

# "Student Guide"



Schools Kit 2017-2018

# Welcome to WE

## WE Makes Doing Good Doable!

Make a difference in your community and watch as actions make an impact. Alongside your educator and classmates, you will create a Yearlong Action Plan that will open doors to new opportunities for people in both local and global communities. Submit your Year in Review to share your impacts.



## The Student Guide and Student Yearbooks go together like peanut butter and jelly!

The Student Guide is your roadmap to success, helping you discover your community in ways you've never seen before, and giving you access to issues in countries thousands of miles away. Think of your Student Guide as your toolbox—you will have everything you need to lead a successful campaign! Dig deeper by accessing our campaign posters, fundraising materials and a USB packed with activities and videos to get you started.

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## Connect with your WE Schools Partnership Manager

Partnership Manager: \_\_\_\_\_

Email: \_\_\_\_\_

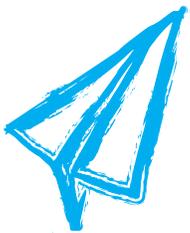
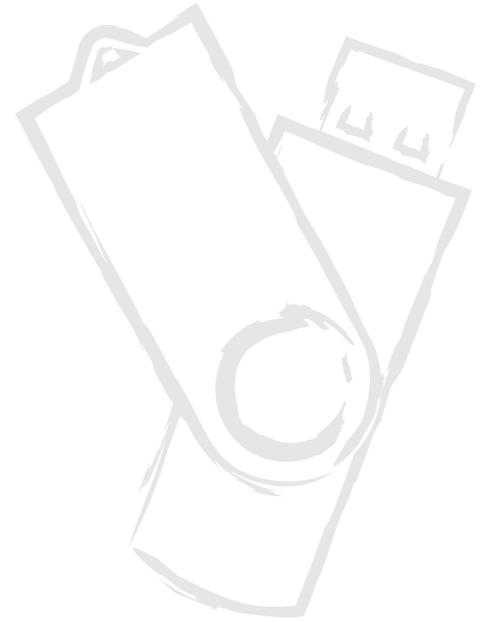
Phone: \_\_\_\_\_

Skype Username: \_\_\_\_\_

Your WE code:

# Using Your USB

Check out the **USB**, along with your **Yearbooks** and **Student Guide**, so that you are armed with everything you need to make your campaign a success!



## A sneak peek at what you can find on your USB:

### *Community Code*

Now you're ready to take action! But before you get started, it's important that you create a Community Code—by doing so, you will ensure each person in your team can feel comfortable to share their opinions as you work toward a common goal!

### *S.M.A.R.T. Goals*

Planning is the most important step in understanding what your goals are, and what you will need to do in order to achieve those goals! Each campaign will be different. Use your Student Guide as a toolkit for organizing and planning to achieve each unique milestone per campaign/action.

### *Curriculum*

Take your service-learning further by learning more about the issues. Each campaign in the Student Guide has a corresponding curriculum where you can learn about the root causes and solutions to an issue. If there's a cause that's important to you, take your actions one step further by diving deeper and asking your educator to use the lesson plans in your classroom. By educating yourself, you'll become a leader of positive social change in your school and community.

### *Business Cards*

You can be a spokesperson for social change in your community with your own business card. By filling out a business card with your name, contact info and WE Schools group position, you can take ownership of your service-learning initiatives and encourage others to join. Give them to friends, family and community members to let people know that they can reach out to you for information on how to start taking action on local and global issues.

# Exploring Issues

## Find the issue you're passionate about

Before you can take action on a campaign, you need to learn about the root causes of the issue! Ask your educator to run through the Exploring Issues activity in the Educator's Guide to help you gain knowledge on various global issues.

This activity is designed to help your group members become classroom experts on one local and one global issue through group discussion and note-taking, as well as set you up with a good working knowledge of a variety of related issues.

Use your findings throughout the Exploring Issues activity to help guide, inspire and push you to create impact through your service campaigns!



## Club Cards

### Discover your leadership style

After you choose a campaign to take action on, have your educator run through the Club Cards activity in the Educator's Guide to help you start thinking about what skills you can bring to your group! By doing this activity before you dig in and start taking action, you can begin to understand the different kinds of leadership and discover your own strengths and challenges as a leader.

The Club Cards, included in your WE Schools Kit, each have the title of a group member, along with a description of the role's responsibilities. Use your findings from the activity to discover which role you should take on! If you like, feel free to change your role for each campaign.



**The WE Schools Kit is now available on Microsoft OneNote! Use this interactive resource to collaborate and create action plans. With a student workbook at your fingertips, you'll be 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.**

# Community Mapping

## Time to lace up your shoes and go exploring!

We've all walked around our own neighborhoods before, but we usually forget to think about the things we see and consider what they are telling us about the issues facing members of our community. This time, look carefully to see what issues you can take action on!

Your educator has an activity lesson plan in the Educator's Guide for leading a community mapping walk through your neighborhood.



# Issue Compass

## You're about to go global with your actions, but where to start?

In the Educator's Guide, your educator 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 in 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?



# How to Use the Campaigns

Campaigns are your way to turn your passion into action! We've 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.

## 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 for 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.



## Use the Local and Global Yearbooks once you have selected which campaigns you are taking action on!

Sometimes you'll want to revisit earlier steps as you learn more about your issue or refine your goal—that's totally okay. You can even leave certain steps blank if you need to and come back to them later.

Make sure you take the time to reflect throughout your campaign to smooth out difficulties as you progress. Discuss the reflection questions in the **Take Action** and **Report and Celebrate** sections with your group for a chance to take note of the new skills and experiences you're picking up as you go and make sure to provide a record of what you did, which will be helpful when reporting.

## Skills Development

The following skills will be gained throughout the campaigns and can be helpful in schoolwork and future careers. Keep an eye out for these icons at the beginning of each campaign so you know which skills you'll be developing. On the following pages you will find three skills that WE is highlighting this school year.



Argument  
Formation



Information  
Literacy



Leadership  
Skills



Organization



Action  
Planning



Research and  
Writing



Critical  
Thinking



Reflection

# Action Planning with Financial Literacy

Action planning is a skill that helps you focus your ideas, figure out what you need to accomplish them, and the steps you are going to need to get there. It's all about planning for the future!

With action planning, you will need to identify goals, commit to meeting goals and create a working plan to move toward the goal.



## What Is Financial Literacy?

Financial literacy means having the knowledge, skills and confidence to make responsible financial decisions throughout your life. When you know about money, you understand the impact that you can make for yourself and for others! It is the ability to understand how money works in the world and how you can contribute to the bigger picture.

So how does financial literacy lead to social change? Through the process of **social entrepreneurship**! Social entrepreneurship takes the passion and drive behind innovative business practices and applies them to the principles of social change.

Being able to recognize and understand the effects of your money can lead you to create innovative solutions to social issues that you are passionate about. Be a change-maker and learn how you can make a positive impact by being aware of social injustices and your impact.

**Let's create an action plan and amplify your impact by exploring how you can make your money go further.**

## Steps:

- 1 Investigate and Learn:** With every dollar you have, there are four choices you can make: save, donate, invest, spend.
  - a. Earn money through a fundraising campaign.
  - b. Give your fundraising dollars or donate your time to a cause you care about.
  - c. Save a little money to kickstart your next campaign.
  - d. Spend a little on supplies to help carry out your action plan.

Brainstorm what these four options mean for you.

*\*Keep in mind we will revisit these four areas while you take action.*

- 2 Action Plan:** Use your understanding of financial planning to make a targeted social change by becoming a social entrepreneur. A social entrepreneur is someone who innovates a business solution for a recognized social problem.
  - a. Recognize a social problem (e.g., homelessness).
  - b. Brainstorm a potential solution (e.g., sandwich run).

- 3 Take Action:** Create an action plan to implement your solution and record how you and your group will save, donate, invest and spend to make your solution a reality!
- 4 Report and Celebrate:** Evaluate and celebrate your investment in social change! Remember, creating a working action plan leads to committing to and accomplishing your goals.

## Reflection:

Reflect on how your daily decisions regarding saving, donating, investing and spending can contribute to a larger picture. What is your next social entrepreneurship goal that you can create an action plan for?

## Educators' Corner

Dive deeper with your students through the It All Adds Up curriculum resource designed to help you teach your students about personal finances, social entrepreneurship and financial literacy. Teach them how to make empowered financial decisions to leave their global footprint!



# Research and Writing for Building Leaders

Research and writing are important skills to perfect because they help you communicate your message in the best way possible. They also help you focus, be more credible and give you the tools to take action.

It's about being knowledgeable and prepared!

