

Hunger + Food Drive = Impact

Come together to collect food to help ensure families have food on the table. By holding a food drive, you have the opportunity to contribute to your local community and raise awareness of the root-causes of hunger. Learn more at WE.org/wescarehunger.

Made possible by Ford.

WE Rise Above

Cyberbullying + Advocacy = Change

Become an advocate for online safety by coming together to raise awareness about the damaging effects of cyberbullying. When we help inform others, we gain the confidence to intervene and stand up for those who can't stand up alone. Learn more at WE.org/weriseabove.

Made possible by TELUS.

WE Film For Change

Acceptance + Art = Impact

Take action through an art project in your school or community to show the importance of acceptance among your peers. Film the project and share it with others to increase acceptance of others culturally, emotionally and physically. Learn more at WE.org/wefilmforchange.

Made possible by Participant Media.

Curriculum:

Understanding Local Hunger

A classroom resource for raising awareness about local hunger issues.

Elementary/Middle	Language, Social Studies, Health and Physical Education, Math
Secondary	English, Social Sciences and the Humanities, Health and Physical Education

Exploring Digital Citizenship

A classroom resource to examine the issue of cyberbullying and to promote kindness and respect.

Elementary/Middle	Language, Science and Technology, Social Studies
Secondary	English, Computer Studies

Arts for Transformation

A classroom resource for creating meaningful change through the arts.

Elementary/Middle	The Arts, Language, Social Studies
Secondary	The Arts, English, Social Sciences and the Humanities, Canadian and World Studies

WE Read Together

Literacy Advocate + Reading Mentor = Impact

Find the book that inspires you to take action and change the world. Be an advocate for literacy by organizing a book drive or reading with a buddy. Each book your students read will open a door of opportunity for them to become leaders in their community. Learn more at WE.org/wereadtogether.

Curriculum:

Knowledge Is Power	
A classroom resource for understanding the issues and barriers to literacy.	
Elementary/Middle	Language, Social Studies
Secondary	English, Social Sciences and the Humanities



WE Are One

Inclusion + Technology = Impact

Technology is a powerful tool for social change. Use technology to imagine and develop ways to make your school and community more inclusive for everyone. Learn more at WE.org/weareone.

Made possible by Microsoft.

WE Take Charge

Sustainability + Purpose = Change

Discover your purpose in creating a sustainable Earth and plant the seeds for change. Commit to a sustainability pledge in your school or community and watch how everyday actions can turn into sustainable impact. Learn more at WE.org/wetakecharge.

Made possible by Unilever.

Curriculum:

Creating an Inclusive World

A classroom resource to promote understanding of inclusivity and accessibility, and to explore how communities can become places where everyone feels welcome.

Elementary/Middle

Language, Science and Technology, Social Studies

Secondary

English, Science and Technology, Computer Studies

Act Today for a Bright Future

A classroom resource for teaching sustainable living.

Elementary/Middle

Language, Social Studies, Science and Technology, Health and Physical Education

Secondary

English, Social Sciences and the Humanities, Canadian and World Studies, Health and Physical Education, Business Studies



WE Volunteer Now

Youth Empowerment + Volunteering = Change

Find your passion for change and rally together to help take action on a cause in your community. By inspiring others to take action and volunteer, you can create a ripple effect of volunteerism in your community. Learn more at WE.org/wevolunteernow.

Made possible by Cineplex.

WE Stand Together

Reconciliation + Dialogue = Change

Help strengthen ties between all Canadians by facilitating learning and dialogue on the relationship between Indigenous and non-Indigenous Canadians. Use the 10 connection points to start important conversations throughout your school and community and to help build the future for a stronger Canada. Learn more at WE.org/westandtogether.

In partnership with The Martin Family Initiative.

Curriculum:

Volunteerism: A Growing Movement

A classroom resource for introducing effective volunteering and community mobilizing around local issues.

