Global"

Student Yearbook



Schools Kit 2017-2018

WELCOME TO THE

Global Yearbook

We put together these campaign activities to guide you through the basics of organizing an action plan from start to finish, but here's the thing: if you want to do things your own way, we say go for it! Campaigns are all about finding ways to make things your own.

This book is the place where you can write down your ideas and plans for taking action on a global issue. By the end of the year, we want these pages to be so marked up and well used that you need duct tape to hold them together. The best part? You get to make this book completely your own.

These pages will help guide and inspire you to find the issues affecting people in developing communities and create action plans to make an impact!

We want this book to be a record of all the ways you took action to change the world. When you look back on your year, you can use it to remind yourselves of the hard work you pulled off as a team and reflect on those proud moments that brought your group together.



So what are you waiting for?
Changing the World
Starts Now

Who Are You?

As a global citizen of today...

Recognize and take pride in who is taking this journey with you.

Tape or glue a photo of your group members in the picture frame below.

And what would your group be without a cool and catchy name? Write down one that will represent your crew throughout the year.



Tape or glue a photo here of your group taking action!

Your group name:

Global Student Yearbook WITH THE Student Guide

The Global Student Yearbook and Student Guide go together like milk and cookies.

Step 1: Open up the Student Guide, read through the global campaigns and decide which ones you're going to take action on!

Step 2: Read through the Global Issue Cards included in the WE Schools Kit and have your teacher run through the Exploring Issues activity in the Educator's Guide. This will help you develop an understanding of global issues.

Step 3: Check out the Issue Compass activity on your USB.



Use the pages in this book to record your progress for each global campaign you decide to do! Flip through the pages at the end of the school year and feel proud of what you accomplished together for your school and global community.

What's Inside

Welcome

Global Campaign Activities	6
Fundraise for WE Villages	7
Issue Compass	8

Campaigns

WE Are Rafikis	10
WE Are Silent	20
WE Bake For Change	28
WE Walk For Water	36
WE Give Health	44
WE Create Change	52

Connect with your WE Schools Partnership Manager

Partnership Manager:	
Email:	
Phone:	
Skyne Username:	

Your WE code:

HOW TO USE THE Global Campaign Activities

This isn't meant to be one of those books that lives on your shelf. Don't worry about it getting damaged. Bend the pages. Write in the margins. Get it dirty. Make it part of your story.

Here's the basic format that each campaign follows:

1. Investigate and Learn

- Explore your issue and learn as much as you can about it.
- Set a specific, measurable goal that your group can work toward.

2. Action Plan

 Work out the logistics of an action that will make a meaningful difference on your issue.

3. Take Action

Get out there and make it happen! Check back with your action plan to make sure you're staying on track.

4. Report and Celebrate

Look back at your goals to evaluate and celebrate the impacts your group made.

Fundraise for WE Villages and see the tangible impact you can make!

WE Villages sustainable development model supports community development in nine countries around the world: Kenya, India, Ecuador, Rural China, Sierra Leone, Haiti, Nicaragua, Tanzania and, most recently, Ethiopia.



Through WE Villages' five Pillars of Impact—Education, Water, Health, Food and Opportunity—our programming helps communities lift themselves out of poverty and become self-sustainable.



Before you start taking action on your global campaigns, choose a country and Pillar of Impact to donate your fundraising efforts to! Every global campaign is connected to a Pillar of Impact, but you have the freedom to fundraise for any pillar you choose.

This year is the year of education!

When Craig began his fundraising efforts more than twenty years ago, he knew education would be key to breaking the cycle of poverty.

Now, through each of the five Pillars of Impact, all roads lead to increasing access to education for all. Whichever pillar you choose to fundraise for, your efforts will help more children gain access to education—empowering the next generation of young learners.

Check out the Setting Your Goals page in the Student Guide for a list of Pillar of Impact goals to help get you started on choosing a fundraising goal. Then, when you start planning your actions, make sure to fill out the Set Your Goal page in the Student Yearbook for each campaign you do to help keep track of the goal you're working toward!

Remember, every action creates an impact!

Issue Compass

Note: We recommend doing the global issues portion of the Exploring Issues activity in the Educator's Guide to develop an understanding of global issues.

Okay, so you're about to go global with your actions, but where do you start?

In the Educator's Guide, your teacher has instructions for running the following activity, which walks you through choosing an issue or multiple issues to take action on as a group.

Brainstorming global issues

Write down a list of all the global issues you can think of. If you were a world leader or a journalist, what kinds of problems would you take on? What issues are regularly highlighted on the news? What issues should people be aware of but likely aren't? What issues really bother you, even if you don't know a lot about them?



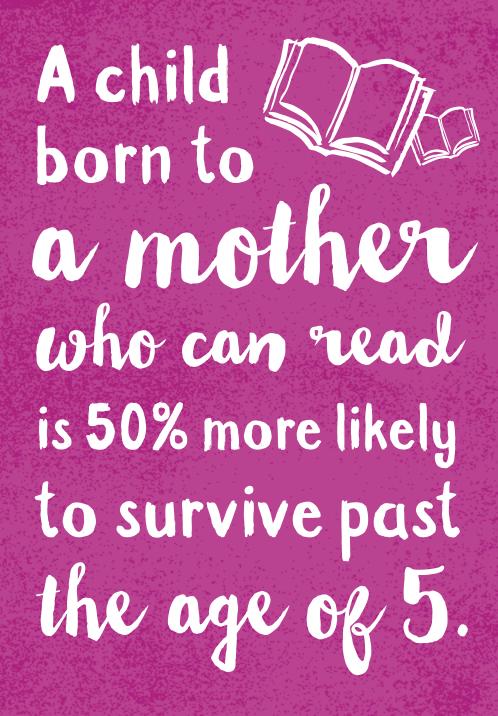


What Do You Know Abready?

GLOBAL ISSUE #4						
GLOBAL ISSUE #3						
GLOBAL ISSUE #2						
GLOBAL ISSUE #1						
	What do you know about the issue?	Why is it important?	Who does the issue most affect?	What are the short-term effects on people? The long-term effects?	How can we make a difference?	What challenges might we encounter when trying to help?