Through research and writing you will enhance your leadership skills by exploring diverse sources of information, conducting research based on evidence and being creative and persuasive in your writing.



## Strategy for Building Leaders

Becoming a leader means finding a sustainable way to continuously cultivate your passion, while making a tangible impact in your community and the world as a professional.

It's about finding your skills, building on your knowledge and being ready to take action!

**It's not about making money—it's about using your work to make social change. Let's research your personal passion and discover your career pathway!**

## Steps:

- 1 Investigate and Learn:** Discover your passion!  
Think about what you are capable of doing, find out what makes you excited and discover the actions you can take to change your future.
  - a. Brainstorm skills you have or would like to develop. (Skills can be actions you would like to participate in, services you want to be part of or people you want to work with.)
  - b. Research careers that use the skills you brainstormed.
  - c. Identify people in your community who work in these careers.

- 2 Action Plan:** Career fair!  
Make an action plan with your educator to host a career fair at your school. Learn more about how local community members pursue their passion at work every day. Prepare interview questions that you can ask professionals in your field of interest.

## Educators' Corner

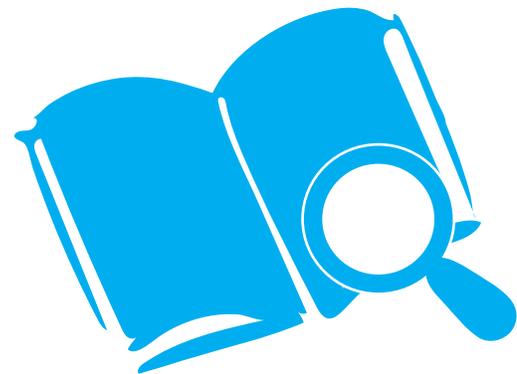
Help students research their skills and the relevant pathways for them. Help them organize a career fair and facilitate what the next step could be. Guide your students by providing a space for them to explore, research and act on their passion and career pathways.

- 3 Take Action:** Host your career fair!  
What can you learn from the career footprints of your community members? Build your career snapshot by looking at where you are now, where you would like to be and what it will take to fill in the gaps in between!  
*Where should you volunteer? What will be your first job? Find out what resources you need and who you should talk to!*
- 4 Report and Celebrate:** Acknowledge your accomplishments and your investment in you.  
Remember, finding your passion will only help you get closer to achieving your goals!

## Reflection:

You are constantly growing, learning and mastering your skills. How important is determination in keeping you on track to achieving your goals?

In identifying your next step, how important was research in pursuing your goal and finding your passion?



# Leadership with Technology for Good

Microsoft is providing opportunities for youth to achieve more for themselves and for their communities by empowering them with technology. By using technology in the WE Schools program through the WE Are One campaign, Microsoft is helping mobilize students as a force for good. Students are asked how technology can make their school or community more inclusive, and gain technology and leadership skills in the process.

AN INITIATIVE OF



MADE POSSIBLE BY



Leadership is a skill that will help you build a team and inspire others. With leadership skills, you are better equipped to consume information critically and make decisions responsibly. Within your group, your leadership

skills will be used to inspire others in using technology consciously, work on conflict resolution and feel confident when speaking in public.

## Technology for Good Strategy

We interact with technology each and every day. It is a part of our lives that's here to stay, but how we make an impact with it is up to us! Let's use technology for good to transform ourselves from passive consumers to active creators. Passive consumers do not reflect on, analyze or share the information they are consuming, whereas active creators help generate meaningful content and solutions by being insightful and resourceful.

Lead change by being an active creator and taking initiative in designing solutions to social issues through technology. How we use technology will define our actions and outcomes for years to come. Let's make it count!

**Be a leader in using technology for good!**

## Steps:

- 1 Investigate and Learn:** Create a mind map to record all the different uses of technology in your everyday life. For example, communication platforms (Facebook), daily necessities (microwave) and lifestyle tools (tablet, phone, TV).

Brainstorm how you can change your use of technology to create a positive impact for others. (E.g., creating a communication app that logs daily random acts of kindness or a TV with an accessibility device for hearing.)

- 2 Action Plan:** Using technology, create an interactive presentation for your group, class, school or community that showcases your ideas about positive social change. Create and share your presentation with the help of Microsoft products such as Office 365, Sway, Skype and OneNote.

- 3 Take Action:** Now that you have shown leadership to your peers through your presentation, what will your first step be in using technology for good?

- 4 Report and Celebrate:** Evaluate and celebrate your investment in the future! Remember technology is part of our everyday lives and we have to take the initiative in creating a more inclusive and safe world for everyone!

## Reflection:

Reflect on the positive and negative impacts of technology. How will your leadership affect others around you?

## Educators' Corner

Dive deeper with the WE Are One curriculum resource designed to help you challenge your students to create more inclusive schools and communities. Empower them to change the world through technology for good.



# Why Take Local Action?

**In 1969, a team of researchers left used cars unattended in two neighborhoods. One was in a big city where neighbors didn't really know each other; the other was a tight-knit community where they did.**

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

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

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



# Why Take Global Action?



*Writer Henry Miller wrote,*

**“One’s destination is never a place, but rather a new way of looking at things.”**

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

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

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

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

# Why Support WE Villages?



**In 1995, when Craig Kielburger was just 12 years old, he teamed up with a group of his friends to free children from labor and exploitation, and make education accessible for every child.**

These twelve 12-year-olds banded together to create the organization called WE, previously known as Free The Children. They began by partnering with developing communities globally to build schools and help move kids out of sweatshops and into classrooms.

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

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

# What Makes a Sustainable Community?

A **sustainable community** is one where families have the knowledge and skills to be self-reliant. The goal of WE Villages is to do just that.

Through five Pillars of Impact, we implement a holistic, sustainable development model so that communities can lift themselves out of poverty and never have to rely on charity again.



## Education

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

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

## Water

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

We work with communities to implement agriculture and food security programs that insure families have access to healthy, self-sustaining food sources. We teamed up with PotashCorp, founding sponsor of our Food Pillar, to share a lesson package. Ask your educator about downloading food security lesson plans from [WE.org/weschools/educator-resources](http://WE.org/weschools/educator-resources).

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

## Opportunity

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

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

# Setting Your Goals

## Learn What Your Impact Can Do



### EDUCATION

**\$50 = Primary education for a child**

Help a child become a lifelong learner with a quality primary school education. In school, students develop the skills to solve problems, plan for the future and find sustainable solutions to the obstacles facing their communities.



### WATER

**\$50 = Clean water for life for two people**

When families can access clean water in their community, children can attend school and gain improved hygiene. With water for drinking, cleaning and farming, a family gains more ways to grow food and prevent the spread of illness.



### HEALTH

**\$50 = Health care for a child**

A healthy start is a precious gift that every child deserves. Help give a child access to preventative health care so that they can enjoy the benefits of school without worrying about illness or disease getting in the way of their education.



### FOOD

**\$50 = One year of healthy lunches for two students**

When students receive fresh, healthy meals, they have the energy to focus not just on getting through the day, but on getting the most out of it. Help students become lifelong learners with nutritious lunches to fuel their growing minds and bodies for a year.



### OPPORTUNITY

**\$50 = A dairy goat to help sustain a family and their community**

When a family has a dairy goat, it gains a source of nutritious milk and sustainable income. It's the gift that keeps on giving! Help give a family the opportunity to plan for their future and earn an income that will create sustainable impacts.

# Every donation creates a positive impact!

## Check out [WE.org/donate](https://www.we.org/donate) for more fundraising goals.



### **\$250 = Clean water for a family for life**

Access to clean water transforms lives. With a safe source of water for drinking, cooking and cleaning, children can go to school rather than spending time on long treks to fetch water, and parents can run farms and businesses without contracting waterborne illnesses.



### **\$500 = Health workshops for new mothers**

Help new mothers learn how to keep their babies well with a health workshop. Give mothers the opportunity to gain training to prevent illness, malnutrition and other complications from getting in the way of their babies' growth and development.



### **\$1,000 = Start-up kit for a women's empowerment circle**

Help a group of women support each other, grow as leaders and save money for their small businesses. When women have access to the same economic opportunities as men, they gain decision-making power in their families and uplift their communities with improved economic growth, food security and child health.



### **\$5,000 = One year of healthy lunches for a school**

Give 200 students the fuel to learn by providing them with healthy lunches for a full year of studies. When students receive proper nutrition at school, parents facing financial challenges can send their children to school without worrying about providing meals, and students can count on having the energy to focus and make the most of every day of learning.



