

A blue background featuring a stylized illustration of a hand holding a pencil. The hand is rendered in a darker shade of blue, and the pencil is shown in a lighter shade, with its eraser and lead tip clearly visible. The overall aesthetic is clean and educational.

Welcome

to the

WE

Schools Kit

Welcome Book



WE Schools is all about experiential service-learning. Through our programs we aim to revitalize the fundamental purposes of education: instill a love of learning in students, move them to develop life skills to better the world and empower them to forge personal paths to success. Educators are given the tools to reignite their classes, allowing students to further their core-curricular learning while gaining an understanding of the root causes of the pressing issues around them.



About Us



WE is a movement that brings people together and gives them the tools to change the world.



We empower change by directing resources toward programs that have a sustainable impact. We accomplish this domestically through programs like WE Schools, and internationally through WE Villages.



We create socially conscious products and experiences that empower everyday change-making actions through the power of individual choices.



WE Day is the manifestation of the WE movement, an ocean of people coming together to create impact. Standing in a stadium full of change-makers will reaffirm your belief that a better world is possible.



Letter from the Co-Founders

Dear Educator,

We are so glad that you've joined us on our mission to inspire, educate and empower students to find their place in the world. At WE, we're committed to making this world a better place, and we can't do it alone. We need great educators to inspire the next generation of compassionate, shameless idealists.

Our admiration for educators began at a young age—and not just because our parents were teachers. It's true, Mom was a special-education teacher and Dad taught French. They showed us the power that educators have to make a huge difference in the lives of their students. Other great educators deeply influenced us too, like Marc's rugby coach and Craig's Grade 7 teacher, who encouraged and helped him to channel his passion into creating Free The Children, the same charity that has evolved over the past 22 years into the movement that we proudly know today as WE.

Throughout the last two decades, educators have always stood by us. With your support, we're changing lives for the better. With 12,300 schools and groups thriving with us, we are delivering impressive results in academic engagement, life skills, civic engagement and impact on at-risk youth.

And it all begins in your classroom. WE Schools focuses on service-learning goals that help young people develop the skills to succeed academically, in the workplace and as active local and global leaders. Our simple approach to community-building empowers young people to create tangible change through their daily choices and actions. And for educators, it revitalizes their class, the curriculum and everyone's passion.

This is an exciting time to be an educator. The great minds of tomorrow are sitting right in front of you. Together, we have the power to reignite the fundamental purposes of education: to move students to want to learn, prepare them with the life skills to better the world and forge their own paths to success.

Thank you for having the courage, heart and passion to bring WE into your classrooms. We are honoured and encouraged to work with such a gifted and enthusiastic group.

For more information about this great movement visit WE.org and take your pledge.

We are stronger together,



Craig Kielburger and Marc Kielburger

Letter from an Educator

Dear Educator,

Welcome to the WE movement, a journey that will enable your students to become young activists and passionate change-makers in their local and global communities.

If this is your first year joining WE Schools, prepare yourself for a life-changing journey as you explore the issues and causes your students are passionate about. The lives of your students and those around them will forever be changed by the positive impact they will have on the world. If you're a returning educator to WE Schools, welcome back, and thank you for continuing the amazing work you do each day with your students. Through WE Schools, your students will grow to be strong leaders by gaining the skills and tools necessary to create change in their communities.

The youth of today seek a world that is fair and just for all. As a result, they need problem-solving and action-planning skills to analyze the issues that exist around them. I genuinely believe that the resources in this WE Schools Kit will allow you and your students to grow and be successful on your journey to becoming empowered members of your local and global community. Over the years, WE Schools has given my students a foundation on which to work, while providing them with the flexibility to create initiatives on their own as well. With established campaigns that connect to current curriculum and resources that stimulate discussion on why it is important to take action, this kit has the power to create real impact.

From one educator to another, thank you for opening your students up to this amazing journey and to the power of WE. Thank you for taking a chance, and opening your heart and mind to giving your students the opportunity to become change-makers of the world.