Empower women by selling Rafikis.



Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wearerafikis

#WEareRafikis

Step 1: Investigate and Jeann

Every Rafiki bracelet sold helps empower the woman who made it.

See the impact!

- ▶ Helps the artisan earn a living and save for the future.
- Provides a tangible impact, like clean water or school supplies for a member of a developing community.
- Allows you to fundraise for a country and pillar of your choice!

Check out the video at MEtoWE.com/about-us/our-impact/#mamas to watch these artisans tell their stories. Then, discuss with your group how Rafiki bracelets are a symbol of empowerment.



Use the space below to write down your thoughts, feelings and ideas about the following questions:

- What does the opportunity to earn an income mean to a woman in a developing community?
- ▶ What might she use her earnings for?
- ► How does it affect her family?

Learn more about how each Rafiki bracelet makes an impact through WE Villages by visiting **trackyourimpact.com/#powerful-change**. See how your impact is helping to build projects that create long-term sustainable change in communities around the world.

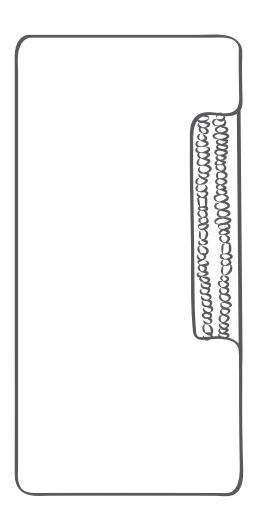
Talk with your group members about what difference something like school supplies or medicine can make in someone's life. How can everyday decisions, like where someone shops and what someone buys, have a global impact?

Through WE Villages, your campaign can also have an impact as a fundraiser for a global cause you care about. Use the Exploring Issues activity to help you learn more about what issue your group will fundraise for.

We're fundraising for ______because ____

Time to get creative! Design your own Rafiki bracelet in the space below.





Set Your Goal

Now that you know about Rafiki bracelets and the empowerment they bring to women in Kenya, it's time to set a goal for how many you want to sell!



Sell Rafiki bracelets to support artisans and help them gain a sustainable impact.

For every item you sell, \$5 goes to your school's WE Villages country and pillar of choice.

Our fundraising goal is:

\$		

Our fundraising impact will be for:



EDUCATION

WATER

HEALTH



How many Rafiki bracelets are you hoping to sell?

When will your campaign start and finish?

Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action!

The first step is getting your WE Are Rafikis Fundraising Starter Kit so you have sample Rafiki bracelets to show your school while taking pre-orders. You can order it online at **WE.org/wearerafikis**. How will you purchase yours?

Online at WE.org/wearerafikis or shop.MEtoWE.com
☐ Pick up at WE Day (must pre-order online)

To make collecting orders a breeze, use the WE Are Rafikis pre-order cards on page 18 to manage all of your orders! Photocopy them and cut them up to be ready for when orders start rolling in.

Don't forget to connect with your WE Schools Partnership Manager to find out which new Rafikis are available for purchase.

Create a timeline for your Rafiki-selling plan!

Use the ideas below and place each one on the timeline where you think it will best help your group plan a successful campaign. Add in anything else you think you will need to do!

- Order Rafiki bracelets
- ▶ Display sample Rafikis on a table in the cafeteria or foyer
- ▶ Put up campaign posters or design posters
- ► Make school announcements
- ▶ Visit classrooms to pick up pre-order cards
- ► Post on social media



Step 3: Take Action

Once you've taken all your pre-orders, it's time to add up the numbers and types of Rafikis you need and send in your order!



Three ways to place your order:

- 1. Order online at WE.org/wearerafikis or shop.MEtoWE.com.
- 2. Scan and email the WE Are Rafikis Order Form to your WE Schools Partnership Manager.
- 3. Print and mail in the WE Are Rafikis order form on your USB (address to: ME to WE Shop, Inc. ME to WE attn.: Accounting, 233 Carlton St., Toronto, ON, M5A 2L2, Canada)

TIP: Consider ordering a few extras in case people change their minds!

Next, decide how you will distribute the Rafiki bracelets when they arrive!

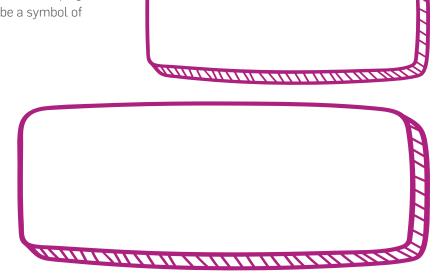
Will you deliver them to people? Have you decided on a pick-up spot?

Decide amongst your group and create a chart to record orders that have been delivered and paid for.

Reflect

Did you run into any problems during your WE Are Rafikis campaign? How did you solve them? How can a Rafiki bracelet be a symbol of connection to other people around the world?

Reflect on your campaign by drawing or writing some of the highlights and/or challenges.



Step 4: Report and Celebrate



Report

- ► How many students from your school helped organize the campaign?
- ► Approximately how many people from your school bought bracelets?
- ► How many Rafiki bracelets did you sell?
- ► What was your final fundraising total?
- ► Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- ► Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- ► Celebrate impacts through a class party, assembly or WE DayX.









Share your success with WE Are Rafikis by posting photos to social media using #WEareRafikis.

Creative Resource: WE Are Razikis Pre-Order Cards

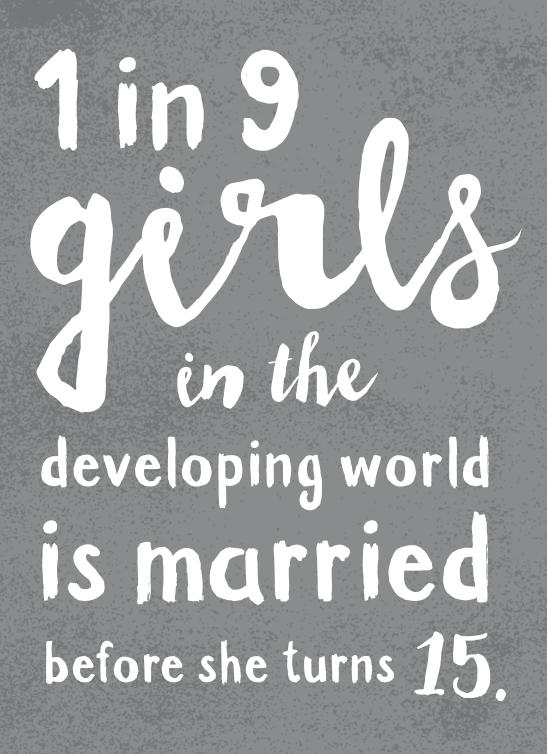
Print and distribute these cards to get students in your school to pre-order Rafiki bracelets. Then collect them and tally up the totals to place a custom group order through the mail-order form stored on your USB or online at WE.org/wearerafikis.

Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$10)	Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$10)
9	
Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$10)	Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$10)
Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$ 10)	Rafiki Pre-Order Form Name: # OF RAFIKIS Education Water Health Food Income/Opportunity TOTAL#: TOTAL COST: (# of Rafikis x \$ 10)





Go silent for a day.



Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wearesilent
#WEareSilent

Step 1: Investigate and Jearn

To help get you started, use the world map below to match the issue to the country you think it belongs to.

Find the answer key at the bottom of the page.

A BY C P

- 8. Despite considerable economic development, the benefits in this country have not been distributed equally—leaving approximately 52 million people living in poverty.
- 7. Straddling the equator on South America's west coast, more than 1/2 of this country's Indigenous population lives in poverty.
- 6. This is the largest country in Central America, but on average, its inhabitants complete only 6 years of school, and two-thirds of the population live on less than a dollar a day.

Legend

- A. Haiti B. Nicaragua C. Ecuador
- D. Sierra Leone E. Kenya
- F. Tanzania G. India H. China
 - 1. With the second largest population in the world, child labor affects over 10 million children in this country.
- 2. In this country of savannahs, dense forests and snow-capped highlands, 4% of girls under the age of 15 are married.
- **3.** In this small, tropical country more than 60% of the population is estimated to live in poverty.
- 4. This country is labelled the poorest in the western hemisphere, with more than 80% of its population living in poverty.
 - 5. This country is bordered by the Indian Ocean to the east and Kenya to the north, and is home to a booming tourism industry. But 21% of children are engaged in child labor.

Now, go through the Exploring Issues activity with your group.

While learning about major issues around the world, jot down your thoughts and feelings about them on small pieces of paper. Think about why a particular issue stands out to you and why you want to take action on it.

Glue them below!

Set Your Goal

After learning more about the issues, you're going to want to set a goal!

For every minute you go silent, you are raising awareness for children all around the world who are silenced every single day. To fundraise for your vow of silence, get friends, family or local businesses to sponsor your advocacy efforts.

While your group will choose a single Pillar of Impact to fundraise for, each member of the group is able to choose their own issue to go silent for.



Name	Issue

Goals:

- ► When are you planning on taking your vow of silence?
- ► How long will your group go silent for?

Remind your group to stay off their phones during the vow of silence to get a true sense of what it's like to not have a voice.

Our fundraising goal is:

\$

Our fundraising impact will be for:











Education

Water

Health

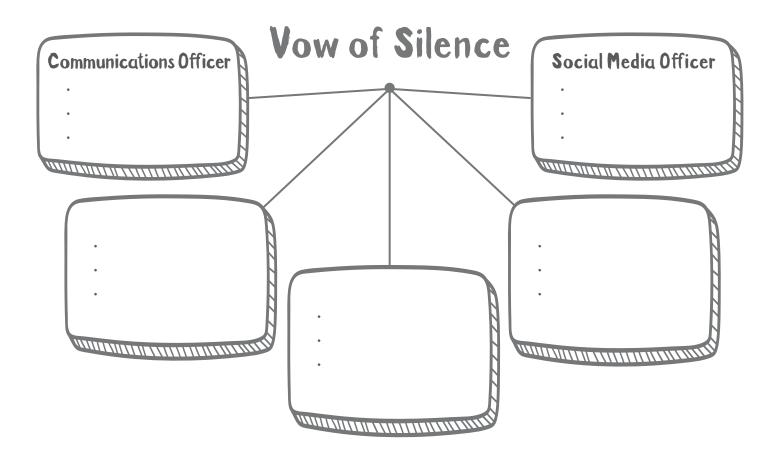
-nod

Opportunity

Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action!

Use the Club Cards activity and the bubble chart below to assign tasks to each group member to make sure your campaign goes off without a hitch!



Are there any ways your campaign could go wrong? What issues might arise and how can your group overcome them? Write your ideas below.

Issue

- E.g., An educator doesn't know why we won't speak to them.
- •

Solution

- Give them a WE Are Silent issue awareness card to explain your cause without breaking your vow of silence.
- .

24

Step 3: Take Action

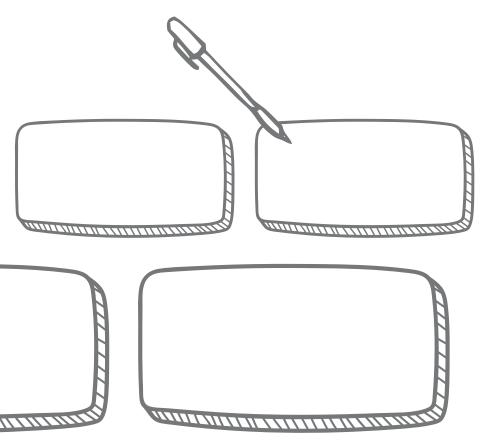
Find an inspirational quote to power you through your campaign!

Fill out a WE Are Silent card so that every student can share their reason for going silent.



Reflect

Reflect on your campaign by drawing or writing some of the highlights and/or challenges. How did it feel to be unable to speak or stand up for yourself?



Step 4: Report and Celebrate

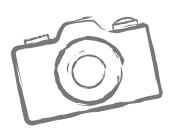
Report

- ► How many people participated?
- ► On average, how many hours did each participant go silent?
- ▶ What is the total number of hours your group went silent for?
- ► How many people did you reach through awareness raising?
- ► How much money did you raise for your goal?
- ► Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- ► Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ► Record the highlights of your event day and create a video.
- ► Celebrate impacts through a class party, assembly or WE DayX.