### **\$10,000 = A classroom for a community**

Education breaks the cycle of poverty and sets new cycles of growth and prosperity in motion. Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.

# Ready to Begin?

# Great! Let's get going!

## Step 1: Connect to a country.



We are excited to announce that we will be expanding our work into Ethiopia to help bring sustainable change to community members in the regions of Tigray and Oromia. To learn more, see the Educator's Guide!

## Step 2: Connect to a Pillar of Impact.



Education



Water



Health



Food



Opportunity

## Step 3: Start fundraising!

This year, each global campaign is tied to one of the five WE Villages Pillars of Impact. But no matter which pillar you choose to fundraise for, every dollar will help send a child to school, because with our holistic development model, all pillars lead back to education.

This is the **Year of Education** and we want to celebrate the power education has in helping to lift communities out of poverty. Help us increase access to free education for more students around the world and empower youth like yourselves to dream of a brighter future by raising \$10,000 to build a school in a WE Villages partner community! Together, we can change the world.

# Types of Action

## Volunteering

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

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

**Suggested campaign:** [WE Volunteer Now](#)

## Awareness-raising

Awareness-raising involves focusing the attention of others on a cause or issue in the world.

Regardless of the action you take, the objective is to increase others' understanding.

**Example:** Movie night. Hold a screening of your favorite documentary on an issue close to your heart and have a discussion afterward to find out what everyone learned.

**Suggested campaign:** [WE Are Aware](#)

## Fundraising

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

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

**Suggested campaign:** [WE Create Change](#)

## Material support

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

**Example:** Food drive. Get a team together to collect non-perishable food items for your neighborhood food bank.

**Suggested campaign:** [WE Scare Hunger](#)

## Behavioral change

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

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

**Suggested campaign:** [WE Take Charge](#)

## Advocacy

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

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

**Suggested campaign:** [WE Are One](#)

# Local Campaigns

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

## WE Scare Hunger

Come together to collect food to help scare away hunger. Hold a food drive to contribute to your local community and raise awareness of the root causes of hunger. Learn more at [WE.org/wescarehunger](http://WE.org/wescarehunger).

## WE Are Aware

Help promote digital responsibility by spreading positivity and putting an end to negative actions using social media. Use your voice to speak up and spread awareness. Learn more at [WE.org/weareaware](http://WE.org/weareaware).

## WE Film For Change

Take action through an art project in your school or community to promote acceptance among your peers. Film it and share it with others to spread the message! Learn more at [WE.org/wefilmforchange](http://WE.org/wefilmforchange). Made possible by Participant Media.

## WE Read Together

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. Learn more at [WE.org/wereadtogether](http://WE.org/wereadtogether). Made possible by KPMG.

## WE Are One

Technology is a powerful tool for social change. Use it to imagine and develop ways to make your school and community more inclusive for everyone. Learn more at [WE.org/weareone](http://WE.org/weareone). Made possible by Microsoft.

## WE Take Charge

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](http://WE.org/wetakecharge). Made possible by Unilever.

## WE Volunteer Now

Find your passion for change and rally together to help take action on a cause in your community. Inspire others to volunteer and create a ripple effect of volunteerism. Learn more at [WE.org/wevolunteernow](http://WE.org/wevolunteernow). Made possible by The Allstate Foundation.

# Global Campaigns

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

## WE Create Change

Small change can create big impact! Host a coin drive to raise funds toward purchasing a goat for a family in a developing community. Learn more at [WE.org/wecreatechange](https://www.wecreatechange.org).

## WE Are Rafikis

Empower women in Kenya and help them earn money to send their children to school by selling handmade Rafiki bracelets. Learn more at [WE.org/wearerafikis](https://www.wearerafikis.org).

## WE Are Silent

Take a vow of silence to turn up the volume on the struggles of young people fighting for their basic human rights. Collect pledges for every hour you go silent and raise money for WE Villages. Learn more at [WE.org/wearesilent](https://www.wearesilent.org).

## WE Bake For Change

Give families the ingredients they need for a better future. Host a bake sale at your school and help raise money to fight food insecurity in WE Villages' partner communities. Learn more at [WE.org/webakeforchange](https://www.webakeforchange.org).

## WE Walk For Water

Help families in developing communities gain access to clean, safe drinking water by organizing a water walk to inspire positive change on global water issues. Learn more at [WE.org/wewalkforwater](https://www.wewalkforwater.org).

## WE Give Health

Organize a healthy-living event and raise funds for WE Villages to help youth in developing communities gain access to health care. Learn more at [WE.org/wegivehealth](https://www.wegivehealth.org). Made possible by Walgreens.

## Local ▶ Hunger



Collect canned goods for local food banks.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  ACTION PLANNING  ORGANIZATION  LEADERSHIP SKILLS

**CURRICULUM:** Understanding Local Hunger

**IMPACT:** Local

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# Hunger + Food Drive = IMPACT

Hunger affects people from all walks of life. When you come together to collect food for WE Scare Hunger, you can help ensure a family has 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.

## Fact:

Each year, over **40 million** Americans turn to food banks for help—**12 million** are children.



# Ways to Take Action

## Go trick-or-treating for canned goods on Halloween!



### Campaign in Action:

#### See the Impact!

Three local schools—The Pines, John McGregor Secondary School and St. Anne School—teamed up with Victory Ford Lincoln to organize the major collection efforts of non-perishable food items. In total, they collected 25,000 pounds of food and filled 25 F-150's, benefitting Outreach for Hunger and Blenheim Baptist Church Foodbank. Read their story at [WE.org/wescarehunger](http://WE.org/wescarehunger).



### At School:

- Collect food as individual homerooms and hold a competition to see who can bring in the most.
- Decorate donation boxes to collect food. (Try a Halloween, Christmas, Thanksgiving or Easter theme!)



### At Home:

- Volunteer with your family at your local food bank to help serve a community meal.



### As a Community:

- Distribute donation boxes throughout your community. (Try grocery stores, banks or local businesses.)

# Learning Outcomes

## Curriculum Name: Understanding Local Hunger

A classroom resource for raising awareness about local hunger issues.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Health and Physical Education Math	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Determine the difference between a need and a want.</li> <li>Learn about hunger in the community, including the causes and impacts.</li> <li>Explore the purpose and use of a food bank.</li> </ul>
High School	English Language Arts Social Studies Health and Physical Education	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Determine the difference between a need and a want.</li> <li>Learn about the causes and effects of hunger in the community and overcome hunger myths.</li> <li>Explore the purpose and use of a food bank.</li> </ul>

## Checklist

- Investigate and learn with the Hunger Issue Card
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Watch and share the WE Scare Hunger campaign video
- Print out and distribute the WE Scare Hunger cards
- Share on social media with [#WEScareHunger](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Imagine going to school hungry. That is the reality millions of children face each day. Let's challenge this by committing to reduce hunger in our community. Rally your classmates and plan to bring one non-perishable food item to your school. Then, log onto your WE Day app to track your progress! Share your experience using [#WEScareHunger](#).



Check out other resources for this campaign on your USB!

## Local ▶ Digital Responsibility



Promote digital responsibility by sharing daily facts.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  INFORMATION LITERACY  REFLECTION  ORGANIZATION

**CURRICULUM:** Navigating Digital Responsibility

**IMPACT:** Local

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AN INITIATIVE OF



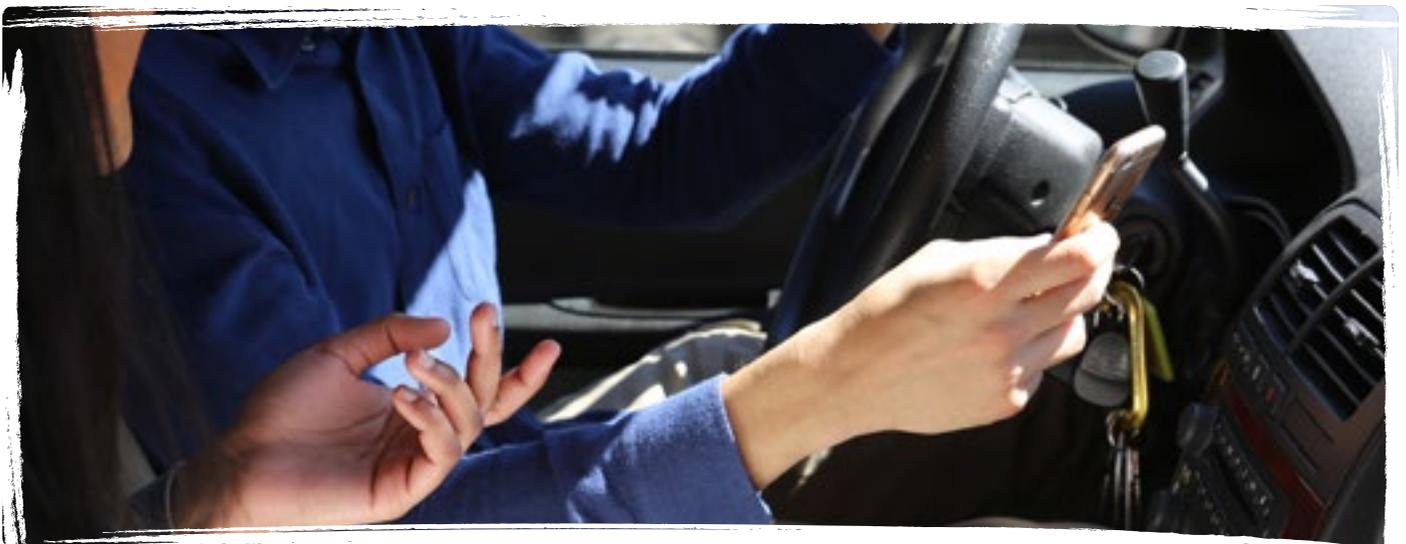
# Digital Responsibility + Awareness = CHANGE