Elementary/Middle	Language, Social Studies, History
Secondary	English, Social Sciences and the Humanities, Canadian and World Studies, Business Studies

WE Stand Together

A collection of lesson plans and resources to strengthen ties between Indigenous and non-Indigenous Canadians through learning.

Grades 1–3	Language, Science and Technology, Social Studies, the Arts, Math, Physical Education
Grades 4–6	Language, Social Studies, the Arts, Math, Science and Technology, French, Health and Physical Education
Grades 7–8	Geography, History, Social Studies, Health and Physical Education, Language, the Arts, Science and Technology, Math
Grades 9–12	Business Studies, Career Studies, Civics, English, Geography, History, Law, Economics, Health and Physical Education, Computer Studies

Take Action with Global Campaigns

WE Create Change

Opportunity + Coin Drive = Change

Sometimes the smallest change can create the biggest impact. Gather your students and host a coin drive to raise funds toward purchasing a goat for a family in a developing community. When your group collects coins for change, they're opening the door for greater opportunities in their community. Learn more at WE.org/wecreatechange.

Made possible by RBC.

WE Are Rafikis

Women's Empowerment + Rafikis = Change

Fundraise by selling handmade Rafiki bracelets to empower women in Kenya to earn money to send their children to school. When you sell Rafikis, you open the door to a world of possibilities for empowering female entrepreneurs and their families. Learn more at WE.org/wearerafikis.

Made possible by Staples.

WE Are Silent

Advocacy + Silence = Impact

Have your class take a vow of silence to turn up the volume on the struggles of young people fighting for their basic human rights. Get students to collect pledges for every hour they go silent and raise money for WE Villages to make a tangible impact for people who need it most. Learn more at WE.org/wearesilent.

Curriculum:

It All Adds Up

A classroom resource to teach personal finance and financial literacy.

Elementary/Middle	Language, Social Studies, Math, the Arts, Geography, History
Secondary	English, Math, Social Sciences and the Humanities, Business Studies, Career Studies, the Arts, Canadian and World Studies

Social Entrepreneurship: Connecting Communities

A classroom resource that explores businesses with a social mission.

Elementary/Middle	Language, Social Studies, the Arts
Secondary	Business Studies, English, the Arts

Advocating for Children's Rights

A classroom resource that raises awareness on children's rights issues.

Elementary/Middle	Language, Social Studies, History, Geography, the Arts
Secondary	Canadian and World Studies, English, Social Sciences and the Humanities, the Arts, Computer Studies

WE Bake For Change

Food + Bake Sale = Change

When your students make a batch of baked goods with their friends and family, they can raise money to help fight food insecurity in WE Villages' partner communities. Through a bake sale, your students will be giving families the ingredients they need to make a better life for their children.

Learn more at [WE.org/webakeforchange](https://www.wegivehealth.org/webakeforchange).

Made possible by Robin Hood.

WE Walk For Water

Water + Walk = Change

Help families in developing communities gain access to clean, safe drinking water and open the door to better health and a better world. Organize a water walk to inspire positive change on global water issues and take steps to make a difference for communities living without safe drinking water. Learn more at [WE.org/wewalkforwater](https://www.wegivehealth.org/wewalkforwater).

WE Give Health

Health + Movement = Change

Organize a healthy-living event with your group and raise funds for WE Villages to help youth in developing communities gain access to health care. With your health fundraiser, every move you do has the power to create impact and give health globally. Learn more at [WE.org/wegivehealth](https://www.wegivehealth.org).