Share your success with WE Are Silent by posting photos to social media using #WEareSilent.

Creative Resource: WE Are Silent Cards

Photocopy these cards or print them out from WE.org/wearesilent and fill them in to let other people know why you're going silent.

ME
WE
Are
Silent

Today, I am going

silent	because

Today, I am going silent because...

Today, I am going silent because...

Today, I am going silent because...



Host a bake sale to raise money for WE Villages.



Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/webakeforchange
#WEbakeForChange

Step 1: Investigate and Jearn

Time to test your knowledge of food security!

With your group, take the quiz below and see how much you know about food security around the world.

- 1 Farming provides jobs for nearly _____ percent of the world's population.

 A. ___ 25 C. __ 72
 - B. 40

- A How much money would the world need per year to end world hunger by 2030?
 - A. 🔲 \$500 billion
 - 3. Sign \$267 billion
 - C. S67 billion

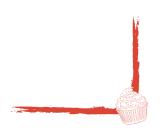
- 3 True or false?
 In Africa, 97 percent of staple crops are grown primarily through rainfall.
 - ☐ True ☐ False

When you're done, go through the Exploring Issues activity with your group to learn more!

After completing the activity, jot down your thoughts and feelings about food security issues around the world. What stats stood out to you the most?



Glue them below!



Set Your Goal

Once you've chosen a Pillar of Impact, you're going to want to set a goal.

Start by thinking about your costs. How much money will you need to pay for ingredients like flour, sugar and eggs? Next, think about ways you can cut down on those costs, like using the flour you already have in your cupboard, hunting for sales at the grocery store or asking local businesses to donate items you need.

Once you've figured out how much initial money (a.k.a. "capital") you'll need to kickstart your bake sale, think about how much you should price each item in order to make a profit. For example, if one cupcake costs \$0.25 to make and you want to make a profit that's four times your cost, you will need to price each cupcake at \$1.25.





Use this equation to calculate the expected profit from your bake sale.

So what does that really mean?

It means that if you're trying to raise \$50 to provide one year of healthy lunches for two students, you'll need to make a profit of \$1.00 for each of the 50 cupcakes you sell to hit your fundraising goal!

Here are some things to consider when setting your fundraising goal:

- How many people are you expecting? (This will help to determine how many treats to prepare and how much profit you can expect.)
- When will you hold it? (Think about which day of the week and what time of day might increase your sales.)
- ► What kind of impact are you hoping to make? For example, are you trying to fundraise enough to provide one year of healthy lunches for two students or are you aiming higher? For other donation item ideas, visit WE.org/donate.

Our fundraising goal is:



Our fundraising impact will be for:











EDUCATION

WATER

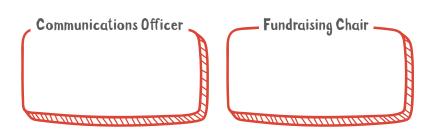
HEALTH

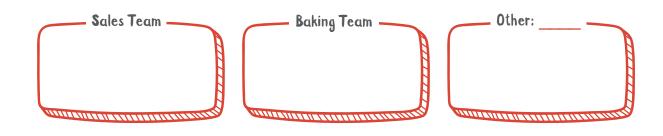
FOOD OPPORTUNITY

Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action!

Use the Club Cards activity to decide who in your group will be responsible for each task! Each group member should have a role based on their individual strengths and passions. You can also assign more than one person to each role—your big team can break off into little teams!





Next, make a list of what you will need for your bake sale.

E.g., • Flour •

.

.

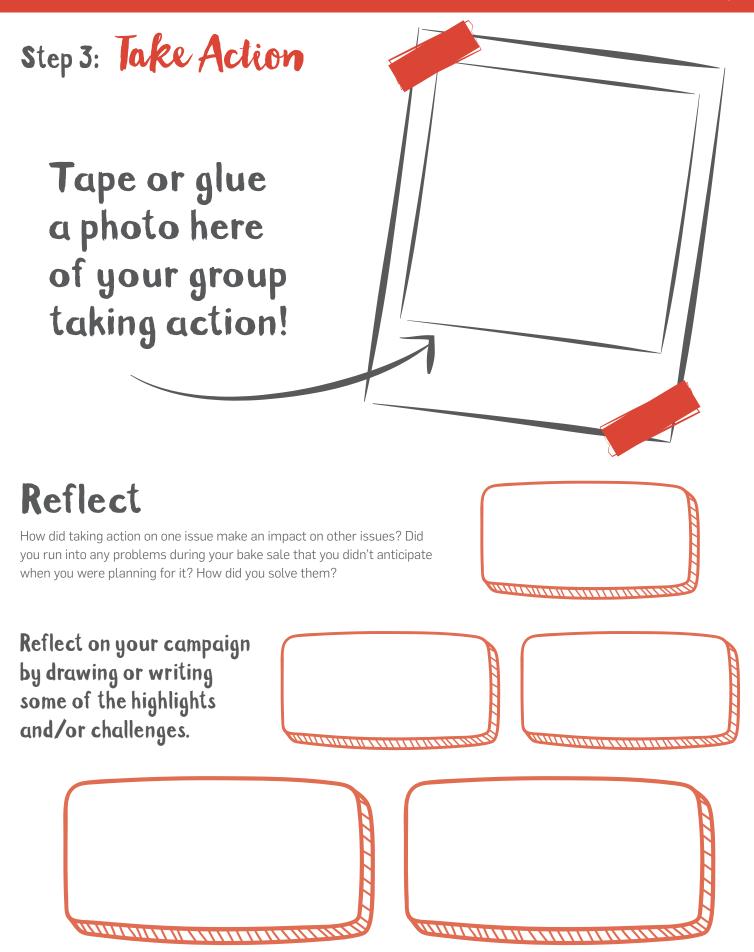
.

Here are some things to consider when planning your fundraiser:

 Are there any allergies or other food restrictions to consider? • Where will it be?