With the widespread use of mobile devices and other digital devices among young people today, you owe it to yourself and to others to use them in a safe and responsible way. Whether a friend is using their mobile device while driving or using social media to bully others or spread negativity, we all have the power to stop this behavior by using our voices to speak out. With WE Are Aware, help promote digital responsibility by spreading positivity and putting an end to negative actions using social media.



## Fact:

Only 44% of teens said they would definitely **speak up** if someone were driving in a way that scared them.



# Ways to Take Action

Raise awareness by sharing daily facts through social media.



## At School:

- **Distracted driving:** Host a pledge challenge, encouraging your friends to learn about the dangers of distracted driving and pledge to stay focused behind the wheel.
- **Cyberbullying:** Take a stance and organize an assembly to share tips on how you and others can be digitally responsible and decrease cyberbullying in your school.



## At Home:

- Share why staying focused behind the wheel is important to your family by starting a conversation on social media with [#WEareAware](#).



## As a Community:

- Host an anti-bullying rally at your local community center to gain community support.

# Learning Outcomes

## Curriculum Name: Navigating Digital Responsibility

A resource for raising awareness about how to be digitally responsible.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Middle	Health and Physical Education English Language Arts Social Studies	Action planning Research and writing	Students will: <ul style="list-style-type: none"> <li>Understand how to create safe spaces online.</li> <li>Investigate how their digital presence will create an impact.</li> </ul>
High School	Health and Physical Education English Language Arts Science	Argument formation Organization Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Understand why the brain needs to focus on one task and cannot multitask efficiently.</li> <li>Investigate distracted driving laws in their region and create an information campaign.</li> <li>Understand the social, academic and emotional effects of cyberbullying.</li> </ul>

## Checklist

- Investigate and learn with the Distracted Driving and Cyberbullying Issue Cards
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Get your daily facts from WE Schools and share them on social media with [#WEareAware](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Reach out to your friends and family through social media (but not while driving!) to let them know the dangers of distracted driving and encourage them to pledge to never drive distracted. Post your pledge on the WE Day app to help spread the message!

[#WEareAware](#)



Check out other resources for this campaign on your USB!

## Local ▶ Acceptance



# WE Film For Change

Create social change through the arts.

Elementary, Middle, High School, Community Groups

**SKILLS:**  INFORMATION LITERACY  REFLECTION  CRITICAL THINKING

**CURRICULUM:** Arts for Transformation

**IMPACT:** Local

AN INITIATIVE OF



MADE POSSIBLE BY



# Acceptance + Art = IMPACT

The arts allow people to express themselves freely and openly, and create a space where people can feel accepted. Use the WE Film For Change campaign to create an art project in your school or community that showcases the importance of acceptance. Film your project and share it with others to spread the message! By showing acceptance and encouraging others to do the same, you can create an environment where everyone feels comfortable to be themselves.

## Fact:



Arts and music programs are **mandatory** in countries that rank consistently **among the highest** for math and science test scores, like Japan, Hungary and the Netherlands.

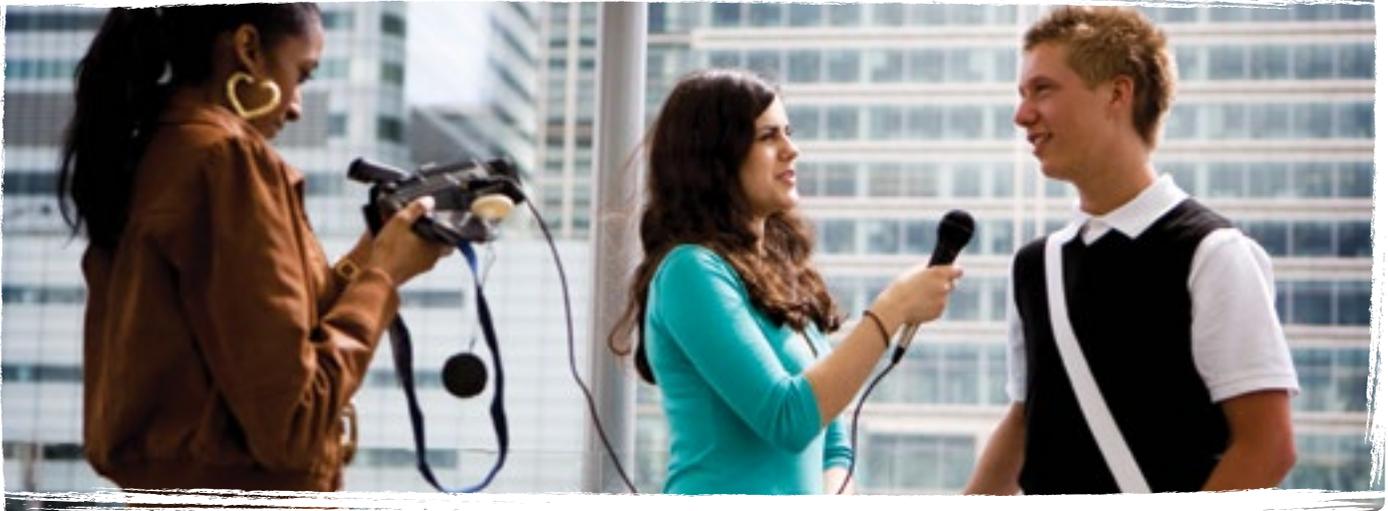


## A special thank you to Participant Media for developing entertainment that inspires and compels social change.

Participant Media and WE believe that telling inspirational stories enables us to create real world impact. Through the art of film, Participant Media and their digital entertainment division, SoulPancake, are raising awareness on the most important social issues affecting our local and global communities today.

# Ways to Take Action

**Film a documentary on acceptance to make an impact.**



## At School:

**Step 1. Select an issue** — Choose which issue matters most to you to increase acceptance in your school (e.g., gender equality).

**Step 2. Create an artistic piece** to highlight your issue (e.g., a painting, skit or dance).

**Step 3. Film and share your impact!**



## At Home:

- Create a skit with your family to address an acceptance issue and film it to share with others.



## As a Community:

- Create a documentary to raise acceptance in your local community. Go further by hosting a viewing of your film to raise funds for your local issue.

# Learning Outcomes

## Curriculum Name: Arts for Transformation

A classroom resource for creating meaningful change through the arts.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	Visual and Performing Arts English Language Arts Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Understand how the arts can be applied to raising awareness of issues that affect communities locally, nationally and globally.</li> <li>Explore the ways they can use what inspires them through art (performing, visual, musical, dance, film, etc.) to enact change.</li> </ul>
High School	Visual and Performing Arts English Language Arts Social Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Understand how the arts can be applied as advocacy to raise awareness of issues that affect communities locally, nationally and globally.</li> <li>Explore the ways they can use what inspires them through art (performing, visual, musical, dance, film, etc.) to enact change.</li> </ul>

## Checklist

- Investigate and learn with the Issue Cards
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Share on social media with [#WEfilmForChange](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

We think you have the power to influence acceptance in your school through art! Challenge yourself to film everyday actions that promote acceptance and post them on the WE Day app to inspire others to do the same. [#WEfilmForChange](#)



Check out other resources for this campaign on your USB!

## Local ▶ Literacy



# WE Read Together

Be an advocate for literacy by organizing a book drive or reading with a buddy.