Curriculum:

Understanding Ethical Consumerism	
A classroom resource to teach about friendship, ethical consumerism and an introduction to WE Villages.	
Elementary/Middle	Language, Social Studies, Math, the Arts
Secondary	English, Social Sciences and the Humanities, Business Studies, the Arts, Canadian and World Studies

Investigating Water Quality	
A classroom resource for understanding the issues of water quality.	
Elementary/Middle	Science and Technology, Social Studies
Secondary	Science, Geography

Creating Healthy Communities	
A classroom resource to promote healthy living locally and globally.	
Elementary/Middle	Language, Health and Physical Education, Social Studies
Secondary	English, Health and Physical Education, Science

Calendar

Important Dates

WE *Your year of action*

Month: _____

Campaign: _____

Issues: _____

Actions: _____

Month: _____

Campaign: _____

Issues: _____

Actions: _____

Month: _____

Campaign: _____

Issues: _____

Actions: _____

September

- Get your group familiarized with the Student Guide and Student Yearbooks.
- Create and share your Yearlong Action Plan via the survey link provided by your WE Schools Partnership Manager.
- Youth Leadership Conference: Invite your students to a day of learning, leadership building and action planning. For a list of youth leadership conferences near you, visit WE.org/leadershipconference.
- The power to change the world is at your fingertips! Download the WE Day app and start taking action today!
- Ready, set, read! September 8 marks International Literacy Day.

October

Local Campaign: WE Scare Hunger

Global Campaign: WE Create Change

- It's easy to become stuck in a cycle of poverty. Recognize the struggles people face on October 17 for International Day for the Eradication of Poverty.

November

Local Campaign: WE Rise Above

Global Campaign: WE Are Rafikis

- Catch the WE Day Broadcast on CTV. Stay tuned to WE.org for the air date!
- Take Action Camp: See page 53 for more details. Sign-up starts this month: MEtoWE.com/camp.
- Everybody is unique in their own way—remind others of that on International Day of Tolerance, November 16.

Look out for this poster on your USB in the Teacher Resources folder and fill it out with your group to help plan your year of action!

December

Local Campaign: WE Film For Change

- Let your voice be heard. December 10 marks Human Rights Day.
- Think globally! This holiday season, give socially conscious gifts to friends and family, and help celebrate the Year of Education by supporting WE Villages' Education Pillar of Impact. Visit WE.org/holiday.

January

Local Campaign: WE Read Together

Global Campaign: WE Are Silent

- New year? New actions! Download the WE Day app if you haven't already and challenge your group to take action.
- Promote sustainability in your classroom and celebrate World Environmental Education Day on January 26.

February

Local Campaign: WE Are One

Global Campaign: WE Bake For Change

- Spread love and acceptance this Valentine's Day, February 14.

March

Local Campaign: WE Take Charge

Global Campaign: WE Walk For Water

- Recognize women's achievements and the challenges they still face on International Women's Day, March 8.
- March 14 is Pi Day! Time to bake up a storm and practise your math skills while you're at it.
- How do you access clean water? March 22 marks World Water Day.

April

Local Campaign: WE Volunteer Now

Global Campaign: WE Give Health

- Registration for 2018/2019 programs and events opens.
- National Volunteer Week runs from April 15–21.
- Go green! Earth Day is on April 22.
- Did you know that more than 400 million people lack access to essential health care services? April 7 marks World Health Day.

May

WE DayX

- Mark your calendars on May 17, for Global Accessibility Awareness Day.
- Mother's Day is May 13! Honour mothers and women all over the world by empowering each other to create a better world.

June

Local Campaign: WE Stand Together

- Get up and move! National Health and Fitness Day is June 2.
- Start a nationwide conversation. Thursday, June 21 marks National Aboriginal Day.
- Celebrate! Wrap up the year with a giant celebration of the incredible impacts your students have made. Host an assembly or WE DayX that your school will never forget. Learn more about planning a WE DayX at your school.

July and August

- It's finally summer time! Get ready for Take Action Camp in Ontario or Arizona. Check out MEtoWE.com/camp to learn more.

Watch the webcast of each WE Day at WE.org/watchweday.





Report — and — Celebrate

Report and Celebrate

Congratulations! You've reached the final step of WE Schools.

This is a chance for you and your group to reflect on all the hard work that you've done over the past weeks, months or year!

Why Should Students Report?