When will it be? (Date and time)





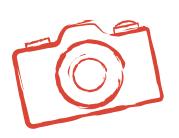
Step 4: Report and Celebrate

Report

- ▶ How many students from your school were involved in the campaign?
- Approximately how many people from your school or community came out to the event?
- ▶ Did you include family members in your bake sale? ☐ Yes / ☐ No
- ► What was your final fundraising total?
- How many people did you reach by raising awareness for your issue through your campaign?
- ► Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? Yes / No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ► Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.



Share your success with WE Bake For Change by posting photos to social media using #WEbakeForChange.

Chocolate Zucchini Muffins



INGREDIENTS

- 1 1/4 cups (300 mL) flour
- 1 cup (250 mL) sugar
- 3/4 cup (175 mL) oats
- ½ cup (125 mL) cocoa powder
- 1 ½ tsp (7 mL) baking powder
- ½ tsp (2 mL) baking soda
- ½ tsp (2 mL) salt
- 1 cup (250 mL) 2% or fat-free evaporated milk
- 1/3 cup (75 mL) canola or vegetable oil
- · 1 egg
- 1 ½ cups (375 mL) grated zucchini



DIRECTIONS

- **1.** PREHEAT oven to 375°F (190°C). Grease with butter, margarine or cooking spray, or line muffin pans with paper liners.
- **2.** STIR together flour, sugar, oats, cocoa powder, baking powder, baking soda and salt in a large bowl.
- 3. WHISK milk, oil and egg in a separate bowl.
- **4.** ADD milk mixture and grated zucchini to flour mixture, stirring until just combined.
- 5. SPOON batter into prepared muffin pans.
- **6.** BAKE in preheated oven 13 to 15 minutes, or until a toothpick inserted in center of muffin comes out clean, no crumbs. Cool on wire cooling rack.

Vanilla Buttercream Dream Cupcakes

INGREDIENTS

CAKE

- 1 cup (250 mL) butter, softened
- 1 ¾ cups (425 mL) granulated sugar
- 3 eggs
- 2 tsp (10 mL) vanilla extract
- 3 cups (750 mL) all-purpose flour



DIRECTIONS

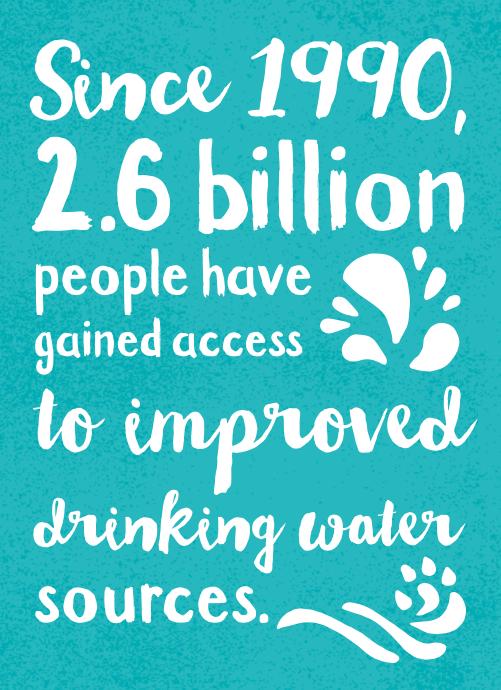
- **1.** PREHEAT oven to 350°F (180°C). Grease muffin pans with butter, margarine or cooking spray, or line with paper liners.
- **2.** COMBINE sugar and softened butter, mixing until they are fluffy and lighter in color, in a large bowl with an electric mixer on medium speed.
- **3.** ADD eggs, one at a time, beating well after each addition. Add vanilla.
- **4. COMBINE** flour, baking powder and salt in a medium bowl. Alternate adding flour mixture and milk, one third at a time. Beat until combined.
- **5.** DIVIDE batter evenly into pans. Bake in preheated oven 22 to 25 minutes or until a toothpick inserted in center of cupcake comes out clean. Cool in pan on wire rack for 10 minutes. Remove from pans and continue cooling on wire rack. Do not ice or decorate until cupcakes are completely cooled.

VANILLA ICING

- ½ cup (125 mL) butter, softened
- 4 cups (1000 mL) icing sugar
- 1/3 cup (75 mL) milk
- 1 tsp (5 mL) vanilla extract
- Combine butter and half the icing sugar in large bowl with electric mixer until light and fluffy. Add milk and vanilla. Beat in remaining icing sugar gradually. Blend well.



Organize a water walk.

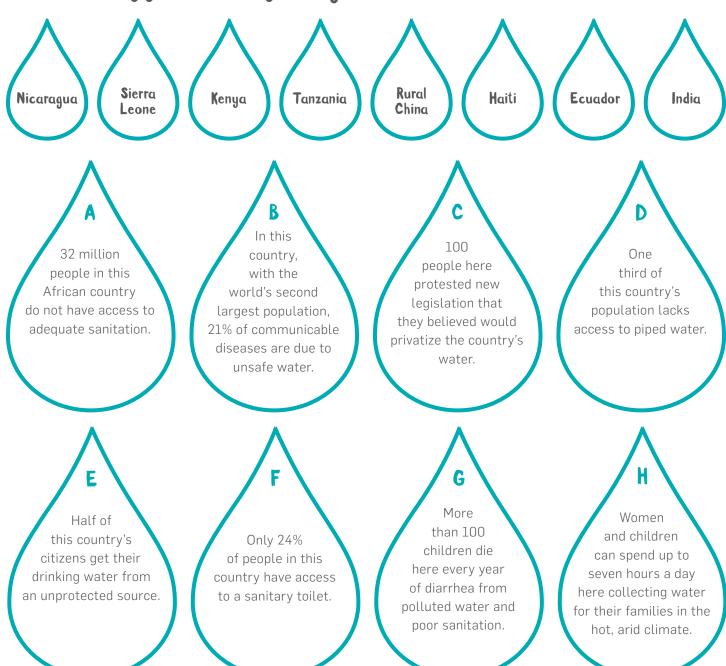


Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wewalkforwater

#WEwalkForWater

Step 1: Investigate and Jearn

To help get you started, match the water issues below to the country you think they belong to. (Answer key below.)