Elementary, Middle, High School, Community Groups

**SKILLS:**  LEADERSHIP SKILLS  CRITICAL THINKING  REFLECTION

**CURRICULUM:** Knowledge Is Power

**IMPACT:** Local

AN INITIATIVE OF



MADE POSSIBLE BY



# Literacy Advocate + Reading Mentor = IMPACT

The largest barrier to children's literacy in low-income communities is a lack of books. Without access to books, children don't build critical reading skills and are less likely to reach their academic potential. This jeopardizes their future success. Help the next generation of young leaders become empowered through reading by organizing a book drive or reading with a younger child in your community.

## Fact:

Children from middle-income homes have on average 13 books per child. There is only one book for every 300 children in low-income neighborhoods.



## A special thank you to KPMG for supporting the next generation of young leaders through reading.

KPMG is passionate about empowering youth with the reading skills they need to be successful. In 2008, they established KPMG's Family for Literacy program to combat childhood illiteracy. By providing access to books and promoting role models to influence youth's perception of reading, KPMG and WE are helping to create lifelong learners through reading because "Readers become Leaders."

# Ways to Take Action

Be a literacy advocate and increase kids' access to books by organizing a book drive.



## At School:

- Become a reading buddy to a younger child in your community to help encourage strong reading skills.
- Join or start a book club to promote the importance of reading and share the books that have inspired you.



## At Home:

- As a family, donate used books to your local community center or library.



## As a Community:

- Find a book-exchange kiosk in your community where you can take a book and leave a book, or start your own to get more people reading.

# Learning Outcomes

## Curriculum Name: Knowledge Is Power

A classroom resource for understanding the issues and barriers to literacy.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies	Action planning Research and writing Argument formation	Students will: <ul style="list-style-type: none"> <li>Understand issues that affect literacy rates across diverse populations.</li> <li>Assess collections of texts for cultural relevancy, age-appropriateness and subject matter.</li> </ul>
High School	English Language Arts Social Studies	Organization Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Synthesize information about genres and types of books specific to their personal interests to make an informed decision about their next book selection.</li> <li>Create a plan to increase the access to quality texts that are culturally relevant, current and representative of students.</li> </ul>

## Checklist

- Investigate and learn with the Illiteracy Issue Card
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Print out and distribute the WE Read Together cards
- Share on social media with [#WEreadTogether](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

With access to books, you have the power to change the world and influence future generations of young leaders! Challenge yourself to read for an hour each day. Track your progress and share the books that have inspired you on the WE Day app!

[#WEreadTogether](#)



Check out other resources for this campaign on your USB!

## Local ▶ Inclusion



WE  
Are  
One

Use technology to create a more inclusive world.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  INFORMATION LITERACY  CRITICAL THINKING  ARGUMENT FORMATION

**CURRICULUM:** Creating an Inclusive World

**IMPACT:** Local

AN INITIATIVE OF



MADE POSSIBLE BY



# Inclusion + Technology = IMPACT

Technology is a powerful tool for social change. Every day, each of us engages with products, services and environments that could be more inclusive. Look for these opportunities. Are there barriers to inclusion, like inaccessible entrances to your school, lack of captions on videos or other resources that can't be used by everyone? You can use technology to make your school and community more inclusive.

## Fact:

Inclusive design benefits **everyone!**  
Voice commands and remote controls evolved from **design solutions for people with disabilities, yet benefit us all.**

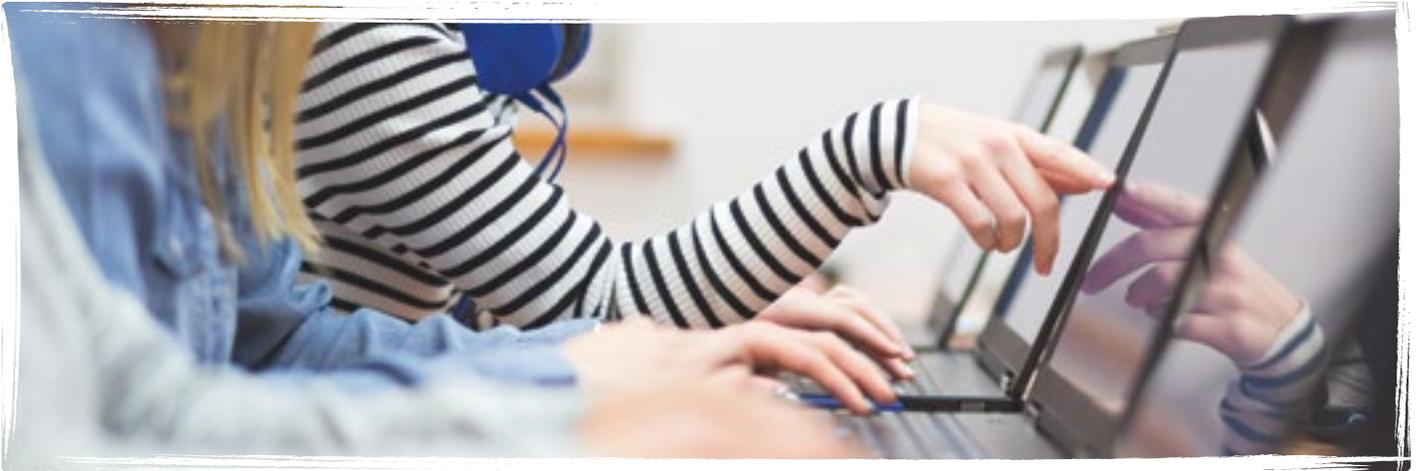


**A special thank you to Microsoft for helping us empower youth to create more inclusive communities.**

Microsoft believes technology is a powerful force for inclusion. There are no limits to what people can achieve when technology reflects the diversity of everyone who uses it.

# Ways to Take Action

Use technology to create a solution that makes your school or community more inclusive.



## At School:

- Create a presentation for a school assembly that raises awareness about how inclusive design results in services, experiences and spaces that benefit everyone.
- Build an app that addresses an important issue of inclusion in your school.



## At Home:

- Have a discussion with your family about what inclusion means and discuss whether or not your home is an inclusive environment. Can you welcome people with diverse abilities into your home?



## As a Community:

- Challenge yourself to review your central community space. Does it allow people of all abilities to feel welcome?

# Learning Outcomes

## Curriculum Name: Creating an Inclusive World

A classroom resource to promote inclusion, and to explore how communities can become places where everyone feels welcome.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Science and Technology Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Understand how the use of language affects the creation of an inclusive society.</li> <li>Explore the role of technology to make community experiences, services and spaces more inclusive.</li> </ul>
High School	English Language Arts Science and Technology Computer Studies Social Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Understand how the use of language affects the creation of an inclusive society.</li> <li>Explore the role of technology to make community experiences, services and spaces more inclusive.</li> </ul>

## Checklist

- Investigate and learn with the Inclusion Issue Card
- Action plan with your Local Yearbook
- Use OneNote interactively to delve deeper into the issue of inclusion
- Use the creative resource to check if your space is inclusive
- Assign Club Cards to all members
- Check out the Leadership with Technology for Good skill on page 12
- Put up campaign posters
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Every student has the right to feel welcome. We challenge you to create a more inclusive environment in your school. Learn ways you can foster inclusion with your peers by visiting [WE.org/weareone](http://WE.org/weareone). Then, ask your educator to track your results by creating a weekly progress chart. [#WEareOne](https://twitter.com/WEareOne)



Check out other resources for this campaign on your USB!

Local ▶ Sustainable Living

# WE Take Charge

Gather your friends and start a school garden.

Elementary, Middle, High School, Community Groups

**SKILLS:**  REFLECTION  ARGUMENT FORMATION  ACTION PLANNING

**CURRICULUM:** Act Today for a Bright Future

**IMPACT:** Local

AN INITIATIVE OF



MADE POSSIBLE BY



# Sustainability + Purpose = CHANGE

Let's commit to living sustainably—together. Change can begin with one very simple act. Discover your purpose in creating a sustainable Earth and plant the seeds for change. Commit to a sustainability challenge, like starting a garden in your school or community, and watch how everyday actions can turn into extraordinary ones.

## FACT

The current world population is 7.5 billion. It is projected to reach 9.7 billion by 2050.



## A special thank you to Unilever for leading the charge on environmental sustainability.

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

# Ways to Take Action

## Gather your peers and create a sustainable garden for your school.



### Campaign in Action:

#### See the Impact!

Students at Kipp Ascend Elementary Charter School are realizing just how much of an impact they can make when they take small steps to change their daily habits for a more sustainable environment. During their WE Take Charge campaign, students pledged to collect at least five pieces of garbage each day. It resulted in the collection of more than 4,000 pieces of garbage over the course of a week! And their actions didn't end there, read more of their story at [WE.org/wetakecharge](http://WE.org/wetakecharge).