All the best,

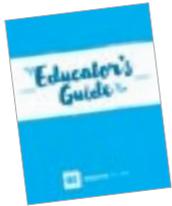
Kamla Rambaran

[Kamla Rambaran](#)

Educator, Toronto District School Board

What's Inside

This year's WE Schools Kit includes resources to help your group during their year of action. Here you'll find an overview of what's inside your kit, as well as our recommendations for how to navigate them.



Educator's Guide

The Educator's Guide will launch you into the WE Schools Kit and overall program. It provides you with a roadmap for exploring the program philosophy, educational outcomes, campaign calendar, free resource library and extended program offerings. This book is designed specifically for educators.



Student Guide

The Student Guide helps your group discover and take action on pressing local and global issues. Have your students flip through the book and get familiar with the campaigns they'll be running throughout the year. This book is designed specifically for students.



Local Student Yearbook

Have your group tackle pressing issues close to home with the Local Student Yearbook. The Local Student Yearbook contains hands-on activities that help youth discover the causes that matter to them, and pages for your group to record their change-making progress. Fill in the pages and, at the end of the year, look back at the amazing work you did as a team.



Global Student Yearbook

Have your group explore beyond borders by tackling international issues that matter to them with the Global Student Yearbook. The Global Student Yearbook contains hands-on activities that help youth discover the causes that matter to them, and pages for your group to record their change-making progress. Fill in the pages and, at the end of the year, look back at the amazing work you did as a team.



WE Day Book

The WE Day Book contains tips for ways to experience WE Day year-round, including information on hosting a WE DayX, how to use the WE Day app and where to watch the WE Day broadcast!



USB

Plug into a wealth of resources with the USB. Included are the WE Day broadcast special, educational resources, videos and more. Find a detailed guide to the USB on the following pages.



Issue Cards

You'll notice that the Educator's Guide has an Exploring Issues activity to help your students become whizzes on a variety of local and global issues. To run this activity, you'll need the Issue Cards featured in your WE Schools Kit. On them, you'll find a summary of the issue, statistics and questions to spark a group discussion.



Club Cards

We all have a part to play as agents of change. Club cards empower your group so that each team member has a key role in every campaign.



Business Cards

Spread the word about your local and global initiatives by filling out a business card with your name and contact info. Hand these out to friends, family and community members to let them know they can come to you for info on how to take action!



Rafiki Bracelet

Rafiki means "friend" in Swahili. We've included a sample Rafiki bracelet as a fundraising tool. Order more using the Rafiki Order Form included on your USB and start taking action with the WE Are Rafikis campaign.



Campaign Posters

When you're organizing, fundraising or awareness-raising, you'll need posters to advertise your cause or event. In your kit, you will find one copy of each campaign poster, which your group can easily put on bulletin boards or in hallways to promote campaign events in your school.



Additional Posters

You can never have too many posters! So in addition to the campaign posters, we've included extra posters to keep your team inspired and excited throughout their year of action.

Fundraising Poster

Use your Change-O-Metre fundraising poster to keep track of your fundraising goal. This is the Year of Education, so no matter what Pillar of Impact you connect to, every dollar you fundraise will help a child access education and make a tangible impact in a developing community.



Guide to Your USB

We want you and your group to get the most out of WE Schools. Check out the digital world-changing resources and additional program offerings included on your USB. Below, find a breakdown of all the resources that you will find.

Welcome Videos

- ▶ Welcome from Craig and Marc 
- ▶ Intro to WE 
- ▶ WE Schools
- ▶ WE Charity 
- ▶ Fundraising for the Year of Education 
- ▶ Craig's Top 5 Fundraising Tips 
- ▶ WE Day Broadcast Special