Now that you know more about water issues in the countries that WE Villages works in, go through the Exploring Issues activity with your group to learn more about other global issues that affect access to clean water. Discuss any thoughts or feelings you have with your group.

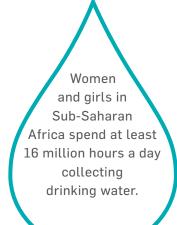
Set Your Goal

You're going to want to set a goal to create impact!

Use these questions to help you set your goal:

- How many people will you get involved on your walk?
- ► How will you raise awareness for your cause?

Our fundraising goal is:



Our fundraising impact will be for:











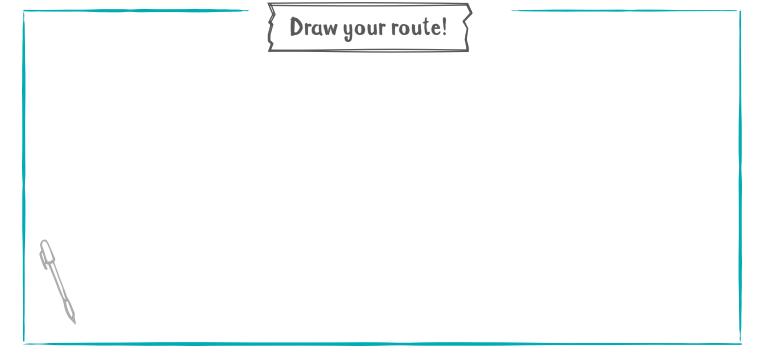
Education

Water

Health

d Opportunity

How far will you walk for water? Discuss if your group will walk a few laps around your school, or if you'll try a longer route like the one women and girls in developing communities take every day.



Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action!

Here are some things to consider before you start taking action:

- Make sure everyone in your group knows what you're fundraising for!
- Does everyone know which pillar has been chosen?
- ▶ Discuss and highlight a few facts about water issues.
- ▶ Is everyone able to walk the route you've picked?

Next, make a list of what you will need for your water walk:

☐ Water buckets
☐ Signs
☐ Sunscreen
☐ Comfortable shoes
☐ Noise makers
☐

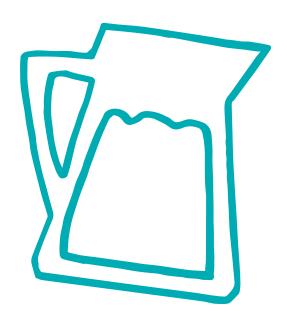
Decide who in your group will be responsible for each task to make sure your event goes off without a hitch!

Each group member should have a role based on their individual strengths and passions. You can also assign more than one person to each role—your big team can break off into smaller teams!

Sign Makers	Fundraising Team .
Water Carriers	Other
water Carriers .	Other:

Step 3: Take Action

It's time to get moving!

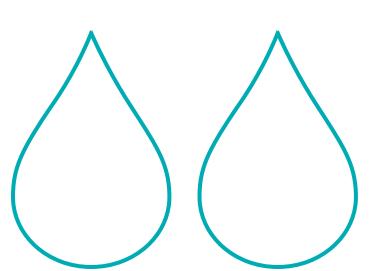


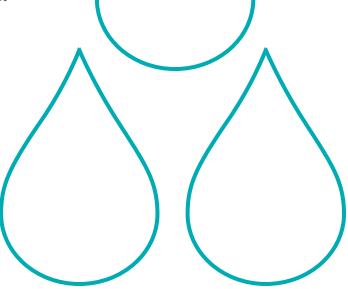


Reflect

Did you run into any problems on your walk? How did you solve them? How would your life be different if you had to travel every day to get water?

Reflect on your campaign by drawing or writing some of the highlights and/or challenges.





Step 4: Report and Celebrate

Report

- ► How many people participated in your event?
- ► How much money did you raise toward your goal?
- ► How many people did you reach through awareness-raising?
- ► Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ► Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.



Share your success with WE Walk For Water by posting photos to social media using #WEwalkForWater.

Creative Resource: WE Walk For Water Pledge Form

Participant name:



School name/group name:

DONATION PLEDGE FORM

*Please note that WE Charity requires full names and full addresses to issue tax receipts to donors.

WE Charity empowers change with resources that create sustainable impact. They do this through domestic programs like WE Schools and internationally through WE Villages.

	Full Name	Street Address	City	State	Zip Code	Pledge Amount	Tax Receipt?	Paid?
ех.	Jane Smith	123 Avenue Street, Unit 1	Minneapolis	MN	55129	\$10	1	√
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								
13.								
14.								
15.								
16.								

WE Charity can issue charitable tax receipts for all donations \$10 or more.

U.S. Tax ID: 501 (c)(3)-16-1533544

17.

233 Carlton St. Toronto, ON, M5A 2L2, Canada

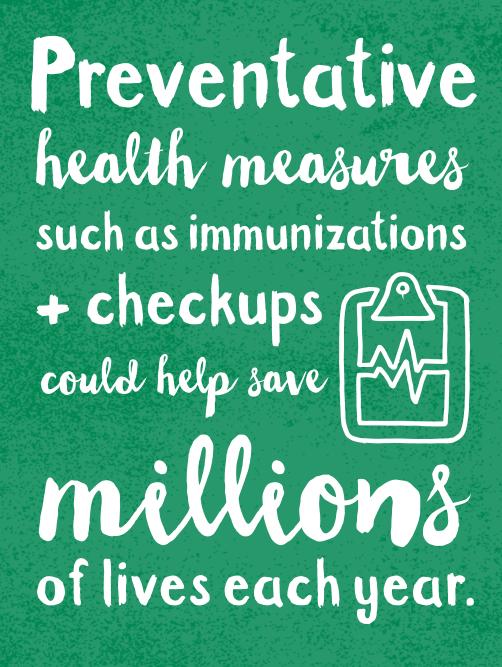
info@WE.org WE.org/wewalkforwater

TOTAL:

Remember: WE Charity strongly discourages youth from going door to door to collect pledges unless accompanied by a parent or guardian.



Host a health fundraiser and give health globally.



Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wegivehealth
#WEgiveHealth

Step 1: Investigate and Jearn

To help you get started, do this quiz with your group to test your knowledge on global health!