### At School:

- Challenge your peers to commit to a personal sustainability pledge, like packing five no-waste lunches or reducing showers from 10 to five minutes.
- Replace plastic water bottles with reusable bottles, recycle paper and pick up trash on school grounds.



### At Home:

- Commit to a car-free day to reduce carbon emissions in the environment. Encourage your family to bike to work and school, or take public transit as an alternative.



### As a Community:

- Organize a garbage pick-up walk in your neighborhood. Have everyone meet at the local park or beach to help clean up your community.

# Learning Outcomes

## Curriculum Name: Act Today for a Bright Future

A classroom resource for teaching sustainable living.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Health and Physical Education	Action planning Research and writing Argument formation Organization	Students will: <ul style="list-style-type: none"> <li>Learn the theory of sustainability.</li> <li>Create a multimedia project on a self-selected topic of sustainability based on independent research.</li> </ul>
High School	English Language Arts Social Studies Health and Physical Education Science	Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Understand the topic of sustainability by examining it from a new perspective.</li> <li>Create a multimedia project on a self-selected topic of sustainability based on independent research.</li> </ul>

## Checklist

- Investigate and learn with the Environment Issue Card
- Assign Club Cards to your peers
- Action plan with your Local Yearbook
- Put up campaign posters
- Use your pledge tracker to stay on top of pledges
- Share on social media with [#WEtakeCharge](#)
- Watch and share the WE Take Charge campaign video
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

We only get one green Earth—let's commit to keeping it that way! Join us as [#WEtakeCharge](#) and go green. We want you to try biking, walking, rollerblading or even dog sledding to school. Challenge your classmates to join you and compare your daily initiatives on the WE Day app!



Check out other resources for this campaign on your USB!

## Local ▶ Youth Empowerment



Organize a volunteer activity with your peers.

Elementary, Middle, High School, Community Groups

**SKILLS:**  LEADERSHIP SKILLS  CRITICAL THINKING  REFLECTION

**CURRICULUM:** Volunteerism: A Growing Movement

**IMPACT:** Local

AN INITIATIVE OF



MADE POSSIBLE BY



# Youth Empowerment + Volunteering = CHANGE

Find your passion for change and rally your peers to help you take action on a cause in your community. By empowering yourself and the ones around you to take action and volunteer, you can create real change on the problems you see affecting your community. By volunteering, you're not just doing something good for others, you're inspiring your friends, family and school to find their passion for change and creating a ripple effect of volunteerism in your community.

## Fact:

Volunteering has been shown to help improve the health and well-being of volunteers and donors.



**A special thank you to The Allstate Foundation for empowering young Americans to make a difference in their local communities.**

The Allstate Foundation believes that when young people are empowered with the knowledge, skills and resources to be leaders, they can change our world for the better and create healthier, stronger and safer communities. That's why The Allstate Foundation has teamed up with WE Day and WE Schools—to bring you service-learning curriculum and WE Volunteer Now.

# Ways to Take Action

Rally your group to volunteer at the local homeless shelter to serve meals to your community.



## Campaign in Action:

### See the Impact!

Students at Dr. G.W. Williams Secondary School are taking action on the causes they're passionate about, and getting their community involved too! During their WE Volunteer Now campaign, students organized a "Coldest Night of the Year" event, a family-friendly walking fundraiser that raised money for the hungry and homeless in more than 100 communities. Read their story at [WE.org/wevolunteernow](http://WE.org/wevolunteernow).



## At School:

- Organize a peace march to raise awareness about youth violence.
- Spend a week raising awareness about safe driving in your neighborhood.



## At Home:

- Organize a clothing drive with your family to support local shelters in your community.



## As a Community:

- Get together with members of your community to organize a week of volunteer activities. Visit a local seniors' center to engage with and learn from the elders in the community.

# Learning Outcomes

## Curriculum Name: Volunteerism: A Growing Movement

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

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Learn about the history and importance of volunteerism in America.</li> <li>Research and discover an organization to volunteer with or plan their own volunteer experience.</li> <li>Understand and demonstrate ways to spread awareness.</li> </ul>
High School	English Language Arts Social Studies Business Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Learn about the history and importance of volunteerism in America.</li> <li>Research and discover an organization to volunteer with or plan their own volunteer experience.</li> <li>Understand and demonstrate ways to spread awareness.</li> </ul>

## Checklist

- Investigate and learn with the Local Issue Cards
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Print out and distribute WE Volunteer Now MVP cards
- Share on social media with [#WEvolunteerNow](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX
- WE Day App Challenge!

## WE Day App Challenge!

Calling all change-makers! Show us how you plan to make a difference in your community. Are you up for the challenge? Start small: help your educator after class or offer your time at a local library. Then, log on to your WE Day app to track your time. When we all rally together, change can happen. [#WEvolunteerNow](#)



Check out other resources for this campaign on your USB!

## Global ▶ Opportunity



Host a coin drive for goats.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  ACTION PLANNING  ORGANIZATION  LEADERSHIP SKILLS

**CURRICULUM:** It All Adds Up

**IMPACT:** Global

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AN INITIATIVE OF



# Opportunity + Coin Drive = CHANGE

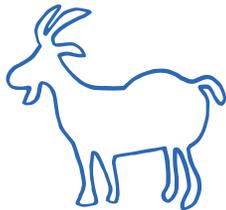
Sometimes the smallest change can create the biggest impact. Gather your peers and host a coin drive to raise funds toward purchasing a goat for a family in a developing community. By collecting coins through WE Create Change, you're not just helping one family, you're opening the door for greater opportunities in their community. With a dairy goat, a family gains a source of nutritious milk and sustainable income. It's the gift that keeps on giving!

## Fact:

1 out of 10 people around the world still lives on less than **\$1.90 a day**—forcing them to make difficult decisions when it comes to basic necessities.

## WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



**\$50 =** One dairy goat to help sustain a family and their community.



# Ways to Take Action

Place WE Create Change collection jars in every classroom and collect change for goats.



## Campaign in Action:

### See the Impact!

Students at Shuswap Middle School teamed up with neighboring school South Broadview to kick off their annual coin drive with help from special guest Spencer West. The event proved to be a success as students collectively raised enough funds to support WE Villages projects in Ecuador! Read their story at [WE.org/wecreatechange](http://WE.org/wecreatechange).



### At School:

- Hold special events like movie nights and student vs. educator dodgeball tournaments. Don't forget to collect donations at the door!
- Host a challenge among your peers to raise funds for a goat. Which class can collect the most coins in a week?



### At Home:

- Write and perform a skit for your family to share the importance of why you are fundraising. Supply your family with WE Create Change collection bags for them to take to work.



### As a Community:

- Ask local businesses and community centers to keep a WE Create Change collection jar for your community to support your cause.

# Learning Outcomes

## Curriculum Name: It All Adds Up

A classroom resource to teach personal finance and financial literacy.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Math Visual and Performing Arts	Action planning Research and writing Argument formation	Students will: <ul style="list-style-type: none"> <li>Learn key terms for understanding money matters.</li> <li>Discover how to track spending and set attainable financial goals.</li> <li>Understand the concept of financial empowerment.</li> </ul>
High School	English Language Arts Math Social Studies Business Studies Visual and Performing Arts	Organization Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Learn key terms for understanding money matters.</li> <li>Discover how to track spending and set attainable financial goals.</li> <li>Understand the concept of financial empowerment.</li> <li>Reflect, respond and analyze their goals as they begin preparing for life after high school.</li> </ul>

## Checklist

- Investigate and learn with the Poverty Issue Card
- Assign Club Cards to all members
- Check out the Action Planning with Financial Literacy skill on page 8
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Create Change campaign video
- Learn more about the Opportunity Pillar online at [WE.org/we-villages/opportunity](http://WE.org/we-villages/opportunity)
- Share on social media with [#WEcreateChange](https://www.instagram.com/wecreatechange)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

It's hard to imagine how one person can make a difference for families in developing countries that seem out of reach. But together, we can. Change starts with a simple act! Visit [WE.org/wecreatechange](http://WE.org/wecreatechange) to learn about our coin drive. Ask members in your community to donate their spare change and watch as one simple act makes a global impact. [#WEcreateChange](https://www.instagram.com/wecreatechange)



Check out other resources for this campaign on your USB!