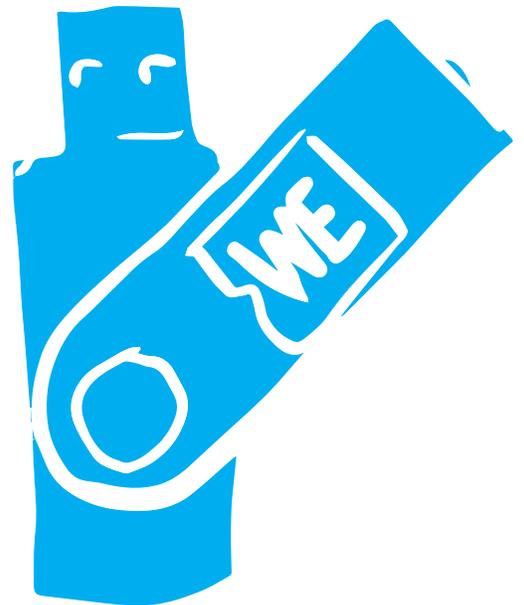
Educational Resources

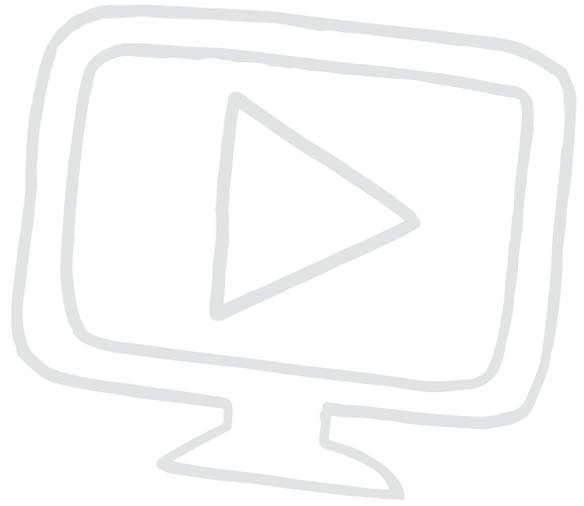
Curriculum for Your Classroom

- ▶ It All Adds Up: Elementary Lesson Package
- ▶ It All Adds Up: Secondary Lesson Package

Educator Resources

- ▶ Principal Letter
- ▶ Parent Letter
- ▶ Media Release Form
- ▶ Community Code Activity
- ▶ Club Cards Activity 
- ▶ Business Cards Overview 
- ▶ S.M.A.R.T. Goals Activity
- ▶ Community Mapping Activity
- ▶ Issue Compass Activity
- ▶ Your Year of Action Poster 
- ▶ WE Are Rafikis Order Form
- ▶ Invictus Games Overview 





Additional Videos

- ▶ It Takes a Child Documentary
- ▶ Francis Naimodu's Education Story **NEW!**
- ▶ Nepapa Kishoiyan's Water Story **NEW!**
- ▶ ME to WE Trips
- ▶ ME to WE Trip to Kenya with Michelle Owens
- ▶ Water Walk **NEW!**
- ▶ Shameless Idealists with Sir Richard Branson
- ▶ Environmental Issues with Chris Hadfield



WE DayX Resources

Bring the power of **WE Day** to your school. Kick off your year of action or celebrate the end of one with your own **WE Day**-style assembly, and unite your school for a better world.

- ▶ WE DayX PowerPoint Presentation
- ▶ WE DayX Video 1 — WE Day
- ▶ WE DayX Video 2 — Welcome from Craig and Marc
- ▶ WE DayX Video 3 — Ashley Murphy at WE Day
Chris Hadfield at WE Day
Magic Johnson at WE Day
Malala Yousafzai at WE Day
Spencer West at WE Day
- ▶ WE DayX Video 4 — WE Day Dance
- ▶ WE DayX Video 5 — World-Changing Superpower
- ▶ WE DayX Video 6 — The Power of WE
- ▶ WE DayX Video 7 — Congratulations from Craig and Marc



Remember to check out your **WE Day Book** for more resources and info about **WE DayX** and other ways to experience **WE Day** year-round.

The WE Schools Kit Is Going Digital!



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

Contact your WE Schools Partnership Manager to learn more.



We are social!

FOLLOW US! @WEmovement



#WEday | #WEschools