True or False? Circle the correct answer

- A. Approximately 150 million people lack access to essential health care services. TRUE or FALSE?
- **B.** 50% of deaths among children under five occur in the first month of life. Unfortunately, most of these are not preventable.

TRUE or FALSE?

- C. All UN member states have agreed to try to achieve universal health coverage by 2030.
 TRUE or FALSE?
- **D.** Since 1990, maternal mortality has declined by 44 percent. TRUE or FALSE?

Now, go through the Exploring Issues activity and use the Health Issue Card to help you find the answers.

While learning more about global health issues, jot down your thoughts and feelings on small pieces of paper. Think about why a particular health issue stands out to you and why you want to take action on it.





Set Your Goal

To create impact, you need to set a goal!

By taking care of ourselves, we can help take care of the world. Every step, jump or dance move you do through WE Give Health has the power to create global impact.

Through your fundraising efforts at home, people worldwide will gain access to health care, helping them lead healthier, more productive lives.

Every \$50 raised will allow one mother access to a health workshop where she will receive training to help prevent illness and malnutrition from getting in the way of her children's growth and development.

But don't stop there! Every dollar you raise helps give health care to people in developing communities. Check out **WE.org/donate** for more donation goals and options!

Goals:

- ► What healthy activity will you do?
- ► When will you hold your event?
- ► Our fundraising goal is:

Our fundraising impact will be for:







HEALTH



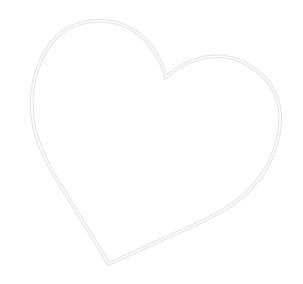


EDUCATION

WATER

FOOD

OPPORTUNITY





Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action! Fill out the chart below to plan the details of your event.

Think about what you'll need to ensure a successful event day. Jot down the items and who will be responsible for getting them!

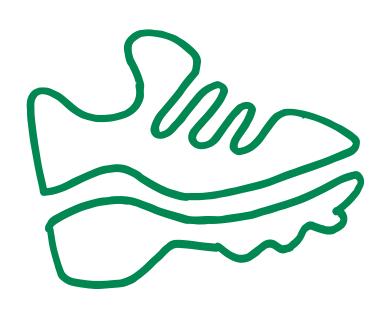
Items Needed	Group Member Responsible

How will you promote your healthy-living event?

Consider using some of the ideas below and try to think of a few of your own to add too! Make sure everyone in your group knows who will be responsible for each task.

☐ School announcements	
☐ School newsletters	
☐ Put up campaign posters	
☐ Post on social media	

Step 3: Take Action





Reflect

How did your healthy-living event promote health both locally and globally? How will your actions create impact in developing communities worldwide?

Reflect on your event by drawing or writing some of the highlights and/or challenges.

Step 4: Report and Celebrate

Report

- ► How many people participated in your event?
- ► What kind of healthy-living event did you hold?
- ▶ How much money did you raise for your goal?
- ► Has your teacher contacted your WE Schools Partnership

 Manager about filling out an Impact Survey?

 Yes /
 No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- ► Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ► Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.



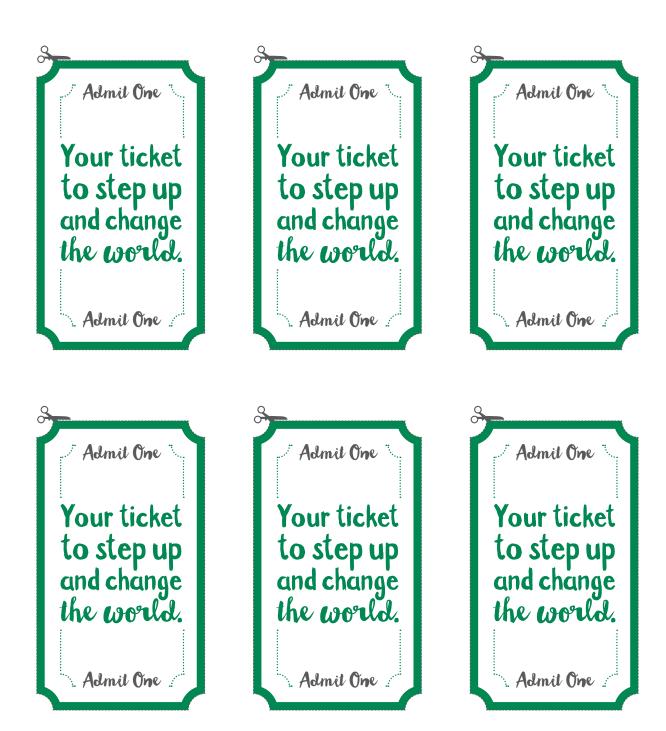




Share your success with WE Give Health by posting photos to social media using #WEgiveHealth.

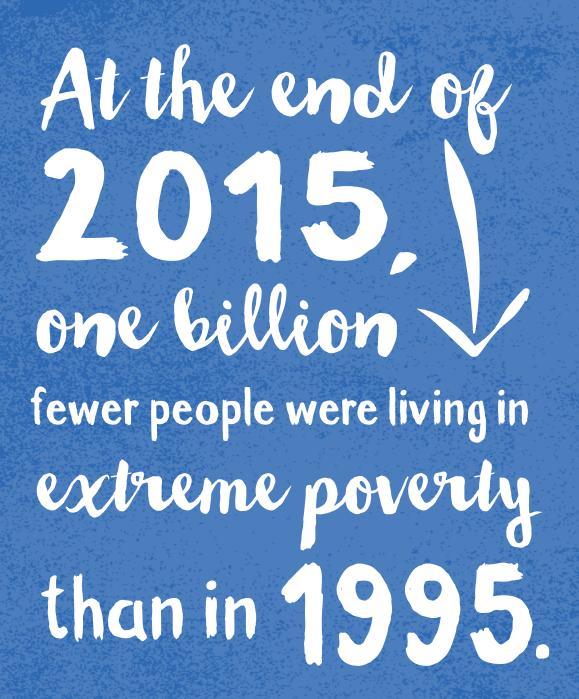
Creative Resource: WE Give Health Tickets

Sell tickets or collect pledge forms for your dance or sports tournament to get people excited for the event. Photocopy this page or print tickets and pledge forms from WE.org/wegivehealth so you can track anticipated attendance or participation numbers.