## Global ▶ Women's Empowerment



**WE  
Are  
Rafikis**

Empower women by selling Rafikis.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  ORGANIZATION  INFORMATION LITERACY  REFLECTION

**CURRICULUM:** Social Entrepreneurship: Connecting Communities

**IMPACT:** Global

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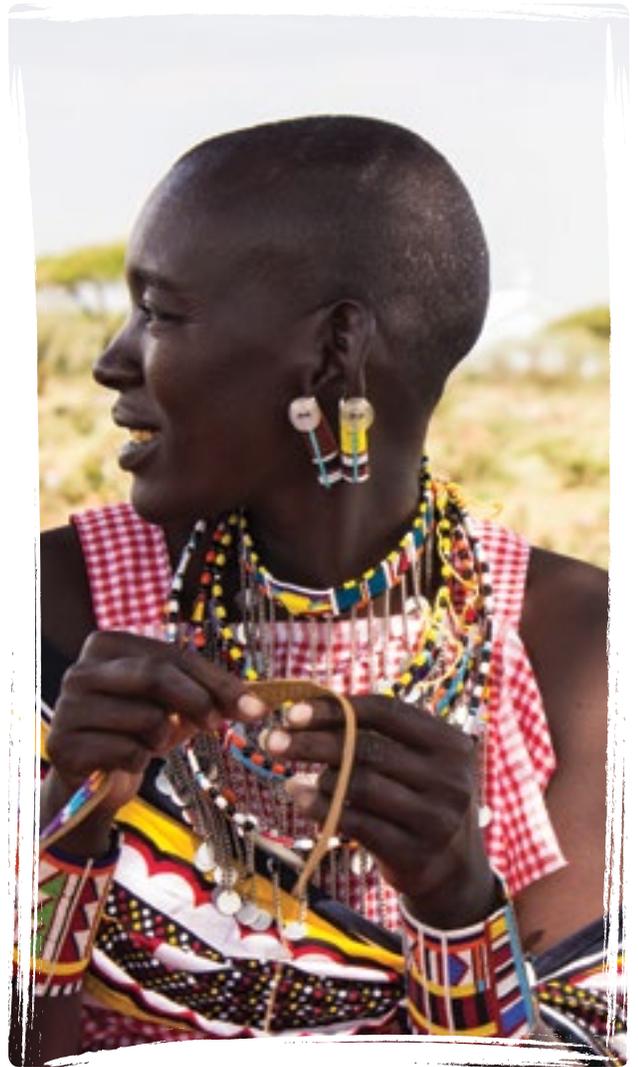


# Women's Empowerment + Rafikis = CHANGE

For Kenyan artisans, women's empowerment means taking charge of their future. Using traditional art forms, each piece is handcrafted by a mama in Kenya who is empowered through earning a fair wage for her work. Fundraising by selling handmade Rafiki bracelets allows women to earn money to send their children to school. Through participating in WE Are Rafikis, you open the door to a world of possibilities for empowering female entrepreneurs and their families in WE Villages partner communities.

## Fact:

With an **extra year** of primary school, girls can boost their eventual wages by **10–20%**.



# Ways to Take Action

**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.

## BUY A STARTER KIT

Purchase your WE Are Rafikis Fundraising Starter Kit from WE Day or order them online at [WE.org/wearerafikis](http://WE.org/wearerafikis) to be picked up at WE Day.

## ORDER FROM US ONLINE

Once you have received your starter kit and taken down pre-orders from your school, place a custom order for all the Rafikis you need at [WE.org/wearerafikis](http://WE.org/wearerafikis) or print and mail in the WE Are Rafikis order form stored on your USB.



## At School:

- Display sample Rafikis on a table in the cafeteria or school foyer and take orders from students throughout the campaign.
- Host a Rafiki bracelet fashion show to showcase the different styles available for students to purchase.



## As a Community:

- Build a rafiki community! Share with local community centers and businesses for their chance to make an impact—take orders and spread the word.



## At Home:

- Take orders from family members at your next family get-together—every Rafiki sold has an impact!

# Learning Outcomes

## Curriculum Name: Social Entrepreneurship: Connecting Communities

A classroom resource that explores businesses with a social mission.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Visual and Performing Arts	Action planning Research and writing Argument formation Organization	Students will: <ul style="list-style-type: none"> <li>Learn how social entrepreneurs work around the world and in their communities.</li> <li>Apply their learning by reimagining businesses that exist in their communities as social enterprises.</li> </ul>
High School	Business Studies English Language Arts Social Studies Visual and Performing Arts	Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Learn how social entrepreneurs work around the world and in their communities.</li> <li>Apply their learning by reimagining businesses that exist in their communities as social enterprises.</li> </ul>

## Checklist

- Investigate and learn with the Poverty Issue Card
- Assign Club Cards to all members
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Are Rafikis campaign video
- Learn more about the Opportunity Pillar online at [WE.org/we-villages/opportunity](http://WE.org/we-villages/opportunity)
- Order your WE Are Rafikis starter kit
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Be a brand-ambassador for change and fundraise by selling handmade Rafiki bracelets. When you purchase a handcrafted bracelet, you help a Kenyan artisan create a sustainable income for herself and her community. Visit [WE.org/wearerafikis](http://WE.org/wearerafikis) today to learn how to get started. Use the WE Day app to record your impact and see how your contribution is going toward funding for WE Villages projects. [#WEareRafikis](https://twitter.com/WEareRafikis)



Check out other resources for this campaign on your USB!

# New and Exciting Ways to Fundraise

Introducing new **ME to WE** products that will help your school reach your **WE Villages** goal through **WE Are Rafikis!** For every item you sell, **\$5** will go toward your school's **WE Villages** country and pillar of choice.



## #GirlLove Rafiki Bracelet

In Swahili, the word for friend is *rafiki*. Lilly Singh (aka IISuperwomanII) 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 fibers 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.



## 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 special 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!

## Global ▶ Advocacy



Elementary, Middle, High School, Community Groups

**SKILLS:**  CRITICAL THINKING  REFLECTION  ARGUMENT FORMATION

**CURRICULUM:** Advocating for Children's Rights

**IMPACT:** Global

AN INITIATIVE OF



# Advocacy + Silence = IMPACT

Child labor, child soldiers, and access to water and education are just some of the issues that are silencing the voices of youth across the globe. Go silent for a day in solidarity with youth whose voices go unheard and whose rights are not upheld.

When you go silent, you are raising awareness by joining with every person who needs to be heard around the world. By raising funds through WE Villages, you make a tangible impact for people who need it most.

## Fact:

An estimated 150 million children across the world are involved in child labor.



# Ways to Take Action

Show your solidarity with those who go unheard by taking a vow of silence.



## Campaign in Action:

### See the Impact!

Students at St. Stephen's School kicked off their WE Are Silent campaign by asking: "How can we be loving brothers and sisters to others who we may never know or meet?" Their answer? "In silence." The entire school took a vow of silence for children around the world who are denied their rights to speak up, and together they raised funds for the WE Villages Education Pillar. Read their story at [WE.org/wearesilent](http://WE.org/wearesilent).



### At School:

- Organize a silence relay. Schedule different classrooms to go silent for different periods throughout the day.
- Try spreading awareness through a blackboard/whiteboard raid—stay after school to write facts about your issue on the boards in every classroom the day before your campaign.



### At Home:

- At the next family event, share stories about children who are voiceless and plan an action with your family to advocate for them.



### As a Community:

- Organize a silence march in your neighborhood and have community members rally together to fundraise and raise awareness for those who go unheard.

# Learning Outcomes

## Curriculum Name: Advocating for Children's Rights

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

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Visual and Performing Arts	Action planning Research and writing Argument formation	Students will: <ul style="list-style-type: none"> <li>Become familiar with the concepts of human rights and children's rights.</li> <li>Develop an understanding of the United Nations Convention on the Rights of the Child (UNCRC).</li> </ul>
High School	English Language Arts Social Studies Visual and Performing Arts	Organization Reflection Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Learn about the essential qualities that make us human.</li> <li>Develop a deeper understanding of the United Nations Convention on the Rights of the Child (UNCRC).</li> <li>Become knowledgeable on topics of human rights and children's rights.</li> </ul>

## Checklist

- Investigate and learn with the Global Issue Cards
- Assign Club Cards to all members
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Are Silent campaign video
- Print out and distribute the WE Are Silent cards
- Share on social media with [#WEareSilent](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Imagine a world where your voice didn't matter. That is the reality for millions of children in developing countries who are forced into child labor. Want to make a difference? Gather your community and encourage your family and friends to go silent for a day to raise awareness for those denied their human rights. Visit [WE.org/wearesilent](http://WE.org/wearesilent) to start your campaign & track your initiative on the WE Day app!

[#WEareSilent](#)



Check out other resources for this campaign on your USB!