- Reporting ensures that there's a record of students' hard work.
- Students learn what they could do differently in the future to achieve greater success.
- Students gain the opportunity to apply for awards and grants.

Why Should Educators Report?

- Reporting will allow educators to see how WE Schools has transformed your students.
- We also want to see what your group has been up to and use the information to help us better plan for next year.
- When you report, we can celebrate you and your efforts!

Make sure you celebrate by completing Impact Surveys for campaigns to share the differences you and your students made. Contact your WE Schools Partnership Manager for more information.





Everybody has a story. Check out [WE.org/stories](https://www.wecanmakeadifference.org/stories) to read the inspirational stories of youth who are taking action and creating change in their local and global communities. Submit your own story about your journey as a change-maker for a chance to be featured on our **WE Stories** blog!

Celebrate with Social Media

Social media is a great tool to show all the amazing work your students are doing! Use these tips to amplify your projects in the digital space.

Getting connected.

Encourage students to grow their social network by adding other group members and posting about their service-learning initiatives!

Take great photos.

Eye-catching visuals are an absolute must when it comes to social media! Bright backgrounds, daylight and big smiles are the best combination for an awesome picture.

Share in a timely fashion.

Post at times that will guarantee views! Sharing during lunch break and right after school will ensure your content gets the most visibility.

Updates!

Keep your school updated on how close you are to your goal. Students and teachers will want to see how your initiatives are going!



@WEmovement

#WEday | #WEschools





Use hashtags.

Make students familiar with your campaign by creating a hashtag and connecting it to every post.

Gifs!

Download a GIF maker and fuse your photos together to liven up your newsfeed.

Tag—you're it!

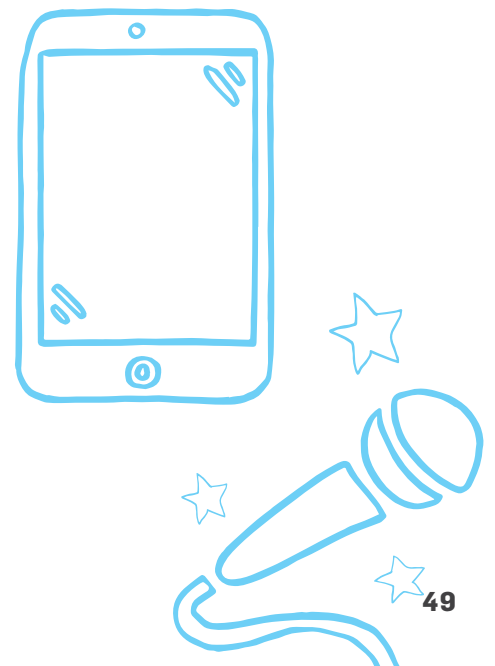
Once you've posted, have students tag five friends and challenge those friends to tag and share with five others.

Create a challenge on the WE Day app!

Amplify your latest project with a challenge on the WE Day app. Other change-makers on social media will be able to contribute to your goal!

Share with us.

We love seeing how your projects are going! Tag posts with [#WEday](#) or [#WESchools](#) and your campaign hashtag. They might just get featured!