Host a coin drive for goats.



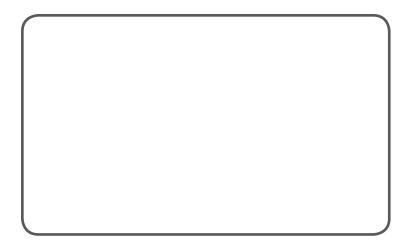
Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wecreatechange
#WEcreateChange

Step 1: Investigate and Jearn

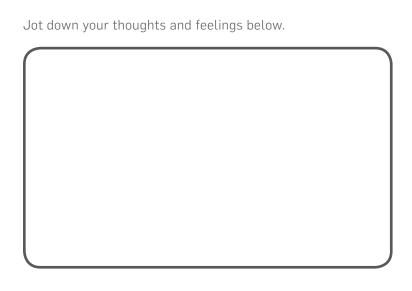
Check out the story of Daisy Barengetuny from Motony, Kenya, to learn more about how a goat provides opportunities for families in a developing country: www.trackyourimpact.com/daisystory.

After reading the story, talk among your peers and discuss how a goat will affect a developing community. Tell us how you think having a goat is helping Daisy and her family.

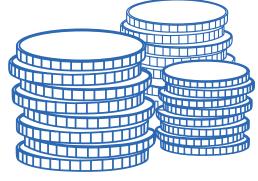
Use the space below to record your thoughts!



Now, go through the Exploring Issues activity with your group to learn more about global poverty



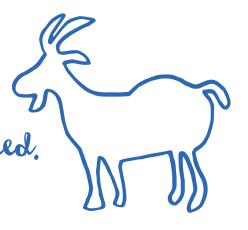




Set Your Goal

Every \$50 raised goes toward purchasing a goat for a family in need.

But there's no limit to the impact you can make! By fundraising for the Opportunity Pillar, you will be providing families with the tools and resources they need to become self-sustaining. Mothers will develop new entrepreneurial skills and families will be able to invest in their children's futures. When you fundraise for a goat, you give a family the gift of opportunity.



Our fundraising goal is:

Our fundraising impact will be for:

\$	=	\Diamond	\bigcirc	\bigcirc	P	
(dollar amount)	(number of goats)	EDUCATION	WATER	HEALTH	FOOD	OPPORTUNITY

When will you start and finish your coin drive? Plan it out below!

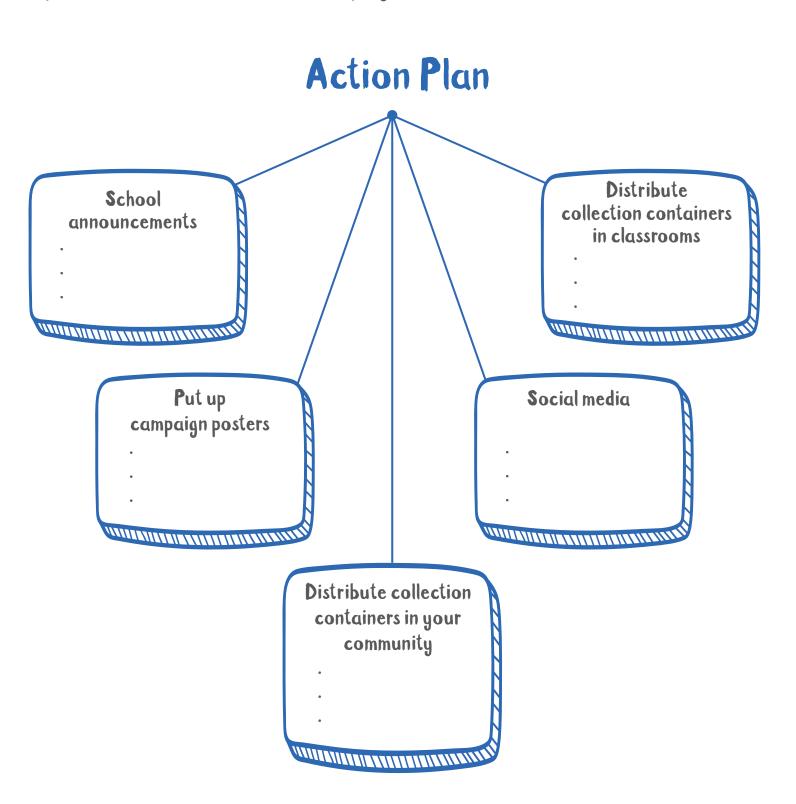
Start:	Finish:

Month:

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.

Step 2: Action Plan

Use the chart below to plan how your group will spread awareness about your campaign!



Step 3: Take Action

Brainstorm ways you can keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about global poverty, etc.). Write a list below! Insert a photo here of your group taking action! Reflect What were some new and creative ideas group members had to collect coins? How did you feel learning about global poverty? How did it feel to make an impact for families in developing communities? Reflect on your campaign by drawing or writing some of the highlights and/or challenges.

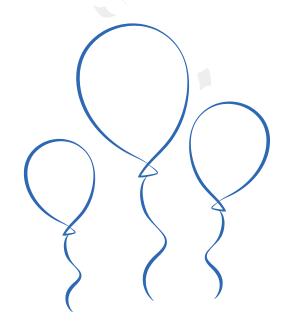
Step 4: Report and Celebrate

Report

- ► 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 will you be making your donation?

Send a check to WE Charity, c/o (your WE Schools Parnership Manager'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 Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- ► Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ► Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.









Share your success with WE Create Change by posting photos to social media using #WEcreateChange.

Creative Resource: Collection Container Stickers

Use these stickers to decorate collection containers and let people know what you're fundraising for. If you need more labels, visit **WE.org/wecreatechange** for a printable version you can cut out and glue.

















FOLLOW US! @WEmovement









#WEday|#WEschools

MADE POSSIBLE IN MINNESOTA BY