Global ▶ Food



Host a bake sale to raise money for WE Villages.

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Elementary, Middle, High School, Community Groups

**SKILLS:**  ACTION PLANNING  ORGANIZATION  LEADERSHIP SKILLS

**CURRICULUM:** Understanding Ethical Consumerism

**IMPACT:** Global

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# Food + Bake Sale = CHANGE

Here's a recipe to make a better world! When you make a batch of baked goods with your friends and family, you can raise money to help fight food insecurity in WE Villages' partner communities. Through a bake sale, you will be giving families the ingredients they need to make a better life for their children. Every dollar you fundraise has the power to make a global impact. Together we can bake a difference.

## Fact:

Globally, we produce enough food for everyone to lead a healthy and productive life. Yet, **1 in 9** still go hungry every day.

## WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



**\$50 =** One year of healthy lunches for two students!



# Ways to Take Action

Come together with your group and plan a bake sale to raise money for WE Villages.



## Campaign in Action:

### See the Impact!

Medicine Hat High School was all about togetherness in this year's campaign bake-off! Students, friends and family teamed up to create unique treats for every dietary need and inspired people to learn how their local actions have global impacts through the WE Villages Water Pillar.

Read their story at [WE.org/webakeforchange](http://WE.org/webakeforchange).



## At School:

- Create a school recipe book with the recipes you used and sell it at the bake sale to raise money.
- Organize a multicultural bake sale to reflect your school's diversity.



## At Home:

- Host a bake sale, and invite friends and family to learn about WE Villages and help support your cause.



## As a Community:

- Host a bake-off community event to raise funds and awareness for WE Villages' partner communities.

# Learning Outcomes

## Curriculum Name: Understanding Ethical Consumerism

A classroom resource to teach about friendship, ethical consumerism and an introduction to WE Villages.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Social Studies Math Visual and Performing Arts	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Explore the world of ethical consumerism and discover its necessity.</li> </ul>
High School	English Language Arts Social Studies Business Studies Visual and Performing Arts	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Explore the world of ethical consumerism and discover its necessity.</li> </ul>

## Checklist

- Investigate and learn with the Food Issue Card
- Assign Club Cards to all members
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Bake For Change campaign video
- Learn more about the Food Pillar online at [WE.org/we-villages/food](http://WE.org/we-villages/food)
- Share on social media with [#WEBakeForChange](https://twitter.com/WEBakeForChange)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Do you have the recipe for a better world? We think you do. Help us fight food insecurity in some of the poorest communities by hosting a WE Bake For Change bake sale. Your bake sale could help fundraise for WE Villages projects and make the world a sweeter place—one bite at a time! Create an action plan by visiting [WE.org/webakeforchange](http://WE.org/webakeforchange) and track your results on the WE Day app! [#WEBakeForChange](https://twitter.com/WEBakeForChange)



Check out other resources for this campaign on your USB!

## Global ▶ Water

# WE Walk For Water

Organize a water walk.

Elementary, Middle, High School, Community Groups

**SKILLS:**  RESEARCH AND WRITING  CRITICAL THINKING  ORGANIZATION

**CURRICULUM:** Investigating Water Quality

**IMPACT:** Global

AN INITIATIVE OF



# Water + Walk = CHANGE

Every day, women and children around the world spend 200 million hours fetching water, often from sources full of dangerous contaminants. 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. Having clean water affects all aspects of life—so when your group helps raise awareness and funds for clean water, you open the door to better health and a better world.

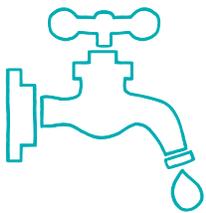
## Fact:



Almost **700 million people** live without adequate sanitation facilities in Sub-Saharan Africa.

## WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



**\$50** = Clean water for life for two people.



# Ways to Take Action

Organize a water walk to inspire positive change on global water issues.



## At School:

- Collect pledges and organize a water relay challenge.
- Put up posters above water fountains in your school to remind students how hard it is for others to access clean water.



## At Home:

- Organize a walk to a local water source, like a stream, lake, pond or creek and reflect on what it means to have local water access. Then, carry water back to your home to experience what it's like to walk for water.



## As a Community:

- Gather your community to join in on the cause and to learn more about the global water issue. Plan a route that will match the distance families walk to fetch clean water and collect pledges for every mile walked or carry signs to raise awareness.

# Learning Outcomes

## Curriculum Name: Investigating Water Quality

A classroom resource for understanding the issues of water quality.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	Science Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>• Develop an understanding of water as a human right.</li> <li>• Investigate water pollution causes and effects.</li> </ul>
High School	Science Social Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>• Develop an understanding of water as a human right.</li> <li>• Use scientific inquiry to test the physical characteristics of water.</li> </ul>

## Checklist

- Investigate and learn with the Water Issue Card
- Assign Club Cards to all members
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Walk For Water campaign video
- Learn more about the Water Pillar online at [WE.org/we-villages/water](http://WE.org/we-villages/water)
- Share on social media with [#WEwalkForWater](https://www.instagram.com/wewalkforwater/)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

When we turn on our tap in the morning, it's easy to take for granted the clean water that will flow. But this is not the reality for many people in the world who spend hours fetching contaminated water. Track your water usage on the WE Day app to help bring awareness to the lack of access to clean water worldwide. [#WEwalkForWater](https://www.instagram.com/wewalkforwater/)



Check out other resources for this campaign on your USB!

## Global ▶ Health



Host a health fundraiser and give health globally.

Elementary, Middle, High School, Community Groups

**SKILLS:**  CRITICAL THINKING  ACTION PLANNING  REFLECTION

**CURRICULUM:** Creating Healthy Communities

**IMPACT:** Global

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MADE POSSIBLE BY

*Walgreens*  
at the corner of **happy & healthy**

# Health + Movement = CHANGE

Good health is important to your quality of life, and through your individual health habits, you have the power to give health worldwide! An estimated 400 million people worldwide lack access to essential health care services, but preventative health measures such as life-saving vitamins, immunizations and checkups could help save millions of people each year. 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. Through WE Give Health, every move you do has the power to create impact and give health globally.

## Fact:

Maternal mortality declined by **44%** between **1990** and **2015**.



## WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



**\$50** = Health care for a child.

## A special thank you to Walgreens for their dedication to making communities healthier and happier.

Walgreens and WE believe that choice by choice, action by action, we have the power to change the world. As the largest drug-retailing chain in the U.S., Walgreens champions everyone's right to be happy and healthy. They have teamed up with WE Schools to inspire you to champion happiness and health for yourself and your local and global communities.

# Ways to Take Action

Organize a dance-a-thon to raise funds for global health.



## At School:

**Step 1.** Select an issue — Choose which issue matters most to you. For brainstorming ideas use our Health Issue Card.

**Step 2.** Learn and raise awareness — Research health issues and explore the local and global connections.

**Step 3.** Fundraise to champion and give health globally!



## At Home:

- As a family, learn about health issues impacting global communities and host a bike-a-thon to fundraise for global health.



## As a Community:

- Host a community jump rope event to raise funds for WE Villages' Health Pillar.

# Learning Outcomes

## Curriculum Name: Creating Healthy Communities

A classroom resource to promote healthy living locally and globally.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	English Language Arts Health and Physical Education Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> <li>Understand how health issues may affect them personally and others globally.</li> <li>Explore the physical and mental health benefits of an active lifestyle.</li> </ul>
High School	English Language Arts Health and Physical Education Social Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> <li>Understand how health issues may affect them personally and others globally.</li> <li>Explore the physical and mental health benefits of an active lifestyle.</li> </ul>

## Checklist

- Investigate and learn with the Health Issue Card
- Assign Club Cards to all members
- Action plan with your Global Yearbook
- Put up campaign posters
- Watch and share the WE Give Health campaign video
- Learn more about the Health Pillar online at [WE.org/we-villages/health](http://WE.org/we-villages/health)
- Share on social media with [#WEgiveHealth](https://twitter.com/WEgiveHealth)
- Complete your Campaign Impact Survey
- Plan your WE DayX

## WE Day App Challenge!

Let's put health first! Show us how you plan to make a difference by hosting a dance-a-thon fundraiser in your school. The money you collect will help families access important info about sustaining a healthy lifestyle. Use your WE Day app to track your time—every dance move you make has the power to create a global impact! Don't forget to share the success of your fundraiser on social with [#WEgiveHealth](https://twitter.com/WEgiveHealth).



Check out other resources for this campaign on your USB!

# We are social!

FOLLOW US! @WEmovement



#WEday | #WEschools

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