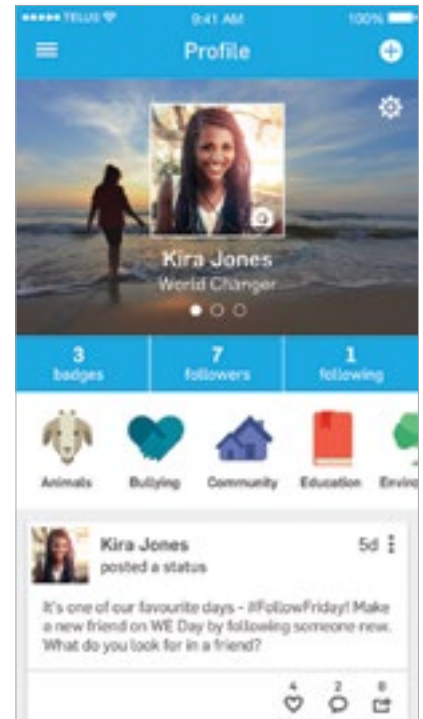
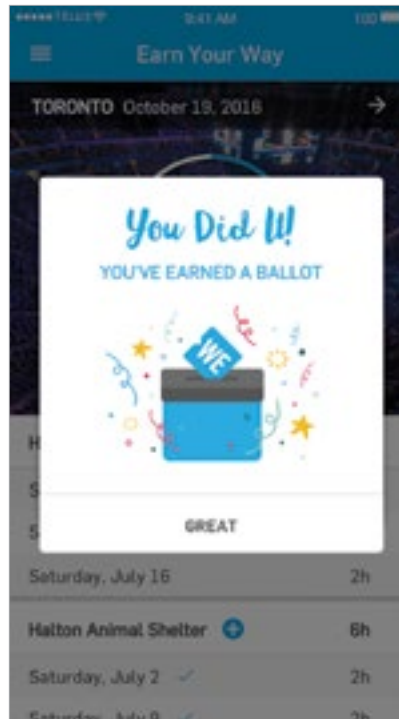
The WE Day App

An Incredible Way to Experience WE Day Everyday!

When students download the WE Day app, they will gain access to behind-the-scenes WE Day content, tips for taking action and tools for tracking their impacts! Students can use the app to earn their way to WE Day by sharing their local and global initiatives, and see what other young people are doing to help create change. Don't have a WE Day nearby? Students can watch any (or all!) of the WE Day events through the app to find inspiration for taking action in their community. Use the WE Day app with your students to help empower them to change the world.

Three Ways to Use Your WE Day App:

1. As an exclusive platform to stream WE Day.
2. As a way to access exclusive WE Day content.
 - *E.g., interviews with WE Day speakers and performers, behind-the-scenes footage, and more.*
3. As a way to earn your way to WE Day.
 - *E.g., individuals may also have the chance to earn their way to WE Day using the app, and gain access to additional WE Day experiences, like a backstage tour, photo op, and more.*





AN INITIATIVE OF



Living WE with ME to WE

Live WE with Your Students by Connecting with ME to WE

We're so excited you're living WE at school. If you want to take your world-changing actions further, a great way to up your impact is to get involved with ME to WE.

ME to WE offers everything from transformative travel experiences that let you see your impact overseas and contribute firsthand to sustainable change, to leadership programs closer to home, and opportunities to fundraise with products that give back.

The impact of ME to WE programs

66%  of participants felt they had experienced **transformative growth** in their development as a leader.

85%  of participants are involved in volunteering in their community after returning from a **ME to WE Trip**.

93%  of participants intend to play a leadership role in social justice initiatives in their **community**.

95%  of participants report feeling a strong sense of **responsibility** for the well-being of people in developing countries when they return home.

Take Action Camp: Not Your Typical Summer Camp

Bringing together campers from across Canada and the world, Take Action Camp is a place where kids can find their people—others who, like them, care about making the world a better place. Together, campers explore local and global issues, build tangible skills in areas including leadership and public speaking, and share opinions with one another as they dive into their passions and discover new ones. By the end of the week, campers have gained the skills and inspiration to take action at home on issues that they're passionate about.

Of course, camp wouldn't be camp without the usual summer camp traditions, including s'mores and sing-a-longs around the bonfire, tie-dye, relay races and more. Campers also spend a day putting their skills into action as they volunteer at an organization in the local community.

If you have students who would benefit from this experience, help kick-start their world-changing journey by letting them know about Take Action Camp!

Leadership Training for Your Classroom

We know that learning is more powerful when tied to real-life experiences. That's why WE Schools partners with ME to WE to provide transformative leadership training that brings the WE Schools Learning Framework to life through experiential activities and student-led discussion and action. Programs build on WE Schools to help young people develop core-skill sets, including critical thinking, reflection, leadership skills, argument formation and action-planning. Each leadership program is based on a process ME to WE calls its "Theory of Change." Developed over the last decade of working with young people, this theory:

- ▶ Encourages students to explore, analyze and enhance understanding of local and global issues.
- ▶ Helps students identify personal strengths, develop transferable skills in leadership, critical thinking and communication, and learn how to apply them to social change.
- ▶ Provides students with mentorship, tools and tangible steps to build detailed and realistic action plans that help them connect their strengths and skills to issues.

Choose from ME to WE's core leadership programs, or customize a training program for your school. We'll work with you to find one that fits your needs. Our leadership programs focus on various themes around local and global issues, including social justice education and volunteerism, inclusivity and safe schools, Indigenous culture and perspectives, and bullying awareness and prevention.

Learn more:

MEtoWE.com/camp

Connect with us:

[1.855.959.8330](tel:18559598330) (toll free)
takeactioncamp@WE.org

Learn more:

MEtoWE.com/leadership-programs

Connect with us:

[1.416.964.8942](tel:14169648942) ext. 638

Be the Change on the Ground

Extend your world-changing actions and see the impact that you have made overseas when you embark on a ME to WE Trip, where you'll meet families impacted by WE Villages' sustainable development model.

On ME to WE Trips You Will:

- Support sustainable development by volunteering on a project driven by community need—from a classroom to a health centre.
- Expand students' cultural awareness and help them gain empathy, compassion and understanding for different cultures and environments.
- Make meaningful connections as you meet community members and put real names and faces to the impact of your volunteer work.
- Build valuable life skills in your students, with leadership training, skill-building workshops and action-planning sessions.
- Log volunteer hours.

Where we travel: Amazon | Tanzania | India | Kenya | Ecuador | Nicaragua | Arizona

Our Signature Service

Expert ME to WE staff will guide and assist with every step of your journey to help make your group's dream trip a reality!

- ME to WE makes planning simple and provides everything you need to feel confident as a trip organizer.
- Safety is the number one priority, and ME to WE has extensive measures in place to ensure your group's safety throughout the trip. Learn more at MEtoWE.com/safety.
- ME to WE plans a customized itinerary perfect for your group's size and needs.
- ME to WE provides fundraising support, including toolkits, workshops and a dedicated fundraising coach.
- ME to WE gives lifelong support and will provide guidance for your group's reintegration post-trip.

Learn more: MEtoWE.com/school-trips
Connect with us: [1.855.959.8330](tel:18559598330) (toll free)
trips@WE.org

“As a trip leader and participant on these trips, I can confidently say that ME to WE provides a very safe environment that is conducive to learning with experiential growth and development of leadership skills for all the students involved. I have seen these trips positively change lives, both for the in-country residents and the participants. This type of experience cannot be replicated in a classroom.”

— David Whyte, Principal, Mentor College

Fundraising for Your ME to WE Trip

ME to WE can help make your dream trip a reality, and is committed to making programs accessible to every student and group. With a fully comprehensive fundraising program, they will support your group every step of the way.

Our Fundraising Resources Include:

- Access to ME to WE fundraising products, including Rafiki bracelets
- A fundraising coach to help your group create a fundraising plan
- An easy-to-use, guided set of four workbooks to plan and track your goals
- Live bi-weekly webinars with a fundraising coach, where you can ask questions, interact with other fundraisers and brainstorm ideas
- A customized reference letter to help you talk about your trip with potential sponsors
- Personalized online fundraising pages that allow you to spread the word about your campaign to families and friends
- Parent Q&A sessions
- Support for teachers

WE Travel with Purpose

Educator Resource:

WE Travel with Purpose allows educators to thoughtfully engage students before they embark on a ME to WE service-learning trip. A series of reflective seminars guide trip participants in their experiences before, during and after the trip. Students are encouraged to consider why they are travelling, navigate their emotional responses and use their experience to launch their future plans. They will also examine the concept of sustainability by unpacking the WE Villages development model and create an action plan to continue their service-learning process.



Fundraising with ME to WE

Whether you're fundraising for a ME to WE Trip or any cause in your school or community, ME to WE's fundraising products are a great way to raise money year-round. Every ME to WE product makes a positive and meaningful impact in a developing community! Be sure to have your group members send in their donation via cheque (address to: ME to WE Shop, Inc. ME to WE attn: Accounting, 233 Carlton St., Toronto, ON, M5A 2L2).

ME to WE Impact Rafikis

Sell Rafiki bracelets to support artisans and help them gain a sustainable income. Fundraise with WE Are Rafikis and make double the impact. For every item you sell, \$5 goes to your school's WE Villages country and pillar of choice.



Coming Soon: We're Making Valentine's Day a Little Sweeter with new ME to WE Products!

Share the love this February with \$5 from every sale of a ME to WE product going to a clean water, opportunity, education, food or health project. With a ME to WE Valentine's Day gift you can be sure your friends, loved ones and communities around the world will be feeling extra special this Valentine's Day. More to come!



Get Started Today!

Place an order at shop.MEtoWE.com/fundraise or fill out the order form stored on your USB. For more information, contact wefundraise@WE.org.

#GirlLove Rafiki Bracelet

In Swahili, the word for friend is *rafiki*. Lilly Singh (aka *lSuperwomanll*) and WE have banded together on something big! The #GirlLove Rafiki bracelet supports Lilly's mission to end girl-on-girl hate. #GirlLove is about building each other up, leaving behind the negativity, and achieving amazing things together. With this Rafiki, you can help spread the love, showing how awesome women can be when they have equal opportunity. Each Rafiki gives a girl in Kenya the opportunity to go to primary school—giving them a place to share strength, ideas and support. It's the ultimate kind of #GirlLove. Each Rafiki is made with glass beads on a stretchy 20" cord, accented with brass charms and a #GirlLove tag. Wear it your way—as a bracelet, necklace, anklet or however you choose!



Minga Bracelets

In Ecuador, a *minga* is a call to action—a community coming together for the greater good. When you wear a Minga bracelet, you're joining a movement of people working together to transform our world. Each bracelet is handmade by women in Ecuador on an adjustable wax cord, a contemporary take on the tradition of weaving with natural fibres found in the Amazon. Choose from five bracelets, each giving a meaningful impact in a WE Villages community— school supplies, clean water, health care, healthy food or financial tools.







Our Partners

Our Partners

In Empowering a WE Generation



A handwritten signature in black ink, appearing to read 'J. Tory'.

JENNIFER TORY

CHIEF ADMINISTRATIVE OFFICER
ROYAL BANK OF CANADA



**Thank you to RBC,
our national Canadian
sponsor, for their
generous support of
our program.**

“ Together with WE, RBC believes in the ability of all young people to succeed as future leaders of our communities. We are honoured to be able to witness this through our role as national partner of WE Schools. RBC is committed to partnering with educators like you, to support youth with resources that empower them to create positive change. We know that you are filled with passion and optimism and we share your belief in the unlimited potential of Canada’s youth to reshape today’s world into tomorrow’s opportunities. ”

“During the next year, you will guide your students on a journey that will forever change them. In honour of the work that you do, I am particularly thrilled to support the WE Schools program through The Keg Spirit Foundation. With Craig and Marc Kielburger as role models, and you as their mentor, your students will soon understand that anything is possible. Congratulations on being a force for positive change in your classroom.”



DAVID AISENSTAT

PRESIDENT AND CEO, THE KEG STEAKHOUSE AND BAR
FOUNDER AND CHAIRMAN, THE KEG SPIRIT FOUNDATION
CO-CHAIR, WE DAY TORONTO



Thank you to The Keg
Spirit Foundation for
their generous support
of our program.

Thank You

to our partners for making our
program possible in Canada.

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*List updated as of June 1, 2017.

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